

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



Scheme of Teaching and Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION
(Effective from Academic year 2020 - 21)

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education(OBE)										
I SEMESTER										
Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA11	Management & Organizational Behavior	03	02	03	40	60	100	4
2	PCC	20MBA12	Managerial Economics	03	02	03	40	60	100	4
3	PCC	20MBA13	Accounting for Managers	03	02	03	40	60	100	4
4	PCC	20MBA14	Business Statistics	03	02	03	40	60	100	4
5	PCC	20MBA15	Marketing Management	03	02	03	40	60	100	4
6	PCC	20MBA16	Managerial Communication	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	600	24
Note: PCC: Professional Core Course Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.										
Note: <ol style="list-style-type: none"> Each course has a theory component of 3hrs (3credits) and a practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a record. 20% of marks should be allocated for application oriented questions in the Semester End Examination (SEE) question paper based on practical component. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the SEE question paper. One industrial visit per semester is mandatory. The department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department. Students and course instructor/s to involve either individually or in groups to interact together to enhance the learning and application skills. Practical component: Students should interact with industry (small, medium and large) to understand their problems or foresee what can be undertaken for study in the form of research/ testing / projects and for creative and innovative methods for guidance and to solve the identified problem. The students shall <ol style="list-style-type: none"> Gain confidence in modeling of management systems. Work on different software/s (tools) to simulate, analyse and authenticate the output to interpret and conclude. Involve in case studies and field visits/ field work. Accustom with the use of standards to narrow the gap between academia and industry. <p>All activities should enhance student's abilities to employment and/or self-employment opportunity, management skills, statistical analysis, fiscal expertise etc.</p>										

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MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

II SEMESTER

Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA21	Human Resource Management	03	02	03	40	60	100	4
2	PCC	20MBA22	Financial Management	03	02	03	40	60	100	4
3	PCC	20MBA23	Research Methodology	03	02	03	40	60	100	4
4	PCC	20MBA24	Operations Research	03	02	03	40	60	100	4
5	PCC	20MBA25	Strategic Management	03	02	03	40	60	100	4
6	PCC	20MBA26	Entrepreneurship & Legal Aspects	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	600	24

Note:

PCC: Professional Core Course

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

Note:

- Each course has a theory component of 3hrs (3credits) and a practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- One industrial visit per semester is mandatory. The department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Internship (four weeks) to be carried out by students after second semester during vacation and the report submitted by the students be assessed internally during the third semester.

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Scheme of Teaching and Examinations – 2020 - 21

MASTER OF BUSINESS ADMINISTRATION

Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER(Core Courses and Specialisation Courses)

Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAMM305	20MBAFM305	20MBAHR305	03	02	03	40	60	100	4
6	PEC	20MBAMM306	20MBAFM306	20MBAHR306	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	-	08	-	40	60	100	4
TOTAL					18	20	18	280	420	700	28

Note:

PCC: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

Note:

- Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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III SEMESTER (Core Courses and Dual Specialisation)

Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAFM303	20MBAHR303	20MBAMM303	03	02	03	40	60	100	4
6	PEC	20MBAFM304	20MBAHR304	20MBAMM304	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	--	08	--	40	60	100	4
TOTAL					18	20	18	280	420	700	28

Note:

PCC: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

Note:

- Each course has a theory component of 3hrs (3credits) and a practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- One industrial visit per semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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III SEMESTER Core Courses					
Subject Code	Title of the Subject		Subject Code	Title of the Subject	
20MBA301	Emerging Exponential Technologies		20MBA301	Emerging Exponential Technologies	
20MBA302	Technology & Operational Strategy		20MBA302	Technology & Operational Strategy	
Specialisation Courses					
Marketing Professional Elective Courses			Finance Professional Elective Courses		
Subject Code	Title of the Subject		Subject Code	Title of the Subject	
20MBAMM303	Services Marketing		20MBAFM 303	Investment Management	
20MBAMM304	Marketing Research & Analytics		20MBAFM304	Direct Taxation	
20MBAMM305	Consumer Behaviour		20MBAFM305	Banking and Financial Services	
20MBAMM306	Retail Management		20MBAFM306	Advanced Financial Management	
20MBAIN307	Internship		20MBAIN307	Internship	
			Human Professional Elective Courses		
Subject Code	Title of the Subject		Subject Code	Title of the Subject	
			20MBAHR303	Recruitment & Selection	
			20MBAHR304	Human Resource Analytics	
			20MBAHR305	Industrial Relations and Labour Laws	
			20MBAHR306	Compensation & Reward System	
			20MBAIN307	Internship	

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IV SEMESTER (Specialisation Courses)

Sl · No	Course	Specialisation Courses			Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAMM404	20MBAFM404	20MBAHR404	03	-	03	40	60	100	3
5	PEC	20MBAMM405	20MBAFM405	20MBAHR405	03	-	03	40	60	100	3
6	PEC	20MBAMM406	20MBAFM406	20MBAHR406	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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IV SEMESTER(Dual Specialisation)

Sl. No	Course	Subject Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAFM401	20MBAHR401	20MBAMM401	03	-	03	40	60	100	3
5	PEC	20MBAFM402	20MBAHR402	20MBAMM402	03	-	03	40	60	100	3
6	PEC	20MBAFM403	20MBAHR403	20MBAMM403	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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IV SEMESTER (Specialisation Courses)					
Marketing Specialization		Financial Specialization		Human Resource Specialization	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM401	B2B Marketing Management	20MBAFM401	Risk Management and Insurance	20MBAHR401	Organizational Leadership
20MBAMM402	Logistics and Supply Chain Management	20MBAFM402	Financial Derivatives	20MBAHR402	Personal Growth & Interpersonal Effectiveness
20MBAMM403	Digital Marketing Management	20MBAFM403	Indirect Taxation	20MBAHR403	International Human Resource Management
20MBAMM404	Strategic Brand Management	20MBAFM404	Mergers, Acquisitions & Corporate Restructuring	20MBAHR404	Organization Change and Development
20MBAMM405	Agri Business Marketing	20MBAFM405	Corporate Valuation	20MBAHR405	Human Recourse Audit
20MBAMM406	International Marketing Management	20MBAFM406	International Financial Management	20MBAHR406	Management Consulting for Business Excellence
20MBAPR407	Project Report	20MBAPR407	Project Report	20MBAPR407	Project Report

Programme Outcomes (POs)

1. Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
2. Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
3. Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
4. Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
5. Students are equipped with self sustaining entrepreneurship qualities that encourages calculated risk taking.



MANAGEMENT & ORGANIZATIONAL BEHAVIOUR			
Course Code	20MBA11	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1. The student will be able to recite the theories and models of Management and Organisational Behavior. 2. The student will be able to apply and solve the workplace problems. 3. The student will be able to classify in differentiating between the best methods to solve the problem. 4. The student will be able to compare the appropriate framework for solving the problems at the workplace 5. The student will be able to design model in dealing with the problems in the organisation.			
Module-1 Introduction to Management			9 hours
Management -Introduction, Meaning, Nature, Objectives, Importance, Difference between Administration and Management, Levels of Management, Types of Managers, Managerial Skills, Managerial Competencies, Scope of Management, Functions of Management, Evolution of Management Thought, Fayol's fourteen principles of Management, Recent Trends in Management.			
Module -2 Functions of Management			10 hours
Planning - Definition, Features, Nature, Importance, Types, Steps in Planning, Planning Tools and Techniques, Essentials of a Good Plan. Organisation -Definitions, Importance, Principles, Types of Organisation Structures, Span of Control, Centralisation and Decentralisation of Authority. Directing -Definitions, Importance, Elements of Directing, Principles of Directing, Characteristics of Directing; Controlling -Definitions, Need of Controlling, Characteristics of Control, Steps in the Controlling Process, Resistance to Control, Design of Effective Control System, Types of Control, Control Techniques. Decision-making - Concepts, Types, Models, Difficulties in Decision-making, Decision-making for Organisational Effectiveness, Decision-making Styles.			
Module -3 Organisational Behaviour			10 hours
Organisational Behaviour : Introduction, Definitions, Nature, Goals, Importance, Approaches to Organisational Behaviour, Models. Attitude - Meaning, Definition, Types, Components, Attitudes and Behaviour, Changing Attitudes in the Workplace; Perception -Perception, Perceptual Process, Factors Influencing Perception, Perception and Decision-making; Personality -Definitions, Factors Influencing Personality, Big Five Personality Traits, Myers-Briggs Type Indicator (MBTI), Personality Tools and Tests; Motivation -Definitions, Process of Motivation (Cycle of Motivation), Nature, Importance, Types, Theories.			
Module -4 Managing Human at Work			7 hours
Group Dynamics - Meaning of Group, Group Characteristics, Classification of Groups, Models of Group Development, Meaning of Group Dynamics, Group Behaviour, Impact of Group on Individual's Behaviour, Impact of External Factors on Group Behaviour. Teamwork - Nature of Teams, Team Characteristics, Teams Versus Groups, Teamwork, Processes of Teamwork, Types of Teams, Reasons for Team Failure, Creating Effective Teams.			
Module-5 Organizational Power, Politics and Culture			7 hours
Power and Politics - Nature of Power and Politics, Early Voices, Questioning Power and Authority, Sources of Power for Individuals, Managing Organisational Politics. Culture - Definitions of Organisational Culture, Strong Versus Weak Culture, Characteristics, Types, Levels, Dimensions, Creating Organisational Culture, Changing Organisational Culture.			
Module - 6 Change and Stress Management			7 hours
Change - Nature, Characteristics, Process, Forces Responsible for Change in Organizations, Resistance to Change, Managing Resistance to Change. Stress Management -Definitions, Understanding Stress, Relation between Stress and Performance, Level, Signs and Symptoms of Stress, Types of Stress, Causes of Stress, Managing Stress.			
Course Outcomes: 1. Gain practical experience in the field of Management and Organization Behaviour 2. Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour. 3. Apply managerial and behaviour knowledge in real world situations. 4. Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality. 5. Understand and demonstrate their exposure on recent trends in management.			

Practical Component:

- Visit an Organisation and meet HR / Manager and note the Roles played in a Day.
- Conduct an event and try understanding the dynamics that goes on group.
- Develop few questions, interact with people in the organisation and try observing personality and reaction.
- Meet any Leader / HOD / Dean and observe the Management of depts. under the leader.

Note: Faculty can either identify the organizations/ leaders/job profile or students can be allowed to choose the same.

CO-PO Mapping

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Essentials of Management	Koontz	McGraw Hill	8e, 2014
2	Principles and Practices of Management and Organisational Behaviour	Chandrani Singh and Aditi Khatri	Sage Publication	2016
3	Organizational behaviour	Stephen P Robbins, Timothy	Pearson	14e, 2012

Reference Books

1	Organizational Behaviour	Fred Luthans,	McGraw Hill International	12/e, 2011
2	Principles of Management	Ramesh B. Rudani	Tata McGraw-Hill	2013
3	Masters of Management Thought	Mahanand Charati & M M Munshi	Swapna Book House	2015

MANAGERIAL ECONOMICS			
Course Code	20MBA12	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: <ol style="list-style-type: none"> 1. To introduce the fundamentals, tools and theories of managerial economics. 2. To provide an understanding of the application of Economics in Business 3. To learn the basic Micro and Macroeconomic concepts. 4. To have an understanding of Demand, Production, Cost, Profit and Market competitions with reference to a firm and industry. 			
Module -1 Introduction			7 hours
Managerial Economics: Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. Theory of the Firm: Firm and Industry, Objectives of the firm, alternate objectives of firm. Managerial theories: Baumol's Model, Marris's Hypothesis, Williamson's Model.			
Module -2 Demand Analysis			9 hours
Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand –Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. (No problems).			
Module -3 Cost Analysis & Production analysis			9 hours
Concepts of Production, production function with one variable input - Law of Variable Proportions. Production function with 2 variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Least cost combination factor, Economies of scale, Diseconomies of scale. Technological progress and production function. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve Break Even Analysis – Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions (with simple Problems).			
Module -4 Market structure and Pricing Practices			9 hours
Perfect Competition , Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Descriptive Pricing Approaches: Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.			
Module -5 Indian Business environment			9 hours
Nature, Scope, Structure of Indian Business Environment – Internal and External Environment. Political and Legal Environment, Economic Environment, Socio – Cultural Environment, Global Environment Basic Macro Economic Concepts: Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP.			
Module-6 Indian Industrial Policy			7 hours
Industrial Policies and Structure: A critical look at Industrial Policies of India, New Industrial Policy 1991; - Private Sector- Growth, Problems and Prospects, SMEs –Significance in Indian economy-problems and prospects. Fiscal policy and Monetary Policy. Foreign Trade: Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. The student will understand the application of Economic Principles in Management decision making. 2. The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry. 3. The Student will be able to understand, assess and forecast Demand. 4. The student will apply the concepts of production and cost for optimization of production. 5. The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure. 6. The student will be able to understand macroeconomic concepts. 			

Practical Component:

- Assessment of Demand Elasticity – Price, Income, Cross, Advertising.
- Demand Forecasting:
- Application of qualitative and quantitative methods of demand forecasting to various sectors (Automobile, Service, Pharmaceutical, Information Technology, FMCG, Hospitality etc.) in India.
- Preparing a Project proposal for a Business Venture.(Compulsory)

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X	X		X	
CO3	X				X
CO4	X				X
CO5	X			X	
CO6	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 80 percent theory and 20 percent problems in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Managerial Economics	Geethika, Ghosh & Choudhury	McGraw Hill	2/e, 2011
2	Managerial Economics	Dominick Salvatore,	Oxford Publishers	2e, 2016

Reference Books

1	Managerial Economics	R. Panneerselvam, P. Sivasankaran, P. Senthilkumar	Cengage	2015
2	Managerial Economics	Samuelson & Marks	Wiley	5/e, 2015
3	Managerial Economics	D.M Mithani	HPH	2016
4	Managerial Economics	H.L Ahuja Samuelson & Marks	S.Chanda	2014

ACCOUNTING FOR MANAGERS			
Course Code	20MBA13	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1. To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary. 2. To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements. 3. To prepare basic entries for business transactions and present the data in an accurate and meaningful manner. 4. Prepare basic financial statements and explain the articulation between the basic statements. 5. To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.			
Module-1 Introduction to Accounting			7 hours
Financial Accounting: Need and Types of Accounting, Single Entry System, Double Entry System, Concepts and Conventions of Accounting, Relation of Accounting with other disciplines, Journal, Ledgers, Trial balance.			
Module -2 Financial Statements			10 hours
Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Basic problems of Final Accounts), Window dressing. Case Study problem on Final Accounts of Company-Appropriation accounts.			
Module -3 Analysis of Financial Statements			10 hours
Limitations of Financial Statements; Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Comparative Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis. Preparation of Cash flow Statement (indirect method). Lab compulsory for Financial Statement Analysis using excel.			
Module -4 Management Accounting			9 hours
Scope, Purpose of Management Accounting Cost Volume Profit Analysis: Meaning-Methods of determination-Applications. Managerial Decision-Making-Make /Buy etc: Short-run Decision Analysis-Decision situations: Sales-volume related, Sell or further process, Make or Buy, Operate or shut-down.			
Module -5 Functional and Flexible Budgeting			7 hours
Functional budgets, Flexible Budgets: Meaning-Measure of Volume-Cost Behaviour with change in volume-Fixed, variable & mixed costs.Variance Analysis: Cost Variances – Revenue Variances-Variance Reporting-Disposition of variances.			
Module-6 Emerging Issues in Accounting and Computerised Accounting			7 hours
Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Sustainability Reporting, Applicability of Ind AS – Indian Accounting Standards. Computerised Accounting Systems -Structuring Database for Accounting- Accounting system Using Database Management systems- Illustration of Accounting Database.			
Course outcomes: At the end of the course the student will be able to: 1. Demonstrate theoretical knowledge and its application in real time accounting. 2. Capable of preparing financial statement of companies. 3. Independently undertake financial statement analysis and take decisions. 4. Comprehend emerging trends in accounting and computerization of Accounting systems.			
Practical Components: • To collect Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class. • To analyze the companies' cash flow statements and presenting the same in the class. • To get exposed to use of accounting software's (preferably Tally. ERP 9). • To identify the sustainability report of a company and study the contents.			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		X
CO2	X	X	X		
CO3	X	X	X		
CO4	X	X		X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Accounting for Management-Text & Cases	S.K.Bhattacharya & John Dearden	Vikas Publishing House Pvt. Ltd.	3e, 2018
2	Financial Accounting	S.N.Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari	Vikas Publishing House Pvt. Ltd.	6e, 2018
3	Computerized Accounting	Neeraj Goyal, Rohit Sachdeva	Kalyani Publishers	1e, 2018

Reference Books

1	Accounting for Managers	J.Made Gowda	Himalaya Publishing House	1e, 2007
2	Financial Accounting for Management	N. Ramachandran, Ram Kumar Kakani	McGraw Education (India) Private Limited	4e., 2016
3	Management Accounting : Text, Problems and Cases	M Y Khan, P K Jain	Tata McGraw-Hill Education	7e, 2007
4	Accounting and Finance for Non-finance Managers	Jai Kumar Batra	Sage Publications	1e, 2018

BUSINESS STATISTICS			
Course Code	20MBA14	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To make the students learn about the applications of statistical tools and Techniques in decision making. 2. To emphasize the need for statistics and decision models in solving business problems. 3. To enhance the knowledge on descriptive and inferential statistics. 4. To develop analytical skills in students in order to comprehend and practice data analysis at different levels. 5. To familiarize the students with analytical package MS Excel.			
Module -1 Introduction to Statistics			9 hours
Introduction to Statistics: Meaning and Definition, functions, scope and limitations, Collection and presentation of data, frequency distribution, measures of central tendency - Mean, Median, Mode, Geometric mean, Harmonic mean. Measures of dispersion: Range – Quartile Deviation – Mean Deviation -Standard Deviation – Variance- Coefficient of Variance - Comparison of various measures of Dispersion.			
Module -2 Correlation and Regression			7 hours
Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regressions (problems on simple regression only).			
Module -3 Probability Distribution			9 hours
Probability Distribution: Concept and definition - Rules of probability –Random variables – Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem (No derivation) (Problems only on Binomial, Poisson and Normal).			
Module -4 Time Series Analysis			8 hours
Time Series Analysis –Objectives, Variations In Time Series - Methods Of Estimating Trend: Freehand Method - Moving Average Method - Semi-Average Method - Least Square Method. Methods of Estimating Seasonal Index: Method Of Simple Averages - Ratio To Trend Method - Ratio To Moving Average Method.			
Module -5 Hypotheses			7 hours
Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (problems on all tests). Normality and reliability of hypothesis. Statistical analysis- Bivariate and Multivariate Analysis- ANOVA-one-way, two-way classification (theory only).			
Module-6 Computer lab for Statistics			10 hours
MS Excel: Functions, Formulas, Types of errors in excel, Data analysis using MS-Excel- Mean, Median, Mode, Geometric Mean, Harmonic mean, Standard Deviation, Correlation			
Course Outcomes: At the end of the course the student will be able to: 1. Facilitate objective solutions in business decision making under subjective conditions. 2. Demonstrate different statistical techniques in business/real-life situations. 3. Understand the importance of probability in decision making. 4. Understand the need and application of analytics. 5. Understand and apply various data analysis functions for business problems.			
Practical Component: <ul style="list-style-type: none"> Students are expected to have a basic excel classes. Students need to be encouraged to do a small primary research inside the classroom in groups and to analyze the data using statistical tools like Mean, SD, Correlation(Ex: Motivation, Stress etc) Students can also be encouraged to go out for a live survey in Malls, Showrooms and in other Colleges to collect data's and to analyze it. Ex: Buying behavior, Brand aspects etc) 			
Lab compulsory-minimum 10 hours.			

CO-PO MAPPING					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X			X	X
CO2	X	X	X		X
CO3	X		X		X
CO4	X		X		
CO5	X	X	X	X	X

Question paper pattern:
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbooks				
Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Fundamentals of Statistics	S C Gupta	Himalaya Publications	2012
2	Research Methodology	Ranjit Kumar	Sage Publications	2018
3	Parametric and Non Parametric Statistics	Vimala Veeraraghavan and Suhas	Sage Publication	2017

Reference Books				
1	Statistical Methods	Dr. S P Gupta	Sultan Chand Publications	2014
2	Research Methodology	C R Kothari	Viswa Prakasam Publication	2015
3.	Business Research Methods	S.N.Murthy and U.Bhojanna.	Excel Books	3e, 2016

MARKETING MANAGEMENT			
Course Code	20MBA15	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates. 2. To analyze the motives influencing buying behaviour & Describe major bases for segment marketing, target marketing, and market positioning. 3. Identify a Conceptual framework, covering basic elements of the marketing mix. 4. To understand fundamental premise underlying market driven strategies. 5. Giving them hands on practical approach to subject study. 			
Module-1 Introduction to Marketing			9 hours
Marketing V/s Selling, Customer value, Components of customer value and components of customer cost. Marketing Ethics- green marketing and green economy. Marketing Myopia. Marketing Environment - Components of Environment to be analysed- Micro/ Macro Environment, Technological environment, Socio-cultural environment, Economic Environment, Legal Environment, Consumer/demographic environment, Government policies, Political environment. Techniques used in Environment Analysis. Contemporary Indian Marketing Environment. Cause and Social Marketing alternate concepts like 3V concepts of Nirmalaya Kumar Social Responsibility of marketing- new marketing realities, new responsibilities, new-age marketing, societal marketing concept, Corporate Social Responsibility. Emerging areas- Neuro Marketing , Sensory Marketing- concepts only. Assignment: Contemporary Indian Marketing Environment			
Module -2 Analysing Consumer Behaviour			9 hours
Connecting with consumers and consumer in sighting, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behaviour- personal factors and cultural factors. Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour. Psychological Processes underlying consumer behaviour. Market Segmentation: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Segmentation method – Geographic segmentation and Demographic segmentation, psychographic segmentation, behavioural segmentation, volume segmentation, deep segmentation. Indian Consumer- Features about consumer India, Classifying Indian consumer by Income B2B marketing Vs Consumer Marketing. Assignment- Live projects on Consumer Behaviour.			
Module -3 Product, Brand Equity, Services Marketing			9 hours
Product Management- fundamentals, primary objective of product management, product hierarchy, product line, product mix, product mix strategies, Appraisal of product lines, products and brands. Managing PLC of product/brand, New Product Development, packing as a marketing tool, Role of labelling in packing. Main tasks in product management. Components of Product personality. Brand- selecting brand name, selecting logo, brand extension- effects. Introducing new product, innovations, new product development, stages in new product development, pricing strategy for new product. Branding - Concept of Branding, Types, Brand Equity, Branding strategies. Services Marketing & its Characteristics- tasks involved in service marketing, differentiating, positioning and brand building in services, premiumisation in service marketing. Market Segmentation, Targeting & Positioning (STP): Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning. Monitoring brands performance and positioning.			
Module -4 Pricing , Marketing Channels			7 hours
Pricing decisions: Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies- Value based, Cost based, Market based, Competitor based, Pricing Procedure. Marketing Channels: Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing. Contemporary Channels and Retailing in India. Product Distribution Logistics: Product distribution Concept. Distinction between distribution logistics and Supply Chain Management..			
Module -5 Direct Marketing & Digital Marketing:			9 hours
Concept and scope of direct marketing, concept and components of digital marketing. Digital marketing communications, digital marketing in India. Promotions- Marketing communications- Integrated Marketing			

Communications (IMC)-communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising. Customer Relationship Management- components. Significance of Marketing Research- importance of data.

Module - 6 Sales Promotion, Marketing Planning and Rural Marketing 7 hours

Sales Promotion: Tools and Techniques of sales promotion, Push-pull strategies of promotion. Personal selling: Steps/process involved in Personal Selling. Publicity/Public Relation-word of mouth, sponsorships. Database marketing: Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS. **Marketing Planning:** Meaning, Steps involved in Marketing planning. Marketing Audit- Meaning, components of Marketing Audit. Market Share analysis, Marketing cost analysis, Marketing Strategic Planning Process. **Concept of Rural Marketing:** Flumist (HBR) and Saffola Journey- Case Studies
Classroom Exercise: Brand Communication (create and enact a commercial)

Course outcomes:

At the end of the course the student will be able to:

1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying .
3. Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning.
4. Identifying marketing channels and the concept of product distribution.
5. Identifying techniques of sales promotion , significance of marketing research.
6. Synthesize ideas into a viable marketing plan for various modes of marketing

Practical Components:

- Understanding Contemporary Indian Marketing Environment.
- Understanding and demonstrating their exposure on consumer behaviour
- Effectively using their skill in creating and enacting a commercial on brand communication.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X	X	X		X
CO3	X	X	X		
CO4	X	X			X
CO5	X			X	
CO6	X			X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Marketing Management- Indian Context, Global Perspective.	Ramaswamy & Namakumari	SAGE	6 th Edition

2	Marketing Management: A South Asian Perspective.	Kotler, Keller, Koshy & Jha	Pearson Education	Latest edition
3	New Product Management	Merle Crawford and Anthony Di Benedetto	McGraw-Hill	Latest Edition
4	Advertisement Brands & Consumer Behaviour	Ramesh Kumar	Sage Publications	2020
Reference Books				
1	Marketing in India: Text and Cases	Neelamegham S	Vikas	Latest edition
2	Marketing	Lamb, Hair, Mc Danniel	Cengage Learning	Latest edition
3	Fundamentals of Marketing Management,	Etzel M J BJ Walker & William J Stanton	Tata Macgraw Hill	Latest edition

MANAGERIAL COMMUNICATION			
Course Code	20MBA16	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers. 2. To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively. 3. To introduce the students to some of the practices in managerial communication those are in vogue. 4. To prepare students to develop the art of business communication with emphasis on analysing business situations. 5. To train Students towards drafting business proposals.			
Module -1 Introduction			7 hours
Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication. Communicating within Organizations – Levels of communication, Communication flow, Communication barriers, Media choices, Legal Consequences and Ethics, Communication in a cross-cultural setting.			
Module -2 Oral Communication			7 hours
Oral Communication: Meaning – Principles of successful oral communication, Conversation control –Reflection and Empathy: two sides of effective oral communication. Oral Presentation: Role of business presentations, Planning and Organizing Presentation, Planning Team and Online Presentations, Developing Visual Support for Business presentation, Practicing and Delivering Presentation - Refining your delivery. Business Pitch: 10 steps in Pitching, Elevator Pitching Class room Exercise: Business pitch with video recording using PowerPoint and feedback.			
Module -3 Written Communication			9 hours
Written Communication: Purpose of writing – Clarity in writing –Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing – Writing – Revising. Audience analysis, Writing Positive, Neutral, Persuasive and Bad-news Messages Types of Written Communication in Business: Business Letters, Employee Reviews, Recommendation Letters, Thank You Letters, Memos, proposals and Reports, Planning Documents, Press Releases, Proactive Media Writing and E-mail.			
Module -4 Business Reports			9 hours
Business Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing, writing executive summary. Business Case Analysis: What is a case? Characteristics of Case and its Analysis, Process of Case Analysis, Requirements of Case analysis, The structure of written cases analysis. Meeting Documentation: Notice, Agenda, and Resolution & Minutes Assignment: Executive summary to be submitted.			
Module -5 Employment communication			9 hours
Employment communication: Putting your best self forward, Preparing your resume, Writing covering letters and Inquiry Emails, Preparing for a Job Interview, Conducting Yourself during the Interview, Following up throughout the process, Practicing business etiquette. Business Meetings: Format, planning, facilitating, participating and following-up. Lab component: Video conferencing across stakeholders.			

Module-6 Interpersonal Communication**9 hours****Interpersonal Communication:** Nonverbal communication and Listening.**Conflict Management and Negotiation skills:** Meaning and characteristics of Conflict, Conflict management through communication, Managing the process of communication in Conflict, Verbal skills for communicating in conflict. Communication for effective negotiation – Meaning, nature and need for negotiation, Factors affecting negotiation, stages in negotiation process, Negotiation strategies.**Technological Advancement and Business Communication:** Intranet, Internet, Teleconference, Video conference, Blogs, Webinars, Chat rooms, Voice and Text messaging.**Social Media:** Introduction, Characteristics, Classification, Nature and scope of Six types of Social Media, Choosing the most suitable social media. Using Social Media to build business relationships.**Lab component: Creating a Blog****Note: Suggested for practical component: Effective Communication Development.****Subject faculty to design suitable practical components for the topics in syllabus.****Course Outcomes:**

At the end of the course the student will be able to:

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
4. The students will be introduced to the managerial communication practices in business those are in vogue.
5. Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

Practical component:

- Make students enact and analyze the non-verbal cues.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.
- Video conferencing across stakeholders
- Create a Blog
- Business pitch with video recording using PowerPoint and feedback

CO-PO MAPPING

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE

Textbooks

Sl N	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Communicating in Business	Ober Newman	Cengage	8 th Edition, 2018
2	BCOM A South-Asian Perspective	Lehman, Dufrene, Sinha	Cengage Learning	2 nd Edition, 2012
3	Business Communication	P D Chaturvedi Mukesh Chaturvedi	Pearson	3 rd Edition, 2013
4	Business and Professional Communication	Kelly m. Quintanilla Shawn T. Wahl	SAGE South Asia Edition	2017

Reference Books

1	Communicating in Business	Williams, Krizan Logan, Merrier	Cengage Learning	8 th Edition, 2017
2	Business Communication: Process	Mary Ellen Guffey	Cengage Learning	3 rd Edition, 2002
3	Business Communication	Lesikar, Flatley, Rentz , Pande	TMH	11 th Edition, 2011
4	Communicating in Business	Williams, Krizan, Logan & Merrier	Cengage Learning	8e, 2014

II SEMESTER

HUMAN RESOURCE MANAGEMENT			
Course Code	20MBA21	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. The student will be able to recite the theories and various functions of Human Resources Management 2. The student will be able to describe and explain in her/his own words, the relevance and importance of Human Resources Management at workplace 3. The student will be able to apply and solve the workplace problems through Human Resources Management intervention 4. The student will be able to classify and categorise in differentiating between the best method to solve the problem 5. The student will be able to compare and contrast different approaches of HRM for solving the complex issues and problems at the workplace 6. The student will be able to design and develop an original framework and model in dealing with the problems in the organization. 			
Module-1 Introduction			7 hours
Human Resource Management and Personnel Management, The Importance of Human Resource Management, Models of Human Resource Management, Evolution of Human Resource Management, HRM in India, The Factors Influencing Human Resource Management , Human Resource Management and Line Managers, The HR Competencies, Human Resource Management and Firm Performance.			
Module -2 Human Resource Planning			9 hours
Importance of HR Planning, Manpower Planning to HR Planning, Factors Affecting HR Planning, Benefits of HR Planning, HRP Process, Tools for Demand Forecasting, Attributes of an Effective HR Planning, Barriers to HR Planning, The Challenges for HR, Process of Job Analysis and Job Evaluation.			
Recruitment and Selection: Importance of Recruitment, Recruitment Policies, Factors Influencing Recruitment, Recruitment Process, Sources, Evaluation of Recruitment Process, Recruitment Strategy ; Selection, Future Trends in Recruitment; Selection Process; Selection Tests; Factors Influencing Selections, Challenges in Selection, Application Tracking System using MS-Excel Learning, Training, and Development: Training, Learning and Development, Learning Theories, The Future of Training, Learning, and Development: Crystal Gazing into the Future, World of Learning. Process of training and Techniques of Training			
Module -3 Performance Management and Appraisal			9 hours
Objectives of Performance Management, Performance Management and Performance Appraisal, Common Problems with Performance Appraisals, Performance Management Process, Types of Performance Rating Systems, Future of Performance Management.			
Compensation and Benefits Introduction, Definitions, Total Compensation, Total Rewards System, Forms of Pay, Theories of Compensation, External Factors, Internal Factors, Establishing Pay Rates, Employee Benefits.			
Industrial Relations Decent Workplace: International Labor Organisation, Industrial Relations, The Objectives of Industrial Relations, Approaches of Industrial Relations Systems, The Actors in Industrial Relations, Indian Context, Industrial Relations and Human Resource Management.			
Employment Relations - The Definition, Traditional Employment Relations, Actors in the Fray: Role-taking, The New Frameworks for Employment Relations, The Future of Employee Relations.			
Module -4 Human Resource Management in Small and Medium Enterprises			9 hours
Definition of SMEs, Human Resource Management and Performance in SMEs, The Difference in Adoption of Human Resource Management: SMEs and Large Firms, Indian Experience, Impact of Weak Adoption of Human Resource Management in SMEs, Factors Influencing the Adoption of Human Resource Management Practices in SMEs, Future of Human Resource. Management in SMEs.			
Human Resource Management in the Service Sector Introduction, The Emergence of the Services Sector, Implications for Human Resource, Management Function, Differences Between Services Sector and the Manufacturing Sector, Difference in Human Resource Management			

Practices in Services and Manufacturing Sectors, Human Resource Management and Service Quality Correlation, Some Specific Industries in Services Sector, Trade Unions in Services Sector, Models of Union Strategies. Case Study on “Training Program at ABC Cement”.

Module -5 Human Resource Management Innovations 9 hours

Introduction, Human Resource Management and Innovations, Factors Affecting the Innovation Process in Organisations, Characteristics of Human Resource Management Innovations, Conditions Necessary for Successful HRMI Implementation, Current Trends in Human Resource Management Innovations, Innovative Human Resource Management Practices in India, How Human Resource Management Practices Contribute to Organisational Innovation, How to Make Human Resource Management Innovations Sustainable.

Module - 6 HR Leadership and Organisation Transformation 7 hours

Future of Human Resource Management: The next generation HR professionalism, Critical HR Issues of Today and Tomorrow, Changing Mental Models: HR’s Most Important Task, HR roles critical for business survival, HR profession in today’s changeable workplace, HR and Technology.

Course Outcomes:

At the end of the course the student will be able to:

1. Gain practical experience in the field of Human Resource Concepts, functions and theories.
2. Acquire the conceptual insight of Human Resource and various functions of HR.
3. Apply personnel, managerial and welfare aspects of HR.
4. Develop a greater understanding about HR practices, analyse the trends in the field of HR.

Practical Component:

- An visit to Organisation and interact with HR Manager and list out the roles played by HR manager.
- Meet Recruitment Manager and ask- 10 questions one asks during Interview.
- Meet Training and Development Manager and list out various training given to employees; basis of training program; Need analysis.
- Visit any Service Organisation and observe HR functions; List them.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X	X		X
CO2	X	X		X	
CO3	X	X	X		
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Human Resource Management: Theory and Practices,	R. C. Sharma, Nipun Sharma	Sage Publication India Pvt. Ltd.,	2019
2	Human Resource Management: Concepts	Amitabha Sengupta	Sage Publication India Pvt. Ltd.	2019

3	Leadership: Theory and Practices	Peter G. Northouse	Sage Publication	2016
4	Human Resources Management	T.P.RenukaMurthy	HPH.	2015
Reference Books				
1	The HR Scorecard: Linking People, Strategy, and Performance	Brian Becker, Dave Ulrich, and Mark A. Huselid	Harvard Business School Press	2001
2	The HR Answer Book: An Indispensable Guide for Managers and Human Resources Professionals	Shawn Smith and Rebecca Mazin	AMACOM	2011
3	Performance Management and Appraisal Systems HR Tools for Global Competitiveness	T. V. Rao		First Edition, 2004
4	Human Resource Management	Appasaba L.V and Kadakol A M	College Book House	2016
5	Human Resource Management	V.S.P Rao		2014

FINANCIAL MANAGEMENT			
Course Code	20MBA22	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To familiarize the students with basic concepts of financial management and financial system. 2. To understand concept of time value of money and its implication. 3. To evaluate the investment proposals. 4. To understand the management of working capital in an organization. 5. To analyze capital structure and dividend decision.			
Module-1 Introduction			9 hours
Meaning and objectives of Financial Management, changing role of finance managers. Interface of Financial Management with other functional areas. Indian Financial System: Financial markets, Financial Instruments, Financial institutions and financial services. Emerging issues in Financial Management: Risk Management, Behavioural Finance, Financial Engineering, Derivatives (Theory).			
Module-2 Time value of money			9 hours
Meaning of Time value of money –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problem). Case Study on Loan amortization. Computer lab for calculation of future value, present value and loan amortisation in MS excel.			
Module-3			9 hours
Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only). Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC) and Marginal cost of capital. (Theory & Problem). Case Study on WACC.			
Module-4 Investment Decisions			9 hours
Capital budgeting process, Investment evaluation techniques – [Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return Problem). Risk analysis in capital budgeting-Case Study on replacement of capital project. (Numerical problems). Computer lab for calculation of NPV, IRR, PI, Payback period, ARR in MS excel.			
Module-5 Working Capital Management			7 hours
Factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle on Excel- Estimation of working capital requirements of a firm. (Does not include Cash, Inventory & Receivables Management). Case study on Working Capital Determination and the impact of negative working capital Amazon-negative working capital and profitability. Computer lab for calculation of working capital cycle and operating cycle in MS excel.			
Module-6 Capital structure and dividend decisions			7 hours
Capital structure and dividend decisions – Planning the capital structure-Governance of Equity and Debt, Fall in interest rates and perils of Debt funding. Leverages, EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy. Dividend policy – Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout (No dividend theories to be covered). Case Study on EBIT-EPS analysis & Leverages.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> Understand the basic financial concepts Apply time value of money Evaluate the investment decisions Estimate working capital requirements Analyze the capital structure and dividend decisions 			

Practical Components:

- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.
- Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.
- Students can study any five companies capital structure
- Students can do Company analysis for select companies using profitability and liquidity ratios.

CO-PO MAPPING

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Financial Management	Khan M. Y.& Jain P. K,	TMH	7/e,
2	Financial Management	Prasanna Chandra	TMH	9/e,
3	Financial Management	Prahlad Rathod ,Babitha Thimmaiah and Harish Babu	HPH	1/e, 2015
4	Financial Management: A Strategic Perspective	Nikhil Chandra Shil & Bhagaban Das	Sage Publications	1/e, 2016

Reference Books

1	Financial Management	I M Pandey	Vikas Publishing	11/e, 2012
2	Principles of Corporate Finance	Brealey, Myers, Allen & Mohanty	McGraw Hill Education	11/e, 2014
3	Cases in Financial Management	I.M.Pandey & Ramesh Bhat	McGraw Hill Education	3/e, 2015
4	Corporate Finance	Vishwanath S. R.	Sage Publications	3/e, 2019

RESEARCH METHODOLOGY			
Course Code	20MBA23	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: <ol style="list-style-type: none"> 1. To understand the basic components of research design. 2. To Gain an insight into the applications of research methods. 3. To equip students with various research analytical tools used in business research. 4. To equip students with necessary critical thinking skills using excel. 			
Module-1 Business Research		9 hours	
Business Research: Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.			
Module -2 Business Research Design		9 hours	
Meaning, types and significance of research design. Exploratory and Conclusive Research Design. Exploratory Research: Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods. Conclusive Research Design - Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies. Experimental Research Design – Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.			
Module -3 Sampling		7 hours	
Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling –convenience sampling-judgemental sampling, snowball sampling- quota sampling - Errors in sampling.			
Module -4 Data Collection		9 hours	
Meaning of Primary and Secondary data, Primary data collection methods - observations, survey, interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantages. Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling. Case Study as per the chapter needs.			
Module -5		7 hours	
Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation- Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.			
Module – 6		9 hours	
Advanced Excel and real time application: V Look Up, H Look up, Sort and filter, concatenate, Conditional Formatting., Pivot Table, If statement, Nested If, Charts. Statistical tests and how to interpret statistical outputs.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Understand various research approaches, techniques and strategies in the appropriate in business. 2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems. 3. Demonstrate knowledge and understanding of data analysis, interpretation and report writing. 4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular 			
Practical components: <ul style="list-style-type: none"> • To identify research problem and collect relevant literatures for data analysis. • To write the research design by using Exploratory and Descriptive Research methods. • To conduct Market survey and to investigate consumer perception towards any FMCG and to conduct the data analysis using excel and need to submit a small report. 			

- To demonstrate Report writing and Presentation methods.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X			X	
CO2	X			X	
CO3	X	X	X		X
CO4	X		X	X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbook/ Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Research Methodology	C R Kothari	Viswa Prakasam Publication	2014
2	Business Research Methods	S. N. Murthy & U. Bhojanna	Excel Books	3e, 2016
3	Research Methods	M MMunshi & K Gayathri Reddy	HPH	2015

Reference Books

1	Research Methodology	Ranjit Kumar	Sage Publications	
2	Excel for dummies	Harvey .G	John Wiley & Sons	2016
3	Research Methodology	Deepak Chawla and Neena Sondhi	Vikas Publications	2014

OPERATIONS RESEARCH			
Course Code	20MBA24	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course objectives: <ul style="list-style-type: none"> Understand the mathematical tools that are needed to solve optimisation problems Solve linear programming problems using appropriate techniques to take informed Decision To understand and practice allocation problems, Assignments problems, Transportation problems and Network Analysis (PERT & CPM). 			
Module -1 Introduction			7 hours
Definition, scope of Operations Research, characteristics, advantages and limitations. Quantitative approach to decision making models (Theory Only)			
Module -2 Linear programming			9 hours
Structure of linear program model, Assumption, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, Formulation of problems, graphical method.			
Module -3 Transportation problem			7 hours
General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), Degeneracy, Optimality Test using Stepping Stone and MODI Methods (theory only). Assignment problems - Introduction, General structure. Problems on minimization & maximization.			
Module -4 Decision theory			9 hours
Decision under uncertainty- Maxmin & Minmax, Decision under Risk- Expected Value, Simple decision tree problems. (Only theory). Job Sequencing- N Jobs-two machines and N Jobs-three machines, 2 jobs-M machines cases. (Only theory).			
Module -5 Theory of games			9 hours
Formulation of game models, Two person Zero sum games & their solution, 2 x N and M x 2 games, pure strategy games with saddle point, Mixed strategies (Graphical and algebraic methods), Limitations of game theory. Simulation: process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation, Simple problems on Simulation applications in Inventory, Queuing, finance problems, Advantages & Disadvantages.			
Module-6 Project management			9 hours
Structure of projects, phases of project management-planning, scheduling, controlling phase, work breakdown structure, project control charts, network planning, PERT & CPM, Network components & precedence relationships, critical path analysis, probability in PERT analysis, Theory of crashing (Theory Only), Theory of Constraints (Theory only).			
Course outcomes: <ol style="list-style-type: none"> Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases Use appropriate quantitative techniques to get feasible and optimal solutions Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems Understand and apply the network diagram for project completion Practical component: <ul style="list-style-type: none"> Learn and use TORA Software for analysis of all the ORTechniques and Real life Problems. Student should demonstrate the application of the techniques covered in this course. 			

CO – PO MAPPING.

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	X
CO3	X		X		X
CO4	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbook/ Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Operation Research: An Introduction	H.A. Taha	Pearson Publication	2012
2	Operation Research	J K Sharma	McMillan Publications	2014

Reference Books

1	Quantitative Techniques in management	N D Vohra	McGraw Hill	2015
2	Operation Research	J K Sharma	McMillan Publications	2016

STRATEGIC MANAGEMENT			
Course Code	20MBA25	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course objectives: 1. To provide insights into the core concepts of strategic management. 2. To evaluate various business strategies in dynamic market environments. 3. To gain insights into various strategic management models.			
Module-1 Introduction			7 hours
Meaning and Nature of Strategic Management, its Importance and Relevance and. Characteristics of Strategic Management, The Strategic Management Process. Relationship Between a Company's Strategy and its Business Model. Case Study related to the Module.			
Module -2 External Analysis			9 hours
Strategically Relevant Components of a Company's External Environment – Industry Analysis - Factors Driving Industry Change and its Impact - Porter's Dominant Economic Feature - Competitive Environment Analysis - Porter's Five Forces Model – Key Success Factors Concept and Implementation. Case Study on external analysis. Students Assignment: Industry External Analysis.			
Module -3 Internal Analysis			9 hours
Describe Strategic Vision, Mission, Goals, Long Term Objectives, Short-Term Objectives and Discuss Their Value to the Strategic Management Process, Resources, Capabilities, Competencies, Resource Based View of the firm (RBV), Balanced Score Card, SWOC Analysis, Value Chain Analysis, Benchmarking. Case Study on internal analysis. Students Assignment: Industry Internal Analysis.			
Module -4 Strategy Formulation			9 hours
Business Strategies –Porter's Generic Strategies: Low Cost, Differentiation, Best Cost, Focused Low Cost and Focused Differentiation, Corporate Strategies – Growth Strategies (Internal Growth, External Growth, Integration, Diversification, Mergers, Strategic Alliances), Ansoff's Matrix, Stability Strategies (No-Change, Profit and Proceed With Caution), Retrenchment Strategies (Turnaround, Divestment and Liquidation), International Business Level Strategies. Case Study on Strategic Formulation. Students Assignment: Strategies of listed companies.			
Module -5 Strategy Implementation			9 hours
Strategy Implementation -Organisational Structure, Strategic Leadership and Organisational Culture Strategy and Innovation - Introduction to Innovation: Process, Product and Platform; Creative Destruction and Disruptive Technologies; Designing Organisations for Innovation; Innovation Environments: Institutional Innovation and Environments, The Co-creation of Value, Open Innovation and Open Strategy, National Innovation Systems, Learning Networks and Clusters, Social Innovation. Case Study on Strategy Implementation.			
Module - 6 Strategic Control			7 hours
Strategic Control: Focus of Strategic Control, Establishing Strategic Controls (Premise Control, Strategic Surveillance, Special Alert Control, Implementation Control), Exerting Strategic Control (through Competitive Benchmarking, Performance and Formal and Informal Organisations). Case Study on Strategic Control.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose. Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage. To give the students an insight on strategy at different levels of an organization to gain competitive advantage. To help students understand the strategic drive in multinational firms and their decisions in different markets. To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making. Practical Component: <ul style="list-style-type: none"> Analyzing the Mission and Vision statements of selected Indian companies. Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc(Industry Note to be submitted) Internal Analysis & Strategies of a listed company in the form of the report to be submitted. Pick a company that has performed very badly compared to its competitors. Collect information on why the 			

company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market; analyze the internal and external factors.

- Map out GE 9-cell matrix and BCG matrix for some companies and compare them.
- Conduct SWOT analysis of companies around your campus.

CO-PO MAPPING

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases	Arthur A. Thompson Jr. Margaret A. Peteraf John E. Gamble A. J. Strickland III Arun K. Jain	McGraw Hill Education	19/e 2017
2	Strategic Management: A South-Asian Perspective	Michael A. Hitt R. Duane Ireland Robert E. Hoskisson S. Manikutty	Cengage Learning	9/e 2016

Reference Books

1	Strategy: Theory & Practice	Stewart Clegg Chris Carter Marting Kornberger Jochen Schweitzer	Sage Publications	3/e ,2020
2	Strategy Management: Theory & Practice	John Parnell	Biztantra	2004
3	Strategic Management: Planning for Domestic and Global Competition	John A. Pearce Richard B. Robinson	McGraw Hill Education	14/e 2015

ENTREPRENEURSHIP AND LEGAL ASPECTS			
Course Code	20MBA26	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To develop and strengthen entrepreneurial quality and motivation in students. 2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. 3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs. 4. To make students understand the ways of starting a company of their own.			
Module -1 Introduction to Entrepreneur & Entrepreneurship			7 hours
Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship -Entrepreneurial Culture - Stages in entrepreneurial process. Creativity and Innovation: The role of creativity – The innovation Process – Sources of New Ideas – Methods of Generating Ideas – Creative Problem Solving – Entrepreneurial Process.			
Module -2 Developing Business Model			9 hours
Importance of Business Model – Starting a small scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas. Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Lab Component and assignment: Designing a Business Model Canvas			
Module -3 Marketing function and forms of organisation			9 hours
Industry Analysis – Competitor Analysis – Marketing Research for the New Venture – Defining the Purpose or Objectives – Gathering Data from Secondary Sources – Gathering Information from Primary Sources – Analyzing and Interpreting the Results – The Marketing Process Forms of business organization: Sole Proprietorship – Partnership – Limited liability partnership - Joint Stock Companies and Cooperatives.			
Module -4 Entrepreneurial finance			7 hours
Entrepreneurial finance- Estimating the financial needs of a new venture, internal sources of finance, external sources of finance, components of financial plan Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India.			
Module -5 Rules And Legislation			9 hours
Applicability of Legislation; Industries Development (Regulations) Act, 1951; Factories Act, 1948; Industrial Employment (Standing Orders) Act, 1946, Suspension, Stoppage of work, Termination of employment; Karnataka Shops and Establishment Act, 1961; Environment (Protection) Act, 1986; The sale of Goods Act, 1930; Industrial Dispute Act 1947.			
Module-6 Company Incorporation			9 hours
Process of Company Incorporation; process of registration; Importance of Marketing; Funding, Four stages of Start Up. Intellectual property protection and Ethics: Patents – Copyright - Trademark- Geographical indications – Ethical and social responsibility and challenges.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively. 2. To know about the various business models and B-Plans across Business sectors. 3. Able to understand the importance of marketing and different forms of businesses. 4. Become aware about various sources of funding and institutions supporting entrepreneurs. 5. Awareness about legal aspects and ways to protect the ideas. 6. To understand the ways of starting a company and to know how to protect their ideas. 			

Practical Component:

- Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
- Design a Business Model Canvas
- Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?
-Examine how he/she started a business, funding opted, protection of ideas etc.
- Study a local for-profit business and try to list out the positive social impacts of the business.
- Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				X
CO2	X	X			X
CO3	X		X	X	
CO4	X		X		
CO5	X		X		X
CO6	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	2010
2	Donald F. Kuratko and Richard M. Hodgetts	Entrepreneurship	South-Western	2012

Reference Books

1	Gupta S.L., Arun Mittal	Entrepreneurship Development	International Book House	2012
2	Sudha G. S	Management and Entrepreneurship Development	Indus Valley Publication	2009

III SEMESTER CORE COURSES

EMERGING EXPONENTIAL TECHNOLOGIES			
Course Code	20MBA301	CIE Marks	40
Teaching Hours/Week	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Objective of the Course: <ol style="list-style-type: none"> To understand the emerging technologies applicable in field of Management. To study data science as a tool for decision making in Management To understand the concept of AI, IOT and AR. To study other emerging technologies in Management. 			
Module -1 Introduction to Emerging Technologies			9 hours
Evolution of technologies; Introduction to Industrial revolution; Historical background of the Industrial Revolution; Introduction to Fourth industrial revolution (IR 4.0); Role of data for Emerging technologies; Enabling devices and networks for emerging technologies (programmable devices); Human to Machine Interaction; Future trends in emerging technologies.			
Module -2 Data Science			7 hours
Overview for Data Science; Definition of data and information; Data types and representation; Data Value Chain; Data Acquisition; Data Analysis; Data Curating; Data Storage; Data Usage; Basic concepts of Big Data.			
Module -3 Artificial Intelligence(AI)			9 hours
Concept of AI, meaning of AI, History of AI, Levels of AI, Types of AI, Applications of AI in Agriculture, Health, Business (Emerging market), Education, AI tools and platforms (eg: scratch/object tracking).			
Module -4 Internet of Things (IoT)			9 hours
Overview of IOT; meaning of IOT; History of IOT; Advantages of IOT; Challenges of IOT; IOT working process; Architecture of IOT; Devices and network; Applications of IOT at Smart home; Smart grid; Smart city; Wearable devices; Smart farming; IOT tools and platforms; Sample application with hands on activity.			
Module-5 Augmented Reality (AR) and Virtual Reality (VR)			9 hours
Introduction to AR, Virtual reality (VR), Augmented Reality (AR) vs mixed reality (MR), Architecture of AR systems. Application of AR systems (education, medical, assistance, entertainment) workshop oriented hands demo.			
Module-6 Ethics, Professionalism and Other Emerging Technologies			7 hours
Technology and ethics, Digital privacy, Accountability and trust, Treats and challenges. Other Technologies: Block chain technology, Cloud and quantum computing, Autonomic computing, Computer vision, Cyber security, Additive manufacturing (3D Printing)			
Course Outcomes: By the end of this course the student will able to: <ol style="list-style-type: none"> Identify different emerging technologies Select appropriate technology and tools for a given task Identify necessary inputs for application of emerging technologies Understand the latest developments in the area of technology to support business Practical Component: <ul style="list-style-type: none"> Big data analysis using an analytical tool Study the Application of AI in any one field and prepare a Report Study the Ethical practices of a Company 3D model Printing by Group or team Exposing the students to usage of IoT 			

CO-PO mapping

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	×				
CO2	×	×		×	
CO3	×	×		×	
CO4	×				

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Designing for Emerging Technologies: UX for Genomics, Robotics, and the Internet of Things	Follett, J.	O'Reilly Media	2014
2	Emerging Technologies for Emerging Markets	Vong, J., & Song, I.	Springer Singapore	2014
3	Disruption: Emerging Technologies and the Future of Work	Del Rosal, V.	Emtechub.	2015
4	Emerging Internet-Based Technologies	Sadiku, M. N. O	CRC Press	2019

Reference Books

1	Digital Economy. Emerging Technologies and Business Innovation,	Mohamed Anis Bach Tobji, Rim Jallouli, Yamen Koubaa, Anton Nijholt		2018
2	Virtual & Augmented Reality for Dummies	Paul Mealy,		2018
3	Augmented Reality and Virtual Reality: Empowering Human, Place and Business,	Timothy Jung, M. Claudia tom Dieck		2019

Technology & Operational Strategy			
Course Code	20MBA302	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> To acquaint the student with the basic management principles with respect to production and operations management. To Familiar the student with different types of Production Systems. To explain the students regarding various techniques used in Operations Management. 			
Module-1 Introduction to Production and Operation Management (POM)			7 hours
Introduction Operations Management: Meaning, Definition, Scope and Functions. Difference Between Production and Operations Management. Management Guru's and their Contribution. The Roles and Functions of Operations Manager. Industry 4.0; Productions and Operations Management in Indian Context.			
Module -2 Process Management Mapping			9 hours
Process Mapping, Process Flow charts, Ishikawa Diagrams, Fishbone Diagram and Cause and Effect Relationship, 5M, 8P, and 4S Systems, Theory Z Approach.			
Module -3 Lean Manufacturing			9 hours
Concept of Lean Manufacturing; meaning of lean manufacturing; History of Lean Operations, Types of Waste, "5S" Technique of Eliminating the Waste, Lean Operations in the service sector, Role of Leadership, Lean Operations and Just In Time(JIT).			
Module -4 Production System			9 hours
Production System: Meaning, Types- Batch and Continuous Production, TPS: Introduction, Overview of Toyota Production Systems – Focused Areas, Techniques: 5S, JIT, JIDOKA, KANBAN, KAIZEN, POKAYOKE, Toyota Production Systems.			
Module -5 Total Quality Management(TQM)			9 Hours
Evolution of quality; Concept, Meaning and Features of TQM, Eight building blocks of TQM; TQM tools. Benchmarking: Concepts, Meaning, Benefits, Elements, Reasons for benchmarking, Process of benchmarking, FMEA; Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Quality Circles. Total Productive Maintenance (TPM) – Concept and need.			
Module-6 Quality Systems			7 Hours
ISO: ISO role; Functions of ISO, Quality System Family Series ISO 9000; ISO 14000; ISO21000. Six Sigma: Features of Six Sigma, Goals of Six Sigma, DMAIC, Six Sigma implementation. Supply Chain and Operations: Supply Chain "KEIRETSU", Core Competency, Relationship of Operations and Supply Chain; Relationship of Purchasing and Supply Chain; Sources, Service Quality and Supply Chain.			
Course Outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> Acquire the knowledge about the concepts of production and operation management Demonstrate the basic concepts of process mapping Evaluate the importance of Lean Manufacturing Develop strategies of Total quality management Understand the roles of ISO standards and production system 			
Practical Component: <ul style="list-style-type: none"> Students should understand process management Students to visit an organization and study the quality management system Students has to understand production system Study the role of leader in operation management and prepare a Report Students need to understand the practicality of the ISO standards 			

CO-PO MAPPING

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks				
Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Production and Operations Management	S. N. Chari.	Mc Graw Hill.	6/e
2	Operations Management Theory and Practical	B. Mahadevan	Pearson.	3/e
3	Operations Management	Jay Heizer Barry Render, Chuck Munson, Amit Sachan	Pearson.	12/e
4	Production and Operations Management	R. Panneerselvam.	PHI	3/e
Reference Books				
1	The Goal: Process of Improvement	Eliyahu M. Goldratt	North River Press	3/e
2	The Toyota Way	Jeffery Liker.		

MARKETING SPECIALISATION COURSES

SERVICES MARKETING			
Course Code	20MBAMM303	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. To acquaint the students with the characteristics of services and their marketing implications. 2. To discuss and conceptualize the service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment. 3. To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing. 			
Module-1 Introduction to services			9 hours
Reasons for the growth of services sector and its contribution; difference in goods and service marketing; characteristics of services; concept of service marketing triangle; service marketing mix; GAP models of service quality. Consumer behaviour in services: Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors influencing customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.			
Module -2 Market Research for Customer Expectation			9 hours
Key reasons for gap using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.			
Module -3 Customer defined service standards			9 hours
“Hard” & “Soft” standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand. Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies. Leadership & Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.			
Module -4 Employee role in service designing and Delivery			7 hours
Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP 3. Customer’s role in service delivery-Importance of customer & customer’s role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries-Key intermediaries for service delivery, Intermediary control strategies.			
Module -5 Role of services marketing communication			9 hours
Role of services marketing communication- Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery. Pricing of services- Role of price and value in provider GAP 4, Role of non-monitory cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies, SERVQUAL Model.			
Mini Project – On measuring SERVQUAL			
Module - 6 Physical Evidence in Services			7 hours
Physical evidence in services: Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence. Service scapes: Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.			

Course outcomes:

At the end of the course the student will be able to:

1. Develop an understanding about the various concepts and importance of Services Marketing.
2. Enhance knowledge about emerging issues and trends in the service sector.
3. Learn to implement service strategies to meet new challenges.

Practical Component:

- Ask students to choose a service industry of their choice at the beginning of the semester
- Ask them to do an in-depth study of the industry and give a presentation at the end of the every Module relating the concepts to the particular industry(GAPS).
- Students can prepare service blueprints for any service of their choice.
- Identify any existing services, locate loopholes in the design and suggest modifications.
- Visit a service industry and analyze the role of customers in service delivery.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and
1	Services Marketing	Valarie A Zeithmal & Mary Jo	McGraw Hill	6/e 2018
2	Services Marketing	Christopher Lovelock	Pearson Education	2014
3	Services Marketing	Rajendra Nargundkar	McGraw Hill	2015
4	Marketing Research	Kumar	Sage Publications	4/e, 2018

Reference Books

1	Services Marketing	Parasuraman	Sage Publications	2018
2	Services Marketing	Hoffman & Bateson	Cengage Learning	2017
3	Services Marketing: Operation, Management and Strategy	Strategy-Kenneth E Clow & David L. Kurtz	Biztantra	2016

MARKETING RESEARCH & ANALYTICS			
Course Code	20MBAMM304	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives			
<ol style="list-style-type: none">1. To provide an understanding of the basics of marketing research process.2. To orient on the theoretical and practical aspects of marketing research.3. Encourage the students to take up analytical thinking through research.4. To highlight importance marketing research for enhancing marketing strategies.			
Module-1 Marketing Research Dynamics		9 hours	
Meaning of Marketing research; when marketing research is unnecessary; Nature and Scope of Marketing Research; Marketing Research in the 21st Century (Indian Scenario); limitations of Marketing Research; threats to marketing research; Introduction to marketing intelligence: concept of marketing intelligence (MI), components, need for MI, Domains of MI. Ethics in marketing research. Design of consumer experiments using Conjoint Analysis. Case Study on Marketing Research Dynamics.			
Module -2 Marketing Research Projects		7 hours	
Design and implementation of Marketing Research Projects, defining research questions, identifying respondents, sampling accuracy and sufficiency. Issues around studying human subjects. <i>Lab on socially acceptable responses- managing</i>			
Module -3 Decision Support System		9 hours	
Marketing Decision Support System-meaning, Use of Decision Support Systems in Marketing Research, Data base & Data warehousing. The three Vs: Volume, Velocity & Variety, The Fourth V: Value. Elements of data base, types of data base, using marketing data base for marketing intelligence, ways to gather consumer data.			
Module -4 Applications of Marketing Research		9 hours	
Applications of Marketing Research: Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research, Advertising Research, Media research, Sales Analysis and Forecasting. <i>Live project & Assignment: Agriculture Marketing or B2B marketing</i>			
Module -5 Predictive analysis		9 hours	
Meaning of predictive analysis, how good are models at predictive behavior, benefits of predictive models and applications of predictive analysis, reaping the benefits, avoiding the pitfalls, importance of predictive model, process of predictive analytics. Predictive Analytics, Data Mining and Big Data_ Myths, Misconceptions and Methods by Steven Finlay.			
Module - 6 Product Research		7 hours	
Product Research- Analysis of Diffusion of products, Adoption decisions, Product – services tradeoffs, evaluating prototypes, Luxury and Lifestyle products. Live project: New Product adoption			
Course outcomes:			
The student should be able to:			
<ol style="list-style-type: none">1. Comprehend the objectives of Market research & its application in solving marketing problems.2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.3. Generalize and interpret the data with the help of various measurement techniques.4. To understand the emergence of new trends in research.			
Practical Component:			
<ul style="list-style-type: none">• Choose 5 successful products or services and identify the insight behind them through a field survey.• Do a comprehensive essay on the difference between consumers vs. trade vs. Competition insights & how best to exploit them.• Take 5 recent digital innovations like twitter or face book and identify the insights.• Running case with real data Dell, Comprehensive critical thinking case Baskin-Robbins.• Data Analysis case with real data IBM.			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X	X		X	
CO3	X		X		X
CO4	X			X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Marketing Research- An Applied Orientation	Naresh K Malhotra & SatyaBhushan Dash	Pearson	7 th Edition
2	Marketing Analytics Using Excel	.Ajithab Dash	Sage publications	2019
3	Essentials of Marketing Research	William G Zikmund et. al	Cengage Learning	7/e
4	Marketing Research	V Kumar	Sage Publications	1/e, 2015

Reference Books

1	Market Research: Text and cases	Rajendra Nargundkar	Mc Graw Hill	3 rd Edition
2	The Effective Use of Market Research: How to drive and focus better business decisions	Robin J Birn	Viva	4 th Edition
3	Marketing Research: Methodological Foundations	Gilbert A Churchill & Dawan Lacobucci		8 th Edition

CONSUMER BEHAVIOUR			
Course Code	20MBAMM305	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1. To understand the concept of consumer behaviour, decision making by consumers, behavioural variables and its influences on consumer behaviour. 2. To comprehend the social and cultural dimensions of consumer behaviour. 3. To provide an insight of the psychological and behavioural concepts of consumers.			
Module-1 Introduction			7 hours
Meaning of Consumer Behaviour; Difference between Consumer & Customer; Nature & characteristics of Indian Consumers; Consumerism: meaning; Consumer Movement in India; Rights & Responsibilities of consumers in India; Benefits of consumerism. Research on Consumer Behaviour; Consumer Behaviour and Society.			
Module -2 Models of Consumer Behaviour			9 hours
Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences. Consumer Decision Making: Consumer Buying Decision Process, Levels of Consumer Decision Making – Four views of consumer decision making. On-line Decision Making: Meaning & Process/Stages. Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour. Class Exercise: Conducting consumer experiments.			
Module -3 Individual Influences on Consumer Behaviour and CRM Part –I			9 hours
a) Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals. Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives. b) Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image. c) Perception: Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers' handle risk.			
Module -4 Individual Influences on Consumer Behaviour and CRM Part –II			9 hours
d) Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning – Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning. e) Attitude: Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models. Elaboration Likelihood Model). Persuasive Communication: Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation			
Module -5 External Influences on Consumer Behaviour			9 hours
Social Class: Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India. Culture: Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures. Cross Culture - Cross-cultural consumer analysis - Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems. Groups: Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals.			
Module - 6 Consumer Influence and Diffusion of Innovations			7 hours
Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders. Diffusion of Innovations: Diffusion Process, Adoption Process: Stages, categories of adopters, Post Purchase Processes.			

Customer Relationship Management- Meaning & Significance of CRM, Types of CRM Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM
Case Study: Pillsbury Cookie Challenge.

Course outcomes:

At the end of the course the student will be able to:

1. Explain the background and concepts vital for understanding Consumer Behaviour.
2. Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
3. Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

Practical Components:

- Students can go to malls and unorganized retail outlets and observe the behaviour of consumers of different demographic segments while buying different category of goods. The students need to present the findings / observations followed with a group discussion.
- Students have to prepare a questionnaire and conduct the survey on consumer buying behaviour and present the findings in the class.
- Find three advertisements that appeal to the need for power, affiliation and achievement. Discuss their effectiveness. Rewrite these for persons in different levels of Maslow's Hierarchy?
- Meet your friends and conduct a survey to find what are the important factors in their purchase of mobiles, shoes, bags etc.
- Conduct a study on advertisements regarding a specific product and find out how consumer deal with the information overload.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	
CO3	X				X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Consumer Behaviour	Leon Schiffman, Leslie	Pearson	Latest Edition
2	Consumer Behaviour: A Managerial Perspective	Dr.Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal	Cengage Learning	Latest Edition
3	Consumer Behaviour	Sethna	Sage Publications	4/e, 2018
4	Advertisement Brands & Consumer Behaviour- Case Book	Ramesh Kumar	Sage Publications	2017

Reference Books				
1	Consumer Behaviour in Indian Perspective	Suja Nair	Himalaya Publications	2015
2	Consumer Behaviour: Building Marketing Strategy	Dell, Hawking & others	Tata McGraw Hill	Latest Edition
3	Consumer Behaviour	Satish K Batra & S H H Kazmi	Excel Books	Latest Edition

RETAIL MANAGEMENT			
Course Code	20MBAMM306	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1.To provide an understanding of the concepts, techniques and approaches in Sales Management 2. To emphasize on the Sales Manager's problems and dilemmas. 3.To develop skills for generating, evaluating and selecting sales strategies. 4.To develop an understanding of the contemporary retail management, issues, strategies and trends. 5.To highlight the importance of retailing and its role in the success of modern business. 6.To acclimatize with the insights of retailing, key activities and relationships.			
Module-1 Sales Management			7 hours
Meaning, Personal Selling, the sales management process Emerging Trends in Sales Management, Qualities and Responsibilities of a sales manager. Selling skills & selling strategies: selling and buying styles, selling situations, selling skills, selling process.			
Module -2 Management of Sales Territory & Sales Quota			7 hours
Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.			
Module -3 Retail Management			10 hours
Introduction and Perspectives on Retailing World of Retailing, Retail management, introduction, meaning, characteristics, emergence of organizations of retailing - Types of Retailers (Retail Formats) - Multichannel Retailing -Customer Buying Behaviour, role of retailing, trends in retailing, FDI in Retail - Problems of Indian Retailing - Current Scenario. Assignment: History and current trends including Indian retail FDI Policy.			
Module-4 Setting up Retail organization			10 hours
Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Retail Market Strategy - Financial Strategy Human Resource Management, Information Systems and supply chain management & Logistics. Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors. 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 stores. Assignment: <i>Merchandise Planning and Category Management, Mall Management-key aspects</i>			
Module -5 Retail Pricing			9 hours
Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies Relationship Marketing in 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 Retail Audit and ethics in Retailing Undertaking an audit, responding to a retail Audit, problems in conducting a retail audit Retail Analytics Case Study: Customer Analytics at Big Basket.			
Module – 6 Internationalization of Retailing			7 hours
Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological and issues in international retailing.			
Course Outcomes: 1.Career development in the field of sales 2.Management of sales 3.Find out the contemporary retail management, issues, and strategies. 4.Evaluate the recent trends in retailing and its impact in the success of modern business. 5.Relate store management and visual merchandising practices for effective retailing. Practical Component: <ul style="list-style-type: none"> Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to 			

succeed in this profession.

- Go to a kirana store and a supermarket and compare the following: a) store arrangement b) No of brands carried c) pricing policies – are discounts given? d) Service – personal or impersonal? Etc.
- Go to at least three kirana stores in your neighbourhood (around 2 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold 'loose' in each locality and compare this with the approximate income range of the customers? What are the retailer's losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers?
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behavior also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Student can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X	X	
CO2	X		X	X	
CO3	X				X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

1	Sales & Distribution Management	Tapan K. Panda & Sunil Sahadev,	6/e, Oxford University Press	2012
2	Managing of Sales Force	Spiro Stanton Rich	TMH	2003.
3	Sales Management	Charles M. Futrell		2012
4	Retail Management	Levy & Weitz	McGraw Hill	Latest Edition
5	Retail Management	Chetan Bajaj	Oxford University	
3	Retail Management-A Global Perspective: Text and Cases	Dr.Harjit Singh	S.Chand	Reprint 2018

Reference Books

	Sales & Distribution Management	Gupta S. L	Excel Books	2010
2	Retail Marketing Management	Dravid Gilbert,	Pearson Education	Latest Edition
3	Retail Management: A Strategic Approach	Barry Berman, Joel R. Evans	Pearson Education	Latest Edition

FINANCE SPECIALISATION COURSES

INVESTMENT MANAGEMENT			
Course Code	20MBAFM303	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1. To understand the capital market and various instruments for investment. 2. Learn valuation of equity, debt and mutual funds. 3. To learn theories of portfolio management. 4. To learn diversification of securities for risk return trade off in capital market. 5. To learn portfolio construction for retail investors, high net worth individuals, mutual funds.			
Module -1 Introduction to Investment			7 hours
Investment Avenues, Attributes, Investor V/s speculator, Features of a good Investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives. Securities Market: Primary Market, Secondary Market. Stock Market Indicators- Indices of Indian Stock Exchanges (only Theory).			
Module -2			7 hours
Return and Risk Concepts: Concept of return, individual security returns, rate of return, Concept of Risk, Causes of Risk, Types of Risk- Systematic risk- Market Price Risk, Interest Rate Risk, Purchasing Power Risk, Unsystematic Risk- Business risk, Financial Risk, Insolvency Risk, Risk-Return Relationship, Concept of diversifiable risk and non-diversifiable risk. Calculation of Return and Risk of Individual Security (Theory & Problems).			
Module -3 Valuation of Securities			9 hours
Bond features, Types of Bonds, Determinants of interest rates, Bond Valuation, Bond Duration, Bond Management Strategies. Preference Shares- Concept, Features, Valuation. Equity Shares- Concept, Valuation, Dividend Valuation Models, P/E Ratio valuation model. (Theory & Problems).			
Module -4			7 hours
Macro-Economic and Industry Analysis: Fundamental analysis-EIC Frame Work, Economy Analysis, Industry Analysis, Company Analysis- Financial Statement Analysis. Market Efficiency: Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency. Technical Analysis – Concept, Theories- Dow Theory, Eliot Wave theory. Charts-Types, Trends and Trend Reversal Patterns. Mathematical Indicators –Moving Average Convergence-Divergence, Relative Strength Index (Theory only).			
Module -5 Modern Portfolio Theory			11 hours
Markowitz Model- Diversification, Portfolio Return, Portfolio Risk, Efficient Frontier. Sharpe's Single Index Model, Capital Asset Pricing Model: Assumptions, CAPM Equation, Capital Market Line, Security Market Line, CML V/s SML. Sharpe's Optimum Portfolio Construction. Arbitrage Pricing Theory: Equation, Assumption, CAPM V/s APT (Theory & Problems).			
Module-6 Portfolio Management Strategies and Performance Evaluation			9 hours
Portfolio Management Strategies: Active and Passive Portfolio Management strategy. Portfolio Revision: Portfolio Revision Strategies – Objectives, Performance plans. Mutual Funds: Concept of Mutual Funds, Participants in Mutual Funds, Advantages of Investment in Mutual Fund, Measure of Mutual Fund Performance. Portfolio performance Evaluation: Measures of portfolio performance (Theory & Problems).			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> The student will understand the capital market and various Instruments for Investment. The learner will be able to assess the risk and return associated with investments and methods to value securities. The student will be able to analyse the Economy, Industry and Company framework for Investment Management. The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management. 			

CO-PO MAPPING

Practical Components:

- Each student will be given a virtual cash of Rs.10 Lakhs and they will be asked to invest in equity shares based on fundamental analysis throughout the semester. At the end the best investment will be awarded based on the final net worth. Virtual on line trading account can be opened for the student and every week 2 hours can be allotted to invest, monitor and evaluate.
- Students should study the stock market pages from business press and calculate the risk and return of selected companies.
- Students can do a macro economy using GDP growth.
- Students' are expected to do Industry analysis for specific sectors.
- Students can do Company analysis for select companies using profitability and liquidity ratios.
- Practice technical analysis using Japanese candle sticks.

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	X
CO3	X				X
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
40 percent theory and 60 percent problems in the SEE.

Textbook/ Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Investment Analysis and Portfolio management	Prasanna Chandra	Tata McGraw Hill Education	3/e, 2010
2	Investments	ZviBodie, Kane, Marcus & Mohanty	Tata McGraw Hill Education	8/e, 2010
3	Security Analysis & Portfolio Management	J Kevin	Tata McGraw Hill Education	2014

Reference Books

1	Analysis of Investments & Management	Reilly & Brown	Cengage Publications,	10e/2017
2	Security Analysis & Portfolio Management	Punithavathy Ehavathy Pandian	Vikas Publications	2/e, 201/8
3	Investment management (Security Analysis and & Portfolio Management)	Bhalla V.K.	Vikas Publications	19/e, 2018

DIRECT TAXATION					
Course Code	20MBAFM304	CIE Marks	40		
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60		
Credits	04	Exam Hours	03		
Course Objectives					
1. To provide the students with a comprehensive understanding of basic concepts of Income tax					
2. To understand the computation of taxable Income under different heads.					
3. To know the deductions available while computing Income.					
4. To understand corporate taxation system in India					
Module-1 Income Tax Act, 1961		7 hours			
Income Tax Act, 1961, Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Basis of charge and scope of total income , Residential Status and Incidence of Tax, Incomes which do not form part of Total Income (Sec.10), Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual assessee).					
Module -2 Income from Salaries		9 hours			
Meaning of Salary, Allowances, Valuation & Taxability of Perquisites, Death cum Retirement benefits, Deductions against Salary. Income from House Property (Theory Only). (Problems on salary Income).					
Module -3 Income from Business or Professions		9 hours			
Income under the head Profit and Gains of Business or Professions and its computation- basic method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation. (Problems on computation of income from business/ profession of Individual assessee and Depreciation).					
Module -4 Income under capital gain		9 hours			
Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain, deductions from capital gains. Income from Other Sources (Theory Only). (Problems on computation of Income from capital gain).					
Module -5 Permissible Deductions		9 hours			
Permissible deductions under section 80C to 80U, computation of tax liability of Individuals. Setoff and carry forward of losses (Theory only). (Problems on Computation of taxable Income and tax liability of Individuals).					
Module -6 Computation of taxable income of a company		7 hours			
Computation of taxable income of a company with special reference to MAT. (Problems on MAT).					
Course outcomes:					
At the end of the course the student will be able to:					
1. Understand the basics of taxation and process of computing residential status.					
2. Calculate taxable income under different heads.					
3. Understand deductions and calculation of tax liability of Individuals.					
4. Know the corporate tax system.					
Practical Components:					
• Calculation of Taxable income and tax liability using Excel.					
• Encouraging the students to register as tax return preparers.					
• Students can be exposed to filing of tax returns of Individual assesses.					
CO-PO MAPPING					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				
CO4	X				

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Direct Taxes Law and practice	Vinod Singhania and Kapil Singhania	Taxman Publications	2019/2020 Edition
2	Students Guide to Income Tax Vinod Singhania and Kapil Singhania	Vinod Singhania and Kapil Singhania	Taxman Publications	2019/2020 Edition

Reference Books

1	Students Handbook on Taxation	T N Manoharan	Snow White Publications Pvt. Ltd	Jan 2020 Edition
2	Income Tax Law & Practice	B.B.Lal & N. Vashisht	Pearson	33e/2019
3	Income Tax	H.C.Mehrotra & S.P.Goyal	Sahithya Bhavan Publications	60 e/2019

BANKING & FINANCIAL SERVICES			
Course Code	20MBAFM305	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To understand the structure and functions of central and Commercial banking in India. 2. To learn the functions of various financial services in India.			
Module-1 Structure of Banking in India			7 hours
Structure of Banking in India: Functions of RBI, Monetary system, Sources of funds, Quantitative and qualitative measures of credit control. Banking sector reforms, Bank performance analysis and Future of Banking.(Theory)			
Module -2 Commercial Banking			9 hours
Commercial Banking: Structure, Functions - Primary & secondary function, Role of commercial banks in socio-economic development, Services rendered. Banking Technology- Concept of Universal Banking-Home banking-ATMs-Internet Banking- Mobile Banking-Core Banking Solutions-Debit, Credit and Smart Cards- Electronic Payment systems-MICR- Cheque Truncation-ECS- EFT – NEFT-RTGS. (Theory)			
Module -3 Merchant Banking			9 hours
Merchant Banking: Categories, Services offered, Issue management – Pre and Post issue management, Issue pricing, preparation of prospectus, Issue Management, Underwriting, Private Placement, Book Building Vs. Fixed price issues.(Theory)			
Module -4 NBFCs; Micro-finance; Leasing & Hire Purchase Banking			9 hours
A. NBFCs: An Overview -Types of NBFCs in India-Regulatory framework. B. Micro-finance: Models, Services, Challenges. C. Leasing & Hire Purchase: Concept, Types, Evaluation. Problems in Evaluation of Leasing & Hire Purchase. (Theory& Problems)			
Module -5 Credit Rating; Venture Capital; Depository System & Securitisation of Debt			9 hours
A. Credit Rating: Meaning, Process, Methodology, Agencies And Symbols. B. Venture Capital: Concept, Features, Process. Stages, Performance of Venture Capital Funded Companies In India.(Theory) C. Depository System: Objectives, Activities, NSDL& CDSL. Process of Clearing and Settlement. D. Securitization of Debt: Meaning, process, Types, Benefits. (Theory)			
Module-6 Mutual Funds			7 hours
Meaning, Structure, Functions, Participants, Types of Funds, Types of Schemes, Performance of Mutual Funds, Regulations for Mutual Funds.			
Course outcomes: At the end of the course the student will be able to: 1. The Student will be acquainted to various Banking and Non-Banking financial services in India. 2. The Student will understand the activities of Merchant Banking and credit rating. 3. The Student will be equipped to understand micro financing and other financial services in India. 4. The Student will understand how to evaluate and compare leasing & hire purchase.			
Practical Components: <ul style="list-style-type: none"> Study and compare the performance of Public and private sector banks. Issue management: Study the recent public issues. Factoring and forfeiting business in India. Venture capital funding and start up challenges. Status of securitization in India 			

CO-PO MAPPING					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				X
CO4	X			X	

Question paper pattern:
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 80 percent theory and 20 percent problems in the SEE.

Textbook/ Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Financial services	Khan M Y	McGraw Hill	6/e
2	Banking and Financial Services	Mukund Sharma	Himalaya Publishing House	2015
3	Financial Services in India: Concept and Application	Rajesh Kothari	Sage Publications	1/e, 2010

Reference Books

1	Financial Markets and Services	Gordon & Natarajan	Himalaya Publishing House	7/, 2011
2	Merchant Banking & Financial	Vij & Dhavan	McGraw Hill	1/e, 2011
3	Investment Banking	Pratap G Subramanyam	Tata McGraw Hill	2012
4	Behavioural Finance	Sujata Kapoor & Jaya Mamta Prosad	Sage Publications	1/ e, 2019

ADVANCED FINANCIAL MANAGEMENT			
Course Code	20MBAFM306	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives 1. To understand the concept capital structure and capital structure theories. 2. To assess the dividend policy of the firm. 3. To be aware of the management of working capital and its financing. 4. To understand the techniques of managing different components of working capital.			
Module -1 Capital Structure Decisions			9 hours
Capital structure & market value of a firm. Theories of capital structure – NI approach, NOI approach, Modigliani Miller approach, Traditional approach. Planning the capital structure: EBIT and EPS analysis. ROI & ROE analysis. (Theory and Problems).			
Module -2 Dividend Policy			9 hours
Dividend policy – Theories of dividend policy: relevance and irrelevance dividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Dividend policies – stable dividend, stable payout and growth. Bonus shares and stock split corporate dividend behavior. (Theory and Problems).			
Module -3 Working Capital Management Policy			9 hours
Working capital management – Determination of level of current assets. Sources for financing working capital. Bank finance for working capital. (No problems on estimation of working capital). Working capital financing: Short term financing of working capital, long term financing of working capital. Working capital leverage. (Theory).			
Module -4 Inventory Management			7 hours
Inventory Management: Determinations of inventory control levels: ordering, reordering, danger level. EOQ model. Pricing of raw material. Monitoring and control of inventories, ABC Analysis. (Theory and problems)			
Module -5 Receivables Management			7 hours
Receivables Management – Credit management through credit policy variables, marginal analysis, Credit evaluation: Numerical credit scoring and Discriminate analysis. Control of accounts receivables, Problems on credit granting decision. (Theory and Problems)			
Module-6 Cash Management			9 hours
Cash Management – Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-Orr model, Strategies for managing surplus fund. (Theory and Problems)			
Course outcomes: At the end of the course the student will be able to: 1. Get an overview of capital structure theories. 2. Understand and assess the dividend policy of the firm. 3. Realize the importance of management of working capital in an organization. 4. Be aware of the techniques of cash, inventory and receivables management Practical Component: • Study the working capital financing provided by a Bank and submit the report on the same. • Study the annual report of any two companies and prepare a cash budget for next year. • Study dividend policy of companies and its impact on shareholders' wealth. • Study implications of bonus issues/stock splits of companies.			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				
CO4	X				X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Financial Management	M.Y.Khan & P.K.Jain	TMH	6/e, 2011
2	Financial Management	Prasanna Chandra	TMH	8/e, 2011
3	Corporate Finance-Text and Cases	Vishwanath S.R.	Sage Publishing	3/e, 2019

Reference Books

1	Financial Management & Policy	Vanhorne	Pearson	12/e,
2	Financial Planning: Theory and Practice	Sid Mitra, Shailendra Kumar Rai, Anandi P Sahu & Harry Starn, Jr.	Sage Publishing	1/e, 2015
3	Financial Management-A	Rajesh Kothari	Sage Publishing	2/e, 2017

HUMAN RESOURCE SPECIALISATION COURSES

RECRUITMENT AND SELECTION			
Course Code	20MBAHR303	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. The student will be able to recite the theories and various steps involved in Recruitment and Selection 2. The student will be able to describe and explain in her/his own words, the relevance and importance of Recruitment and Selection in the Organization 3. The student will be able to apply and solve the workplace problems through Recruitment and Selection intervention 4. The student will be able to classify and categorize in differentiating between the best method to be adopted by organization related to Recruitment and Selection 5. The student will be able to compare and contrast different approaches of Recruitment and Selection framework for solving the complex issues and problems 6. The student will be able to design and develop an original framework and framework in dealing with the problems in the organization. 			
Module-1 Workforce Planning and Recruitment Analytics			9 hours
Concept of Work, Organisation's Work and Jobs; Millennials at the work place; Key Characteristics of Millennials; Types of Millennial; The Evolution of Work Structure; Organising the Work; Strategic Job Redesign and Its Benefits; Strategic Issues in Recruitment; What make Bad Recruitment; Overview of the Hiring Process; Recruitment Metrics; Factors Affecting Recruitment; Recruitment Strategy: An Internal Approach; Recruitment Strategy: An External Approach; Legal and Ethical Considerations; Organisational Best Practices.			
Module -2 Job Analysis, Job Description and Job Design			9 hours
Identify the Job to Examine; Determine Appropriate Information Sources and Collect Job-Related Data; Job Description; Competency and Competency Ice Berg Model; Why Competency Based Recruitment; Sources of Recruitment; Different steps of job search; Motivational Job Specification; Creation of Functional Specification; Creation of Behavioural Specification; Employer branding; Social Media; Job Design.			
Module -3 Job Evaluation			7 hours
The Job Evaluation Process; Obtain Job KSAOs, Qualifications, Working Conditions, and Essential Duties; Examine Compensable Factors Using the Rating/Weighting Evaluation Method; Determine Overall Job Value; Hay Group—Pioneer in Job Evaluation; Determining Compensation using Job Evaluation Data; Legal and Ethical Considerations for Job Evaluation; Online Salary Survey.			
Module -4 Selection and Interview Strategy			9 hours
Interview Strategy and Process; Millennials shaping the Recruitment landscape in the organizations; Strategies for recruiting and selecting Generation Y into the workforce Developing Effective. Interviewers; Interviewing Techniques; Legal and Ethical Considerations in the Interview Process; The overall BEI Process; Assessment Centre's; Simulations.			
Module -5 Testing and Assessment			9 hours
Testing in Occupational Selection; Test related to Assessment of Knowledge, Skills, and Abilities; Personality Assessment; The Birkman method and MBTI® comparison; FIRO-B; Honesty and Integrity Assessment; Various Non-Interviewing Methods; Graphology; Skills Assessment; Games and Group Activity for Leadership Assessment; Administration of Tests and Assessments; Key Interviewer Skills.			
Module – 6 Making the Hire; Assessment of Candidate and Job Fit			7 hours
Unique Recruitment strategies; Biodata and Application Forms; Implications of Using Social Media Content in Hiring Decisions; Background Checks; Reference Checks; Pre-employment Testing; Making a Job Offer; Transitioning from Job Candidate to Employee; Induction; Placement.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Gain the practical insight of various principles and practices of recruitment and selection. 2. Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries. 			

3. Illustrate the application of recruitment and selection tools and techniques in various sectors.
4. Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.

Practical Component:

- Design and Job Advertisement and Calculate the Cost; Paper Print mode; Social Media formalities.
- Meet a Manager (which ever stream), interact and design and JD for that role.
- Meet HR Manager / Officer, and ask Best 10 Interview Questions they ask during Candidate interaction.
- Visit HR department, and take part on shortlisting/ Scrutiny the CV.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				X
CO4	X		X	X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	How to Recruit, Incentives and Retain Millennials.	Rohtak	Sage Publications	2019
2	Recruitment and Selection- Strategies for Workforce Planning & Assessment	Carrie A. Picardi	Sage Publication	2019
3	Human Resource Management	R. C. Sharma	Sage Publication	2019

Reference Books

1	Human Resource Management:	Amitabha Sengupta	Sage Publication	2018
2	Leadership: Theory and Practices	Peter G. Northouse	Sage Publication India Pvt. Ltd	7/e, 2016
3	Performance Management and	T. V Rao	Response Books	2004

HUMAN RESOURCE ANALYTICS			
Course Code	20MBAHR304	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. The student will be able to describe and Identify the application of HR Analytics in the Organisation 2. The student will be able to describe and explain in her/his own words, the relevance and importance of HR Analytics in the Organisation 3. The student will be able to apply and solve the workplace problems through application of HR Analytics in the Organisation 4. The student will be able to classify and categorise different models of HR Analytics in the Organisation 5. The student will be able to compare and contrast different approaches of HR Analytics in the Organisation 6. The student will be able to design and develop an original framework and model in dealing with the problems in the organisation. 			
Module-1 Introduction			7 hours
Evolution of Business Analytics, Motivation for Studying Business Analytics, Emergence of Business Analytics, Understanding Business Analytics, Managing a Business Analytics Project, Advantages of Business Analytics, Making the Best Use of Business Analytics, Challenges to Business Analysts, Analytics in Different Domains of Business, Levels of Analytics Maturity.			
Module -2 Rise of Human Resource(HR)Analytics			7 hours
Meaning of HR Analytics; Pitfalls of HR Analytics; What is not HR Analytics; Evolution of HR Analytics, Levels of Analysis, Conducting HR Analytics, Who Are Applying HR Analytics, Future of HR Analytics, The Scope of Big Data in HR Analytics, Scope of Text Analytics in HR Analytics.			
Module -3 Applications of HR Metrics and Creating HR Dashboards			9 hours
HR Metrics, Types of HR Metrics, Staffing Metrics, Training and Development Metrics, Application-oriented Exercises : Dashboards: Few Key Excel Add-ins/Functions to Help Create Dashboards, Name Range, The Developer Tab, Form Controls, Important Excel Formulas Useful for Creating Dashboards, VLOOKUP, INDEX, SUMIF, AVERAGEIF and COUNTIF, Application of Excel Functions in Creating HR Dashboards, Storyboarding: Connecting the Dots and Integrating the Findings.			
Module -4 Correlation and Regression for HR Analytics			9 hours
Correlation Analysis, Output of Correlation Analysis, The Case of Outlier, Software for Statistical Analysis 1- GNU PSPP, Plotting Scatter Plot in PSPP, Conducting Correlation in PSPP , Software for Statistical Analysis 2: R and R Commander, The Advantage of Free OSS over Closed Software, Simple Linear Regression Analysis, Co-variation of the Cause and Effect, Temporal Precedence, Plausible Alternative Explanations, Assumptions of Regression Analysis, Interpretation of the Output of Simple Linear Regression Analysis, Conducting Simple Linear Regression Analysis in PSPP, Conducting Simple Linear Regression Analysis in R Commander, Multiple Regression Analysis, Interaction Effects.			
Module -5 HR Analytics Applications using ANOVA			9 hours
One-Sample T-test, Null and Alternate Hypotheses, One-Sample T-Test, Assumptions of One-Sample T-test , Conducting One-Sample T-Test in PSPP, Conducting One-Sample T-Test in R Commander, Interpreting the Output of One-Sample T-Test, Paired Sample T-Test, Conducting Paired-Sample T-Test in PSPP, Conducting Paired-Samples T-Test in R Commander, Independent-Sample T-Test, Conducting Independent-Sample T-Test in PSPP, Conducting Independent-Sample T-Test in R Commander, Analysis of Variance, Conducting Independent One-Way ANOVA in PSPP, Conducting Independent One-Way ANOVA in R Commander, Steps to Analyse the Output of ANOVA, Advanced Concepts.			

Module – 6 HR Analytics Applications using Regression					9 hours	
Logistic Regression with Single Nominal Predictor, Assumptions of Logistic Regression Analysis Conducting Logistic Regression Analysis in PSPP, Conducting Logistic Regression Analysis in R Commander, The Output of Logistic Regression Analysis, Multiple Predictors, Conducting Logistic Regression Using Rattle Package, Advanced Concepts , Pros and Cons of Logistic Regression as a Supervised Learning Algorithm; Factor Analysis and Cluster Analysis: Factor Analysis, Assumptions of Factor Analysis, Considerations Before Conducting Factor Analysis; Conducting Factor Analysis in PSPP, Conducting Factor Analysis in R Commander, Interpretation of the Output of Factor Analysis, Cluster Analysis, Assumptions of Cluster Analysis, Conducting Cluster Analysis in PSPP, Conducting Cluster Analysis in R Commander, Conducting Cluster Analysis in Rattle Interpreting the Output of Cluster Analysis, Advanced Concepts.						
Course Outcomes:						
At the end of the course the student will be able to:						
<div><div>1.</div><div>Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions.</div></div> <div><div>2.</div><div>Acquire conceptual knowledge of HRA frameworks, models and approaches.</div></div> <div><div>3.</div><div>Illustrate the application of datafication of HR, predictive analytics tools and techniques.</div></div> <div><div>4.</div><div>Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.</div></div>						
Practical Component:						
<div><div>•</div><div>To visit an Organisation and interact with Analyst who deals with HR function; Know how the data is used and worked.</div></div> <div><div>•</div><div>Prepare a dashboard and analysis various functions and interrelations of data.</div></div> <div><div>•</div><div>Work on Excel through real time data of any company and generate the output.</div></div>						
CO-PO MAPPING						
CO		PO				
		PO1	PO2	PO3	PO4	PO5
CO1		X				X
CO2		X			X	
CO3		X	X		X	
CO4		X			X	

Question paper pattern:					
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.					
<div><div>•</div><div>The question paper will have 8 full questions carrying equal marks.</div></div> <div><div>•</div><div>Each full question is for 20 marks.</div></div> <div><div>•</div><div>Each full question will have sub question covering all the topics under a Module.</div></div> <div><div>•</div><div>The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.</div></div> <div><div>•</div><div>100 percent theory in the SEE.</div></div>					
Textbooks					
Sl No	Title of the book		Name of the Author/s	Publisher Name	Edition and year

1	Practical Applications of HR Analytics	Pratyush, Banerjee; Jatin Pandey; Manish Gupta	Sage Texts, India	2019
2	HR Analytics- Understanding Theories and Applications	Bhattacharya, Dipak Kumar	Sage Texts, India	2017
3	Winning on HR Analytics- Leveraging Data for Competitive Advantage	Ramesh, Soundarajan and Kuldeep Singh	Sage Publication India Pvt. Ltd.	2016
Reference Books				
1	Applying Advanced Analytics to HR Management Decisions: Methods for Selection, Developing Incentives and Improving Collaboration	Sesil James, C	Pearson, New Jersey	2017
2	Predictive Analytics- Mastering the HR Matrix	Martin Edwards and Kirsten Edwards	Kogan Page	2019
3	Fundamentals of HR Analytics: A Manual on Becoming HR Analytical	Fermin Diez, Mark Bussin, Venessa Lee	Emerald Publishing Limited	2019

INDUSTRIAL RELATIONS AND LABOUR LAWS			
Course Code	20MBAHR305	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. The student will be able to describe and Identify the application of Labour Laws regulating Industrial Relations in Organisation 2. The student will be able to describe and explain in her/his own words, the relevance and importance of Labour Laws and Industrial Relations in Organisation 3. The student will be able to apply and solve the workplace problems through Labour Laws 4. The student will be able to classify and categorise different Laws and Codes 5. The student will be able to create and reconstruct Industrial Relations System to be adopted in the Organisation 6. The student will be able to appraise and judge the practical applicability of Labour Laws regulating Industrial Relations in Organisation 			
Module-1 Fundamental Aspects of Industrial Relations			9 hours
Introduction, Nature of Industrial Relations, Approaches to Industrial Relations, Trade Unions: The Participants of Industrial Relation Activities, State and Employer/Management. The Participants of Industrial Relation Activities; Evolution of Labour Legislation in India - History of Labour Legislation in India, Objectives of Labour Legislation, Types of Labour Legislations in India, Constitutional Provisions for the Protection of Labour Workforce in India, Rights of Woman Workers; The Present Labour Laws and Codes			
Module -2 Factories Act, 1948			7 hours
Introduction, Objectives, Scope and Important Definitions, Approval, Licensing and Registration of Factories, Health and Safety of Workers, Provisions Related to Working Conditions, Hazardous Processes, Employee Welfare and Working Hours, Employment of Young Persons and Women, Annual Leaves with Wages, Penalties and Contingence of Offences			
Module -3 Social Security Act			9 hours
The Employees' Compensation Act, 1923 Introduction, Objectives, Scope and Important Definitions of the Act, Eligibility, Rules for Workmen's Compensation, Amount and Distribution of Compensation, Notice, Claims and Other Important Provisions, Enforcement of Act and Provisions for Penalty The Employees' State Insurance Act, 1948 Introduction, Objectives, Scope and Important Definitions, Administration of the Act, Finance and Audit, Contribution, Benefits, Obligations of Employers under the Act, Adjudication of Disputes, Claims and Penalties, Exemptions The Maternity Benefit Act, 1961 Introduction, Objectives, Scope and Important Definitions, Provisions Related to Maternity, Benefits, Enforcement of the Act, Penalties and Offences, Miscellaneous Provisions of the Act The Employees' Provident Funds and Miscellaneous Provisions Act, 1952 Introduction, Objectives, Scope and Important Definitions, Administration of the Schemes under the Act, Administration of the Act, Calculation of Money Due from Employers, Their Recovery and Employees', Provident Funds Appellate Tribunal, Enforcement of the Act, Penalties and Offences, Miscellaneous Provisions of the Act The Payment of Gratuity Act, 1972 Introduction, Objectives, Scope and Important Definitions, Payment and Forfeiture of Gratuity and Exemption, Compulsory Insurance and Protection of Gratuity, Determination and Recovery of Gratuity, Enforcement of the Act, Penalties and Offences.			
Module -4 Wages Act			9 hours
The Payment of Wages Act, 1936 Introduction, Objectives, Scope and Important Definitions, Provisions for Payment of Wages, Deductions from Wages, Enforcement of the Act, Penalties and Offences, Miscellaneous, Provisions of the Act The Minimum Wages Act, 1948 Introduction, Objectives, Scope and Important Definitions, Fixation and Revision of Wages, Payment of			

Minimum Wages, Enforcement of the Act, Penalties and Offences, Miscellaneous, Provisions of the Act
The Payment of Bonus Act, 1965
 Introduction, Objectives, Scope and Important Definitions of the Act, Eligibility, Disqualification and Amount of Bonus, Calculation of Bonus, Special and Miscellaneous Provisions, Dispute, Penalties and Offences

Module -5 Regulating Employer-Employee Relations Act

9 hours

The Industrial Disputes Act, 1947

Introduction, Objectives, Scope and Important Definitions, Procedure for Settlement of Industrial Disputes and Authorities under the Act, (Chapter II), Notice of Change in Conditions of Service (Chapter II-A), References of Disputes to Boards, Courts or Tribunals and Voluntary References (Chapter III) Award and Settlements, Strikes and Lockouts (Chapter V), Layoff and Retrenchment (Chapters V-A and V-B), Transfer and Closing Down of Undertakings, Special Provisions Related to Layoff, Retrenchment and Closure (Chapter V-B), Unfair Labour Practices (Chapter V-C), Miscellaneous Provisions of the Act (Chapter VII)

The Industrial Employment (Standing Orders) Act, 1946

Introduction, Objectives, Scope and Important Definitions of the Act, Procedure for Certification of Standing Orders, Other Provisions Relating to Standing Orders, Miscellaneous Provisions of the Act, Penalties and Offences

The Trade Unions Act, 1926

Introduction, Objectives, Scope and Important Definitions, Registration and Cancellation of Registration of Trade Unions, Rights and Duties of Registered Trade Unions, Amalgamation and Dissolution of Trade Union, Penalties

Module – 6 Contract Labour (Regulation and Abolition) Act, 1970

7 hours

Contract Labour (Regulation and Abolition) Act, 1970

Introduction, Objectives, Scope and Important Definitions, Registration of Establishments Employing Contract Labour, The Advisory Boards, Prohibition of Employment of Contract Labour, Appointment of Licensing Officer and Licensing of Contractors, Welfare and Health of Contract Labour, Offences by Companies

The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959

Introduction, Objectives, Scope and Important Definitions, Notification of Vacancies, Penalties Miscellaneous Provisions, The Employment Exchanges (Compulsory Notification of Vacancies) Amendment Bill, 2013

Course outcomes:

At the end of the course the student will be able to:

1. Gain practical experience related to labour legislations in India across various sectors.
2. Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.
3. Develop the greater understanding of IR concepts and its application in solving various issues in IR.
4. Apply the IR and labour laws concepts in various industries in India.

Practical Component:

- Visit Any Organisation and discuss the applicability of Laws at the workplace
- Meet HR Manager and discuss the statutory and non-statutory measure
- Visit Labour Dept, Government, and Interact with Labour Commissioner

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X		X		X
CO4	X		X		

Question paper pattern: The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60. <ul style="list-style-type: none"> • The question paper will have 8 full questions carrying equal marks. • Each full question is for 20 marks. • Each full question will have sub question covering all the topics under a Module. • The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory. • 100 percent theory in the SEE. 				
Textbooks				
Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Industrial Relations and Labour Laws for Managers	Parul Gupta	Sage Publication India Pvt. Ltd	2019
2	The SAGE Handbook of Industrial Relations	Paul Blyton, Edmund Heery, Nicolas Bacon, Jack Fiorito	SAGE Publications	2008
3	Labour and Industrial Laws	P. K. PADHI	Prentice Hall India Pvt., Limited	2017
Reference Books				
1	Bare Acts, Ministry of Labour	GOI	GOI	2019
2	The Idea of Labour Law	Guy Davidov, Brian Langille	The Oxford University Press	2011
3	Labour and Industrial Laws	PADHI, P. K	PHI Learning Pvt. Ltd	2019

COMPENSATION MANAGEMENT AND REWARD SYSTEM			
Course Code	20MBAHR306	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. The student will be able to describe and Identify the application of Compensation Management in the Organisation 2. The student will be able to describe and explain in her/his own words, the relevance and importance of Compensation Management in the Organisation 3. The student will be able to apply and solve the workplace problems through application of Compensation Management 4. The student will be able to classify and categories different models and approaches of Compensation Management adopted in the Organisation 5. The student will be able to formulate and prepare Compensation Management to be adopted in the Organisation 6. The student will be able to design and develop an original framework and model in dealing with compensation problems in the organisation. 			
Module-1 Compensation			7 hours
Compensation, Meaning of compensation, Total Compensation/Reward and Its Components and Types, Importance of the Total Compensation Approach, Wages/Salaries, Some Other Terms, Theories of Wages, Does Compensation Motivate Behaviour?, Compensation Philosophy, Compensation Strategy, Compensation Policy, Base of Compensation Management, The Psychological Contract, Compensation and Legal Issues in Compensation Management, Factors Affecting Employee Compensation/Wage Rates/Wage Structure/Levels of Pay.			
Module -2 Compensation Management			7 hours
Meaning of Compensation Management, Methods of Wage Payment, Essentials of a Satisfactory Wage System, National Wage Policy in India, Wage Policy at the Organisational Level, Wage Problems in India, Components/Functions of Compensation Management/W&S Admin, Divergent Systems and Institutions for Wage Fixation in India.			
Module -3 Wage Determination Practices in India			9 hours
Divergent Systems for Wage Determination in Practice in Indian Organisations Introduction, Management's Strategy, Reward Policy, Reward Management Processes, Reward Management Procedures, Pay Reviews, Planning and Implementing Pay Reviews, Procedures for Grading Jobs and Pay, Rates Fixation, Controlling Payroll Costs, Evaluation of Reward Processes, Some Other Trends, Boardroom Pay; Divergent Systems and Institutions for Wage Fixation in Practice in India, Management Strategy; Fringe Benefits, Fringe Benefits and Current Practices, Internal Audit of Compensation and Benefits; Different types of Direct and Indirect compensation include: Base Pay / Base pay; Commissions; Overtime Pay; Bonuses, Profit Sharing, Merit Pay; Stock Options; Travel/Meal/Housing Allowance; Benefits including: dental, insurance, medical, vacation, leaves, retirement, taxes; Merit pay; Incentive Pay; Deferred Pay ; Pay for time; Recreational facilities.			
Module -4 Contingent Pay, Pay for Performance, Competence			9 hours
Competency-Based Pay, Skill-Based Pay, Team-Based Rewards, Gainsharing, Profit-Sharing Profit-Related Pay and Beyond Other Cash Payments and Allowances Overtime Payments Attendance Bonuses, Shift Pay, Clothing Allowances, Honoraria, Payments for Qualifications, Pay for Person, Pay for Excellence, Managerial Compensation and Rewards, Sales Force Incentive Programmes, Competency based Pay- Framework, Model and Challenges; Pay for Performance : Steps involved in the design for pay for performance - Intent ; Eligibility; Participation; Performance and Goal Criteria-Measurements ; Funding; Pay Outs and Timing; Benefits Impact & Administration; Evaluation.			
Module -5 Administration & Controlling Salary Costs and Salary Review			9 hours
Salary Survey data, Salary Costs, Salary Planning, Salary Budget, Salary Control, Salary Reviews, Guidelines for Salary Review Process, Responding to Negative Salary Review, Five Key Steps: Manager's Guide to Annual Salary Review, Fixing of Salary, Method of Paying Salary, Flexibility, Process of Wage and Salary Fixation.			
Module - 6 Operating, Non-financial Benefits(Intrinsic and Relational Rewards)			9 hours

on, Role of Non-financial Benefits/Rewards on Employee Motivation, Types of Non-financial Benefits/Rewards, Planning the Non-financial Benefits/Rewards, A Few Most Effective Non-financial Benefits/Rewards to Motivate Employees, Heineken's Refreshing Approach to Reward, Non-financial Metrics Intellectual Capital Assessment and Market Implications of Human Capital, Recognition, Praise, Learning and Development, Achievement, Value Addition in Personality Others.

Course outcomes:

At the end of the course the student will be able to:

1. Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
2. Determine the performance based compensation system for business excellence and solve various cases.
3. Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
4. Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

Practical Component:

- To understand the theoretical and practical aspects in the area of compensation and benefits.
- Exposure to MS-Excel or HRIS packages recommended.
- Acquire knowledge of compensation and reward system policies, processes and procedure.
- Apply the concepts of compensation administration and intrinsic and extrinsic reward system in national and global perspective.
- Analyse the divergent system and wage determination practices followed in various sectors.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				X
CO2	X	X	X		
CO3	X	X			
CO4	X			X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Compensation Management	R. C. Sharma, Sulabh Sharma	Sage Publication India Pvt. Ltd	2019
2	Compensation and Benefit Design	Biswas, Bashker, D	Pearson	2013
3	Managing Employees Performance and Rewards	Shields	Cambridge Press	2007

Reference Books				
1	Human Resource Information Systems: Basics, Applications, and Future Directions	Michael J. Kavanagh, Mohan Thite, Richard D. Johnson	Sage Publication India Pvt. Ltd	3/e, 2015
2	Competency-Based Human Resource Management	Anindya Basu Roy, Sumati Raym	Sage Publication India Pvt. Ltd	2019
3	Compensation and Reward Management	Singh, B D	Excel Books	2007

**GUIDELINES FOR INTERNSHIP 20MBA IN 307
(BETWEEN 2ND AND 3RD SEMESTER MBA)**

INTERNSHIP			
Course Code	20MBA IN 307	CIE Marks	40
Teaching Hours/Week (L:T:P)	0:0:8	SEE Marks	60
Credits	04	Exam Hours	00

OBJECTIVE

To expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the work place for various functions of the organization.

STRUCTURE

The Internship shall consist of study of an organization for 4 credits for 4 weeks.

GENERAL GUIDELINES

- The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes
- The Course code of the Internship shall be 20MBA IN 307 and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

Submission of Report: Students shall submit one hard copy of the report to the college with hard bound color of royal blue and a soft copy in PDF file (Un-editable Format)

Evaluation:

Internal evaluation will be done by the internal guide.

Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or Internal Guide of the department and an external evaluator drawn from industry. In case of non availability of industry professional, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce examination. Internship carries 100 marks consisting of 40 marks for Internship report (evaluated by internal guide) and 60 marks for viva-voce examination.

Contents of the Internship Report

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Internship by the student.
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- Back ground,
- Nature of business,
- Vision mission, quality policy
- Workflow model
- Product/service profile
- Ownership pattern
- Achievements/awards if any
- Future growth and prospects

Chapter 3: Mckensy's 7S framework and Porter's Five Force Model with special reference to Organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statements

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Internship such as figures, graphs, photographs, Financial statements etc.,

Format of the Internship: Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1” margin all sides (1.5” on left side due to binding) and 1.5line spacing. The Internship report shall not exceed 60 pages.

Rubrics for Internship 20MBAIN 307 Marks

SL. No		Particulars	Marks
1	CIE	Assessment by the Guide- Interaction with the student	20
2	CIE	Report Evaluation by the Guide	20
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	60
		Total	100

Mark sheet for Viva voce Examination (SEE)

Visvesvaraya Technological University

Name of the Institution

Name of the Department

Course Code and Course Title: 20MBA IN 307 Internship

SL. No	Aspects	Marks
1	Introduction	5
2	Understanding the Industry	5
3	Understanding the Corporate Functions/Company profile	10
4	Mckensy's 7S framework and Porter's Five Force Model	10
5	SWOT/SWOC analysis justification	10
6	Financial statement analysis	10
7	Learning experience	10
	Total	60

Marks Sheet for Viva Voce examination

SL No	USN	1	2	3	4	5	6	7	Total
1									
2									
3									
4									
5									
	Total								

Signature of Internal Examiner
Name and Designation with affiliation

Signature of External Examiner
Name and Designation with affiliation

**IV SEMESTER
MARKETING SPECIALISATION COURSES**

B2B MARKETING MANAGEMENT			
Course Code	20MBAMM401	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. Make students have an understanding of B2B Marketing and its characteristics 2. To analyze the purchasing decisions of online customers 3. Analysing traditional marketing approach vis-a vis modern marketing approach using the B2B strategy 4. To enhance knowledge of emerging trends in integrated marketing communications. 5. Managing innovation in the B2B context and understand concept of Relationship portfolio and Key Account Management.			
Module-1 B2B Marketing			7 hours
B2B-Introduction, significance and concept of B2B Marketing. Business Markets, characteristics. Classification of Business Products and Markets.			
Module -2 Purchasing Behaviour			7 hours
Factors affecting purchasing decisions, purchasing orientation, Segmenting purchase categories. Purchase Process- variations. Buying situations and marketer actions. Online buying. Traditional marketing approach- uncertainties of buyer and supplier/ marketer. Supplier uncertainties. Relationship variables. Impact of IT. Inter-firm Relationships and Networks. Case Study			
Module -3 B2B strategy and Market Segmentation			7 hours
Process, approach. Responsible strategy-CSR and sustainability, Customer value and strategy. Researching B2B markets. Standard industrial classification. B2B Market Segmentation- Significance of segmentation. Basis of segmentation. Challenges of segmentation in B2B markets. B2B positioning. Case Study.			
Module -4 Market Communication			7 hours
Brand expression, Communication mix and customer acquisition process. Relationship Communication, sales responsibilities. The relationship communication process, call preparation, selling to low-priority and high-priority customers. Value selling and consequences- order fulfilment-relationship building- Case Study.			
Module -5 Relationship Portfolio & Key Account Management			7 hours
Principles of Portfolio management, identifying key accounts, Classification criteria. Relationship life-cycle, declassification, managing loyalty. Case Study. Assignment: Implementing KAM			
Module – 6 B2B product Offerings and Price Setting			5 hours
Elements of B2B offering, strategic tools for managing product offerings, managing innovation in the B2B context. Price setting in B2B markets- 3 C's of pricing-cost, customer and competition-Pricing- strategy, price positioning, role of sales force in pricing, bid pricing, internet auctions, ethical aspects of B2B pricing. Case Study			
Course outcomes: At the end of the course the student will be able to: 1. Understand significance of B2B marketing . 2. Ability to create an integrated marketing communications plan which includes promotional strategies. 3. Effectively use marketing communication for customer acquisition 4. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics. Practical Component: <ul style="list-style-type: none"> Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose sales career, and what does it take to succeed in this profession. Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling? Students can make a presentation on any product or the services of student choice, covering selling strategies 			

and one day work exposure towards merchandising in any big retail outlets of respective places where the institute is operating.

- Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.
- Roles and functions of sales manager and sales people are different in every organization. Sales people view the roles of sales managers in their own way and vice versa. You are the sales manager of a company. You make an analysis of what you feel should be roles of a sales manager and a salesperson for maximizing sales of the organization.
- Your company is active in internet trading. A current issue in internet trading is : how to make internet selling safe. Different methods have been suggested for safety or security of internet trading. You have to analyze different methods and recommend a method for your company.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X	X	X		
CO3	X	X	X		X
CO4	X		X	X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Business to Business Marketing	Ross Brennan, Louise Canning & Raymond McDowell	Sage Publications	3e -2014
2	B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement	Heidi Taylor	Kogan Page	1/e, 2017

Reference Books

1	Innovative B2B Marketing: New Models, Processes and Theory	Simon Hall	Kogan Page	1/e, 2017
2	Product and Brand Management	Michael Baker and Stuart Hart	Pearson	4/e, 2014

LOGISTICS AND SUPPLY CHAIN MANAGEMENT			
Course Code	20MBAMM402	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. To understand the basic concepts, processes and key elements of a supply chain. 2. To understand the elements and scope of logistics in supply chain management 3. To provide insights for establishing efficient, effective, and sustainable supply chains. 4. To comprehend the role of warehouse management 5. To gain knowledge about Inventory Management 6. To provide insights into International Logistics 7. To explain the role of technology in supply chain planning, visibility, and execution. 			
Module-1 Supply Chain			7 hours
Concept, significance and key challenges. Scope of SCM- historical perspective, essential features, decision phases – process view, supply chain framework, key issues in SCM and benefits. Definition and scope of Logistics. Elements of Logistics, types, incremental value delivery through Logistics management. Innovations in Supply Chain. Estimating customer demand, forecasting in Supply Chain. Case Study.			
Module -2 Warehouse Management System			7 hours
Warehousing – scope, primary functions. Efficient Warehouse Management. Types of Warehouse. Warehouse Layout Design, criteria. Warehouse Management System, Distribution Management, Designing the distribution network, role of distribution, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions. HUB & SPOKE vs Distributed Warehouses. Case Study			
Module -3 Inventory Management			7 hours
Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis. Goals, need, impact of inventory management on business performance. Types of Inventory, Alternative approach for classification of inventories, components of inventory decisions, inventory cost management, business response to stock out, replenishment of inventory, material requirements planning. Dealing with demand uncertainty in Supply Chain- managing uncertainty in Supply Chain, (Bullwhip Effect) ,Impact of uncertainties. Case Study			
Module -4 Transportation			5 hours
Role, functions, mode of transportation and criteria of decision. Transportation Infrastructure. Factors impacting road transport cost, hazards in transportation, State of Ocean Transport, global alliances. Packaging Issues in Transportation, role of containerisation. Case Study			
Module -5 Logistics Management			7 hours
Logistics of part of SCM, logistics costs, logistics, sub-systems, inbound and out bound logistics bullwhip effects in logistics, distribution and warehousing management. Demand Management and Customer Service: Demand Management, CPFRP, customer service, expected cost of stock outs. Recent Issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, outsourcing – basic concepts, value addition in SCM. Case Study			
Module - 6 International Logistics			7 hours
Logistics and Environment, Methods and tools facilitating International Logistics, challenges, Integrated Supply Chain and Logistics Value Chain, Supply Chain Security Initiatives in the USA, Logistics Industry in India. Sourcing Decisions in Global SCM- Logistics, trends, Key issues in Global sourcing, Factors influencing Outsourcing. Performance Management in Supply Chain introduction. Case Study			

Course outcomes:

The student should be able to:

1. Demonstrate knowledge of the functions of logistics and supply chain management.
2. To relate concepts and activities of the supply chain to actual organizations.
3. Highlight the role of technology in logistics and supply chain management.
4. Evaluate cases for effective supply chain management and its implementation.

Practical Components:

- Students are expected to choose any four Indian Organizations and study their supply chain in terms of drivers of the Supply chain and submit a report.
- Students should visit different logistics companies and understand the services provided by them and submit a report.
- Students should identify any product/service and study the type of distribution system used and understand the reason for using that particular type and present it in the class.
- Students should identify the various types of IT applications employed by Indian Organizations in their Supply chain

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	
CO3	X				X
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in SEE

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	A Logistic approach to Supply Chain Management	Coyle, Bardi, Longley	Cengage Learning	Latest edition
2	Integrated Supply Chain and Logistics Management	Rajat K. Baisya	Sage	2020
3	Supply Chain Management- Text and Cases	Janat Shah	Pearson	Latest edition
4	Supply Chain Management- Strategy, Planning and Operation	Sunil Chopra, Peter Meindl, D.V.Kalra	Pearson	Latest edition
5	Marketing Channels	Anne Coughlan, Anderson, Stern and El-Ansary		

Reference Books

1	The Box	Marc Levinson		
2	Essentials of Supply Chain Management	Michael H Hugos		
3	Logistics and Supply Chain	Martin Christopher	FT Publishing	5 th Edition
4	Supply chain Logistics Management	Donald J Bowersox,	Mc Graw Hill	4 th Edition

DIGITAL MARKETING MANAGEMENT			
Course Code	20MBAMM403	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> To understand the important concepts related to e-marketing To learn the use of different electronic media for designing marketing activities. To acquaint the students with the latest techniques of e-marketing. 			
Module-1 Introduction to Digital Marketing			7 hours
Concept of Digital Marketing, Origin, traditional versus Digital Marketing. Digital Marketing Strategy- The P-O-E-M Framework, Segmenting and customising Messages, Digital Landscape. Digital advertising Market in India. Skills required in Digital Marketing, Digital Marketing Plan			
Module -2 Display Advertising			7 hours
Concept of Display Advertising, types of display ads, buying models, display plan Targeting- contextual targeting placement targeting, remarketing, interest categories, geographic and language tagging, demographics, mobile, other targeting methods. Programmatic digital advertising, You Tube Advertising.			
Module -3 Search Engine Advertising			7 hours
Understanding Ad Placement, Understanding Ad Ranks, Creating First Ad Campaign, Performance Reports. Social Media Marketing: Building a successful Strategy Live Project: Create a digital marketing plan			
Module -4 Social Media Marketing			7 hours
Face Book Marketing: Facebook for business & facebook insights LinkedIn Marketing: LinkedIn Strategy, LinkedIn Analytics Twitter Marketing: Building Content Strategy, twitter usage , Twitter Analytics Instagram & Snapchat: Objectives of Instagram, Hashtags. What is Snapchat. Digital Public Relations			
Module -5 Mobile Marketing			7 hours
Mobile Usage, Mobile Advertising- Mobile Advertising Models, advantages of Mobile advertising, Mobile Marketing Toolkit, Mobile Marketing features- Location based services, Social marketing on mobile, QR Codes, Augmented Reality, Gamification. Tracking mobile campaigns- Mobile Analytics. Live Project: Create a mobile advertising project..			
Module – 6 Search Engine Optimization			5 hours
Search Engine Optimization: How search engines work, concept of search engine optimisation (SEO), On Page Optimisation, Off Page Optimisation, Social media Reach, Maintenance- SEO tactics, Google Search Engine, Web Analytics- Key Metrics- concepts only			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> Recognize appropriate e-marketing objectives. Appreciate the e-commerce framework and technology. Illustrate the use of search engine marketing, online advertising and marketing strategies. Develop social media strategy's to solve business problems. Practical Components: <ul style="list-style-type: none"> Students will learn to create a digital marketing plan. Students will learn to create a mobile advertising project. 			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X	X			
CO3	X		X	X	
CO4	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Digital Marketing	Seema Gupta	McGraw Hill Education	2017
2	Marketing 4.0: Moving from Traditional to Digital	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Wiley	2017
3	Fundamentals of Digital Marketing	Puneet Bhatia	Pearson	2/e, 2014
4	Social Media Marketing	Tracy L Tuten, Michael R Solomon	Sage Publications	3/e, 2020

Reference Books

1	Digital Marketing	Swaminathan T N, Karthik Kumar	Cengage Learning India Pvt. Ltd	2019
2	Digital Marketing	Hanlon	Sage Publications	2/e, 2017
3	Digital Marketing	Ian Dodson	Wiley	2016

STRATEGIC BRAND MANAGEMENT			
Course Code	20MBAMM404	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> To appreciate the relationship between corporate strategy and Brand Management. To explore the various issues related to Brand Management, brand association, brand identity, brand architecture, leveraging brand assets, brand portfolio management. To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors. 			
Module-1 Brand Management			7 hours
Concept, Meaning of Brand, Evolution of Brands, Functions of Brand to consumer, Role of Brand-Advantages of Brand, Product Vs Brand. Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders. Brand Management- Meaning & Definition. Strategic Brand Management Process-Meaning, Steps in Brand Management Process Strong Indian Brands.			
Module -2 Customer Based Brand Equity(CBBE)			5 hours
Meaning, Model of CBBE, Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker's Brand Equity Mo del. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, positioning guidelines Brand Value: Definition, Core Brand values, Brand mantras, Internal branding,			
Module -3 Choosing Brand Elements to Build Brand Equity			7 hours
Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge: Meaning of Brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process.			
Module -4 Brand Value chain			7 hours
Designing Brand Tracking studies, Establishing brand Equity Management Systems. 58 Methods for measuring Brand Equity-Quantitative Techniques & Quantitative Techniques, Comparative methods-Brand based comparisons, marketing based comparisons Conjoint Analysis, Holistic methods. Managing Brand Equity: Brand Reinforcement, Brand Revitalization, Brand Crisis			
Module -5 Designing and sustaining branding strategies			7 hours
Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation. Brand Imitations: Meaning of Brand Imitation, Kinds of imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry, First movers advantages, Free rider effects, Benefits for later entrants, Imitation Strategies. Assignment: Measuring Brand Strength			
Module – 6 Making Brands go Global			7 hours
Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favouring marketing, barriers to globalization, managerial blockages, organization for a global brand, pathways to globalization. Luxury Brand Management: Luxury definition and relativity, luxury goods and luxury brands, basic psychological phenomena associated with luxury purchase, luxury marketing mix, luxury retail, International luxury markets: historical leaders and emerging countries.			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management. Understand the overview of management, theory of management and practical applications of the same. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals . 			

4. Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.

5. Understand and demonstrate their exposure on recent trends in management

Practical Component:

- Go to a supermarket and find the brand elements in various brands of soaps, mobiles, jeans, and other product.
- If you would start an MBA College, what would the positioning be with POP's and POD's?
- Pick up your college, analyse its positioning and how would you reposition it?
- Pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?
- Consider some groups like Tata's, Birla's, Infosys etc – what is their branding strategy.
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.

CO-PO MAPPING

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

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Strategic Brand Management, Building Measuring & Managing	Kevin Lane Keller	Pearson Education	Latest Edition
2	Brand Management -The Indian Context	Y L R Moorthi	Vikas Publication	Latest Edition
3	Strategic Brand Management	Jean, Noel, Kapferer	Kogan Page India	Latest Edition

4	M B Parameswaran	Brand Building and Advertising Concepts and Cases	Tata McGraw Hill Publication	Latest Edition
Reference Books				
1	Compendium Brand Management	Chunnawalla	HPH,	Latest Edition
2	Strategic Brand Management	Richard Elliott & Larry Perclu	Oxford Press	Latest Edition
3	Creating powerful brands	Chernatony	Elsevier	Latest Edition
4	Brand Management for B2B	Shard Sharin	Sage Publications	1/e, 2015

AGRI BUSINESS MARKETING			
Course Code	20MBAMM405	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> To provide a conceptual understanding on the Rural Marketing with special reference to Indian context. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. To familiarize with the special problems related to sales in rural markets. 			
Module-1 Introduction to Indian Rural Marketing			7 hours
Scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing.			
Module -2 Rural Consumer behaviour			7 hours
Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer-Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre-purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. 60 Researching Rural Market: Sensitizing rural market, Research design-reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection.			
Module -3 Rural Marketing of FMCG's			7 hours
Rural Marketing of FMCG's: Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's: Select case studies Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables: Select case studies Rural marketing of financial services: Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services.			
Module -4 Marketing of agricultural inputs			5 hours
Indian tractor industry: A brief overview, Challenges for Indian tractor industry, factors suggesting better future prospects for tractor industry, marketing strategies for tractor industry Fertilizer industry in India: Marketing of fertilizer industry, classification of fertilizer industry, Challenges for marketing of fertilizer industry, marketing strategies for fertilizer industry.			
Module -5 Marketing of agricultural products			7 hours
Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce. Corporate sector in agri-business: Reasons for increased interest of corporate sector in agribusiness, opportunities in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business.			
Module - 6 Distribution and Communication Strategy			7 hours
Distribution Strategy: Introduction Accessing Rural Markets, Coverage Status in Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats/Shandies, Public Distribution System, Co-operative Societies Behaviour of the Channel, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC's Distribution Model, Petrol pumps and Extension counters.			
Communication strategy: Challenges in Rural Communication, A view of Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences			

rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media: The importance of the two-step flow of communication Media Typology, The Media Model, Media innovation, Influence of Consumer Behaviour on Communication strategies.

Live Project: Visit a Rural santhe in village setting (Producer market) and submit a report

Course outcomes:

At the end of the course the student will be able to:

1. Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.
2. Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
3. Emphasize the different strategies adopted by Indian companies for rural markets.
4. Apply the strategies to be adopted for influencing the rural consumers.

Practical Components:

- Visit to the various Micro Finance Institutes, who extend their services in catering rural market.
- Visit to a village and understand the market structure and also understand the functioning part of the rural markets.
- Students should come up with new product designing with the rural marketing mix 4 As (Awareness, Acceptability, Adaptability and Affordability).
- Students can do a survey on corporate farming and its effect on income of the rural farmer.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X			
CO2	X			X	
CO3	X		X		X
CO4	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in SEE.

Textbooks

SI No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Rural Marketing	Pradeep Kashyap & S. H. Bhat	Biztantra.	2108
2	Rural marketing: Challenges and OpportModuleies	Dinesh Kumar & Punam Gupta	SAGE	2017
3	Rural Marketing	Gopal Swamy T. P	Vikas Publishing	2108

Reference Books

1	Rural Marketing	Dogra &KarminderGhuman	TMH	2018
2	Rural Marketing	Sanal Kumar Velayudhan	Response Publication	2014
3	Agricultural Marketing In India	Acharya	Oxford I B H.	2015

INTERNATIONAL MARKETING MANAGEMENT			
Course Code	20MBAMM406	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives <ol style="list-style-type: none"> 1. To introduce students to the international marketing management process, design and theories 2. To develop skills relating to international trade. 3. To familiarize the steps involved in import export documentation. 			
Module -1 Introduction to International Marketing			5 hours
Scope, Challenges, Reasons and Motivations, Concepts to the management of international marketing function, differences between international marketing and domestic marketing – transition from domestic to international markets - World Trade and India's foreign trade: an overview.			
Module -2 International Trade Theories and Market research			5 hours
International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications. Developing a global vision through market research : Breadth and scope of international marketing research , problems in availability and use of secondary data, problems in gathering primary data , multi cultural research – a special problem , research on internet – a new opportunity , estimating market demand, responsibility for conducting marketing research, communicating with decision makers. Identifying foreign markets – classification based on demand , based on the stage of development ,other basis for division of world markets.			
Module -3 Planning and organization			7 hours
Planning and organization: Global perspective – global gateways – global marketing management – an old debate and a new view – planning for global markets – alternative market entry strategies – organizing for global competition. Global marketing environment – cultural Environment Political and Legal Environment, Economic Environment- Modes of entry in to foreign business.			
Module -4 International Product Policy for Consumers			9 hours
: Quality – green marketing and product development, products and culture – analyzing product components for adaptation – products for consumers in global markets, product development, product adaptation, product standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging. Product and services for businesses. Demand in global business to business markets- Quality and global standards – business services – tradeshows crucial part of business to business marketing – relationship markets in business to business context.			
Module -5 International Pricing, Promotion and distribution decision			9 hours
Pricing decision: global pricing frame work, pricing basics, marginal cost pricing and its importance. Transfer pricing, counter trade, systems pricing, pricing and positioning price quotation-INCO terms. Promotion decision: International Advertising, Sales promotion in International, direct mailing, personal selling, exhibition – generic promotion in international marketing. Global Distribution decision - Introduction, distribution as competitive advantage, rationalizing local channels, global channel design, Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision. <i>Assignment: Identifying a International luxury product and relate it to either pricing or promotion or distribution</i>			
Module – 6 Import –Export procedure and documentation			5 hours
Import policy – procedure and Documentation - balance of trade and payments , Institutional infrastructure for exports promotions in India-India's trade policy- export assistance- exports documentation and procedures including different stages of documentations. International Retailing. International expansion of retailers – International retailing defined – retail format – variations in different markets – general merchandise at Retailing – issues in international retailing.			

Course outcomes:

At the end of the course the student will be able to:

1. Understand the differences between domestic marketing and international marketing.
2. Understand the concept of international pricing and distribution decision.
3. Acquire the knowledge of import export documentation.

Practical Components:

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Module 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviors with respects to the trait, behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	
CO3	X				X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in SEE.

Recommended Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	International Marketing	Catero, Graham	TataMcGrawHill	Latest Edition
2	International Marketing	Varshney, Bhattacharya	S.Chand	Latest Edition
3	Global marketing management	Warren J.Keegan	Pearson	Latest Edition
4	International Marketing Management: Text and Cases	U C Mathur	SAGE	2008

Reference Books

1	International marketing: analysis and strategy	Sak Onkvisit, Johnshaw	Biztantra	Latest Edition
2	International marketing	Rakesh mohan Joshi	Oxford	Latest Edition
3	International marketing	Michael Czinkota, Illka A. Ronkainen	Cenage Learning	Latest Edition

FINANCE SPECIALISATION COURSES

RISK MANAGEMENT AND INSURANCE			
Course Code	20MBAFM401	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. To provide an understanding of different types of risk. 2. To provide an understanding of the risk identification and measurement. 3. To give an overview of role of Life Insurance in risk management. 4. To provide an understanding of general insurance contract.			
Module -1 Introduction to Risk Management			5 hours
and Risk Identification: Risk-Risk and Uncertainty-Types of Risk-Burden of Risk-Sources of Risk-Methods of handling Risk-Degree of Risk-Management of Risk. Risk Identification-Business Risk Exposures-Individual Exposures-Exposures of Physical Assets -Exposures of Financial Assets -Exposures of Human Assets - Exposures to Legal Liability - Exposure to Work-Related Injury. (Theory).			
Module -2 Risk Measurement			7 hours
Evaluating the Frequency and Severity of Losses-Risk Control-Risk Financing Techniques-Risk Management Decision Methods-Pooling Arrangements and Diversification of Risk. Advanced Issues in Risk Management: The Changing Scope of Risk Management-Insurance Market Dynamics-Loss Forecasting-Financial Analysis in Risk Management -- Decision Making Other Risk Management Tools. (Theory).			
Module -3 Introduction to Insurance			7 hours
Risk and Insurance- Definition and Basic Characteristics of Insurance-Requirements of an Insurable Risk- Adverse Selection and Insurance-Insurance vs. Gambling Insurance vs. Hedging Types of Insurance-Essentials of Insurance Contracts. Indian Insurance Industry -Historical Framework of Insurance, Insurance sector Reforms in India. IRDA-Duties and powers of IRDA-IRDA Act 1999. (Theory).			
Module -4 Life Insurance			7 hours
Basics of Life Insurance-Growth of Actuarial Science-Features of Life Insurance-Life Insurance Contract-Life Insurance Documents-Insurance Premium Calculations. Life Insurance Classification-Classification on the Basis –Duration-Premium Payment Participation in Profit-Number of Persons Assured-Payment of Policy Amount-Money Back Policies-Module Linked Plans. Annuities-Need of Annuity Contracts, Annuity V/s Life Insurance, Classification of Annuities. (Theory).			
Module -5 General Insurance			7 hours
Laws Related to General Insurance-General Insurance Contract-General Insurance Corporation (GIC). Health Insurance-Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan. Fire Insurance-Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies, Fire Insurance Coverage. Marine Insurance-Types of Marine Insurance – Marine Insurance principles Important Clauses in Marine Insurance– Marine Insurance Policies –Marine Risks-Clauses in Marine Policy. Motor Vehicles Insurance-Need for Motor Insurance, Types of Motor Insurance, Factors to be considered for Premium Fixing. (Theory).			
Module-6 Management of Insurance Companies			7 hours
Functions and Organization of Insurers- Types of Insurance Organization, Organizational Structure of Insurance Companies-Functions of Insurers. Underwriting-Principles of Underwriting, Underwriting in Life Insurance, Underwriting in nonlife Insurance. Claims Management-Claim Settlement in General Insurance-Claim Settlement in Life Insurance. (Theory).			
Course outcomes: At the end of the course the student will be able to: 1. Understand various types of risks. 2. Assess the process of identifying and measuring the risk. 3. Acquaint with the functioning of life Insurance in risk management. 4. Understand general insurance contract.			

Practical Component:

- Should visit insurance companies and understand the types of policies
- Understand how insurance premium are fixed
- Interact with insurance agents and understand the ground reality of insurance investors.
- Understand how different insurance companies settle the accident claims/death claims
- Understand the functioning and organisation structure of insurance companies.
- Compile and analyse General and Life insurance policies offered by Indian insurance companies (one public sector and one private sector)
- Visit policy bazaar portal and study the different types of insurance policies offered by the Indian insurance companies.
- Analyse the Systematic and unsystematic risk of any two companies
- Analyse the types of Risk in different sectors of India due to Covid- 19 Pandemic

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	
CO3	X	X			
CO4	X				

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Principles of Risk Management and Insurance	George E Rejda	Pearson	12/e, 2009
2	Insurance and Risk Management	P.K. Gupta	Himalaya	1/e, 2010

Reference Books

1	Principles and Practice of Insurance	P. Periasamy	Himalaya Publishing House	2/e, 2009
2	Introduction to Risk Management and Insurance	Dorfman, Mark S.	Prentice Hall India	10/e, 2008
3	Risk Management and Insurance	Scott E. Harrington, Gregory R Niehaus	TMH	2/e, 2007

FINANCIAL DERIVATIVES			
Course Code	20MBAFM402	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. To understand various concepts and terminologies used in various financial derivatives. 2. To explain and critically evaluate various financial derivatives such as forwards, futures, options, financial swaps, credit derivatives etc. 3. To apply various financial derivatives in hedging risk and analyse it.			
Module-1 Financial Derivatives			5 hours
Meaning, benefits, types (both exchange traded and OTC traded) and features of financial derivatives-Factors causing growth of derivatives-functions of derivatives market-Derivative market players (Hedgers, speculators and arbitragers)-Derivatives market in India. (Theory).			
Module -2 Futures and Forwards			7 hours
Futures and Forwards: Meaning, features and types of futures/forwards-Futures vs Forwards-Mechanics of buying and selling futures/forwards-Hedging through futures/forwards-Marking-to-market process-contract specifications of stock, index and commodity futures-valuation of futures/forwards using cost of carry model-Arbitrage process-Interest Rate Futures & options. (Numerical problems on MTM and valuation of futures/forwards). (Theory and Problems).			
Module -3 Option Contracts			7 hours
Option Contracts: Meaning, features and types of option contracts-Options vs futures/forwards-Mechanics of buying and selling option contracts-contract specifications of stock, index and commodity options-Option pricing-factors affecting option pricing-Valuation of option contracts using Black Scholes model and Binomial model-Put-call parity theory-Option Greeks-Option Trading strategies-Interest rate options-Exotic options. (Numerical problems on all aspects except exotic options). (Theory and Problems).			
Module -4 Financial Swaps			7 hours
Meaning, features and advantages of financial swaps-Types of financial swaps (Interest rate swap, currency swap, equity swap and commodity swap)-Mechanics of interest rate swaps- Triangular swap (Numerical problems only on interest rate swap including triangular swap)-valuation of interest rate swaps- Only theory. (Theory and Problems).			
Module -5 Commodity Derivative Market			7 hours
Commodity Derivative Market: Meaning of commodity derivatives-Commodity derivative exchanges (with commodities traded) in India-Trading and settlement system of commodity derivatives-SEBI Guidelines for commodity market-commodities traded. (Theory).			
Module -6 Credit Derivatives and VaR			7 hours
Credit Derivatives-Total Return Swap (TRS)-Credit Default Swap (CDS)-Types of CDS-Asset Backed Securities (ABS)-Collateralised Debt Obligation (CDO)-Sub-Prime Crisis-2007-Credit Spread Options-Probability of Default- Forward Rate Agreement (FRA)-Interest Rate Caps/Floors/Collars-Types of Interest Rates-Zero Rate-Forward Rate-Value-at-Risk-Meaning, VaR Models-Stress testing and back testing. (Numerical problems only on VaR, Zero Rate and Forward rate). (Theory and Problems).			
Course outcomes: At the end of the course the student will be able to: <ul style="list-style-type: none"> Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits. Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems. Application of financial derivatives in risk management. Critically evaluate various financial derivatives. Practical Component: <ul style="list-style-type: none"> Visit the website of FEDAI and understand the regulations for Commodity Exchanges Visit the MCX/NCDEX and understand the their trading and settlement Visit the banks and understand the their foreign exchange transactions. Undesatnd how different types of qoutations helpful to the participants in Forex 			

- Understand what is the implication of financial derivatives.
- Compile and analyze few Futures, Forward Option contract documents
- Visit MCX portal and study its trading and settlement process
- Study the different types of option and Future contracts traded on NSE

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X			X	
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Options, Futures & Other Derivatives	John C. Hull	Pearson Education	
2	Financial Derivatives-Text and Cases	Prakash Yaragol	Vikas Publishing House Pvt. Ltd.	1/e, 2019

Reference Books

1	Options & Futures	Vohra & Bagri	TMH	2/e
2	Derivatives-Principles and Practice	Sundaram & Das	McGraw Hill	
3	Derivatives and Risk Management	Rajiv Srivastava	Oxford University	2010

INDIRECT TAXATION			
Course Code	20MBAFM403	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives: 1. To provide an overview of GST in India 2. To provide an understanding of levy and collection of GST 3. To give an overview of customs duty in India 4. To provide an understanding of valuation for customs duty			
Module-1 Introduction to Goods and Services Tax (GST)			7 hours
Goods and Services Tax Act & Rules, Need for GST in India, Dual GST Model - Central Goods and Services Tax Act, 2017 (CGST) State Goods and Services Tax Act, 2017 (SGST) Union Territory Goods and Services Tax Act, 2017 (UTGST) Integrated Goods and Services Tax Act, 2017 (IGST) Goods and Services Tax Network (GSTN), GST Council Guiding principle and Functions of the GST Council. (Theory).			
Module -2 Levy and Collection of Tax			7 hours
Scope of Supply, Composite and Mixed Supplies, Levy and Collection, Composition Levy, Exemptions Person Liable to pay GST, Exemption from tax. (Simple problems on calculation of value of taxable supply and GST Levy). (Theory and Problems).			
Module -3 Time and Value of Supply			7 hours
Time of Supply, Change in Rate of Tax in respect of Supply of Goods or Services, Place of Supply and Value of Supply. (Simple problems on Time of supply, place of supply and value of supply) (Theory and Problems).			
Module -4 Input Tax Credit			7 hours
Introduction and Eligibility to avail Input Tax Credit (ITC). Registration under GST: Persons not liable for Registration, Compulsory Registration in Certain Cases, Procedure for Registration, Deemed Registration. Returns under GST: Furnishing of Returns, First Return, Revision of Returns and Penalty/Late Fee. (Theory).			
Module -5 Customs Duty			7 hours
Concept, Meaning of Customs Duty, Circumstances of Levy of Customs Duties and Types of Duties and Exemption from Customs Duty. Valuation under customs: Valuation of Imported Goods and Valuation of Export Goods.. (Problems on Valuation of Imported Goods). (Theory and Problems).			
Module -6 Import and Export Procedure for Customs			5 hours
Introduction to Baggage and General Free Allowance. Provisional Assessment of Duty, Due Dates for Payment of Duty, Penalties under Customs, Seizure of Goods, Confiscation of Goods. (Theory).			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Have clarity about GST system in India 2. Understanding of levy and collection of GST in India 3. Have an overview of customs duty in India 4. Understanding of valuation for customs duty. 			
Practical Component: <ul style="list-style-type: none"> • Compile and analyze documents pertaining to Registration under GST and Returns under GST • How to file Online GST Returns • How to Generate GSTR 1 & GSTR 3B, E way Bill and How to calculate and avail Input Tax Credit(ITC) • Conduct a survey among local business community about compliance with GST regime. • Encourage students to register for online GST Certification Course – Suggested. 			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3	X				
CO4	X				X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Indirect Taxes Law and practices	V S Datey	Taxmann's	<i>Latest Edition</i>
2	GST & Customs Law (University Edition)	K.M Bansal	Taxmann's	<i>Latest Edition</i>

Reference Books

1	Principles of GST & Customs Law	V.S. Datey and Dr. Krishnan Sachdeva	Taxmann's	<i>Latest Edition</i>
2	Goods & Services Tax (GST) in India	B. Viswanathan	UBS Publishers	<i>Latest Edition</i>
3	Indirect Taxation	Raj K Agrawal & Shivangi Agrawal	Bharat Law House Pvt. Ltd	<i>Latest Edition</i>

MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING			
Course Code	20MBAFM404	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives: 1. To understand various concepts and terminologies used in mergers and acquisition. 2. To explain and critically evaluate M&A with its different classifications, strategies, theories, synergy etc. 3. To apply and analyse financial evaluation and accounting aspects of M&A.			
Module-1 Mergers and Acquisitions(M & A)			5 hours
Introduction of M & A: Meaning-types of mergers–Merger Motives-Theories of Mergers-Mergers and industry life cycle, Reasons for failures of M & A-synergy-types of synergy–value creation in M&A-SWOT analysis-BCG matrix. (Theory).			
Module -2 Merger Process			7 hours
Procedure for effecting M & A-Five-stage model–Due diligence–Types, process and challenges of due diligence-HR aspects of M & A–Tips for successful mergers-Process of merger integration. (Theory).			
Module -3 Financial Evaluation of M & A			7 hours
Merger as a capital budgeting-Business valuation approaches-asset based, market based and income based approaches-Exchange Ratio (Swap Ratio)-Methods of determining exchange rate. (Theory and Problems).			
Module -4 Accounting aspects of Amalgamation			7 hours
: Types of amalgamations (Amalgamation in the nature of merger and amalgamation in the nature of purchase)-Methods of Accounting-Pooling of interest method and Purchase method)–Calculation of purchase consideration-Journal entries in the books of transferor & transferee company-Ledger accounts in the books of transferor and transferee companies. (Theory and Problems).			
Module -5 Acquisitions/Takeovers			7 hours
Meaning and types of acquisition/takeovers (Friendly and Hostile takeovers)-Anti-takeover strategies-Anti-takeover amendments-Legal aspects of M & A-Combination and Competition Act-2002Competition Commission of India (CCI)-The SEBI Substantial Acquisition of Shares and Takeover (Takeover code-2011). (Theory).			
Module -6 Corporate Restructuring			7 hours
Meaning, significance and forms of restructuring–sell-off, spin-off, divestitures, demerger, Equity Carve Out (ECO), Leveraged Buy Outs (LBO), Management Buy Out (MBO), Master Limited Partnership (MLP), Limited Liability Partnership (LLP) and joint ventures. (Theory).			
Course outcomes: At the end of the course the student will be able to: 1. Understand M&A with its different classifications, strategies, theories, synergy etc. 2. Conduct financial evaluation of M&A 3. Analyse the results after evaluation 4. Critically evaluate different types of M&A, takeover and antitakeover strategies			
Practical Component: <ul style="list-style-type: none"> Choose any two latest M & A deal, announced/completed in the Indian corporate sector in 2019-20; Compile complete details of the deal; Study the deal in the light of the following: <ol style="list-style-type: none"> Nature of the deal: merger, amalgamation, acquisition, takeover, OR any program of corporate restructuring Valuation/Financials involved in the deal Synergies/benefits likely to emerge from the deal Challenges/Impact/Problems-associated with the deal. 			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X			X	
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 60 percent theory and 40 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Mergers Acquisitions & Corporate Restructuring - Strategies & Practices	Rabi Narayan Kar and Minakshi	Taxmann's	3/e, 2017
2	Mergers and Acquisitions	Sheeba Kapil and Kanwal N. Kapil	Wiley	2/e, 2017
3	Mergers, Acquisitions and Corporate Restructuring: Text and Cases	Chandrashekar, Krishnamurti & Vishwanath S	Sage Publications	2/e, 2018

Reference Books

1	Mergers, Acquisitions and Takeovers	H.R.Machiraju	New Age International Publishers	1/e, 2010
2	Mergers et.al.-Issues, Implications, and Case Law in Corporate Restructuring	Ramanujam S.	Tata McGraw Hill Publishing House	2000
3	Takeovers, Restructuring and Corporate Governance	Weston, Mitchell and Mulherin	Pearson Education	4/e , 2003.

CORPORATE VALUATION			
Course Code	20MBAFM405	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives: <ol style="list-style-type: none"> 1. Identify the purpose of corporate valuation and to obtain an overview of the basic corporate valuation process 2. To familiarize the students with the standard techniques of corporate valuation. 3. To develop analytical skills and communication strategies for discussing corporate valuation. 4. To understand the valuation in the contexts of IPOs, M&As, Bankruptcy cases 			
Module -1 Corporate Valuation Overview			7 hours
Approaches to Valuation-Features of the valuation process: Enterprise DCF Model-Analysing historical performance-Estimating the cost of Capital-Forecasting performance-Estimating the continuing value-Calculating and interpreting the results-Other DCF models: Equity DCF Model: Dividend discount model, free cash flow to Equity (FCFE) model-Adjusted present value model-Economic profit model-Applicability and Limitations of DCF analysis (Theory and problems).			
Module -2 Non-DCF Approaches to Valuation			7 hours
Book value approach, Adjusted book value approach, Stock and debt approach (numerical problems in each of these methods).Market efficiency and valuation. Call option based valuation (theory only because Numerical problems on Black and Scholes –Binomial methods are considered in Derivatives).Relative valuation-Steps involved in Relative valuation-Equity valuation multiples-Enterprise valuation multiples-Choice of multiple-Best practices using multiples-Assessment of relative evaluation. (Theory and problems).			
Module -3 Advanced Issues in Valuation			7 hours
Valuation of companies of different kinds-valuation in different contexts-Loose ends of valuation-Valuation of intangible assets: Patents, trademarks, copyrights and licenses; Franchises; Brands, WACCVs Flow to equity method. (Theory and problems).			
Module -4 Strategic Financing Decisions			7 hours
Strategic financing decisions: Valuation and financing Decisions in ideal capital markets, Capital structure and value in a perfect world, Information asymmetry, Share buyback and valuation. (Theory).			
Module -5 Leverage decisions			7 hours
, Agency costs of Debt, financial distress, Bankruptcy. Role of Government, securities Markets and financial institutions in IPO valuations and M&As. (Theory).			
Module-6 Value Based Management			5 hours
Value Based Management- Methods and Key premises of VBM-Marakon approach-Alcar approach-Mckinsey approach-Stern Stewart approach-BCG approach-Lessons from the experiences of VBM adopters. (Theory).			
Course outcomes: At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Understand corporate valuation and valuation process 2. Familiarize with the standard techniques of corporate valuation 3. Develop analytical skills relevant for corporate valuation and value based management 4. Critically evaluate IPOs, M&As, Bankruptcy cases 			
Practicaul Component: <ul style="list-style-type: none"> • Obtain last three years' balance sheet of any TWO firms (from different sector) that has debt and equity. • Find out the free cash flow to the firm (FCFF) and free cash flow to the equity (FCFE) for the last three years. • Determine if there is any growth in the cash flows to the firm and to the equity holders. • Find beta of the firm and Compute cost of equity and WACC. • Finally find the value of the firm and interpret the findings. • Discuss few case studies on Value-based management followed in Indian corporates. • Study the IPO valuation by Indian financial institutions. 			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3	X			X	
CO4	X			X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 60 percent theory and 40 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Corporate Valuation and Value Creation	Prasanna Chandra	Tata McGraw Hill	2011
2	Damodaran on Valuation	Aswath Damodaran	John Wiley and Sons	2/e, 2006

Reference Books

1	Corporate Valuation: A Guide for Managers and Investors	Philip R Daves, Michael C. Ehrhardt, and Ron E. Shrieves	Cengage Learning	2003
2	Corporate Valuation	David Frykman, Jakob Tolleryd	Prentice Hall	2003
3	The Valuation Handbook: Valuation Techniques from Today's Top Practitioners	Rawley Thomas, Benton E. Gup	John Wiley & Sons	2010

INTERNATIONAL FINANCIAL MANAGEMENT			
Course Code	20MBAFM406	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives: 1. To understand the International Financial Environment and the Foreign Exchange market. 2. To learn hedging and Forex risk management. 3. To learn the Firm's Exposure to risk in International environment and various theories associated with it.			
Module -1 International Financial Environment		7 hours	
Importance, rewards & risk of international finance- Goals of MNC- International Business methods. Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Equilibrium & Disequilibrium, International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).(Only Theory).			
Module -2 Foreign Exchange Market		7 hours	
Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behaviour-Cross Rates- - Bid – Ask – Spread (Theory & Problems).			
Module -3 Foreign Exchange Risk Management		7 hours	
Hedging against foreign exchange exposure – Forward Market- Futures Market- Options Market- Currency Swaps-Interest Rate Swap- problems on both two-way and three-way swaps. (Theory & Problems).			
Module -4 International Financial Markets and Instruments		5 hours	
: Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets, International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements. (Only Theory).			
Module -5 Forecasting Foreign Exchange rate		7 hours	
International Parity Relationships, Measuring exchange rate movements-Exchange rate equilibrium –Factors effecting foreign exchange rate- Forecasting foreign exchange rates. Interest Rate Parity, Purchasing Power Parity &International Fisher effects, Arbitrage, Types of Arbitrage – Locational, Triangular and Covered Interest Arbitrage. (Theory & Problems).			
Module-6 Foreign Exchange exposure		7 hours	
Foreign Exchange exposure: Management of Transaction exposure-Management of Translation exposure-Management of Economic exposure-Management of political Exposure- Management of Interest rate exposure. International Capital Budgeting: Concept, Evaluation of a project. (Theory & Problems).			
Course outcomes: At the end of the course the student will be able to: 1. The student will have an understanding of the International Financial Environment. 2. The student will learn about the foreign exchange market, participants and transactions. 3. The student will be able to use derivatives in foreign exchange risk management. 4. The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.			
Practical Components: <ul style="list-style-type: none">Visit the foreign exchange department of a bank, study the operations and submit a reportTrack and analyze the rupee exchange value against Dollar and Euro in spot and forward markets for one week and record the observations.Study the different types of swaps used in Foreign Exchange MarketVisit the foreign exchange department of a bank, study the operations and submit a reportTrack and analyze the rupee exchange value against Dollar and Euro in spot and forward markets for one week and record the observations			

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	X
CO3	X			X	
CO4	X		X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Textbooks

Sl. No.	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	International Corporate Finance	Jeff Madura	Cengage Learning	10/e 2012
2	International Finance Management	Eun & Resnick	Tata McGraw Hill	4/e, 2014
3	Financing International Trade: Banking Theories and Applications	Gargi Sanati	Sage Publication	1/e, 2017

Reference Books

1	International Financial Management	Apte P. G	Tata McGraw Hill	6/e, 2011
2	International Financial Management	Madhu Vij	Excel Books	2010
3	International Financial Management	Thummuluri Siddaiah	Pearson India	1/e, 2009

HUMAN RESOURCE SPECIALISATION COURSES

ORGANISATIONAL LEADERSHIP			
Course Code	20MBAHR401	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. The student will be able to describe and Identify the application of Leadership styles and practices followed in the Organisation 2. The student will be able to describe and explain in her/his own words, the relevance and importance of various Leadership practices and style followed in the Organisation 3. The student will be able to apply and solve the workplace problems through Leadership practices 4. The student will be able to classify and categories different Leadership practices and styles followed in the Organisation 5. The student will be able to create and reconstruct Leadership required to manage the Human Resources in the Organisation 6. The student will be able to appraise and judge the practical applicability of Leadership practices followed in the Organisation			
Module-1 Introduction			5 hours
Concept of Leadership, Ways of Conceptualizing Leadership, Definition and Components, Leadership Described, Trait Versus Process Leadership, Assigned Versus Emergent Leadership. Leadership and Power, Leadership and Coercion, Leadership and Management.			
Module -2 Model of Leadership - Part A			7 hours
Trait Approach Description, Intelligence, Self-Confidence, Determination, Integrity, Sociability, Five-Factor Personality Model and Leadership, Emotional Intelligence, How Does the Trait Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Skills Approach Description, Three-Skill Approach, Technical Skill, Human Skill, Conceptual Skill, Summary of the Three-Skill Approach, Skills Model, Competencies, Individual Attributes, Leadership, Outcomes, Career Experiences, Environmental Influences, Summary of the Skills Model, How Does the Skills Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Behavioral Approach Description, The Ohio State Studies, The University of Michigan Studies, Blake and Mouton's Managerial (Leadership) Grid, Authority-Compliance (9,1), Country-Club Management (1,9) Impoverished Management (1,1), Middle-of-the-Road Management (5,5), Team Management (9,9), Paternalism/Maternalism, Opportunism, How Does the Behavioral Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Situational Approach Description, Leadership Styles, Development Levels, How Does the Situational Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument			
Module -3 Model of Leadership - Part B			7 hours
Path-Goal Theory Description, Leader Behaviors, Directive Leadership, Supportive Leadership, Participative Leadership, Achievement-Oriented Leadership, Follower Characteristics, Task Characteristics How Does Path-Goal Theory Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Leader-Member Exchange Theory Description, Early Studies, Later Studies, Leadership Making, How Does LMX Theory Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Transformational Leadership Description, Transformational Leadership Defined, Transformational Leadership and Charisma, A Model of Transformational Leadership, Transformational Leadership Factors, Transactional Leadership Factors, Non-leadership Factor, Other Transformational Perspectives Bennis and Nanus, Kouzes and Posner, How Does the Transformational Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument Authentic Leadership			

Description, Authentic Leadership Defined, Approaches to Authentic Leadership, Practical Approach, Theoretical Approach, How Does Authentic Leadership Theory Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument	
Psychodynamic Approach	
Description, The Clinical Paradigm, History of the Psychodynamic Approach, Key Concepts and Dynamics Within the Psychodynamic Approach,	
1. Focus on the Inner Theatre	
2. Focus on the Leader-Follower Relationships	
Social Defense Mechanisms, Mirroring and Idealizing, Identification With the Aggressor	
3. Focus on the Shadow Side of Leadership Narcissism	
How Does the Psychodynamic Approach Work? Strengths, Criticisms, Application, Case Studies, Leadership Instrument	
Module -4 Leadership Instrument	7 hours
Description, Culture Defined, Related Concepts, Ethnocentrism, Prejudice, Dimensions of Culture, Uncertainty Avoidance, Power Distance, Institutional Collectivism, In-Group, Collectivism, Gender Egalitarianism, Assertiveness, Future Orientation, Performance Orientation, Humane Orientation, Clusters of World Cultures, Characteristics of Clusters, Anglo, Confucian Asia, Eastern Europe, Germanic Europe, Latin America, Latin Europe, Middle East, Nordic Europe, Southern Asia, Sub-Saharan Africa, Leadership Behavior and Culture, Clusters, Eastern Europe Leadership Profile, Latin America Leadership Profile, Latin Europe Leadership Profile, Confucian Asia Leadership Profile, Nordic Europe Leadership Profile, Anglo Leadership Profile, Sub-Saharan Africa Leadership Profile, Southern Asia Leadership Profile, Germanic Europe Leadership Profile, Middle East Leadership Profile, Universally Desirable and Undesirable Leadership Attributes, Strengths, Criticisms, Application, Case Studies on Leadership Instrument	
Module -5 Ethical Leadership	7 hours
Description, Ethics Defined ;Level 1. Preconventional Morality ;Level 2. Conventional Morality; Level 3. Postconventional Morality; Ethical Theories, Centrality of Ethics to Leadership, Heifetz's Perspective on Ethical Leadership; Burns's Perspective on Ethical Leadership, The Dark Side of Leadership, Principles of Ethical Leadership, Ethical Leaders Respect Others, Ethical Leaders Serve Others, Ethical Leaders Are Just, Ethical Leaders Are Honest, Ethical Leaders Build CommModuley, Strengths, Criticisms, Application, Case Studies, Leadership Instrument.	
Module – 6 Leadership Practices	7 hours
Select Case of Successful Leadership Practices; TATA Group; Reliance; Infosys; WIPRO; and Organisations which are listed as Fortune Companies. Survey Report analysis of NHRD; NIPM; CII; FICCI; Conference Board; CCL - Centre of Creative Leadership.	
Course Outcomes:	
1. Understand the fundamental concepts and principles, theories of Organizational Leadership.	
2. Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.	
3. Developing better insight in understanding the leadership traits that influence them to work effectively in group.	
4. Demonstrate their ability to apply of their knowledge in organizational leadership.	
Practical Components:	
<ul style="list-style-type: none"> Meet any Leader- Organisation or Academic and ask 10 questions related to Leadership. Than analysis the type of leadership style adopted. Meet 4-5 Leaders from different roles and compare - contrast the different style son leadership. Meet Gender specific leaders and try analysing who makes the best leader in which type of set-up. 	
Note: Faculty can either identify the organizations/ leaders/job profile or students can be allowed to choose the same.	

CO-PO MAPPING					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X		X	X	X
CO3	X		X	X	
CO4	X		X		X

Question paper pattern:
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Leadership: Theory and Practices Leadership for Organisations	Peter G. Northouse	Sage Publication	7/e, 2016
2	Management: Leading People and Organisations in the 21st Century	Gary Dessler	Prentice Hall	2001
3	Charismatic Leadership in Organisations	Jay A. Conger, Rabindra N. Kanungo	Sage Publications	1998

Reference Books

1	Leadership: Theory and Practice	Peter G. Northouse	Sage	2010
2	Management: Leading People and Organisations in the 21st Century	Gary Dessler	Prentice Hall	2001
3	The Leadership Code: Five Rules to Lead	Dave Ulrich, Norm Smallwood, Kate Sweetman	Harvard Business Pres	2008
4	Leadership for Organisations	David A. Waldman, Charles O'Reilly	Sage Publications	2019

PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS			
Course Code	20MBAHR402	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. The student will be able to describe and Identify the application of various PG and IE framework 2. The student will be able to describe and explain in her/his own words, the relevance and importance of various PG and IE to be adopted in the Organisation 3. The student will be able to apply and improve the workplace effectiveness through various PG and IE 4. The student will be able to classify and categorise different PG and IE practices and to be followed in the Organisation 5. The student will be able to create and reconstruct Leadership required to manage the Human Resources in the Organisation 6. The student will be able to appraise and judge the practical applicability of various PG and IE practices to be followed in the Organisation			
Module-1 Dynamics of Personal Growth			4 hours
Dynamics of Personal Growth Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organisational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defense mechanism. Developing a self-improvement plan.			
Module -2 Interpersonal Trust			4 hours
Openness, confidentiality, blind spot and unknown part of personality. Self-disclosure, seeking feedback, self-reflection and practicing new behaviors. Discovering facets of interpersonal trust through Johari Window.			
Module -3 Understanding Human Personality and Neuro Functioning			7 hours
Personality theories, Carl Jung's theory of personality types and Myers Briggs Type Indicator test (MBTI), Trait theories- Guilford Peogut, PF 16 and Type A and B, Emotional intelligence. Basic functions of mind: Creativity and innovation. Blocks to creativity. Creativity processes and tools- convergent and divergent thinking. Six thinking Hats, Neuro Linguistic Programming.			
Module -4 Attitudes, Beliefs, Values and their impact on Behaviour			7 hours
Personal change meaning, nature and requisites. Social adjustments and habit formation. Locus of control. Habits of personal effectiveness. Seven habits of highly effective people.			
Module -5			9 hours
Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, time management and honouring the commitments			
Module – 6 Transactional Analysis			9 hours
Ego states, types of transactions and time structuring. Life position, scripts and games; T-group sensitivity training, encounter groups, appreciative enquiry and group relations conference (students may go through three days personal growth lab for experiential learning)			
Course Outcomes: 1. Have in-depth understanding the various personality traits which promotes personal growth. 2. Analyze the concepts of human personality, behaviour and functioning of mind 3. Learn and apply the psychometrics tests in understanding the personality traits. 4. Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.			
Practical Components: <ul style="list-style-type: none"> Students are expected to conduct an in-depth study about various personality traits & TA and submit a detailed report. Students must undergo psychometric test like MBTI, FIRO-B, Big Five etc, conduct SWOT analysis and prepare a personal growth plan based on the results Ask the individual students to seek multisource feedback about their interpersonal effectiveness from peers, teachers, and parents; understand and reflect the feedback and prepare a development plan for interpersonal 			

effectiveness.

- Discuss a Johari Window case in the class to identify how it can help each individual student to promote his/her personal growth.
- Organize a workshop on MBTI for the students to know their type and to understand the type dynamics.
- Organize a Neuro linguistic programming workshop for the participation of all HR students.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X		X	X	X
CO3	X	X	X		
CO4	X	X	X		X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Organisational Behaviour: Human Behaviour at work	John W. Newstrom and Keith Davis	Tata McGraw Hill	11/e, 2003
2	Human Relations in organisations	Robert N. Lussier	Mc- Graw Hill Education	6/e
3	Development of Management Skills	Whetten & Cameron	PHI	7/e
4	Competency Mapping Assessment and Growth	Naik G. P	IIHRM	2010

Reference Books

1	Understanding OB	Udai Pareek	Oxford University Press	
2	Theories of Personality	Calvin S Hall	Wiley India Pvt. Ltd	4/e
3	Seven habits of highly effective people	Stephen R Covey	Pocket Books.	
4	Training in interpersonal Skills	Stephen Robbins	Pearson Education	

INTERNATIONAL HUMAN RESOURCES MANAGEMENT			
Course Code	20MBAHR403	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives			
1. The student will be able to describe and Identify the application of IHRM in managing and developing an Organisation			
2. The student will be able to describe and explain in her/his own words, the relevance and importance of IHRM in managing and developing an Organisation			
3. The student will be able to apply and solve the workplace problems involving International issues			
4. The student will be able to classify and categorise different Laws related to IHRM			
5. The student will be able to create and reconstruct HRM System to be adopted in the Organisation related to International employees			
6. The student will be able to appraise and judge the practical applicability of various strategy and approaches in managing International Organisation			
Module-1 Introduction		7 hours	
Meaning and Definition IHRM: Evolution, Challenges, Objectives, IHRM Versus Single Nation-centric HRM IHRM: Approaches Emergence of Global HR Manager IHRM;Culture and Cross-Cultural Management-Introduction, Studies on culture in management Positivist views: ‘Culture and values’ Interpretive views: ‘Culture and meanings’ Critical views: ‘Culture and power’; Comparative Human Resource Management - Globalisation and HRM, The importance of context, Differences in HRM practice; Approaches to International Human Resource Management - Review of IHRM approaches, The concept of HRM, Are IHRM models applicable to other contexts? What factors affect HRM approaches internationally? What are the implications of change for IHRM approaches?			
Module -2 IHRM Policies and Practices - Part A		7 hours	
Managing Knowledge in Multinational Firms: Introduction, Different types of knowledge, Factors influencing knowledge sharing How to stimulate knowledge sharing Gaining access to external knowledge, Knowledge retention From the management of knowledge to innovation Training and Development: Developing Global Leaders and Expatriates Training and Development: Domestic Versus International Organisations International Training Management: Basic Concepts and Models Leadership Training and Development in International Organisations Technology in International Training Management.			
Module -3 IHRM Policies and Practices - Part B		7 hours	
Global Performance Management Introduction, Key components of PMSs Factors affecting PMSs Culture and PMSs, PMSs in six leading economies: China, India, Japan, South Korea, UK and USA, PMS for expatriates Total Rewards in the International Context Recap: differentiating between PCNs, TCNs and HCNs Introduction: the current state of total rewards Complexities faced by IHR managers, International total rewards objectives for the MNC Newer forms of international assignments, Key components of global total rewards programs. Approaches to international compensation Repatriation issues, International trends in global total rewards.			
Module -4 International Assignments And Employment Practices		5 hours	
Introduction Staffing policies, Motives for international transfers, Alternative forms of international assignments. The international assignment process Dimensions of international assignment success Multinational Companies and the Host Country Environment Introduction, Varieties of host country environments, Sustainability of divergent, employment arrangements Understanding how MNCs act in diverse host country, environments Host country effects on IHRM practices of MNC subsidiaries			
Module -5 Employment Practices		7 hours	
Regulation and Multinational Corporations: The Changing Context of Global Employment Relations Importance of regulation and political context, Political agendas to de-regulate, Political and institutional drivers of de-regulation, Problems with de-regulation in a global context. Human Resource Management in Cross-Border Mergers and Acquisitions. Cultural differences and cross-border M&A performance, Managing cross-border integration: the HRM implications.			

Module – 6 Diversity Management and CSR					7 hours
Equal opportunities, Diversity Management, Work–life balance: practices and discourses; International Culture Management: Model Organisational Culture and Innovation, Models of Culture, Hofstede’s Four, Cultural Dimensions, Trompenaar’s Seven Cultural Dimensions, Globe’s Nine Cultural Dimensions, Edgar Schein’s Model of Culture Deal and Kennedy’s Culture Model, Schneider’s Culture Model, Cameron and Quinn’s Model of Culture Charles Handy’s Model of Culture Denison’s Model of Culture, Profile of Organisational Culture in International Organizations Managing International Culture. Corporate Social Responsibility and Sustainability through Ethical HRM practices. Ethics and corporate social responsibility International labour standards.					
Course Outcomes:					
<ol style="list-style-type: none">1. Gain conceptual knowledge and practical experience in understanding the HR concepts globally.2. Comprehend and correlate the strategic approaches to HR aspects amongst PCN’s, TCN’s and HCN’s.3. Develop knowledge and apply the concepts of HR in global perspective4. Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally.					
Practical Components:					
<ul style="list-style-type: none">• A visit to Organisation and interact with HR Manager and list out the roles played by HR manager.• Meet Recruitment Manager and ask- 10 questions one asks during Interview.• Meet Training and Development Manager and list out various training given to employees; basis of training program; Need analysis.• Visit any Service Organisation and observe HR functions; List them.					
CO-PO MAPPING					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		X
CO2	X		X		X
CO3	X	X	X		
CO4	X		X	X	X

Question paper pattern:					
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.					
<ul style="list-style-type: none">• The question paper will have 8 full questions carrying equal marks.• Each full question is for 20 marks.• Each full question will have sub question covering all the topics under a Module.• The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.• 100 percent theory in the SEE.					

Textbooks					
Sl No	Title of the book		Name of the Author/s	Publisher Name	Edition and year
1	International	Human Resource Management	Srinivas R. Kandula	Sage Publication India Pvt. Ltd.	2018
2	International Human Resource Management		Anne-Wil Harzing, Ashly H. Pinnington	Sage Publication India Pvt. Ltd.	4/e, 2015
3	Diversity at Work		Arthur P Brief	Cambridge University Press	2008

Reference Books				
1	Strategic Human Resource Management: An International Perspective	Gary Rees, Paul E. Smith	Sage Publication India Pvt. Ltd.	2014
2	Global Talent Management: An Integrated Approach	Sonal Minocha and Dean Hristov	Sage Publication India Pvt. Ltd.	2019
3	International Human Resource Management	Anne-Wil Harzing, Ashly Pinnington	Sage Publication India Pvt. Ltd.	2011

ORGANISATIONAL CHANGE AND DEVELOPMENT			
Course Code	20MBAHR404	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. The student will be able to describe and Identify the application of various OC/D framework 2. The student will be able to describe and explain in her/his own words, the relevance and importance of various OC/D intervention to be adopted in the Organisation 3. The student will be able to apply and improve the workplace effectiveness through various OC/D Intervention 4. The student will be able to classify and categorise different OC/D practices and intervention followed in the Organisation 5. The student will be able to create and reconstruct OC/D intervention and process required to manage the Organisation 6. The student will be able to appraise and judge the practical applicability of various OC/D intervention, process and practices to be followed in the Organisation			
Module-1 Changing Organisations			5 hours
Nature of 21st Century Organisation, Defining Organisational Change, The Roots of Organisation Change, Environmental Forces, Driving Change Today, The Implications of Worldwide Trends for Change Management, Four Types of Organisational Change, Planned Changes and Intended Results, Organisation Change Roles, Change Initiators, Change Implementers, Change Facilitators, Change Recipients, The Requirements for Becoming a Successful Change Leader, Application of Lewin's Model of Change, OD Practitioners.			
Module -2 Building and Energising the Need for Change			7 hours
Organisations as Systems, Levels and Characteristics of Organisational Change, Models of Organisational Change, Systems Theory and Social Construction Approaches, Developing a Knowledge for the Need for Change, Seek Out and Make Sense of Internal - External Data, The Organisations' Readiness for Change, Creating Awareness of the Need for Change, Factors That Block People From Recognising the Need for Change, Creating a Powerful Vision for Change, The Difference Between an Organisational Vision and a Change Vision.			
Module -3 Measuring Change: Designing Effective Control Systems			7 hours
Using Control Processes to Facilitate Change, Selecting and Deploying Measures, Use Measures that Lead to Challenging but Achievable Goals, Use Measures and Controls that are Perceived as Fair and Appropriate, Ensure Accurate Data, Control Systems and Change Management, Controls During Design and Early Stages of the Change Project, Measurement Tools to use in Change Process, Strategy Maps, The Balanced Scorecard, Risk Exposure Calculator, Organisational Change Agent, Orienting Yourself to Organisation Change, Data Gathering, Diagnosis and Feedback.			
Module -4 Models of Change			7 hours
Kurt Lewin's Three-step Model (1950–1952), Six-box Model of Marvin Weisbord, The McKinsey 7-S Model, Huse's Model of Planned Organizational Change, Action Research Model, David Nadler and Michael Tushman Model, Porras and Silvers Model (1991), The Burke–Litwin Causal Model, John Kotter's Eight-step Theory, Organizational Intelligence Model (2004), Managing Change with ADKAR Model, Integrated Model of Change, Comparison and Critical Analysis of Change Models Plan the Work, Selecting the Correct Path, Engage Others in Action Planning, Working the Plan Ethically and Adaptively, Developing a Communication Plan, Key Principles in Communicating for Change, Transition Management. Ensure Alignment in Your Action Planning, Action Planning Tools: 1) To-Do Lists; 2) Responsibility Charting; 3) Contingency Planning; 4) Surveys and Survey Feedback; 5) Project Planning and Critical Path Methods; 6) Force Field and Stakeholder Analysis; 7) Leverage Analysis and 8) Other Change-Management Tools.			
Module -5 Organisation Development(OD)			7 hours
Concept of O D, History of O D, OD in India, OD Activities, Values, Beliefs and Assumptions of OD, Laboratory Training and T-Groups Action Research and Survey Feedback, Employee Involvement, Organisational Culture, Reengineering Organisational Learning, Organisational Effectiveness and Employee Engagement, Defining Values, Values Important to the OD Practitioner, Core Values of O D, Changes to OD Values, Values Statement of O D, Ethical Issues of OD.			
Module – 6 OD Practitioner and Consulting Process			7 hours

Changing Workforce Demographics, Changing Nature of Work, The Consulting Relationship and Types of Consulting, Consulting Model, OD Practitioners, The Organisation Development Consulting Profession, The OD Consulting Process and Action Research, Data Gathering - Data Gathering Methods and Process, Ethical Issues With Data Gathering, Diagnosis and Feedback, assessment, Ethical Issues With Diagnosis and Giving Feedback, OD Intervention-Team Interventions, Quality, Performance Management, Communication in OD process, Coaching, Mentoring, 360 Feedback, Career Planning and Development. Merger and Acquisition, Organisational Health, OD Association in India.

Course Outcomes:

1. Gain conceptual insight of change management models, OD processes and interventions.
2. Develop the understanding of OD to apply OD aspects in private and public sectors in India.
3. Analyse the tools and techniques available to implement changes in the organization environment
4. Handle the OD interventions by analysing the role of OD consultant.

Practical Components:

- A visit to Organisation and interact with OD and Change Manager and list out the roles played by OD/C manager.
- Meet and Interact with OD and Change Manager and ask- 10 questions related to Change and Development issues
- Meet OD and Change Manager and list out various OC/D Intervention practised and how they impact the Organisational Growth
- Visit Organisation and Interact with Employees in the organisation and discuss Culture Impact on Change process and how it can be managed.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				X
CO2	X		X	X	X
CO3	X		X	X	
CO4	X		X	X	

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Change Management and Organisational Development	Ratan Raina	SAGE Texts	2018
2	Organisational Change- An Action-Oriented Toolkit	Gene Deszca, Cynthia Ingols, Tupper F. Cawsey	SAGE Publications, Inc	2019

3	Organisation Development: The process of Leading Organisational Change	Donald L. Anderson	Sage Publication India Pvt. Ltd.	2/e, 2012
Reference Books				
1	Organisation Development	Donald L. Anderson	SAGE South Asia	2013
2	Toolkit for Organisational Change	T. F. Cawsey, Gene Deszca	SAGE Text	2007
3	Organisation Development and Organisational Change	Donald L. Anderson and Tupper F. Cawsey	SAGE Publications	1/e, 2014

HUMAN RECOURSE AUDIT			
Course Code	20MBAHR405	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives 1. The student will be able to describe and Identify the application of various HR Audit methodology 2. The student will be able to describe and explain in her/his own words, the relevance and importance of various HR Audit approach adopted in the Organisation 3. The student will be able to apply and improve the workplace effectiveness through various HR Audit approach, practices and interventions 4. The student will be able to classify and categories different HR Audit approach and practices followed in the Organisation 5. The student will be able to create and reconstruct HR Audit framework and Model required to manage the Human Resources in the Organisation 6. The student will be able to appraise and judge the practical applicability of various HR Audit approach and practices to be followed in the Organisation			
Module-1 Human Resource Development(HRD)			5 hours
H R D -Strategies and Systems; HR as Strategic Partner ; Need for HR Accounting and HR Auditing; Good Industrial Relation Index; Components of HRD Audit; HR Policies and Practices; Elements of good HRD; Role of HR Manager in HRD			
Module -2 Human Resource(HR) Audit			7 hours
The Audit System; Need; Advantage and Challenges; Basic concepts and components; Understanding the concept of HR Audit; Identifying goal of HR Audit; Forming Audit team; Approaches to measuring HR; Audit Strategies; HR Systems; HR Competencies; Benefits of HR Audit; Process; Preparation of Audit Report; Methodology of Conducting Audit; Documents for HR Audit; Competency required for HR Audit.			
Module -3 Areas for HR Audit			7 hours
Audit of HR Planning; Training and Development; Industrial Relations; Managerial compliance and Corporate strategies; Culture; Quality; Communication; Competencies; Decision Making; Engagement; Relational Audit; Task; Systems; HRIS System; Measuring impact of HR policies on the corporate goals; Creating HR Dashboard and Metric.			
Module -4 HR Audit process			7 hours
Audit Methodology- Planning questions; Interview; Observation; Questionnaire; Collecting Audit data; Analysing and interpreting data; Assessing organisation ability to change; Action Plan; Audit Report; Developing Credibility of HR Dept; Internal - External Audit; Attitude Survey; Job Satisfaction Survey; Approaches to HR Audit - (i) Cooperative approach, (ii) Outside authority approach, (iii) Statistical approach, (iv) Compliance approach and (v) Management by objectives (MBO)			
Module -5 HR Scorecard approach			7 hours
Measuring Business Impact; Components of HR scorecard ;How to use HR Scorecard for Audit ; Measuring HR effectiveness through HR Scorecard; Balanced scorecard; HR Research; HRD Audit as OD Intervention.			
Module – 6 HR Audit for Legal Compliance			7 hours
Using scorecard approach in formulating workplace policies; Recruitment and Selection: Formulating FIR Audit for Start-up companies; HR Audit in practice: Cases in manufacturing industry, Service industry; Extracts of an Illustrative Audit Report.			

Course Outcomes:

1. Gain conceptual knowledge and practical experience in understanding the HR Audit.
2. Comprehend and correlate the strategic approaches to HR Audit aspects
3. Develop knowledge and apply the concepts of HR Audit in the organisation
4. Have a better insight of HR Audit concepts, policies and practices by critically analysing the impact of contemporary issues in the organisation.

Practical Components:

- A visit to Organisation and interact with HR Manager/ list out Audit Methodology followed.
- Can design an HR Audit for an Small Scale Organisation.
- Can have Video recording of Attitude and Job Satisfaction Survey of Employees and how Audit can be improved.
- Visit any Service Organisation and observe HR Audit process; List them, and critically can give feedback for further improvement.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		X
CO2	X		X		
CO3	X		X	X	X
CO4	X		X	X	X

Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE.

Textbooks

Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	HRD Audit: Evaluating the Human Resource Function for Business Improvement	TV Rao	Sage Response	2/e, 2014
2	HR Audit	Durdana Ovais Rajni Gyanchandani	Everest Publishing House	2017
3	The HR Scorecard: Linking People, Strategy and Performance		Harvard Business Review Press	1/e, 2001

Reference Books

1	Auditing Your Human Resources Department: A Step-by-Step Guide to Assessing the Key Areas of Your Program	John Mcconnell	AMACOM	2/e, 2011
2	HRD Score Card 2500: Based on HRD Audit	TV Rao	Sage Response	1/e, 2005
3	7 Easy Steps to Conduct a Human Resources Audit and Protect Your Company!	Vanessa Nelson	Lulu Publication	2016

MANAGEMENT CONSULTING FOR BUSINESS EXCELLENCE			
Course Code	20MBAHR406	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
Course Objectives			
1. To prepare professionals for a career in Management Consulting			
2. To impart basic understanding of the requirements of the profession			
3. To equip professionals with knowledge, skills and attitude desirable for a career in Management Consulting			
4. How to Scale the business and transform it into established firm			
5. To prepare professionals working in industry, service sector, development sector and Not for Profit Organisations for Internal Consulting Roles			
Module-1 Introduction		7 hours	
Management Consultancy in India- Indian Management Consulting Scenario, Concept, Nature, Dynamics, Opportunity Modules, Challenges, Consultancy as Profession, Strategic planning process for long-term success through Consultancy; Proactive client relationships for repeat business; Organisational Study and Consultancy- Align organisational vision and strategy; Changing Business Models and Business Strategy; Consultancy Agenda; Economics of Consulting; Client development, Client engagement, Basic and Advanced tools, techniques and frameworks used by management consultants- simulation analysis, decomposition analysis, feasibility analysis and sensitivity analysis/ rankings, scenario analysis, representative element analysis, decision tree, Theory of constraints, Critical chain; issue tree, bottom-up approach, top-down approach, backward reasoning, 80/20 rule, benchmarking, cost drivers, opportunity tree; Ethics of Consulting; Pre requisite needed for Consultancy as Profession.			
Module -2 Consultancy Areas - Part A		5 hours	
Corporate Governance: Role of Management Consultants Play; Consulting Experience in Brand Management; Experience in M and A Consulting; E-Governance and its Relevance to India; Information Technology Consulting: Bytes of Reality; Management Consultancy in Infrastructure Projects; Implications for Management Consultants.			
Module -3 Consultancy Areas - Part B		7 hours	
Project Finance: New Investment, Diversification and Growth; Mentoring In Entrepreneurship; Strengthening Contribution of NGOs in Social Development: Consultancy in Communication Research; Developing strategy for financial restructuring; Management consulting in investment banking, legal, real estate, accounting, financial services, advertising, IT consulting, engineering consulting, HR consulting, R&D, education, architecture, AI, Block chain; Customer relations' management.			
Module -4 Consulting Services		7 hours	
Consulting Services to design and implement policies, systems and processes in functional and cross-functional areas of business. Project Feasibility studies and appraisal; Performance measurement and evaluation of public and corporate sectors; Designing project planning, monitoring and control systems; Designing and implementing manufacturing execution system; Designing and implementing supply chain models; Total quality management; System analysis and design; Enterprise Resource Planning (ERP); Information Technology strategies and architectures; Business Process Reengineering (BPR); E-Governance; Strategic restructuring through alliances and Joint ventures.			
Module -5 Careers and Firms in Consultancy		7 hours	
Career in Consulting - Future Jobs; Top consulting firms McKinsey, BCG, Bain and AT Kearney, PwC, EY, Accenture, Career Growth for Management Consultants area like- Strategy Consulting; Operations Consulting; Financial Advisory Consulting; Risk & Compliance Consulting; Business Coach; Industry-Specific Consulting like steel, FMCG, supply-chain, public sector, etc.; Legal Management Consultancy; Skills and Competency- Research and analysis, Industry analysis, Project preparation, Strategic and design thinking, Technology, Communication skills, Presentation, Business negotiations, ability to think logically and structure, current affairs in the industry and general news around the world, problem solving, business-analytics skills, writing proposals, managing projects, prising strategy, initiating relationship, growing client organisation relationship, corporate valuation and integration, sharp knowledge and strong networking skills, global culture.			

Module – 6 HR Consultancy					7 hours	
Creating Winning People Strategy; Strategy Maps; Structure, Process and Governance; HR Service Delivery Design; Consulting in Executive Search and Building a Management Team; HR Audit; HR Annual Survey; HR Systems Design; HR Process Re-engineering; Creating HPWS- High Performance Work System and Culture; Developing leadership, Succession, Empowering line managers to take on HR role, 360 degree feedback, Assessment and development Centre's, Value and culture building, Human potential utilisation, Manpower planning; Development and Improvement of performance appraisal system; talent management, Organisational restructuring, Developing heterogeneous HR policies, Managing Gen Y and Gen Z employees, Attrition control and employee retention management, Work-life balance, Executive coaching, Performance management, Employee engagement, Integration and assimilation of new recruits, Expectation management, T and D, Stress management, healthy living and building future.						
Course Outcomes:						
<div>1. Gain the practical insight of various principles and practices of Consultant and Consultancy</div> <div>2. Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors</div> <div>3. Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.</div> <div>4. Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.</div>						
Practical Components:						
<div>• Visit management consulting firm and identify opportunities and challenges of the firm.</div> <div>• Help consulting firm to increase profitability by making an SWOT analysis.</div> <div>• Design strategies for Lifetime Fitness to enter foreign markets.</div>						
CO-PO MAPPING						
CO		PO				
		PO1	PO2	PO3	PO4	PO5
CO1		X		X		X
CO2		X		X		
CO3		X		X		X
CO4		X		X	X	X

Question paper pattern:				
The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.				
<div>• The question paper will have 8 full questions carrying equal marks.</div> <div>• Each full question is for 20 marks.</div> <div>• Each full question will have sub question covering all the topics under a Module.</div> <div>• The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.</div> <div>• 100 percent theory in the SEE.</div>				
Textbooks				
Sl No	Title of the book	Name of the Author/s	Publisher Name	Edition and year
1	Management Consulting in India-Practice and Experiences for Business Excellence	U. K. Srivastava; Pramila Srivastava	SAGE Response	2012
2	An Introduction to Management Consultancy	Marc Baaij	SAGE Publications Ltd	2013
3	Management Consultancy Insights and Real Consultancy Projects	Book by Graham Manville	Routledge	2018

Reference Books				
1	The McKinsey way	Ethan M. Rasiel	KOBO	1999
2	The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives	Carl W. Stern, Michael S. Deimler	John WILEY and Sons	2006
3	Competitive Strategy: Techniques for Analyzing Industries and Competitors	Michael E. Porter	The Free Press	1980

RUBRICS FOR CONTINUOUS INTERNAL EVALUATION (CIE) FOR 40 MARKS

Particulars	Marks	Procedure
Internal Assessment Test	50+50= 100/4=25	Average of two best performances out of three internal assessments tests shall be considered.
Seminar/Presentation	05	Document for the same must be maintained
Subject Viva-Voce/ Oral Examination	05	Document for the same must be maintained
Assignment/ Quiz	05	Document for the same must be maintained
Note: Course Instructor may introduce/use any activity other than the above three activities to award 15 marks. The activities used by the course instructor must be measurable and documented for inspection by VTU.		

QUESTION PAPER PATTERN FOR SEE

Q.No.1 to7 PART -A	Marks
a	3 marks
b.	7 marks
c.	10 marks
Total (4/7) 4X20	80 marks
PART-B Case-Compulsory	20 marks

Note: For III Sem SEE 20% marks allocated to application oriented questions from practical Components.

**GUIDELINES FOR 6 WEEK PROJECT WORK 20MBAPR407
(BETWEEN 3RD AND 4TH SEMESTER MBA)**

PROJECT REPORT			
Course Code	20MBAPR407	CIE Marks	40
Teaching Hours/Week (L:T:P)	0:0:12	SEE Marks	60
Credits	06	Exam Hours	00

Objective

To expose the students to understand the working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization.

General Guidelines

- The project work shall be for a period of 6 weeks immediately after the completion of 3rd SEE but before the commencement of the 4th semester classes.
- The Course code of the project report shall be 20MBAPR407 and shall be compulsory for all the students opting for all specializations.
- The University shall receive 2 copies of project reports prior to the commencement of the 4th semester examination. Copies of the project report should be sent to the concerned Regional Office with intimation to the Registrar (Evaluation).
- By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee.
- It is the total responsibility of the internal guide to monitor the freelance project.
- In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- On completion of the project work, student shall prepare a report with the following format.
- The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size.
- All the reports shall be printed in the A4 size 1” margin on all the sides.
- The report shall be hard bound facing sheet of royal blue color indicating the title of college and month & year of admission (spiral binding not permitted).
- A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.
- An undertaking by the student to the effect that the work is independently carried out by him/her.
- The certificate from the organization if applicable (if its Freelance project, certificate is not required and Internal guide can issue a certificate for successful completion).
- Acknowledgement
- Executive Summary .

Schedule to be followed before commencement of Project

Activity	Timeline	Remarks
Identifying the organization Problem identification	First week	Student individually identifies an organization OR identifies problem for his/her study, according to his/her interest.
Problem statement Research Design	Second week	His/ Her interests are discussed with project guides. Discussion with Internal Guide to decide on suitable design for the research
Synopsis Preparation	Third week	Preparation of Synopsis* & formulating the objectives
Presentation of Synopsis	Fourth Week	The student will present the synopsis with the detailed execution plan to the Internal Guide and HOD who will review and may: a. Approve b. Approve with modification or c. Reject for fresh synopsis
Approval Status	Fifth & Sixth week	The approval status is submitted to HOD who will officially give concurrence for the execution of the Project

Synopsis: Three page hard copy to be submitted to the HOD with the signatures of the Guide and the student

Page 1	Title, Contact Address of student- with details of Internal and External Guide (if applicable).
Page 2	Short introduction with objectives and summary (300 words). Review of Articles / Literature about the topic with source of information.
Page 3	Time Activity Chart.

Schedule to be followed during Project work

Activity	Time Line	Remarks
Understanding Structure, Culture and functions of the organization /identifying of business problem from the Industry from the literature study	First week of Project	Student should understand products/services and the problems of the organization.
Preparation of Research design and Research instrument for data collection	2nd week of Project	Discussion with the guide for finalization of research design and instrument in his/her domain and present the same to the guide. (First Presentation).
Data collection	3rd week of Project	Data collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. (Second Presentation).
Analysis and finalization of report	4th & 5th week of project	Students must use appropriate and latest statistical tools and techniques for analyzing the data. (It is must to use of Statistical Package whose result should be shown in the report) (Third Presentation).
Submission of Report	6th week of Project	Final Report should be submitted to the University before one week of the commencement of theory examination.

Project Report Evaluation:

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty member of other institute drawn from VTU affiliated institute with minimum of 10 years experience.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the respective HOD / Senior Professor of the department and an expert drawn from the VTU affiliated institutes with minimum of 10 years of experience as appointed by the University.
- Project work carries 100 marks consisting of 40 marks for internal marks by the internal guide, average of 30 marks from both internal and external evaluation and 30 marks for viva-voce examination. Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.
- Submission of Report: Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the Institute. The Institute in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to Registrar Evaluation) one week before the commencement of the Theory Examinations or as per notification given for this purpose.
- Plagiarism: Plagiarism is considered as academically fraudulent, and an offence against University academic discipline. The University considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 25% is allowed in the project work and report should consist 75% of original content/work.
- Publication of Research Findings: Students are expected to present their research findings in Seminars/ Conferences/ Technical/ Management Fests or publish their research work in Journals in association with their Internal Guide. Appropriate Weightage should be given to this in the internal evaluation as well as in the viva voce examination of the project report.

Contents of the Project Report

- Cover page
- Certificate from the Organization (scanned copy if applicable)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Project by the student
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitor's information, SWOT Analysis, Future growth and prospects and Financial Statement

Chapter 2: Conceptual background and Literature review

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

Bibliography: Books, Articles names, etc. to be mentioned as per APA style.

Annexures: Relevant to the project such as figures, graphs, photographs etc.,

Rubrics for Project Work (Common to core and Dual Specializations)

Sl.No	Particulars	Marks Allotted
1	Internal Assessment by the Guide- Based on three Presentations by Students	40
2	Report Evaluation by the Guide & External Examiner Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.	30
3	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	30
Total		100

Rubrics for Project Evaluation and Viva voce Examination

A. Internal Assessment by the Guide- Based on three Presentations by Students

SL No	Aspects	Marks Allotted
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	5
8	Summary of findings, suggestions and conclusion	5
Total		40

B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.

SL No	Aspects	Marks Allotted
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	10
5	Summary of findings, suggestions and conclusion	5
Total		30

C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

SL No	Aspects	Marks Allotted
1	Presentation skills	5
2	Communication skills	5
3	Subject knowledge	5
4	Objectives of the study and Methodology	5
5	Analysis using statistical tools and statistical packages	5
6	Findings and appropriate suggestions	5
Total		30

Formats for Project Report and Evaluation

- Format of Cover Page
- Format of certificate by Company/Institution or from both
- Format of Declaration Page
- Format of Contents
- Format of List of Tables and Charts
- Format of Bibliography
- Format for Internal Evaluation, External Evaluation and Viva voce

(Title of the Report)

Submitted by

(Student Name)
(USN)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI
In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
(Name & Designation)

EXTERNAL GUIDE
(Name & Designation)

(Institute Logo)

Department of MBA
(Institute Name with Address)
(Month & Year of submission)

CERTIFICATE

This is to certify that (Name of the Student) bearing USN (xxxx), is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgaum. Project report on “(Title of Report)” is prepared by Him/her under the guidance of (Name of the Guide), in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

DECLARATION

I, (Student Name), hereby declare that the Project report entitled “(Title)” with reference to —(Organization with place) prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by (External Guide Name, Designation and Organization). I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:

Signature of the Student

Date:

Table of Contents

Sl.No	Contents	Page No's.
Executive Summary		
Chapter-1	Introduction	XXXXXXXXXXXX
Chapter-2	Industry and Company profile	XXXXXXXXXXXX
Chapter-3	Theoretical Background of the Study	XXXXXXXXXXXX
Chapter-4	Data Analysis and interpretation	XXXXXXXXXXXX
Chapter-5	Summary of Findings, suggestions and Conclusion	XXXXXXXXXXXX
Bibliography		
Annexures		

List of Tables

Sl.No	Particulars	Page No's.
1	Table showing ABC Analysis	XXXXX
2	Table showing FSN Analysis	XXXXX
3	Table showing EOQ	XXXXX
4	Table showing stock of Raw materials	XXXXX

List of Figures/ Charts/ Graphs

Sl.No	Particulars	Page No's.
1	Graph showing ABC Analysis	XXXXXX
2	Graph showing FSN Analysis	XXXXXX
3	Graph showing EOQ	XXXXXX
4	Graph showing stock of Raw materials	XXXXXX

BIBLIOGRAPHY

BOOKS:

Name of the Author, Title of the Book, Name of the Publisher, Edition, year of Publication.

ARTICLES:

Name of the Author, Title of the article, Name of the Journal, Volume/Issue Number, Year, Page Number (pp).

WEBLIOGRAPHY

Name of the Author, Title of the article. Retrieved on dd/mm/yyyy from URL.

MARKS SHEET FORMATS

1. Internal Assessment by the Guide- Based on three Presentations by Students

Visvesvaraya Technological University

Marks Sheet for MBA Project Work (20MBAPR407)

Name of the College:

College Code:

Internal Marks Allocation for Project Work (20MBAPR407)

SL No	Aspects	Marks Allotted
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	5
8	Summary of findings, suggestions and conclusion	5
Total		40

Marks Sheet

Sl. No	USN	1	2	3	4	5	6	7	8	Total
1										
2										
3										
4										
5										

Signature of the Internal Guide with Name, Address & Date

Note:

1. Total Internal Evaluation Marks of the Project report should be sent along with the other subject internal marks and the above marks sheet should be maintained by the Department/Institution for verification on demand.
2. Total Internal Evaluation Marks of the Project report should be uploaded to VTU by the Internal guide after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be maintained in the department as well as sent to VTU along with the remuneration bill.

2. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.

Visvesvaraya Technological University
Marks Sheet for MBA Project Work (20MBAPR407)

Name of the College:

College Code:

External Evaluation Marks Allocation for Project Work (20MBAPR407)

SL No	Aspects	Marks Allotted
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	10
5	Summary of findings, suggestions and conclusion	5
Total		30

Marks Sheet

Sl. No	USN	1	2	3	4	5	Total
1							
2							
3							
4							
5							

Signature of External Examiner with affiliation

Note:

1. Total External Evaluation Marks of the Project report should be uploaded to VTU by the External examiner appointed by VTU after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be sent to VTU along with the remuneration bill.

3. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Visvesvaraya Technological University
Marks Sheet for MBA Project Work (20MBAPR407)

Name of the College:

College Code:

Viva voce Marks Allocation for Project Work (20MBAPR407)

(Viva voce conducted by HOD/Internal Guide and an Expert from VTU.)

SL No	Aspects	Marks Allotted
1	Presentation skills	5
2	Communication skills	5
3	Subject knowledge	5
4	Objectives of the study and Methodology	5
5	Analysis using statistical tools and statistical packages	5
6	Findings and appropriate suggestions	5
	Total	30

Marks Sheet

Sl. No	USN	1	2	3	4	5	6	Total
1								
2								
3								
4								
5								

Signature of Internal Exam

Signature of External Examiner with affiliation

Note: Marks may be finalized based on the joint evaluation by internal examiner and External examiner.

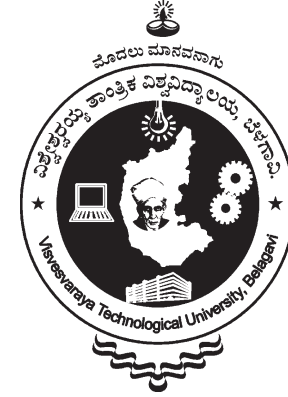


VISVESVARAYA TECHNOLOGICAL UNIVERSITY

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**REGULATIONS GOVERNING
THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION (MBA)
UNDER OUTCOME BASED EDUCATION (OBE)
AND
CHOICE BASED CREDIT SYSTEM (CBCS) SCHEME
Effective from academic year 2018 -19**

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Definitions of Keywords

The following are the definitions/descriptions that have been followed for the different terms used in the Regulations of Master of Business Administration (MBA) Programme:

- 1. Programme:** Is an educational programme in Business Administration leading to award of Degree. It involves events/activities, comprising of lectures/ tutorials/ laboratory work/ field work, outreach activities/ project work/ vocational training/ viva/ seminars/ internship/ assignments/ presentations/ self-study/ quiz etc., or a combination of some of these.
- 2. Branch:** Means specialization or discipline of MBA.
- 3. Semester:** Refers to one of the two sessions of an academic year (vide: serial number 4), each session being of sixteen weeks duration (with working days greater than or equal to ninety). The odd semester may be scheduled from August and even semester from February of the year.
- 4. Academic Year:** Refers to the sessions of two consecutive semesters (odd followed by an even) including periods of vacation.
- 5. Course:** Refers to usually referred to as 'papers' and is a component of a programme. All Courses need not carry the same weight. The Courses should define learning objectives and learning outcomes. A Course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ outreach activities/project work/ vocational training/ viva/ seminars/ term papers/assignments/ presentations/ self-study/quiz etc., or a combination of some of these.
- 6. Credit:** Refers to a unit by which the Course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of lecture or two hours of laboratory/practical Courses/ tutorials/ fieldwork per week etc.
- 7. Audit Courses:** Means Knowledge/ Skill enhancing Courses without the benefit of a grade or credit for a Course.
- 8. Choice Based Credit System (CBCS):** Refers to customizing the Course work, through Core, Elective and soft skill Courses, to provide necessary support for the students to achieve their goals.

- 9. Course Registration:** Refers to formal registration for the Courses of a semester (Credits) by every student under the supervision of a Faculty Advisor (also called Mentor, Counselor etc.,) in each Semester for the Institution to maintain proper record.
- 10. Course Evaluation:** Means Continuous Internal Evaluation (CIE) and Semester End Examinations (SEE) to constitute the major evaluations prescribed for each Course. CIE and SEE to carry 40 % and 60 % respectively, to enable each Course to be evaluated for 100 marks, irrespective of its Credits.
- 11. Continuous Internal Evaluation (CIE):** Refers to evaluation of students' achievement in the learning process. CIE shall be by the course instructor and includes tests, homework, problem solving, oral examination, group discussion, quiz, mini-project, outreach activities and seminar throughout the semester, with weightage for the different components being fixed at the University level.
- 12. Semester end examinations (SEE):** Refers to examination conducted at the University level covering the entire course syllabus. SEE is also termed as university examination.
- 13. First Attempt:** Refers to a student who has completed all formalities and has become eligible to attend the SEE and has attended at least one head of passing, such attempt shall be considered as first attempt.
- 14. Credit Based System (CBS):** Refers to quantification of course work, after a student completes teaching – learning process, followed by passing in both CIE and SEE. Under CBS, the requirement for awarding degree is prescribed in terms of total number of credits to be earned by the students.
- 15. Credit Representation:** Refers to Credit Values for different academic activities considered, as per the Table.1. Credits for seminar, project phases, project viva-voce and internship shall be as specified in the Scheme of Teaching and Examination.

Table 1: Credit Values				
Theory/Lectures (L) (hours/week/Semester)	Tutorials (T) (hours/week/Semester)	Laboratory/Practical (P) (hours/week/Semester)	Credits (L:T:P)	Total Credits
4	0	0	4:0:0	4
3	0	0	3:0:0	3
2	2	0	2:1:0	3
2	0	2	2:0:1	3
2	2	2	2:1:1	4
0	0	6	0:0:3	3

16. Letter Grade: It is an index of the performance of students in a said Course. Grades are denoted by letters S, A, B, C, D, E and F.

17. Grading: Grade refers to qualitative measure of achievement of a student in each Course, based on the percentage of marks secured in (CIE plus SEE). Grading is done by Absolute Grading [Refer: 18OMB6.0]. The rubric attached to letter grades are as follows:

S – Outstanding, A – Excellent, B – Very Good, C – Good, D – Above Average, E – Average and F – Fail.

18. Grade Point (GP): Refers to a numerical weightage allotted to each letter grade on a 10-point scale as under.

Letter Grade and corresponding Grade Points on a typical 10 – Point scale							
Letter Grade	S	A	B	C	D	E	F
Grade Point	10	09	08	07	06	04	00

19. Passing Standards: Refers to passing a Course only when getting GP greater than or equal to 04 (as per serial number 18).

20. Credit Point: Is the product of Grade Point (GP) and number of credits for a Course i.e.,

Credit points (CrP)=GP×Credits for the Course.

21. Semester Grade Point Average (SGPA): Refers to a measure of academic performance of student/s in a semester. It is the ratio of total credit points secured by a student in various Courses of a semester and the total Course credits taken during that semester. [Refer:18OMB6.0]

22. Cumulative Grade Point Average (CGPA): Is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points earned by a student in various Courses in all semesters and the sum of the total credits of all Courses in all the semesters. It is expressed up to two decimal places. [Refer: 18OMB6.0]

23. Grade Card: Refers to the certificate showing the grades earned by a student. A grade card shall be issued to all the registered students after every semester end examination. The grade card will display the Programme details (Course code, title, number of credits, grades secured) along with SGPA of that semester and CGPA earned till that semester.

24. University: Visvesvaraya Technological University (VTU), Belagavi.

**THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA)
UNDER OUTCOME BASED EDUCATION (OBE) AND
CHOICE BASED CREDIT SYSTEM (CBCS) SCHEME
EFFECTIVE FROM ACADEMIC YEAR 2018 -19**

18OMB1.0	Title, Duration and Credits of the Programme of Study
18OMB1.1	The Programme shall be called Master of Business Administration (Subject of Specialization) abbreviated as MBA (Subject of Specialization).
18OMB1.2	The Programme shall be a full time programme extended over a period of two academic year duration divided into four semesters and each semester shall be of 16 weeks duration.
18OMB1.3	Maximum Duration for Programme Completion: A candidate shall be allowed a maximum duration of 4 years from the first semester of admission to become eligible for the award of the Degree, failing which he/she may discontinue the program or register once again as a fresh candidate to I semester.
18OMB1.4	Prescribed Number of Credits for the Programme: The number of credits to be completed for the award of degree shall be 100.
18OMB1.5	The Calendar of events in respect of the Programme shall be notified by the University in advance.
18OMB2.0	Eligibility for Admission (As per the Government orders issued from time to time)
18OMB2.1	Admission to MBA Program shall be open to the candidates who have passed recognized Bachelor's Degree of minimum of 3 years duration or equivalent examination and obtained an aggregate minimum of 50% marks taken together in all the subjects including languages in all the years of the Degree Examination and 45% of marks in case of SC, ST and Category-I of Karnataka candidates. (Reservation is applicable only for Karnataka Candidates).

18OMB2.2	<p>For admissions under PGCET qualification and Roaster system of Government of Karnataka:</p> <p>There shall be an Entrance Examination (PGCET) for admission to the MBA programme. A candidate seeking admission to MBA Programme offered in any of the Engineering Colleges affiliated to VTU shall appear for this Examination. For admission under Government quota, ranks obtained in PGCET entrance examination, conducted by Karnataka Examination Authority (KEA), shall be considered.</p> <p>For admissions under Management Quota:</p> <p>The candidates should have appeared for the Entrance Examination conducted by KEA (PGCET)/Karnataka Management Aptitude Test (KMAT) or appeared and qualified under any approved entrance examination conducted by the authority recognized by Government of Karnataka/VTU /any other University of Karnataka state.</p> <p>Further, there shall be an Admissions Committee for the MBA Program consisting of the Principal of the College as the Chairman, Head of the concerned Department and one senior staff member of the concerned Department. The Admissions Committee conducts the interview and selects the candidates for admission.</p>
18OMB2.3	<p>(i) The candidates from Universities other than the Universities of Karnataka shall have to obtain Eligibility Certificate from the VTU to seek admission to MBA program in any of the college affiliated to VTU.</p> <p>(ii) The candidates from foreign countries shall have to obtain Eligibility Certificate from the VTU to seek admission to MBA program in any of the college affiliated to VTU. Further, they have to produce equivalence certificate from the Association of Indian Universities.</p>
18OMB2.4	<p>The intake under various categories (regular, SC/ST and category I) shall be as sanctioned by the AICTE, State Government and VTU, from time to time.</p>

18OMB2.5	<p>Admission to vacant seats:</p> <p>Seats remaining vacant (unfilled), after the completion of PG admission process by Karnataka Examination Authority, shall be filled by the Institution by inviting applications through Press notification. The seats shall be filled by Candidates preferably who have PGCET score. In the absence of such Candidates, admission shall be based on merit in the entrance test conducted at the Institution level. An Admissions Committee, consisting of the Principal of the College, Head of the concerned Department and the subject experts, shall be in charge of admissions.</p>
18OMB3.0	Courses
18OMB3.1	<p>The curriculum of the Programme shall be any combination of following type of courses:</p> <p>i) Professional Core Courses (PC) - relevant to the chosen specialization/ branch [May be split into Hard (no choice) and Soft (with choice), if required]. The core course is to be compulsorily studied by a student and is mandatory to complete the requirements of a programme in a said discipline of study.</p> <p>ii) Professional Electives Courses (PE) - relevant to the chosen specialization/ branch: these are the courses, which can be chosen from the pool of papers. It shall be supportive to the discipline/ providing extended scope/enabling an exposure to some other discipline / domain / nurturing student skills.</p> <p>iii) Open Electives Courses (OE) - from other technical and/ or emerging specialization areas.</p> <p>iv) Project Work, Seminar.</p> <p>v) Audit Courses (AC):</p> <p>(a) The Audit course can be any credit course offered by the program to which the Candidate is admitted (other than the courses considered for completing the prescribed program credits).</p> <p>(b) The students interested in audit courses can register for one audit course at a time during II to IV semester.</p> <p>Students who have registered to audit courses,</p>

	<p>considered on par with students registered to the same course for credit, have to satisfy attendance and CIE requirements. However, they need not have to appear for SEE.</p> <p>(c) Registration for any audit course, in writing, shall be completed at the beginning of each semester. The Institution should intimate the Registrar (Evaluation) about the registration at the beginning of the semester and obtain a formal approval for inclusion of the audit course/s in the Grade cards/ Transcripts issued to the students.</p> <p>vi) Professional training/Internship (referred to as Internship): Preferably at an industry/ R and D organization/IT company/ Government organization/Business organization of significant repute for a specified period mentioned in Scheme of Teaching and Examination.</p>
18OMB3.2	A candidate shall exercise his /her option in respect of the electives and register for the same before the beginning of the concerned semester. The candidate may be permitted to opt for change of elective subject within 10 days from the date of commencement of the semester as per the calendar of the University.
18OMB3.3	<p>The minimum number of students to be registered for an Elective to be offered shall not be less than ten.</p> <p>However, the above condition shall not be applicable when the class strength is less than ten.</p>
18OMB4.0	Internship
18OMB4.1	<p>Internship: The student shall undergo Internship/Organization study as per the Scheme of Teaching and Examination.</p> <p>The internship shall be carried out in any industry/R & D Organization/Research Institute/Institute of national and international repute Business organization/ recognized national and international Professional Bodies, Societies or Organizations.</p> <p>The Department/college shall nominate a faculty to</p>

	<p>facilitate, guide and supervise students under internship.</p> <p>The students shall report the progress of the internship to the internal guide in regular intervals and seek his/her advise.</p> <p>The Internship shall be completed during the period specified in Scheme of Teaching and Examination.</p> <p>After completion of Internship, students shall submit a report to the Head of the Department with the approval of both internal and external guides.</p> <p>There will be 40 marks for CIE (Seminar: 20, Internship/ Organization study report: 20) and 60 marks for Viva – Voce conducted during SEE. [To be read along with 18OMB 8.1 and 9.3]</p> <p>The internal guide shall award the CIE marks for seminar and internship report after evaluation. He/she will also be the internal examiner for Viva – Voce conducted during SEE.</p> <p>8. The external guide from the industry shall be an examiner for the viva voce on Internship. Viva-Voce on internship shall be conducted at the college and the date of Viva-Voce shall be fixed in consultation with the external Guide. The Examiners shall jointly award the Viva - Voce marks.</p> <p>9. (i) In case the external Guide is not available or expresses his inability to conduct viva voce, the Chief Superintendent shall be permitted to make alternate arrangement. The examiner, in the order of preference, shall be an industry person or a faculty of another institution chosen from the list of University examiners. The same shall be intimated to the concerned BOE Chairperson.</p> <p>(ii) In case the external Guide accepts to conduct viva-voce examination from his/her workplace, it shall be arranged via Video/web conferencing/Webinar. The external</p>
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	<p>Examiner shall send the signed marks list, soon after the examination, via email/any electronic media.</p> <p>10. The students are permitted to carry out the internship anywhere in India or abroad.</p> <p>The University will not provide any kind of Financial Assistance to any student for internship.</p>
18OMB4.2	<p>Failing to undergo Internship: Internship is one of the head of passing. Completion of Internship is mandatory. If any student fails to undergo/complete the Internship, he/she shall be considered as fail in that Course and the prescribed credits shall not be awarded in that Course. The student, however, can submit the project dissertation and appear for viva voce.</p> <p>The student shall be eligible for the internship credits only after satisfying the conditions prescribed for the same during the subsequent academic year. The reappearance shall be considered as an attempt.</p>
18OMB5.0	Project
18OMB5.1	<p>Project work and Dissertation:</p> <p>Each candidate shall carry out the project work independently as per Scheme of Teaching and Examinations under the guidance of one of the faculty members of the Department in the Institution of study. If the project is of inter-disciplinary nature, a co-guide shall be taken from the other concerned department.</p> <p>The topic and title of the dissertation shall be chosen by the candidate in consultation with the guide and co-guide, if any, during the III semester itself.</p> <p>The subject and topic of the dissertation shall be from the major field of studies of the candidate. Modification of only the title but not the field of work may be permitted at the time of final submission of dissertation report during IV semester. If dissertation has to be carried out in any industry/R&D labs/business organizations, outside the campus, permission shall be taken from the Principal to that effect.</p> <p>The Principal, shall submit a list showing the name of</p>

	the student, University Seat Number, title of the project, name/s of the guide/co-guide at the time of submission of project report to the University.
18OMB5.2	<p>Project is one of the head of passing.</p> <p>The candidate shall submit a soft copy (CD) of the dissertation work to the University. The CD should contain the entire Dissertation in monolithic form as a PDF file (not separate chapters).</p> <p>The Guide, after checking the report for completeness shall upload the Dissertation along with name, University Seat Number, address, mobile number of the candidate, etc., as prescribed in form available on online Dissertation evaluation portal.</p>
18OMB5.3	<p>Plagiarism Check</p> <p>Once the Guide uploads the dissertation, the same shall be linked for plagiarism check. The allowable plagiarism index is less than or equal to 25%.</p> <p>If the check indicates a plagiarism index greater than 25%:</p> <p>for the first time, the candidate has to resubmit the dissertation, to the Registrar (Evaluation), Regional Center/Head Office, VTU along with the penal fees of Rs. 2000/- (Rupees Two thousand only).</p> <p>for the second time, the candidate has to resubmit the dissertation along with the penal fees of Rs. 4000/- (Rupees four thousand only).</p> <p>If the dissertation is rejected again during second resubmission with reference to plagiarism index, the candidate shall redo the project and submit after a semester's time subject to provisions of 18OMB1.5.</p>
18OMB5.4	The dissertation shall be sent through email for evaluation to two examiners - one internal examiner (guide/co-guide) and one external examiner (first) appointed by the University. The evaluation of the dissertation shall be made independently by each examiner.
18OMB5.5	Examiners shall evaluate the dissertation normally

	within a period of not more than two weeks from the date of receipt of dissertation through email.
18OMB5.6	The examiners shall independently submit the marks through the specified link.
18OMB5.7	Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.
18OMB5.8	<p>(a) Viva-voce examination of the candidate shall be conducted as per 18OMB5.10, if the dissertation work and the reports are accepted by the external examiner (first).</p> <p>(b) If the external examiner (first) finds that the dissertation work and the report are not up to the expected standard and the minimum passing marks cannot be awarded, the dissertation shall not be accepted for SEE.</p> <p>The external examiner (first) can recommend for modifications/suggestions of dissertation or totally reject the dissertation. The examiner shall offer suggestions for improvement of the dissertation for resubmission or list the reasons for rejection of the dissertation.</p> <p>(c) The resubmitted Dissertation incorporating the modifications/suggestions [as per 18OMB5.8 (b)] of the external examiner (first) and satisfying the provision 18OMB5.3 shall be sent again to the external examiner (first) for evaluation. If the dissertation and the report are accepted by the external examiner (first), Viva-voce examination of the candidate shall be conducted as per 18OMB5.10.</p> <p>(d) In case of rejection of Dissertation by the external examiner (first), the same will be sent to a Second Examiner (external) approved by the University. The decision of the Second Examiner (external) is final. If the dissertation and the report are accepted by the Second Examiner (external), Viva-voce examination of the candidate shall be conducted as per 18OMB5.10. If the Second Examiner (external) rejects the dissertation and the report, the candidate shall have to carry out the dissertation work once again and submit</p>

	<p>the dissertation subject to provisions of 18OMB1.5. In such cases of rejection, the candidate shall redo the entire procedure starting from the submission of Dissertation in soft copy.</p> <p>(e) In case of rejection of Dissertation, with reasons, by the external examiner (first) [as per 18OMB5.8 (b)], the same will be sent to a Second Examiner (external) [not necessarily the same examiner considered under 18OMB5.8 (d)] approved by the University. The decision of the Second Examiner (external) is final. If the dissertation and the report are accepted by the Second Examiner (external), Viva-voce examination of the candidate shall be conducted as per 18OMB5.10. If the Second Examiner (external) rejects the dissertation and the report, the candidate shall have to carry out the dissertation work once again and submit the dissertation subject to provisions of 18OMB1.5. In such cases of rejection, the candidate shall redo the entire procedure starting from the submission of Dissertation in soft copy.</p>
18OMB5.9	The candidate, whose Dissertation is rejected, can rework on the same topic or choose another topic of dissertation under the same Guide or new Guide if necessary. In such an event, the report shall be submitted within four years from the date of admission to the Programme.
18OMB5.10	<p>Viva-voce examination of the candidate shall be conducted by the external examiner and internal examiner/ guide.</p> <p>Internal examiner as per the direction of the University shall have to arrive at a mutually convenient date for the conduct of viva-voce examination of the concerned candidate with an intimation to the Registrar (Evaluation). In case one of the examiners expresses</p>

	his/her inability to attend the viva-voce, the Registrar (Evaluation) shall appoint a substitute examiner in his/her place.																																							
18OMB5.11	The relative weights for the evaluation of dissertation and the performance at the viva voce shall be as per the scheme of teaching & examination.																																							
18OMB5.12	The marks awarded by both the Examiners at the viva voce Examination shall be sent jointly to the University immediately after the examination.																																							
18OMB5.13	Examination fee as fixed from time to time by the University for evaluation of dissertation report and conduct of viva voce shall be remitted through the Head of the Institution as per the instructions of Registrar (Evaluation) from time to time.																																							
18OMB5.14	The candidates who fail to submit the dissertation work within the stipulated time have to submit the same at the time of next ensuing examination.																																							
18OMB6.0	Computation of SGPA and CGPA																																							
18OMB6.1	<p>(i) The University adopts absolute grading system wherein the marks are converted to grades, and every semester results will be declared with semester grade point average (SGPA) and Cumulative Grade Point Average (CGPA). The CGPA will be calculated for every semester, except for the first semester.</p> <p>(ii) The grading system with the letter grades and the assigned range of marks under absolute grading system are as given below:</p> <table><tr><th>Level</th><th>Outstanding</th><th>Excellent</th><th>Very Good</th><th>Good</th><th>Above Average</th><th>Average</th><th>Fail</th></tr><tr><td>Letter Grade</td><td>S</td><td>A</td><td>B</td><td>C</td><td>D</td><td>E</td><td>F</td></tr><tr><td>Grade Points</td><td>10</td><td>9</td><td>8</td><td>7</td><td>6</td><td>4</td><td>00</td></tr><tr><td rowspan="2">Percentage of Marks Scored in a Course</td><td>≥ 90</td><td><90 ≥80</td><td>< 80 ≥70</td><td>< 70 ≥60</td><td>< 60 ≥ 55</td><td>< 55 ≥50</td><td>< 50</td></tr><tr><td>(90 -100)</td><td>(80 - 89)</td><td>(70 - 79)</td><td>(60 - 69)</td><td>(55 - 59)</td><td>(50- 54)</td><td>(0 - 49)</td></tr></table> <p>(iii) A student obtaining Grade F in a Course shall be considered fail and is required to reappear in subsequent SEE. Whatever the letter grade secured by the student during his /her reappearance shall be retained. However the number of attempts taken to clear a Course shall be indicated in the grade cards/ transcripts.</p>	Level	Outstanding	Excellent	Very Good	Good	Above Average	Average	Fail	Letter Grade	S	A	B	C	D	E	F	Grade Points	10	9	8	7	6	4	00	Percentage of Marks Scored in a Course	≥ 90	<90 ≥80	< 80 ≥70	< 70 ≥60	< 60 ≥ 55	< 55 ≥50	< 50	(90 -100)	(80 - 89)	(70 - 79)	(60 - 69)	(55 - 59)	(50- 54)	(0 - 49)
Level	Outstanding	Excellent	Very Good	Good	Above Average	Average	Fail																																	
Letter Grade	S	A	B	C	D	E	F																																	
Grade Points	10	9	8	7	6	4	00																																	
Percentage of Marks Scored in a Course	≥ 90	<90 ≥80	< 80 ≥70	< 70 ≥60	< 60 ≥ 55	< 55 ≥50	< 50																																	
	(90 -100)	(80 - 89)	(70 - 79)	(60 - 69)	(55 - 59)	(50- 54)	(0 - 49)																																	

18OMB6.2	<div>Computation of SGPA and CGPA</div> <div>The following expressions shall be used to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) respectively:</div> <div>SGPA=$\frac{(\sum [\text{CourseCredits GradePoints}] \text{ for all the Courses in that Semester})}{(\sum [\text{CourseCredits}] \text{ for all the Courses in that Semester})}$</div> <div>CGPA=$\frac{(\sum [\text{CourseCredits} \times \text{GradePoints}] \text{ for all Courses excluding @ those with F grades until that Semester})}{\sum [\text{CourseCredits}] \text{ for all Courses excluding those with F grades until that semester}}$</div>																																																																																																																																																													
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(b) CGPA Calculation of the Programme: An Illustrative Example				
Semester	I	II	III	IV
Credits of the semester	24	24	28	24
SGPA	7.00	8.50	9.20	6.86
CGPA = $\frac{(24 \times 7.00 + 24 \times 8.50 + 28 \times 9.20 + 24 \times 6.86)}{100} = 7.94$ ■				
18OMB6.3	Grade Card: Based on the secured letter grades, grade points, SGPA and CGPA, a grade card for each semester and a consolidated grade card indicating the performance in all semesters shall be issued. ■			
18OMB7.0	Conversions of Grades into Percentage and Class Equivalence			
18OMB7.1	Conversions of Grades into Percentage Conversion formula for the conversion of CGPA into percentage is given below: Percentage of marks secured, "P = [CGPA Earned - 0.75] × 10" Illustration for a CGPA of 8.20: "P = [CGPA Earned 8.2 - 0.75] × 10 = 74.5 %"			
18OMB7.2	Class Equivalence: After the conversion of final CGPA into percentage of marks (P), a graduating student is reckoned to have passed in (i) First Class with Distinction (FCD) if P ≥ 70% (ii) First Class (FC) if P ≥ 60% but < 70% and (iii) Second Class (SC) if P < 60%.			
18OMB8.0	Continuous Internal Evaluation and Semester End Evaluation			
18OMB8.1	There shall be a maximum of 40 CIE Marks in each theory. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE of each Theory course/ Internship /Project/Dissertation. [To be read along with 18OMB8.8]			

18OMB8.2	CIE Marks shall be based on Tests (for 25 Marks) and Assignments, Quiz, Simulation, Experimentation, Mini project, oral examination, field work etc., (for 15 Marks) conducted in respective courses.
18OMB8.3	The CIE marks in a theory course, for 25 marks, shall be based on two tests covering the entire syllabus. An additional test may be conducted for the needy students to provide an opportunity to improve their CIE Marks before the end of the semester. The CIE marks shall be the average of the marks scored in at least two of the above tests.
18OMB8.4	The candidates shall write the Tests in Blue Book/s. The Blue book/s and other documents relating to award of CIE marks under 18OMB8.2 (b) shall be preserved by the Principal / Head of the Department for at least six months from the date of announcement of University results and made available for verification at the directions of the Registrar (Evaluation).
18OMB8.5	Every page of the CIE marks list shall bear the signatures of the concerned Teacher, Head of the Department and the Principal.
18OMB8.6	The CIE marks list shall be displayed on the Notice Board and corrections, if any, shall be incorporated before submitting to the University.
18OMB8.7	The CIE marks shall be sent to the university by the Principals well in advance before the commencement of Semester End Examinations. No corrections of the CIE marks shall be entertained after the submission of marks list to the University.
18OMB8.8	Candidates obtaining less than 50% of the CIE marks in any course (Theory/Internship/Project) shall not be eligible to appear for the University examination in that course/s. In such cases, the Head of the Department shall arrange for the improvement of CIE marks in the course when offered in the subsequent semester subject to the provision of 18OMB1.5.
18OMB8.9	Semester End Evaluation: There shall be a University examination at the end of each semester.

	Setting Theory Question Papers and Evaluation: Question papers in theory courses shall be set by the Examiners appointed by the University.
18OMB8.10	There shall be double valuation of theory papers. The theory Answer booklets shall be valued independently by two examiners appointed by the University.
18OMB8.11	If the difference between the marks awarded by the two Examiners is not more than 15 per cent of the maximum marks, the marks awarded to the candidate shall be the average of two evaluations.
18OMB8.12	If the difference between the marks awarded by the two Examiners is more than 15 per cent of the maximum marks, the answer booklet shall be evaluated by a third Examiner appointed by the University. The average of the marks of nearest two valuations shall be considered as the marks secured by the candidate. In case, if one of the three marks falls exactly midway between the other two, then the highest two marks shall be taken for averaging.
18OMB9.0	Eligibility for Passing and Award of Degree
18OMB9.1	<p>(1) A student who obtains any grade S to E shall be considered as pass and if a student secures F grade in any of the head of passing he/she has to reappear in that head for the SEE.</p> <p>(2) A student shall be declared successful at the end of the Programme for the award of Degree only on obtaining $CGPA \geq 5.00$, with none of the Courses remaining with F Grade.</p> <p>(3) In case, the CGPA fall below 5.00, the student shall be permitted to appear again for SEE for required number of courses and times, subject to the provision of 18OMB1.5, to make up $CGPA \geq 5.0$. The student should reject the SEE results of the previous attempt and obtain written permission from The Registrar (Evaluation) to reappear in the subsequent SEE.</p>

18OMB9.2	For a pass in a theory course, the student shall secure minimum of 40 % of the maximum marks prescribed in the Semester End Examination and 50 % of marks in CIE and 50 % in the aggregate of CIE and SEE marks. The Minimum Passing Grade in a course is E.
18OMB9.3	For a pass in Internship/ Project/Dissertation/Viva-voce examination, a student shall secure a minimum of 50 % of the maximum marks prescribed for the SEE in Internship/ Project/Dissertation/Viva-voce. The Minimum Passing Grade in a course is E.
18OMB9.4	IV semester students having backlog courses are permitted to upload the dissertation report and to appear for SEE. The IV semester grade card shall be released only when the student completes all the backlog courses and become eligible for the award of degree. [To be read along with 18OMB11.2].
18OMB9.5	<p>A candidate may at his/her desire reject his/her latest semester, except the IV semester, results of University examination in respect to all courses of that semester. Rejection shall be permitted only once during the entire Programme. The CIE marks of the rejected semester shall remain the same.</p> <p>Rejection of results of the University examination including CIE marks is not permitted.</p>
18OMB9.6	If the rejection of the University examination results of the semester happens to be of an odd semester, the candidate can take admission to the immediate next even semester. However, if the rejection of the University result is of even semester, the candidate cannot take admission to the next odd semester.
18OMB9.7	Application for rejection shall be submitted to the Registrar (Evaluation) through the Principal of the college, within thirty days from the date of announcement of results.
18OMB9.8	A candidate, who opts for rejection of results of a semester shall be eligible for the award of class and distinction, but shall not be eligible for the award of rank.

18OMB9.9	Eligibility for Award of Degree: A student shall be declared to have completed the degree of MBA, provided the student has undergone the stipulated course work as per the regulations and has earned the prescribed Credits, as per the Scheme of Teaching and Examination, of the programme.
18OMB10.0	Attendance Requirement
18OMB10.1	Registration and Enrolment: Except for the first semester, registration for a semester will be done during a specified week before the semester end examination of the previous semester. The registration sheet shall have the Candidate details, course name and code, number of credits and category (core/elective/audit) for each course of that semester. iii) The Faculty Adviser, assigned by the Head of the Department, will counsel the students in planning their courses of study and provide guidance, motivation, emotional support, and enable the mentees to reach the desired professional and career goals.
18OMB10.2	Courses of each semester shall be treated as a separate unit for calculation of the attendance.
18OMB 10.3	The candidate has to put in a minimum attendance of 85% in each course with a provision to condone 10 % of the attendance by the Vice-Chancellor on the specific recommendation of the Principal of the college where the candidate is studying, based on medical grounds, participation in University/ State/ National/ International level sports and cultural activities, seminars, workshops, paper presentation etc., of significant value. The necessary documents in support are to be submitted along with recommendations to condone the shortage.
18OMB10.4	In case of late admission, approved by competent authority (Karnataka Examination Authority/VTU), to I semester of the programme the attendance shall be reckoned from the date of admission to the programme.

18OMB10.5	A candidate, who does not satisfy the attendance requirement (in one or more Courses) as mentioned in 18OMB10.3 shall not be eligible to appear for the SEE of that semester and shall not be permitted to take admission to next higher semester. The candidate shall be required to repeat that semester during the subsequent year.
18OMB10.6	Principals of the concerned colleges shall notify regularly, the list of candidates who fall short of attendance.
18OMB10.7	The list of the candidates falling short of attendance shall be sent to the University at least one week prior to the commencement of the examination.
18OMB11.0	Promotion and Eligibility
18OMB11.1	Promotion: There shall be no restriction for promotion from an odd semester to the next even semester, provided the student has fulfilled the attendance requirement.
18OMB11.2	(a) Candidates, with a maximum of four backlog courses of first year shall be eligible for taking admission to second year (III semester). (b) Each credit course shall be treated as a head of passing.
18OMB11.3	The Mandatory non – credit courses, if any, shall not be considered for the Eligibility criterion prescribed for promotion, award of Class, calculation of SGPA and CGPA. However, a pass in the above courses is mandatory before the completion of Degree.
18OMB12.0	Temporary Discontinuation/Break in the Program
18OMB12.1	(a) If a candidate, for any reason, temporarily discontinues the Programme or take a break from programme during any semester, he/she may be permitted to continue in the programme by registering to the same semester of the prevailing scheme. The candidate shall complete all the remaining course work subject to the provision
18OMB1.5.	Also the Candidates may have to complete additional course/s, if any, as per the decision of concerned

	<p>Board of Studies and approval of Dean, Faculty of Engineering, on establishing equivalence between two schemes. A Grade card shall be issued to that effect. Additional course/s shall not be considered for the eligibility criterion prescribed for promotion. However, based on the individual cases, it is considered to decide the SGPA and CGPA to admit the student for the award of degree. Such candidate shall not be eligible for the award of rank.</p> <p>(b) Candidates who takes admission to any semester of the existing scheme from another scheme, as a repeater/fresher because of various reasons have to complete additional course/s, if any, as per the decision of concerned Board of Studies and approval of Dean, Faculty of Engineering, on establishing equivalence between two schemes. A Grade card shall be issued to that effect. Additional course/s shall not be considered for the eligibility criterion prescribed for promotion. However, based on the individual cases, it is considered to decide the SGPA and CGPA to admit the student for the award of degree. Such candidate shall not be eligible for the award of rank.</p>
18OMB13.0	Award of Prizes, Medals and Ranks
18OMB13.1	For the award of Prizes and Medals, the conditions stipulated by the Donor shall be considered subject to the provisions of the statutes framed by the University for such awards.
18OMB13.2	<p>(1) For award of rank in a Specialization of MBA, the CGPA secured by the student on completion of the programme is considered.</p> <p>(2) A student shall be eligible for a rank at the time of award of MBA, provided the student Is not a repeater in any semester Has not rejected the results of any semester. Has passed I to IV semester in all the courses in first attempt only</p> <p>(3) The total number of ranks awarded shall be 10 % of total number of students appeared in IV semester of the programmes subject to a maximum of 10 ranks.</p>

	<p>Illustration:</p> <p>If 150 students appeared for the IV semester, the number of ranks to be declared will be 10.</p> <p>If 84 students appeared for the IV semester, the number of ranks to be declared will be 08.</p> <p>(c) In case of fractional number of ranks, it is rounded to higher integer only when the first decimal place value is greater than or equal to 5.</p>
18OMB13.3	Ranks are awarded based on the merit of the students as determined by CGPA. If two or more students get the same CGPA, the tie shall be resolved by considering the number of times a student has obtained higher SGPA. If it is not resolved even at this stage, the number of times a student has obtained higher grades like S, A, B etc., shall be taken into account to decide the order of the rank.
18OMB14.0	Applicability and Power to Modify
18OMB14.1	The regulations governing the Degree of MBA of Visvesvaraya Technological University shall be binding on all concerned.
18OMB14.2	<p>i) Notwithstanding anything contained in the foregoing, the University shall have the power to issue directions/ orders to address any difficulty.</p> <p>ii) Nothing in the foregoing may be construed as limiting the power of the University to amend, modify or repeal any or all of the above. Programme shall be called Master Of Business Administration (Subject of Specialization), abbreviated as MBA. (Subject of Specialization) Programme.</p>

II Semester									
Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Credits
			Lecture	Practical Component	Total		CIE	SEE	Total Marks
18MBA21	Human Resource Management	Core	4	-	4	3	40	60	100
18MBA22	Financial Management	Core	4	-	4	3	40	60	100
18MBA23	Research Methodology	Core	4	-	4	3	40	60	100
18MBA24	Legal and Business Environment	Core	4	-	4	3	40	60	100
18MBA25	Strategic Management	Core	4	-	4	3	40	60	100
18MBA26	Entrepreneurship Development	Core	4	-	4	3	40	60	100
Total			24	-	24	-	240	360	600
									24

Note:

- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

III Semester (Core Specialization)									
Subject Code		Course Category	Teaching hours per week			Duration of hours	Marks for		Credits
Marketing	Finance	Human Resource	Lecture	Practical Component	Total		CIE	SEE	Total Marks
18MBAMM301 Consumer Behavior	18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	3	2	5	3	40	60	100
18MBAMM302 Retail Management	18MBAFM302 Investment Management	18MBAHR302 HR Analytics	3	2	5	3	40	60	100
18MBAMM303 Services Marketing	18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	3	2	5	3	40	60	100
18MBAMM304 Marketing Research & Analytics	18MBAFM304 Advanced Financial Management	18MBAHR304 Learning & Development	3	2	5	3	40	60	100
18MBAMM305 Business Marketing	18MBAFM305 Cost Management	18MBAHR305 Industrial Relations & Legislations	3	2	5	3	40	60	100
18MBAMM306 Supply Chain Management	18MBAFM306 Project Appraisal Planning & Control	18MBAHR306 Conflict & Negotiation Management	3	2	5	3	40	60	100
18MBAOS307 Organization Study			0	8	8	--	40	60	100
Industrial Visit			--	--	--	--	--	--	--
Total			18	20	38	--	280	420	700
									28

Note:

- 1.Each Course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1 credit). The Time -Table allotment for each course should be (3+2) = 5hours.
- 2.For the practical component, it is mandatory to maintain a practical record.
3. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- 4.Organization Study (Four Weeks) will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester.
- 5.One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- 6.Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

Rubrics for Organization Study			Rubrics for Viva voce Examination		
Particulars		Marks	Aspects		Marks
CIE	Assessment by the Guide- Interaction with the student	20	Communication skill		5
	Report Evaluation by the Guide	20	Understanding the Industry		5
SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	60	Understanding the Corporate Functions/Company profile		10
	Total	100	Mckensy's 7S framework and Porter's Five Force Model		10
			SWOT analysis		10
			Financial statement analysis		10
			Learning experience		5
			Overall presentation		5
			Total		60

III Semester (Dual Specialization)

Subject Code			Course Category	Teaching hours per week			Duration of Examination hours		Marks for		Credits
Marketing & Finance	Finance & HR	HR & Marketing		Lecture	Practical Component	Total			CIE	SEE	
18MBAMM301 Consumer Behavior	18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	Elective	3	2	5	3	3	40	60	4
18MBAMM302 Retail Management	18MBAFM302 Investment Management	18MBAHR302 HR Analytics	Elective	3	2	5	3	3	40	60	4
18MBAMM303 Services Marketing	18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	Elective	3	2	5	3	3	40	60	4
18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	18MBAMM301 Consumer Behavior	Elective	3	2	5	3	3	40	60	4
18MBAFM302 Investment Management	18MBAHR302 HR Analytics	18MBAMM302 Retail Management	Elective	3	2	5	3	3	40	60	4
18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	18MBAMM303 Services Marketing	Elective	3	2	5	3	3	40	60	4
18MBAOS307 Organization study			Core	--	8	8	--	--	40	60	4
Industrial Visit			Core	--	--	--	--	--	--	--	--
Total				18	20	38	-	280	420	700	28

IV Semester (Core Specialization)											
Subject Code			Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Credits	
Marketing	Finance	Human Resource		Lecture	Practical Component	Total		CIE	SEE		
18MBAMM401 Sales Management	18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	18MBAHR401 Public Relations	Elective	3	--	3	3	40	60	100	3
18MBAMM402 Integrated Marketing Communication	18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	Elective	3	--	3	3	40	60	100	3
18MBAMM403 Digital and Social Media Marketing	18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	Elective	3	--	3	3	40	60	100	3
18MBAMM404 Strategic Brand Management	18MBAFM404 International Financial Management	18MBAHR404 Organization Change and Development	Elective	3	--	3	3	40	60	100	3
18MBAMM405 Rural Marketing	18MBAFM405 Financial Derivatives	18MBAHR405 Strategic Talent Management	Elective	3	--	3	3	40	60	100	3
18MBAMM406 International Marketing Management	18MBAFM406 Corporate Valuation	18MBAHR406 Personal Growth & Interpersonal Effectiveness	Elective	3	--	3	3	40	60	100	3
18MBAPR407 Project Work			Core	0	12	12	--	40	60	100	6
Industrial Visit			Core	--	--	--	--	--	--	--	--
Total				18	12	30	--	280	420	700	24

Note:

- 1.Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.
2. Project work(Six Weeks) will be carried out after third semester and shall be evaluated during fourth semester.

IV Semester (Dual Specialization)											
Subject Code			Course Category	Teaching hours per week			Duration of Examination hours	Marks for		Total Marks	Credits
Marketing & Finance	Finance & HR	HR & Marketing		Lecture	Practical Component	Total		CIE	SEE		
18MBAMM401 Sales Management	18MBAFM401 Mergers, Acquisitions& Corporate Restructuring	18MBAHR401 Public Relations	Elective	3	--	3	3	40	60	100	3
18MBAMM402 Integrated Marketing Communication	18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	Elective	3	--	3	3	40	60	100	3
18MBAMM403 Digital and Social Media Marketing	18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	Elective	3	--	3	3	40	60	100	3
18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	18MBAHR401 Public Relations	18MBAMM401 Sales Management	Elective	3	--	3	3	40	60	100	3
18MBAFM402 Risk Management and Insurance	18MBAHR402 Organizational Leadership	18MBAMM402 Integrated Marketing Communication	Elective	3	--	3	3	40	60	100	3
18MBAFM403 Indirect Taxation	18MBAHR403 International Human Resource Management	18MBAMM403 Digital and Social Media Marketing	Elective	3	--	3	3	40	60	100	3
18MBAPR407 Project Work			Core	--	12	12	--	40	60	100	6
Industrial Visit			Core	--	--	--	--	--	--	--	--
Total				18	12	30	-	280	420	700	24

Note:

- 1.Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.
2. Project work(Six Weeks) will be carried out after third semester and shall be evaluated during fourth semester.

Rubrics for Project Work (Common to core and Dual Specializations)		
Particulars		Marks Allotted
A.Internal Assessment by the Guide- Based on three Presentations by Students		40
B.Report Evaluation by the Guide & External Examiner .Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.		30
C.Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)		30
Total		100
Rubrics for Project Evaluation and Viva voce Examination		
A.Internal Assessment by the Guide- Based on three Presentations by Students		
SL No	Aspects	Marks Allotted
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	5
8	Summary of findings, suggestions and conclusion	5
Total		40

B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the twoExaminers shall be the final evaluation marks for the Dissertation.		
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	10
5	Summary of findings, suggestions and conclusion	5
Total		30
C. Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)		
1	Presentation skills	5
2	Communication skills	5
3	Subject knowledge	5
4	Objectives of the study and Methodology	5
5	Analysis using statistical tools and statistical packages	5
6	Findings and appropriate suggestions	5
Total		30

Marks Sheet format for Viva Voce Examination (SEE) Course code and Course: 18MBAOS307 Organisation study									
Sl No	USN	Aspects						Total	
1		1 ^A	2 ^A	3 ^A	4 ^A	5 ^A	6 ^A	7 ^A	8 ^A
2									
3									
4									
5									
6									
7									
8									
9									
10									
Note:									
Column marked with		Aspects						Maximum Marks	
1 ^A		Communication skill						5	
2 ^A		Understanding the Industry						5	
3 ^A		Understanding the Corporate Functions/Company profile						10	
4 ^A		McKensy's 7S framework and Porter's Five Force Model						10	
5 ^A		SWOT analysis justification						10	
6 ^A		Financial statement analysis						10	
7 ^A		Learning experience						5	
8 ^A		Overall presentation						5	
								Total	60

Name and Designation with affiliation

Sign. of Int. Examiner Signature of External Examiner
Name and Designation with affiliation

RUBRICS FOR CONTINUOUS INTERNAL EVALUATION (CIE) FOR 40 MARKS				
Particulars				Marks
Internal Assessment (Average of two best performances out of three internal assessments tests shall be considered).				25
Seminar/Presentation	Document for the same must be maintained.			05
Subject Viva -Voce/ Oral Examination				05
Assignment/ Quiz				05
Total				40
Note: Course Instructor may introduce/use any activity other than the above three activities to award 15 marks. The activities used by the course instructor must be measurable and documented for inspection by VTU.				

QUESTION PAPER PATTERN FOR SEE			
Semester End Examination (SEE) conducted for 100 marks and converted to 60 marks.			
Particulars	Question member	Composition of the question	Marks
Part – A Any four full questions to be answered. Total marks for Part – A is 80.	1 to 7	(a)	03
		(b)	07
		(c)	10
		Any two 10 marks sub questions of seven main questions should be pertaining to application oriented topics based on practical Components given at the end of each course.	
Part – B Compulsory Marks for Part – B is 20.	8	Case Study	20
Total			100

I SEMESTER

Management and Organigational Behavior

Semester	I	CIE Marks	: 40
Course Code	18MBA11	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Course	Credits : 04		

COURSE OBJECTIVES:

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

PART A - PRINCIPLES OF MANAGEMENT

Unit 1: (8 Hours)

Introduction: Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

Unit 2: (10 Hours)

Planning and Organizing:

Planning: Meaning, Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making.

Organizing: Organization structure, Formal and informal organizations, Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations. Principles of organizations-chain of command, span of control, delegation,

decentralization, and empowerment.

Case Study: Principles of Management, Cengagelearning , William , Manjunath , Sandhya

Unit 3: (4 Hours)

Controlling: Meaning, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

RECOMMENDED BOOKS

- MGMT and ORGB, Chuck Williams, James Cambell, Manjunath & Sandhya Cengage Publications, 2018
- Essentials of Management-Koontz, 8/e, McGraw Hill
- Management: Text and Cases-VSP Rao, Excel Books

REFERENCE BOOKS:

- Masters of Management Thought – Mahanand Charati & M M Munshi, Sapna Book House, Bangalore, 2015.
- Principles and practices of Management, KiranNerkar, Vilas Chopde, Dreamtech Press, 2011
- Management Theory & practice – Chandan J. S, Vikas Publishing House.

PART B - ORGANIZATIONAL BEHAVIOUR

Unit 4: (6 hours)

Introduction: Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Evolution & Organizational Behavior in India.

Case study: Organizational Behavior by Steven L McShane, Mary Ann Von Glinow and Radha R Sharma, TaTa McGraw Hill companies, Fouth Edition, Pg-6.

Unit 5: (14 Hours)

Foundations of Individual Behaviour: Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Perception: Meaning, Process of perception, factors influencing perception, link between perception and individual decision-making.

Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour.

Unit 6: (10 Hours)

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories.

Case Study: “Nuts and Bolts”, Principles of Management, Cengagelearning, William, Manjunath, Sandhya Page no 531-532.

PRACTICAL COMPONENTS:

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviors with respects to the trait, behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

Note: Faculty can either identify the organizations/ leaders/job profile or students can be allowed to choose the same.

COURSE OUTCOMES:

1. Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
2. Understand the overview of management, theory of management and practical applications of the same.
3. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals.
4. Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
5. Understand and demonstrate their exposure on recent trends in management.

RECOMMENDED BOOKS:

- Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012.
- Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House.
- Organizational Behaviour - Anada Das Gupta, Biztantra, 2011.

REFERENCE BOOKS:

- Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
- Management and Organizational Behaviour - Laurie J Mullins, Pearson education.
- Organizational Behaviour, Aquinas P. G, Excel Books.

CO-PO MAPPING

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

MANAGERIAL ECONOMICS

Semester	I	CIE Marks	: 40
Course Code	18MBA12	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To introduce the fundamentals, tools and theories of managerial economics.
2. To provide an understanding of the application of Economics in Business.
3. To learn the basic economic concepts.
4. To have an understanding of Demand, Production, Cost, Profit and Market competitions with reference to a firm and industry.

Unit 1: Introduction to Economics (08 Hours)

Managerial Economics: Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist, Relationship of Managerial Economics with Statistics, Accounting and Operations Research, The Basic process of decision making.

Unit 2: Fundamental Concepts of Managerial Economic (08 Hours)

Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles, Theory of the Firm: Firm and Industry, Forms of Ownership, Objectives of the firm, alternate objectives of firm. Managerial theories: Baumol's Model, Marris's Hypothesis, Williamson's Model. Behavioral theories: Simon's Satisficing Model, Cyert and March Model, Agency theory.

Case Study: Dabur India Limited: Growing Big and Global.

Source: Managerial Economics – Geethika, Ghosh&Choudhury, 2/e, McGraw Hill. 2011. Pp 64-65.

Unit 3: Demand analysis (10 Hours)

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand –Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. (No problems)

Unit 4: Cost Analysis & Production analysis (10Hours)

Concepts, Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve. **C o n c e p t s** , production function with one variable input - Law of Variable Proportions. Production function with 2 variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Least cost combination factor, Economies of scale, Diseconomies of scale. Technological progress and production function

Case Study: Automobile Industry in India: New Production paradigm.

Source: Managerial Economics – Geethika, Ghosh&Choudhury, 2/e, McGraw Hill. 2011. Pp 234-236.

Unit 5: Market structure and pricing practices (10 Hours)

Perfect Competition, Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.

Descriptive Pricing Approaches: Full cost pricing, Product line pricing, Product life cycle pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.

Case Study: David Fights Goliath: The Nirma Story.

Source: Managerial Economics – Geethika, Ghosh&Choudhury, 2/e, McGraw Hill. 2011. Pp 349-351.

Unit 6: Profits (6 Hours)

Profits: Determinants of Short-Term & Long Term Profits, Measurement of Profit.

Break Even Analysis – Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions.

PRACTICAL COMPONENTS:

- Assessment of Demand Elasticity – Price, Income, Cross, Advertising.
- Demand Forecasting
- Preparing a Project proposal for a Business Venture.

COURSE OUTCOMES:

1. The student will understand the application of Economic Principles in Management decision making.
2. The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
3. The Student will be able to understand, assess and forecast Demand.
4. The student will apply the concepts of production and cost for optimization of production.
5. The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
6. The student will be able to identify, assess profits and apply BEP for decision making.

RECOMMENDED BOOKS:

- Managerial Economics – Geethika, Ghosh & Choudhury, 2/e, McGraw Hill. 2011
- Managerial Economics – Dominick Salvatore, 7/e, Oxford Publishers, 2010.
- Managerial Economics – R.Panneerselvam, P.Sivasankaran, P.Senthilkumar, Cengage, 2018.

REFERENCE BOOKS:

- Managerial Economics – Samuelson & Marks, 5/e, Wiley, 2009.
- Managerial Economics – Hirschey, 2/e, Cengage Learning, 2010.
- Managerial Economics: Case Study solutions – Kaushal H, 1/e, Macmillan, 2011.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				X
CO4					X
CO5				X	
CO6				X	

ACCOUNTING FOR MANAGERS

Semester	I	CIE Marks	: 40
Course Code	18MBA13	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. Explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.
2. Explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.
3. Prepare basic entries for business transactions and present the data in an accurate and meaningful manner.
4. Prepare basic financial statements and explain the articulation between the basic statements.
5. To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.

Unit 1: (6 Hours)

Introduction to Accounting: Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Relation of Accounting with other disciplines, Capital and Revenue Expenditure and Receipt, Accounting Equation.

Case study: Problem on Accounting Equation .

Unit 2: (10 Hours)

Preparation of books of Accounts: Journals, ledgers and trial balance, Depreciation- Straight line and Written down Value Methods.

Case Study on Change of Method of Depreciation.

Unit 3: (12 Hours)

Preparation of Financial Statements: Preparation of final accounts of sole traders in horizontal form, Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Basic problems of Final Accounts), Window dressing.

Case Study problem on Final Accounts of Company and Firm.

Unit 4: (12 Hours)

Analysis of Financial Statements: Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow Statement (only indirect method).

Case Study on Ratio analysis.

Unit 5: (8 Hours)

Emerging issues in Accounting: Human Resource Accounting, Forensic Accounting, Sustainability Reporting. Accounting Standards and IFRS: Nature and significance.

Unit 6: (4 Hours)

Fundamentals of Taxation: Basic concepts of Direct & Indirect Tax. Heads of Income, Deductions u/s 80C, Rate of Income Tax of current assessment Year for Individuals only (only theory) .

PRACTICAL COMPONENTS:

- Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.
- Analyzing the companies' cash flow statements and presenting the same in the class.
- Exposing the students to usage of accounting software's (Preferably Tally).
- Filling up of ITR forms.
- Identify the sustainability report of a company and study the contents.

COURSE OUTCOME:

1. Demonstrate theoretical knowledge and its application in real time accounting.
2. Demonstrate knowledge regarding accounting principles and its application.
3. Capable of preparing financial statement of sole trading concerns and companies.
4. Independently undertake financial statement analysis and take decisions.
5. Comprehend emerging trends in accounting and taxation.

RECOMMENDED BOOKS:

- Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e, PHI, 2014.
- A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.
- Financial Accounting, Tulsian P. C, 1/e, Pearson Education.

REFERENCE BOOKS:

- Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education.
- Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India.
- Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009.

CO-PO MAPPING

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

BUSINESS STATISTICS & ANALYTICS

Semester	I	CIE Marks	: 40
Course Code	18MBA14	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To make the students learn about the applications of statistical tools and techniques in decision making.
2. To emphasize the need for statistics and decision models in solving business problems.
3. To enhance the knowledge on descriptive and inferential statistics.
4. To familiarize the students with analytical package MS Excel.
5. To develop analytical skills in students in order to comprehend and practice data analysis at different levels.

Unit 1:**(12 Hours)**

Introduction to Statistics: Meaning and Definition, functions, scope and limitations, Collection and presentation of data, frequency distribution, measures of central tendency - Mean, Median, Mode, Geometric mean, Harmonic mean.

Measures of dispersion: Range – Quartile Deviation – Mean Deviation - Standard Deviation – Variance-Coefficient of Variance - Comparison of various measures of Dispersion.

Unit 2:**(8 Hours)**

Correlation and Regression: Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation(one way table only), simple and multiple regression(problems on simple regression only).

Unit 3: (6 Hours)

Probability Distribution: Concept and definition - Rules of probability – Random variables – Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem (No derivation) (Problems only on Binomial, Poisson and Normal).

Unit 4: (10 Hours)

Time Series Analysis: Introduction - Objectives Of Studying Time Series Analysis - Variations In Time Series - Methods Of Estimating Trend: Freehand Method - Moving Average Method - Semi-Average Method - Least Square Method. Methods of Estimating Seasonal Index: Method Of Simple Averages - Ratio To Trend Method - Ratio To Moving Average Method.

Unit 5: (8Hours)

Linear Programming: structure, advantages, disadvantages, formulation of LPP, solution using Graphical method. Transportation problem: basic feasible solution using NWCM, LCM, and VAM unbalanced, restricted and maximization problems.

Unit 6: (8 Hours)

Project Management: Introduction – Basic difference between PERT & CPM – Network components and precedence relationships – Critical path analysis – Project scheduling – Project time-cost trade off – Resource allocation, Concept of project crashing.

PRACTICAL COMPONENT : (Student-Centered Learning)

- Students are expected to have a basic excel classes.
- Students should be able to relate the concepts which can highly enhance an application scenario in your profession.

- Student should demonstrate the application of the techniques covered in this course.

COURSE OUTCOMES:

1. Facilitate objective solutions in business decision making under subjective conditions.
2. Demonstrate different statistical techniques in business/real-life situations.
3. Understand the importance of probability in decision making.
4. Understand the need and application of analytics.
5. Understand and apply various data analysis functions for business problems.

RECOMMENDED BOOKS:

- Business Statistics and Analytics – Pannerselvam, Nagesh, Senthilkumar, Cengage Learning, 2018.
- BStat: A South Asian Perspective with Course Mate – Keller & Arora Cengage Learning, 2016.
- Quantitative Methods for Business, Anderson, Sweeney and Williams, Thomson, 2005 ISBN 981-240-641-7.

REFERENCE BOOKS:

- Statistical Methods – Dr S. P Gupta, Sulthan Chand & sons, fourth Edition, ISBN 81-8054298-X.
- Fundamentals of Statistics, S.C Gupta, 6th edition, Himalaya Publishing House, 2007, ISBN, 978-81-8318-755-8.
- Analyzing Multivariate Data, James Lattin, Douglas Carroll and Paul Green, Thomson Learning, 2003, ISBN 0-534-34974-9.

CO-PO MAPPING

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

MARKETING MANAGEMENT

Semester	I	CIE Marks	: 40
Course Code	18MBA15	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. Make students have an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.
2. To analyze the motives influencing buying behaviour & Describe major bases for segment marketing, target marketing, and market positioning.
3. Identify a Conceptual framework, covering basic elements of the marketing mix.
4. To understand fundamental premise underlying market driven strategies.

Unit 1:

(8 hours)

Introduction to Marketing: Introduction, Definitions of market and marketing, Selling Vs marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product- oriented Concept, New or Modern or Customer- oriented Concept, Marketing Myopia, Marketing Environment analysis, (Micro and Macro), Marketing in the 21st century opportunities, challenges & Ethics.

Unit 2:

(6 hours)

Buyer Behavior Analysis: Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour. B2B marketing Vs Consumer Marketing.

Case Study on “ Barista Lavazza”, Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012.Pg 33-34.

Unit 3: (10 hours)

Market Segmentation, Targeting & Positioning (STP): Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies.

Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning. Branding - Concept of Branding, Types, Brand Equity, Branding strategies.

Case Study on “ Marketing of Tata’s Nano in India ”, Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas. Pg 335-354.

Unit 4: (8 hours)

Managing the Product: Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packing as a marketing tool, Role of labeling in packing. Services Marketing & its Characteristics.

Case Study on “ American Express ”, Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 257-259 .

Unit-5: (10 hours)

Pricing decisions: Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies- Value based, Cost based, Market based, Competitor based, Pricing Procedure.

Marketing Channels: Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing.

Unit 6: (10 hours)

Promotion Strategy: Integrated Marketing Communications (IMC)- communication objectives, steps in developing effective communication, Stages in designing message. Advertising:

Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising.

Sales Promotion: Tools and Techniques of sales promotion, Push-pull strategies of promotion. Personal selling: Steps/process involved in Personal Selling. Publicity/Public Relation-word of mouth, sponsorships. Database marketing: Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, e-networking, CRM, MkIS.

Marketing Planning: Meaning, Steps involved in Marketing planning. Marketing Audit- Meaning, components of Marketing Audit. Marketing Strategic Planning Process.

Case Study on “ Facebook ”, Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012. Pg 503-504.

PRACTICAL COMPONENTS:

- Marketing Games and quiz for Students.
- Analyze Product Life Cycle of few Products like-Electronic goods, Computers etc.
- Study Packaging strategies used by FMCG companies.
- Understand Marketing strategies, plans used by automobile, cosmetic, FMCG companies etc.

COURSE OUTCOME:

1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
3. Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.

4. Build marketing strategies based on product, price, place and promotion objectives.

5. Synthesize ideas into a viable marketing plan.

RECOMMENDED BOOKS

- Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012.
- Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
- Marketing Management, Tapan Panda, 2/e, Excel Publication.

REFERENCE BOOKS

- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012.
- Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO 3	PO4	PO5
1	X			X	
2		X	X		
3		X			
4					X
5					X

MANAGERIAL COMMUNICATION

Semester	I	CIE Marks	: 40
Course Code	18MBA16	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0-0	Exam Hours	: 03
Credits : 04			

Course Objective:

1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.
2. To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.
3. To introduce the students to some of the practices in managerial communication those are in vogue.
4. To prepare students to develop the art of business communication with emphasis on analysing business situations.
5. To train Students towards drafting business proposals.

Unit 1:

(8 Hours)

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

Unit 2:

(8 Hours)

Oral Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication – Listening as a Communication Skill, Non-verbal communication.

Unit 3: (8 Hours)

Written Communication: Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

Unit 4: (10 Hours)

Business Letters and Reports: Introduction to business letters – Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation – Writing memos Media Management: The press release – Press conference – Media interviews

Group Communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings.

Meeting Documentation: Notice, Agenda, and Resolution & Minutes

Unit 5: (10 Hours)

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers.

Case Methods of learning: Understanding the case method of learning.

Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.

Unit 6: (8 Hours)

Employment communication: Introduction – Composing Application Messages – Writing CVs – Group discussions –

Interview skills

Impact of Technological Advancement on Business Communication– Technology-enabled Communication- Communication networks– Intranet–Internet–E-mails–SMS–teleconferencing – videoconferencing.

Note: Course Instructors are free to set their own cases or use cases from Harvard /Case centre.

PRACTICAL COMPONENTS:

- Make students enact and analyze the non-verbal cues.
- Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc.
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.

COURSE OUTCOMES:

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.

3. The students will be introduced to the managerial communication practices in business those are in vogue.
4. Students will get trained in the art of business communication with emphasis on analysing business situations.
5. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.

RECOMMENDED BOOKS:

- Business Communication: Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e.
- Pearson Education,2011.
- Business Communication: Process and Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
- *Communicating in Business with CourseMate- Ober/Newman- Latest Edition-2018.
- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010.

REFERENCE BOOKS:

- Effective Technical Communication – Ashraf Rizvi M, TMH, 2005.
- Business Communication – Sehgal M. K & Khetrapal V, Excel Books.
- Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.

CO-PO MAPPING

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

II SEMESTER HUMAN RESOURCE MANAGEMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA21	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

COURSE OBJECTIVES:

- To understand the HRM concepts and theory.
- To obtain an overview of various HRM functions and practices.
- To gain an insight into the basic statutory provisions.

Unit 1: (8 hours)

Human Resource Management: Introduction, meaning, nature, scope of HRM - Importance and Evolution of the concept of HRM - Major functions of HRM - Principles of HRM.

Case Study on “ Enterprise Builds on People”, Human Resource Management, Angelo S Denis / Ricky W Griffin / Anita Sarkar, Cengage Learning, Page 22-23.

Unit 2: (8 hours)

Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis.

Human Resource Planning: Objectives, Importance and process of Human Resource Planning, Effective HRP.

Unit 3: (10 hours)

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, Recent trends and Approaches to recruitment.

Selection: Definition and Process of Selection.

Placement: Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.

Case Study on “ Jayram’s Dilemma”, Human Resource Management, Angelo S Denis / Ricky W Griffin / Anita Sarkar, Cengage Learning, Page 123.

Unit 4: (8 hours)

Training and development: Training v/s development, Systematic Approach to Training, Training Methods; one the job and off the job.

Case Study on “ Training Program at ABC Cement”, Human Resource Management, Angelo S Denis / Ricky W Griffin / Anita Sarkar, Cengage Learning, Page 140.

Unit 5: (10 hours)

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal.

Employee Turnover & Employee Retention: Meaning, Strategies to manage employee turnover, Employee retention strategies.

Compensation: Meaning of Job Evaluation, Objectives of Compensation Planning, components of compensation, Compensation Pay Structure in India.

Unit 6: (8 hours)

Employee Welfare: Introduction, Types of Welfare Facilities and Statutory Provisions in India.

Employee Grievances: Employee Grievance procedure, Grievances Management in Indian Industry.

Discipline: Meaning, approaches to discipline, essential of a good disciplinary system, managing difficult employees.

PRACTICAL COMPONENTS:

- Give a case and ask the students to prepare the recruitment advertisement for a newspaper.
- Expose students to standard selection tests followed in various sectors.

- Exploring training and development practices.
- Exploring performance appraisal practices in various sectors.
- Exploring employee separation practices.
- Give a job analysis case and ask the students to prepare job description and job specification.
- Ask the students to prepare an appointment letter for the post of office manager of a company known to you.

COURSE OUTCOME:

1. Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
2. Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
3. Identify the various training methods and design a training program.
4. Understand the concept of performance appraisal process in an organization.
5. List out the regulations governing employee benefit practices.

RECOMMENDED BOOKS:

- **Human Resources Management:** A South Asian Perspective, Denski/Griffin/Sarkar- Cengage Learning, 2012.
- Human Resource Management – Rao V. S. P, Excel BOOKS, 2010.
- Human Resource Management – Dr. T.P RenukaMurthy HPH.

REFERENCE BOOKS:

- Human Resource Management - John M. Ivancevich, 10/e, McGraw Hill.
- Human Resource Management in practice - Srinivas R. Kandula, PHI, 2009
- Managing Human Resources - Luis R Gomez-Mejia, David B. Balkin, Robert L. Cardy, 6/e, PHI, 2010.

CO-PO MAPPING

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

FINANCIAL MANAGEMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA22	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To familiarize the students with basic concepts of financial management and financial system.
2. To understand concept of time value of money and its uses.
3. To evaluate the investment proposals.
4. To analyze capital structure, and dividend decision.
5. To understand the management of working capital in an organization.

Unit 1: (8 Hours)

Financial management – Introduction to financial management, objectives of financial management. Changing role of finance managers. Interface of Financial Management with other functional areas.

Emerging Issues in financial management: Risk management, Behavioral finance and financial engineering.

Introduction to Financial System. Financial markets, Financial Instruments, Financial institutions and financial services. Introduction to derivatives.

Unit 2: (10 Hours)

Time value of money –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problem).

Case Study on Loan amortization.

Unit 3: (10 Hours)

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only).

Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC) and Marginal cost of capital. (Theory & Problem).

Case Study on WACC.

Unit 4: (10 Hours)

Investment decisions – Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return (Theory & Problem). Capital rationing; Risk analysis in capital budgeting (Theory only).

Case Study on replacement of capital project.

Unit 5: (7 Hours)

Working capital management – factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm. (Does not include Cash, Inventory & Receivables Management).

Case study on Working Capital Determination.

Unit 6: (7 Hours)

Capital structure and dividend decisions – Planning the capital structure. (No capital structure theories to be covered) Leverages, EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy. Dividend policy – Factors affecting the dividend policy -

Dividend Policies- Stable Dividend, Stable Payout (No dividend theories to be covered).

Case Study on EBIT-EPS analysis & Leverages.

PRACTICAL COMPONENTS:

- Study the different financial services offered by a bank.
- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.
- Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.

COURSE OUTCOME:

1. Understand the basic financial concepts.
2. Apply time value of money.
3. Evaluate the investment decisions.
4. Analyze the capital structure and dividend decisions.
5. Estimate working capital requirements.

RECOMMENDED BOOKS:

- Financial Management -Prasanna Chandra, 9/e, TMH.
- Financial Management,Khan M. Y.& Jain P. K, 7/e, TMH.
- Financial Management ,I M Pandey, 11th Edition, Vikas Publishing House.

REFERENCE BOOKS:

- Principles of corporate finance, Brealey and Myers, 9/e,TMH.

- Financial Management, Rathod, Babitha Thimmaiah, Harish Babu, HPH.
- Fundamentals of Financial Management, Brigham & Houston, 10/e, Cengage Learning.

CO-PO MAPPING

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

RESEARCH METHODOLOGY

Semester	II	CIE Marks	: 40
Course Code	18MBA23	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

- To understand the basic components of research design.
- To Gain an insight into the applications of research methods.
- To equip students with various research analytical tools used in business research.

Unit 1:

(8 hours)

Business Research – Meaning, types, process of research-management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Case Study 1: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 458.

Unit 2:

(8 hours)

Business Research Design: Meaning and significance - Types: Exploratory and Conclusive Research Design.

Exploratory Research: Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods.

Conclusive Research Design - Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies.

Experimental Research Design – Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Case Study 2: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 455.

Unit 3: (8 hours)

Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling –convenience sampling- judgemental sampling, snowball sampling- quota sampling - Errors in sampling.

Case Study 3: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 461.

Unit 4: (12 hours)

Data Collection: Primary and Secondary data Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantages.

Case Study 4: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 457.

Measurement and Scaling Techniques: Basic measurement scales- Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling.

Case Study 5: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 452 & 463.

Unit 5: (8 hours)

Hypothesis - types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis- Bivariate and

Multivariate Analysis- ANOVA-one-way and two-way classification (theory only).

Case Study 6: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 301.

Unit 6: (8 hours)

Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation- Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.

Case Study 7: Business Research Methods: S.N.Murthy & U.Bhojanna. Excel Books-page 470.

PRACTICAL COMPONENTS:

- To identify research problem and collect relevant literatures for data analysis.
- To write the research design by using Exploratory and Descriptive Research methods.
- To prepare the questionnaire on brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions.
- To conduct Market survey and to investigate consumer perception towards any FMCG.
- To demonstrate Report writing and Presentation methods.

COURSE OUTCOME:

1. Understand various research approaches, techniques and strategies in the appropriate in business.
2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
3. Demonstrate knowledge and understanding of data analysis,

interpretation and report writing.

4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

RECOMMENDED BOOKS

- Business Research Methods: A South-Asian Perspective with course Mate William G.Zikmund/Barry J.Babin/Jon C.Carr/AtanuAdhikari/Mitch Griffin, Cengage learning.
- Business Research Methods: S.N.Murthy&U.Bhojanna. Excel Books.
- Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH/2007.

REFERENCE BOOKS

- Research Methodology – C.R.Kothari, VishwaPrakashan.
- Research Methods – M MMunshi& K Gayathri Reddy, Himalaya Publishing House, 2015.
- Marketing Research- Naresh K Malhotrs- 5th Edition, Pearson Education /PHI 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			
CO3			X		
CO4					X

LEGAL AND BUSINESS ENVIRONMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA24	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To provide insights into the core concepts of incorporation of company.
2. To understand various policies and procedures of the company Act.
3. To gain insights into various procedure of Investigation & Winding up of Companies.

Part-A (Legal Environment)

Unit I: (4 Hours)

Indian Contract Act, 1872-Meaning of contract, agreement, essential elements of a valid contract. Law of agency-meaning, creation and termination of agency.

Unit2 : (10 Hours)

Corporate Incorporation and Management .

Definition of company, characteristics , types of company, lifting of corporate veil (i) Incorporation of company (ii) Memorandum and Articles of Association (iii) Doctrine of Ultra Vires (iv) Doctrine of Indoor Management and constructive notices Management - (i) Directors: Appointment, Removal, Position, Powers and Duties of Directors. (ii) Auditor and audit Committee: Its Role. Directors – qualification and Appointment, Liabilities and duties.

Mini case Presentation and Discussion on Saloman v/s A Soloman & Company Ltd.

Unit 3:**(12 Hours)**

Oppression, Mismanagement and Investigation:

(i) Prospectus, membership and shareholding in an company.(ii) Prevention of Oppression (iii) Prevention of Mismanagement (iv) Role & Powers of the Company Law Board (v) Role & Powers of Central Government. Meeting : (i) Types of Meetings (ii) Procedure of calling for a meeting (iii) Company's resolutions and its kinds, proxies.

Corporate Liquidation: (i). Winding up of Companies (ii). Mode of winding up of the companies (iii). Compulsory Winding up under the Order of the Tribunal (iv). Voluntary winding up (v). Contributories (vi). Payment of liabilities.

Mini case Presentation and Discussion on Rule in Foss v. Harbottle.

PRACTICAL COMPONENTS:

- Students to collect analyze and discuss MOA, AOA & Prospectus of a company.
- Students to produce a report on the working of reputed agency including its formation, nature of relations with the outside world and such other issues of relevance.

COURSE OUTCOME:

1. Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
2. Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
3. To give the students an insight on Winding up of the companies , Mode of winding up of the companies.

RECOMMENDED BOOKS:

- Elements of Mercantile law, Sultanchand publications, 34th

Edition, 2014

- Legal & Business Environment, Racvindra Kumar & Renukamurthy, Cengage learning, 2018.
- Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995.

REFERENCES BOOKS:

- Charles Wild & Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009 2. Institute of Company Secretaries of India, Companies Act 2013, CCH Wolter Kluver Business, 2013.
- Lexis Nexis, Corporate Laws 2013 (Palmtop Edition) 4. C.A. Kamal Garg, Bharat's Corporate and Allied Laws, 2013.
- Taxmann, Companies Act 2013.

CO – PO MAPPING.

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3			X		X

Part-B (Business Environment)

Course Objectives:

1. To provide an understanding about the Macro Economic Environment of Business.
2. To have an understanding of the basic macro-economic concepts.
3. To study the various economic policies of our country.

Unit-4 (10Hours)

Indian Business environment: Nature and Scope, Structure of the Business Environment – Internal and External environment. Political and Legal Environment, Economic Environment, Socio – Cultural Environment, Global environment: WTO and global relations.

Basic economic Concepts: Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP, Business Cycle- Features, and Phases.

Unit-5 (8Hours)

Industrial Policies and Structure: Planning- Problems in industrial development during the plan period, Classification of industries based on ownership. Industrial policies, Industrial strategy for the future, New Industrial policy 1991.

Structure of Indian Industry: Public and Private Sector Enterprises, Objectives of PSUs, Performance and shortcomings. Private Sector– growth, problems and prospects. SSI – Role in Indian Economy. Startups and their current state in India. Privatisation-Problems and prospects, Disinvestments in Indian public sector Units since 1991.

Case Study: Privatization of Airport and Airline Industry, Source: Business Environment: Text and cases – Justin Paul, 2/e, McGraw Hill. 2008. Pp 166-168.

Unit-6 (8 Hours)

Economic policies: Fiscal Policy: Objectives, Instruments, Union Budget, Taxes, Role of Government.

Monetary Policy: Money, Measures of money supply, Monetary system in India, Tools for credit control. Structure of the Banking system, RBI and its functions, Banking structure reforms – Narasimham committee recommendations.

India Foreign Trade Policy: Objectives, Features, Policy of 2015-2020-salient features.

PRACTICAL COMPONENTS:

- Students are expected to give a report on how the economic environment has affected the performance of any five large Indian Business Houses.
- Students are expected to analyze the major economic and financial indicators such as GDP, Inflation, CPI, BSE, NSE, Currency, Gold rate, Oil barrel price etc., for a particular period of time and submit the report on the same.

COURSE OUTCOMES:

1. To student will have an understanding of the macro environment of Business and various macroeconomic concepts.
2. The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.
3. The student will be exposed to various economic policies of the country and the state of economy.

RECOMMENDED BOOKS:

- Economic Environment of Business –Misra S. K &Puri V. K. , 6/e, Himalaya publishing house, 2010.
- Business Environment :Text and Cases - Justin Paul, 3/e, McGrawHill, 2011.
- Business Environment - Fernando, 1/e, Pearson, 2011.

REFERENCE BOOKS:

- Principles of Macro Economics –Mankiw, 4/e, Cengage Learning, 2011.
- Macro Economics – Andrew. B. Abel, & Ben S. Bernanke, 7/e, Pearson Education, 2011.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3			X		X

STRATEGIC MANAGEMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA25	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To provide insights into the core concepts of strategic management.
2. To evaluate various business strategies in dynamic market environments.
3. To gain insights into various strategic management models.

Unit 1:

(6 Hours)

Meaning and Nature of Strategic Management, its Importance and relevance and . Characteristics of Strategic Management, The Strategic Management Process. Relationship between a Company ' s Strategy and its Business Model.

Minicase Presentation and Discussion: Business model of Amul and KMF , Suggested questions for case presentation: a. Discuss competitive strategy of Amul b. what are the difference between Amul business model and KMF.

Unit 2:

(8 Hours)

Strategy Formulation- Understand strategic management process business definition & Organization values that build mission statement. Describe strategic vision, mission, goals, long term objectives, short term objectives and discuss their value to the strategic management process. Balanced Score card.

Minicase Presentation and Discussion: Shanghai GM , Suggested questions for case presentation: a. Introducing China's auto industry, including opportunities & threats b. Why joint venture with SAIC? c. What makes Shanghai GM successful? d. Lessons learnt to other Western MNEs.

Unit 3: (10 Hours)

Analyzing a Company's External Environment – The Strategically relevant components of a Company's External Environment – Industry Analysis - what factors are driving industry change and its impact - Porter's dominant economic feature - Competitive Environment Analysis - Porter's Five Forces model – Key Success Factors concept and implementation.

Mini-Case Presentations and Discussions: Jet Blue Airlines
Suggested topics for case presentation and discussion: a. Analyzing the general (national/global) environment b. Assessing five forces of the industry c. Identifying opportunities & threats of the industry d. Jet Blue's capability analysis.

Unit 4: (10 Hours)

Analyzing a company's resources and competitive position – Analysis of a Company's present strategies - SWOT Analysis – Value Chain Analysis - Benchmarking . Generic Competitive Strategic – Low cost provider Strategy - Differentiation Strategy - Best cost provider Strategy - Focused Strategy - Strategic Alliance and Collaborative Partnerships - Mergers and Acquisition Strategic - Outsourcing Strategic - International Business level.

Minicase presentation and discussion: Wal-Mart Stores Inc.
Suggested topics for case presentation and discussion: a. what competitive strategy does the firm use? Why? b. How does the firm achieve competitive advantages via four-building blocks (quality, innovation, efficiency and customer responsiveness)? c. Any evidence or efforts about value-chain activities? d. Recommendations?

Unit:5 (8 Hours)

Business planning in different environment - Entrepreneurial level Business planning – Multistage wealth creation model for entrepreneurs – Planning for large and diversified companies – brief overview of Innovation, integration, Diversification, Turnaround Strategic – GE nine cell planning grid and BCG matrix.

Minicase Presentation and Discussion: Siemens's Global Development Strategy
Suggested topics for presentation and discussion: 1. Why does Siemens need global coordination and integration? 2. How did Siemens coordinate and orchestrate project development and operations dispersed in various regions? 3. Do you think that different foreign subsidiaries should vary in their autonomy and corporate support, why and how? 4. Takeaway lessons and your recommendations.

Unit:6 Strategy Implementation (10 Hours)

Organizational design, structures and controls. Importance of integrating strategy implementation and strategy formulation. Organizational structures used to implement different business level strategies. Organizational structures used to implement different corporate level strategy. How corporate culture promotes implementation of strategy, types of control systems.

Minicase presentation and discussion: Infosys Pvt Ltd.
Suggested topics for case presentation and discussion: a. Discuss strategy formulation and implementation of recent year.

PRACTICAL COMPONENTS

- Analyzing the Mission and Vision statements of selected Indian companies.

- Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc).
- Pick a successful growing company. Do a web-search of all news related to that company over a one-year period.. Analyze the news items to understand and write down the company's strategy and execution efficiency.
- Pick a company that has performed very badly compared to its competitors. Collect information on why the company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market; Analyze the internal and external factors.
- Map out GE 9-cell matrix and BCG matrix for some companies and compare them.
- Conduct SWOT analysis of companies around your campus.

COURSE OUTCOME:

1. Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
2. Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
3. To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
4. To help students understand the strategic drive in multinational firms and their decisions in different markets.
5. To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

RECOMMENDED BOOKS:

- Crafting and executing Strategy. A Thompson Jr, Margaret A. Peteraf and John E Gamble. Mc Graw Hill Publication, New Delhi.
- Strategic Management – Hitt & Manikutti, Cengage learning, 2018.
- Strategic Management – Fred R David, PHI Learning Private Ltd, New Delhi.

REFERENCE BOOKS:

- Strategy and the Business Landscape – Pankaj Ghemawat.
- Strategic Management – Competitiveness and Globalization: Michael A. Hitt, Duane Ireland, Robert E. Hokinson, : South Western, Thomson Learning.
- Crafting and Executing Strategy, Arthur Thompson, A.J. Strickland, Arun Jain, McGrawhill.

CO-PO MAPPING

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

ENTREPRENEURSHIP DEVELOPMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA26	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs.
4. To understand the contribution of the entrepreneurs towards Rural, Society and Socio Economic Development of the country.

Unit 1: (8 Hours)

Entrepreneur & Entrepreneurship: Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

Unit 2: (10 Hours)

Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

Unit 3: (8 Hours)

Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India.

Unit 4: (8 Hours)

Family Business: Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

Unit 5: (8 Hours)

International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Unit 6: (10 Hours)

Informal Risk Capital and Venture Capital: Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists.

Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-Social entrepreneurship - Rural entrepreneurship-need and problems of rural entrepreneurship - challenges and opportunities-Role of government. Make in India, Smart India, Digitalized India.

Case studies in Entrepreneurship Development.

PRACTICAL COMPONENTS:

- Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
- Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?
- Study a local for-profit business and try to list out the positive social impacts of the business.
- Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show.
- Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions and convey back to NGO.

COURSE OUTCOMES:

1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
2. As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
3. Become aware about various sources of funding and institutions

supporting entrepreneurs.

4. Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.

RECOMMENDED BOOKS:

- Entrepreneurship- A South-Asian Perspective, D.F.Kuratko, T.V.Rao – Cengage Learning -2018.
- Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education - 2007.
- Entrepreneurship- Rober D Hisrich - Michael P Peters - Dean A Shepherd - 6/e - The McGraw-Hill companies - 2007.

REFERENCE BOOKS:

- Entrepreneurship Theory at crossroads - Mathew J Manimala - 2/e - Biztantra - 2007.
- Entrepreneurship - Rajiv Roy - 2/e - Oxford University Press 2011.
- Entrepreneurship-Principles and Practices - Kurakto - 7/e - Thomson Publication - 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3				X	
CO4			X		

MARKETING SPECIALISATION
III SEMESTER
CONSUMER BEHAVIOR

Semester	III	CIE Marks	: 40
Course Code	18MBAMM301	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the concept of consumer behaviour, decision making by consumers, behavioural variables and its influences on consumer behaviour.
2. To comprehend the social and cultural dimensions of consumer behaviour.
3. To provide an insight of the psychological and behavioural concepts of consumers.

Unit 1: (4 Hours)

Introduction to the study of Consumer Behaviour: Meaning & Definition of Consumer Behaviour, Difference between Consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism: meaning, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

Unit 2: (7 Hours)

Models of Consumer Behaviour: Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences.

Consumer Decision Making: Consumer Buying Decision Process, Levels of Consumer Decision Making – Four views of consumer decision making. On-line Decision Making: Meaning &

Process/Stages.

Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour.

Unit 3: (8 Hours)

Individual Influences on Consumer Behaviour and CRM: Part 1

A) Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals. Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives.

B) Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image.

C) Perception: Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers' handle risk.

Unit 4: (06 Hours)

Individual Influences on Consumer Behaviour: Part 2

A) Learning: Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning – Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning.

B) Attitude: Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models. Elaboration Likelihood

Model).

C) Persuasive Communication: Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation.

Unit 5: (8 Hours)

External Influences on Consumer Behaviour

Social Class: Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.

Culture: Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures. Cross Culture - Cross-cultural consumer analysis - Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.

Groups: Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals.

Unit 6: (06 Hours)

Consumer Influence and Diffusion of Innovations

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders.

Diffusion of Innovations: Diffusion Process, Adoption Process:

Stages, categories of adopters, Post Purchase Processes.

Customer Relationship Management- Meaning & Significance of CRM, Types of CRM Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM.

PRACTICAL COMPONENT:

- Students can go to malls and unorganized retail outlets and observe the behaviour of consumers of different demographic segments while buying different category of goods. The students need to present the findings / observations followed with a group discussion.
- Students have to prepare a questionnaire and conduct the survey on consumer buying behaviour and present the findings in the class.
- Find three advertisements that appeal to the need for power, affiliation and achievement. Discuss their effectiveness. Rewrite these for persons in different levels of Maslow's Hierarchy?
- Meet your friends and conduct a survey to find what are the important factors in their purchase of mobiles, shoes, bags etc.
- Conduct a study on advertisements regarding a specific product and find out how consumer deal with the information overload?

COURSE OUTCOMES:

The student should be able to:

1. Explain the background and concepts vital for understanding Consumer Behaviour.
2. Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
3. Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

RECOMMENDED BOOKS:

- Consumer Behavior - Leon Schiff man, Lesslie Kanuk, 10/e, Pearson, Latest edition.
- Consumer Behaviour: A Managerial Perspective, Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, 1/e, Cengage Learning.

REFERENCE BOOKS:

- Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications, 2015
- Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e, TMH,
- Consumer Behavior- Satish K. Batra & S H HKazmi, Excel Books.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X	X		
CO3	X				X

RETAIL MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAMM302	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To develop an understanding of the contemporary retail management, issues, strategies and trends.
2. To highlight the importance of retailing and its role in the success of modern business.
3. To acclimatize with the insights of retailing, key activities and relationships.

Unit 1:

(5 Hours)

Introduction and Perspectives on Retailing 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.

Unit 2:

(4Hours)

Theories of Retailing: Wheel of retailing, The Retail Accordion, Melting Pot Theory, Polarization theory.

Unit 3:

(9 Hours)

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. Retail Pricing and Promotion: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies.

Unit 4:

(9 Hours)

Store Management and Visual Merchandising: Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, 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.

Unit 5:

(8 Hours)

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.

Unit 6:

(4 Hours)

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.

PRACTICAL COMPONENTS:

- Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to succeed in this profession.
- Go to a kirana store and a supermarket and compare the following: a) store arrangement b) No of brands carried c) pricing policies – are discounts given? d) Service – personal or impersonal? Etc.
- Go to at least three kirana stores in your neighbourhood (around 2 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold 'loose' in each locality and compare this with the approximate income range of the customers? What are the retailer's losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers?
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behavior also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Student can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.

COURSE OUTCOMES: The student should be able to:

1. Find out the contemporary retail management, issues, and strategies.
2. Evaluate the recent trends in retailing and its impact in the

success of modern business.

3. Relate store management and visual merchandising practices for effective retailing.

RECOMMENDED BOOKS:

- Retail Management - Levy & Weitz, 8/e, TMH, 2012.
- Retail Management - Chetan Bajaj, Oxford University press.
- Retailing, James R Carver, Patrick m Dunne, Robert F Lusch, 8/e.

REFERENCE BOOKS:

- Integrated Retail Management - James R. Ogden & Denise Trodden, Biztantra, Latest Edition.
- Retail Marketing Management - Dravid Gilbert, 2/e, Pearson Education
- Retail Management: A Strategic Approach - Barry Berman, Joel R. Evans, Pearson.
- Retail Management, Global perspective, Dr. Harjith Singh, 3rd Revised Edition, S.Chand.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3		X			X

SERVICES MARKETING

Semester	III	CIE Marks	: 40
Course Code	18MBAMM303	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To acquaint the students with the characteristics of services and their marketing implications.
2. To discuss and conceptualize the service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.
3. To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing.

Unit 1: (6 Hours)

Introduction to services: Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality.

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

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

Unit 2: (7 Hours)

Understanding customer expectation through market research:

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

Unit 3: (8 Hours)

Customer defined service standards: “Hard” & “Soft” standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand.

Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies.

Leadership & Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.

Unit 4: (6Hours)

Employee role in service designing: Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP 3.

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

Unit 5: (6 Hours)

Role of marketing communication- Key reasons for GAP 4

involving communication, four categories of strategies to match service promises with delivery.

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

Unit 6: (6 Hours)

Physical evidence in services: Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence.

Service scapes: Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.

PRACTICAL COMPONENT:

- Ask students to choose a service industry of their choice at the beginning of the semester
- Ask them to do an in-depth study of the industry and give a presentation at the end of the every Module relating the concepts to the particular industry(GAPS).
- Students can prepare service blueprints for any service of their choice.
- Identify any existing services, locate loopholes in the design and suggest modifications.
- Visit a service industry and analyze the role of customers in service delivery.

COURSE OUTCOMES:

The student should be able to:

1. Develop an understanding about the various concepts and importance of Services Marketing.
2. Enhance knowledge about emerging issues and trends in the service sector.
3. Learn to implement service strategies to meet new challenges.

RECOMMENDED BOOKS:

- Services Marketing - Valarie A Zeithmal& Mary Jo Bitner, 5/e, TMH, 2011.
- Services Marketing-Christopher Lovelock, Pearson Education.

REFERENCE BOOKS:

- Services Marketing – Rajendra Nargundkar, 3/e, TMH, 2010.
- Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning-2007.
- Services Marketing: Operation, Management and Strategy-Kenneth E Clow& David L. Kurtz, 2/e, Biztantra, 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X

MARKETING RESEARCH & ANALYTICS

Semester	III	CIE Marks	: 40
Course Code	18MBAMM304	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To provide an understanding of the basics of marketing research process.
2. To orient on the theoretical and practical aspects of marketing research.
3. Encourage the students to take up analytical thinking through research.
4. To highlight importance marketing research for enhancing marketing strategies.

UNIT 1: (6 hours)

Marketing Research Dynamics- Introduction, Meaning of Marketing research, when marketing research is unnecessary, Nature and Scope of Marketing Research, Marketing Research in the 21st Century (Indian Scenario), limitations of Marketing Research, threats to marketing research. Introduction to marketing intelligence: what is marketing intelligence (MI), components, need for MI, Domains of MI. Ethics in marketing research.

UNIT 2: (6 hours)

Marketing Research and MIS: Marketing Information System, Importance, Relevance of MkIS, Marketing Research (MR) and MkIS, The marketing information systems and its subsystems, four components: user interfaces, application software, databases, and system support. Advantages & disadvantages of marketing information systems. Internal reporting systems.

UNIT 3: (6 hours)

Decision Support System & Big Data: Marketing Decision Support System-meaning, Use of Decision Support Systems in Marketing Research, Data base & Data warehousing. The three Vs: Volume, Velocity & Variety, The Fourth V: Value. Elements of data base, types of data base, using marketing data base for marketing intelligence, ways to gather consumer data, Data Mining, benefits of data mining, Big Data Analysis, Descriptive Analysis, Prescriptive Analysis, Key challenges of Big Data Integration.

UNIT 4: (8 hours)

Applications of Marketing Research: Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research, Advertising Research, Media research, Sales Analysis and Forecasting.

UNIT 5: (5 hours)

Predictive analysis: Meaning of predictive analysis, how good are models at predictive behavior, benefits of predictive models, and applications of predictive analysis, reaping the benefits, avoiding the pitfalls, Importance of Predictive model, Process of predictive analytics.

UNIT 6: (8 hours)

Predictive analytical process: Project initiation, project requirements, Model building and business evaluation, duration of a predictive analytics project.

Building a predictive model: Exploring the data landscape, Sampling and shaping the development sample, data preparation,

creating derived data, understanding the data, data reduction, data transformation, modeling, validation, selling models into business.

PRACTICAL COMPONENTS:

- Choose 5 successful products or services and identify the insight behind them through a field survey.
- Do a comprehensive essay on the difference between consumers vs. trade vs. Competition insights & how best to exploit them.
- Take 5 recent digital innovations like twitter or face book and identify the insights.
- Running case with real data Dell, Comprehensive critical thinking case Baskin-Robbins.
- Data Analysis case with real data IBM.

COURSE OUTCOMES: The student should be able to:

1. Comprehend the objectives of Market research & its application in solving marketing problems.
2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
3. Generalize and interpret the data with the help of various measurement techniques.
4. To understand the emergence of new trends in research.

RECOMMENDED BOOKS:

- Marketing Research an Application Orientation-Naresk K Malhotra,6/e, Pearson, 2013.
- Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning, 2010.

- Predictive Analytics, Data Mining and Big Data- S. Finlay, Palgrave Macmillan Publishing.

REFERENCE BOOKS:

- Marketing Research: Methodological Foundations 8 th Edition by Gilbert A. Churchill & Dawan Iacobucci.
- Marketing Research: David Aaker/V.Kumar/Robert P Leone, George S Day. Willey publication. 11th edition.
- Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005
Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al, 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X
CO4	X				

BUSINESS MARKETING

Semester	III	CIE Marks	: 40
Course Code	18MBAMM305	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Objectives:

1. To develop an understanding of the various concepts of Industrial Marketing.
2. To understand the buying process and marketing channels for industrial goods.
3. To acquaint with B-2-B-2-C Strategies and their implementation.
4. To analyze various pricing strategies of industrial goods & their implications.
5. To understand the significance of E-commerce in Business Marketing.

Unit 1: (6 Hours)

Nature of Business Marketing: Business Marketing Concept, Business vs. Consumer Marketing, Economics of Industrial demand, Types of Industrial Markets, Types of Business Customers, Classifying Industrial Products & Services, Business customers purchase orientations, Organizational Procurement Characteristics, Environment Analysis in Business Marketing.

Units 2: (7 Hours)

Organizational Buying Behaviour: Organizational Buying Process, Types of purchases / buying situations, Buying Centre Concept, Inter Personal Dynamics of Business Buying Behaviour, Roles of Buying centre. The Webster & Wind model of Organizational Buying Behaviour, Ethics in Purchasing. Business Marketing Research: Differences between B2C & B2B Marketing Research, Marketing Research Process, Research Methods.

Unit 3: (6 Hours)

Market Segmentation: Segmenting, Targeting and Positioning of Business Market, Value based segmentation, Model for segmenting the organizational Market. Product & Brand Strategy: Developing Product Strategy, Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products, Branding process & Brand strategy. Business Service Marketing: Special Challenges

Unit 4: (6 Hours)

Formulating Channel Strategy: Nature of Business Marketing channels, Intermediaries, Direct and Indirect Channels, Channel Objectives, Channel Design, Managing Channel Members, Selection and Motivation of Channel Members, Channel conflicts, SCM, Logistics Management, Customer Service, Major cost centres of Market Logistics.

Unit 5: (6 Hours)

Pricing Strategies: Price Determinants, Factors that Influence the Pricing Strategies, Pricing Methods, concept of learning curves, Pricing Strategies, Pricing Policies, Terms of Payment, Competitive Bidding, Leasing The Promotional Strategies: Communication Objectives, Role of B-2-B Advertising, Sales Promotion in Industrial Markets, Trade shows and Exhibitions.

Unit 6: (8 Hours)

Management of Sales Force: Personal Selling, The Selling Process, Key Account Management, Managing the Industrial Sales Force, Organizing and controlling the industrial sales force activity, planning for sales force Deployment, Measuring the Effectiveness of Sales Force, Customer relationship Management Strategies for Business Markets, Ethical Issues. B2B through E-Commerce:

Business-to-Business forms of E-Commerce, Models for B2B ecommerce, Marketing strategy for the electronic market place.

PRACTICAL COMPONENTS:

- Visit Industrial Distributor/Dealer and collect all the conceptual information from purchasing to selling of B2B Products (SCM) to Business Customers.
- Visit at least one Industrial / B2B Trade shows or Exhibitions and prepare a report
- Visit to one Original Equipment Manufacturing (OEM) Industry and one Semi-Finished Goods Industry.
- Students are expected to make a SWOT analysis of Industrial products and services of various sectors.

COURSE OUTCOMES: Student should be able to

1. Describe the nature of business markets and the related concepts.
2. Familiarize the business buying behaviour of industrial customers.
3. Analyze business situations in the context of buyer-seller relationships.
4. Apply concepts of pricing strategies for industrial goods
5. To evaluate the significance of E –Commerce in Business Marketing.

RECOMMENDED BOOKS:

- Industrial Marketing – Robert R Reeder & Reeder; 2nd Edition; Prentice Hall International Publication.
- Business Marketing – Krishna K Havaladar, Latest Edition, Tata McGraw Hill Publication.

- Business Marketing Management – Michael D Hutt, Thomas W Speh, Latest Edition, Cengage Learning Publication.

REFERENCE BOOKS:

- Business Marketing – Frank G Bingham Jr., Latest Edition; Tata McGraw Hill Publication.
- Industrial Marketing – Mukherjee H S; Latest Edition; Excel BOOKS Publication.
- Industrial Marketing – PK Ghosh, Latest Edition; Oxford University Press.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X
CO4	X				

SUPPLY CHAIN MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAMM306	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Objectives:

1. To understand the basic concepts, processes and key elements of a supply chain.
2. To provide insights for establishing efficient, effective, and sustainable supply chains.
3. To explain the role of technology in supply chain planning, visibility, and execution.

Unit 1: (4 Hours)

Introduction: Basic concepts & philosophy of SCM, essential features, decision phases – process view, supply chain framework, key issues in SCM and benefits.

Unit 2: (7 Hours)

Designing the supply chain network: Designing the distribution network, role of distribution, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions. Designing and Planning Transportation Networks, role of transportation, modes, design options, tailored transportation.

Unit 3: (6 Hours)

Inventory Management: Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis.

Unit 4: (6 Hours)

Purchasing and vendor management: Centralized and decentralized purchasing, functions and purchase policies, vendor rating/ evaluation, single vendor concept, account for materials, just in time & Kanban systems of inventory management

Unit 5: (9 Hours)

Logistics Management: Logistics of part of SCM, logistics costs, logistics, sub-systems, inbound and out bound logistics bullwhip effects in logistics, distribution and warehousing management. Demand Management and Customer Service: Demand Management, CPFRP, customer service, expected cost of stock outs.

Unit 6: (7 Hours)

Recent issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, outsourcing – basic concepts, value addition in SCM.

PRACTICAL COMPONENTS:

- Students are expected to choose any 4 Indian Organizations and study their supply chain in terms of drivers of the Supply chain and submit a report.
- Students should visit different logistics companies and understand the services provided by them and submit a report.
- Students should identify any product/service and study the type of distribution system used and understand the reason for using that particular type and present it in the class.
- Students should identify the various types of IT applications employed by Indian Organizations in their Supply chain.

COURSE OUTCOMES: The student should be able to:

1. Demonstrate knowledge of the functions of logistics and supply chain management.
2. To relate concepts and activities of the supply chain to actual organizations.
3. Highlight the role of technology in logistics and supply chain management.
4. Evaluate cases for effective supply chain management and its implementation.

RECOMMENDED BOOKS:

- A Logistic approach to Supply Chain Management – Coyle, Bardi, Longley, 1st Edition, Cengage Learning.
- Supply Chain Logistics Management, Donald J Bowersox, Dand J Closs, M Bixby Coluper, 2nd Edition, TMH, 2008.

REFERENCE BOOKS:

- Supply chain management, Chopra Sunil and Peter Meindl - 3rd edition, Pearson, 2007.
- Supply Chain Management-A Managerial Approach, Amith Sinha, Herbert, 2nd edition, TMH.
- A Text Book of Logistics and Supply chain management, Agarwal D.K. - 1st edition, Macmillan

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X		X	X
CO3			X		X
CO4	X				

SEMESTER III (FINANCE SPECIALISATION) BANKING & FINANCIAL SERVICES

Semester	III	CIE Marks	: 40
Course Code	18MBAFM301	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the structure and functions of central and Commercial banking in India.
2. To learn the functions of various financial services in India.

Unit 1: (4hours)

Structure of Banking in India: Functions of RBI, structure and functions of commercial banks. Monetary system, Sources of funds, Quantitative and qualitative measures of credit control. Banking sector reforms, Bank performance analysis and Future of Banking. (Theory)

Unit 2: (7 hours)

Commercial banking: Structure, Functions - Primary & secondary function, Role of commercial banks in socio economic development, Services rendered. Banking Technology- Concept of Universal Banking-Home banking-ATMs-Internet banking-Mobile banking-Core banking solutions-Debit, Credit and Smart cards-Electronic Payment systems-MICR- Cheque Truncation-ECS- EFT – NEFT-RTGS. (Theory)

Unit 3: (6 hours)

Merchant Banking: Categories, Services offered, Issue management – Post and Pre issue management, Issue pricing, preparation of prospectus, Issue Management, Underwriting, Private Placement, Book Building Vs Fixed price issues. (Theory)

Unit 4: (8 hours)

NBFCs an Overview -Types of NBFCs in India. Regulatory framework. Micro finance-Models, services, challenges. Leasing & Hire Purchase: Concept, Types, Evaluation.Problems in Evaluation of Leasing & Hire Purchase. (Theory& Problems)

Unit 5: (6 hours)

Credit rating: Meaning, process of credit rating, rating methodology, rating agencies and symbols.

Venture capital: concept, features, process. Stages, Performance of Venture capital funded companies in India.(Theory)

Unit 6 (8 hours)

Mutual Funds: Structure,Functions, Types of Funds, Performance of Mutual Funds, Regulations. Depository system: objectives, activities, NSDL& CDSL. The process of clearing and settlement. Factoring & Forfeiting: Definition, functions, types. Securitization: Meaning, process, Types, Benefits. (Theory)

Question Paper: 90% Theory, 10% Problems (Leasing and hire purchase).

PRACTICAL COMPONENTS:

1. Study and compare the performance of Public and private sector banks.
2. Issue management: Study the recent public issues.
3. Factoring and forfeiting business in India.
4. Venture capital funding and start up challenges.
5. Status of securitization in India.

COURSE OUTCOME:

1. The Student will be acquainted to various Banking and Non-Banking financial services in India.

2. The Student will understand the activities of Merchant Banking and credit rating.

3. The Student will be equipped to understand micro financing and other financial services in India.

4. The Student will understand how to evaluate and compare leasing & hire purchase.

RECOMMENDED BOOKS

- Financial services – Khan M Y, 6/e, McGraw Hill.
- Banking and Financial Services- Mukund Sharma, Himalaya publishing, 2015.
- Management of Banking and Financial services- Padmalatha& Justin Paul, Pearson.

REFERENCE BOOKS

1. Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
2. Merchant Banking & Financial services- Vij & Dhavan, 1/e, McGraw Hill, 2011.
3. Investment Banking- Pratap G Subramanyam, Tata McGraw Hill, 2012.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3	X				X
CO4	X			X	

INVESTMENT MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAFM302	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the capital market and various instruments for investment.
2. To learn valuation of equity, debt and mutual funds.
3. To learn the theories of portfolio management.

Unit 1: (6 Hours)

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

Securities Market: Primary Market, Secondary Market. Stock Market Indicators- Types of stock market Indices, Indices of Indian Stock Exchanges (only Theory).

Unit 2: (4 Hours)

Risk and Return Concepts: Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns individual security, Portfolio Risk and Return(Theory & Problems).

Unit 3: (8 Hours)

Valuation of securities: Bond- Bond features, Types of Bonds, Determinants of interest rates, Bond Management Strategies, Bond Valuation, Bond Duration. Preference Shares- Concept, Features, Yields. Equity shares- Concept, Valuation, Dividend Valuation models. (Theory & Problems).

Unit 4: (6 Hours)

Macro-Economic and Industry Analysis: Fundamental analysis- EIC Frame Work, Industry Analysis. Company Analysis- Financial

Statement Analysis, Ratio Analysis. Technical Analysis – Concept, Theories- Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns. Mathematical Indicators –Moving averages, ROC, RSI, Market Indicators. (Theory only).

Unit 5: (7 Hours)

Modern Portfolio Theory: Markowitz Model, Sharpe's single index model, Capital Asset pricing model: Basic Assumptions, CAPM Equation, Security Market line, Extension of Capital Asset pricing Model - Capital market line, SML VS CML. Arbitrage Pricing Theory: Arbitrage, Equation, Assumption, Equilibrium, APT AND CAPM.(Theory & Problems).

Unit 6: (8 Hours)

Market Efficiency and Behavioral Finance: Random walk and Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency. Behavioral Finance – Interpretation, Biases and critiques.

Portfolio Management Strategies: Active and Passive Portfolio Management strategy. Portfolio Revision: Portfolio Revision Strategies – Objectives, Performance plans.

Portfolio performance Evaluation: Holding period returns, Measures of portfolio performance.(Theory & Problems).

PRACTICAL COMPONENTS:

- Each student will be given a virtual cash of Rs.10 Lakhs and they will be asked to invest in equity shares based on fundamental analysis throughout the semester. At the end the best investment will be awarded based on the final net worth. Virtual on line trading account can be opened for the student and every week 2 hours can be allotted to invest, monitor and evaluate.
- Students should study the stock market pages from business press and calculate the risk and return of selected companies.
- Students can do a macro economy using GDP growth.
- Students' are expected to do Industry analysis for specific sectors.
- Students can do Company analysis for select companies using profitability and liquidity ratios.

- Practice technical analysis using Japanese candle sticks.

COURSE OUTCOMES:

- The student will understand the capital market and various Instruments for Investment.
- The learner will be able to assess the risk and return associated with investments and methods to value securities.
- The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
- The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

RECOMMENDED BOOKS:

- Investment Analysis and Portfolio management – Prasanna Chandra, 3/e, TMH, 2010.
- Investments – Zvi Bodie, Kane, Marcus & Mohanty, 8/e, TMH, 2010.
- Security Analysis & Portfolio Management- J Kevin, TMH

REFERENCE BOOKS:

- Analysis of Investments & Management – Reilly & Brown, Cengage, 10e/2017
- Security Analysis & Portfolio Management – Punithavathy Ehavathy Pandian, 2/e, Vikas, 2005.

Question Paper: 60 % Theory 40% problems.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X
CO4	X				

DIRECT TAXATION

Semester	III	CIE Marks	: 40
Course Code	18MBAFM303	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

- To provide the students with a comprehensive understanding of basic concepts of Income tax
- To understand the computation of taxable Income under different heads.
- To know the deductions available while computing Income.
- To understand corporate taxation system in India

Unit 1:

(4 Hours)

Income Tax Act, 1961, Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Basis of charge and scope of total income, Residential Status and Incidence of Tax, Incomes which do not form part of Total Income (Sec.10), Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual assessee).

Unit 2:

(7 Hours)

Income from Salaries: Introduction, Meaning of Salary, Allowances, Valuation & Taxability of Perquisites, Death cum Retirement benefits, Deductions against Salary. Income from House Property (Theory Only). (Problems on salary Income).

Unit 3:

(8 Hours)

Income under the head Profit and Gains of Business or Professions and its computation- basic method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation. (Problems on computation of income from business/ profession of Individual assessee and Depreciation).

Unit 4: (6 Hours)

Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain, deductions from capital gains. Income from Other Sources (Theory Only). (Problems on computation of Income from capital gain).

Unit 5: (8 Hours)

Permissible deductions under section 80C to 80U, computation of tax liability of Individuals. Setoff and carry forward of losses (Theory only). (Problems on Computation of taxable Income and tax liability of Individuals).

Unit 6: (6 Hours)

Computation of taxable income of a company with special reference to MAT. (Problems on MAT).

Question Paper:

30 % Theory 70% problems.

PRACTICAL COMPONENT:

- Calculation of Taxable income and tax liability using Excel.
- Encouraging the students to register as tax return preparers.
- Students can be exposed to filing of tax returns of Individual assesses.

COURSE OUTCOME:

At the end of the course, the students are able to:

1. Understand the basics of taxation and process of computing residential status.
2. Calculate taxable income under different heads.
3. Understand deductions and calculation of tax liability of Individuals.
4. Know the corporate tax system.

RECOMMENDED BOOKS :

- Direct Taxes Law and practice, Vinod Singhania and Kapil Singhania, Taxman Publications.
- Students Guide to Income Tax Vinod Singhania and Kapil Singhania, – Taxman Publications.

REFERENCE BOOKS:

- T N Manoharan- Students Guide to Income Tax – Snow White
- Direct Tax – Lal & Vashisht – Pearson.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	
CO3	X				
CO4	X				

ADVANCED FINANCIAL MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAFM304	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the concept capital structure and capital structure theories.
2. To assess the dividend policy of the firm.
3. To be aware of the management of working capital and its financing.
4. To understand the techniques of managing different components of working capital.

Unit 1: (7 Hours)

Capital structure decisions – capital structure & market value of a firm. Theories of capital structure – NI approach, NOI approach, Modigliani Miller approach, Traditional approach. Planning the capital structure: EBIT and EPS analysis. ROI & ROE analysis. (Theory and Problems).

Unit 2: (7 Hours)

Dividend policy – Theories of dividend policy : relevance and irrelevance dividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Dividend policies – stable dividend, stable payout and growth. Bonus shares and stock split corporate dividend behavior. (Theory and Problems).

Unit 3: (4 Hours)

Working capital management – Determination of level of current assets. Sources for financing working capital. Bank finance for working capital. (No problems on estimation of working capital). Working capital financing: Short term financing of working capital, long term financing of working capital. Working capital leverage. (Theory).

.Unit 4: (7 Hours)

Inventory Management: Determinations of inventory control levels : ordering, reordering, danger level. EOQ model. Pricing of raw material. Monitoring and control of inventories, ABC Analysis. (Theory and Problems)

Unit 5: (7 Hours)

Receivables Management – Credit management through credit policy variables, marginal analysis, Credit evaluation: Numerical credit scoring and Discriminate analysis. Control of accounts receivables, Problems on credit granting decision. (Theory and Problems)

Unit 6: (7 Hours)

Cash Management – Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-Orr model, Strategies for managing surplus fund. (Theory and Problems)

Question Paper: 40% theory and 60% problems

PRACTICAL COMPONENTS:

- Study the working capital financing provided by a Bank and submit the report on the same.
- Study the annual report of any two companies and prepare a cash budget for next year.
- Study dividend policy of companies and its impact on shareholders' wealth.
- Study implications of bonus issues/stock splits of companies.

COURSE OUTCOMES:

At the end of the course, the students are able to:

1. Get an overview of capital structure theories.
2. Understand and assess the dividend policy of the firm.

3. Realize the importance of management of working capital in an organization.
4. Be aware of the techniques of cash, inventory and receivables management

RECOMMENDED BOOKS:

- Financial Management - M.Y. Khan & P.K. Jain, 6/e, TMH, 2011
- Financial Management - Prasanna Chandra, 8/e, TMH, 2011.
- Financial Management: Comprehensive Text Book with Case Studies – Ravi M. Kishore, 7/e, Taxmann.

REFERENCE BOOKS:

- Financial Management: Theory & Practice - Brigham & Ehrhardt, 10/e, Cengage Learning, 2004.
- Corporate Finance: Ross, Westerfield & Jaffe, – TMH – 8/e, 2010
- Financial Management & Policy - Vanhorne, 12/e, Pearson

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	
CO3	X				
CO4	X				

COST MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAFM305	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand various concepts and terminologies used in cost management
2. To explain and critically evaluate various costing methods and techniques such as marginal costing, budgetary control, standard costing, activity based costing etc.
3. To apply and analyse various costing methods and techniques mentioned above

Unit-1: Introduction to Cost Management [6 Hours]

Meaning of cost and cost management-Cost accounting vs Cost management-Classification of costs-Methods and techniques of costing-Preparation of cost sheet (Numerical problems on cost sheet).

Unit-2: Overheads [6 Hours]

Classification of overheads-Cost allocation and cost apportionment-Primary and secondary distribution of overheads-Simultaneous equation method (Numerical problems on both primary and secondary distribution)-Absorption of Overheads-Under and over absorption of overheads (Only theory).

Unit-3: Marginal Costing [8 Hours]

Meaning, advantages and disadvantages of Marginal costing-Marginal cost techniques-Break Even Point (including chart), P/V Ratio and Margin of Safety-Applications of marginal costing technique (All types of numerical problems)-Differential Cost Analysis (Only theory).

Unit-4: Budgetary Control and Standard Costing: [8 Hours]

Meaning and objectives of budgetary control-Types of budgets

(Purchase budget, production budget, sales budget and master budget). (Numerical problems only on production and flexible budget). Standard Costing: Meaning of standard costing and variance analysis and its comparison with budgetary control (Numerical problems only on material and labour cost variances).

Unit-5: Activity Based Costing (ABC): [6 Hours]

Meaning of Activity based costing and its comparison with traditional costing-Cost drivers- Unit level, batch level, product level and facility level cost-Advantages and disadvantages of ABC (Numerical problems on cost analysis under ABC).

Unit-6: Cost Audit and Reporting: [5 Hours]

Cost Audit-Meaning, objectives and advantages-Management Audit-Meaning, objectives and Scope-Management Reporting-Objectives and types of reporting-Requisites of a good report- Segmental reporting. Cost Control-Meaning of cost control-cost control vs cost reduction- Target Costing-Meaning and its objectives-Balanced Scorecard-Meaning, objectives and features. (Question Paper:50% Theory and 50% Problems)

Question paper proportion: 40 Theory and 60 Problems

PRACTICAL COMPONENTS:

- The student can choose any product and get details about the actual cost of material, wages and other cost and prepare a cost statement.
- Standard cost of each component has to be obtained and compared with actual cost to find the variance and reasons for variance to assess efficiency of purchase, operations and production.

COURSE OUTCOMES:

At the end of the course, the students will be able to:

1. Understand various cost methods and techniques with their features, merits and demerits).
2. Demonstrate the application of cost sheet, marginal costing,

budgetary control techniques, Activity based costing etc. with numerical problems.

3. Analyse the results after applying various costing methods and techniques.

4. Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity based costing.

RECOMMENDED BOOKS:

- Management Accounting, Khan M. Y and Jain P. K, 6th Edition, McGraw Hill, 2012.
- A Text book of Cost and Management Accounting, Arora M. N, 11th Edition, Vikas.

REFERENCE BOOKS:

- Managerial Accounting, James Jiambalvo, 4th Edition, Wiley India Pvt. Ltd.
- Cost Accounting, Jawaharlal, & Seema Srivastava, 4th Edition, TMH.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3				X	
CO4				X	

PROJECT APPRAISAL, PLANNING & CONTROL

Semester	III	CIE Marks	: 40
Course Code	18MBAFM306	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To screen and assess project ideas.
2. To plan, appraise and evaluate implementation of a project.
3. To assess financial and social risk concerned with project implementation.
4. To understand various aspects of project management.

Unit 1: (4 Hours)

Planning & Analysis Overview: Capital budgeting concepts, objectives and Phases, levels of decision making, Resource Allocation Framework: Key criteria for allocation of resource – elementary investment strategies. Generation and screening of project ideas: Generation of ideas – monitoring the environment – regulatory framework for projects – corporate appraisal – preliminary screening – project rating index (Theory).

Unit2: (8 Hours)

Market and demand analysis, Technical analysis (steps to be discussed in detail). Financial Analysis: Estimation of cost of project and means of financing – estimates of sales and production – cost of production – working capital requirement and its financing – estimates of working results – breakeven points – projected cash flow statement – projected balance sheet. Project cash flows: Appraisal criteria: Net Present Value – benefit cost ratio – internal rate of returns urgency – payback period – accounting rate of returns – investment appraisal in practice. (Theory & Problems).

Unit 3: (6 Hours)

Types and measure of risk – simple estimation of risk – sensitivity analysis – scenario analysis – Monte Carlo simulation – Decision tree analysis – selection of projects under risk – risk analysis in practice.

Special decision situations: Choice between mutually exclusive projects of unequal life – optimal timing decision – determination of economic life – interrelationships between investment and financing aspects – inflation and capital budgeting, International Capital

Budgeting. (Theory & Problems).

Unit 4: (5 Hours)

Social Cost Benefit Analysis (SCBA): Rationale for SCBA – UNIDO approach to SCBA – Little and Mirle approach to SCBA. Multiple projects and constraints: Constraints – methods of ranking – mathematical programming approach – linear programming model – Qualitative Analysis: Qualitative factors in capital budgeting – strategic aspects – strategic planning and financial analysis – informational asymmetry and capital budgeting – organizational considerations. (Theory & Problems).

Unit 5: (08 Hours)

Multiple projects and constraints: Constraints – methods of ranking – mathematical programming approach – linear programming model.

Qualitative factors in capital budgeting. Judgmental, Behavioral, Strategic and Organizational Considerations. Environmental appraisal of projects: types and dimensions of a project, environmental impact assessment and environmental impact statement (Theory & Problems).

Unit 6: (08 Hours)

Project Management: Forms of project organization – project planning – project control – human aspects of project management – prerequisites for successful project implementation. Project review and administrative aspects: Control of in-progress projects, The Post-audit, Abandonment Analysis, administrative aspects of capital budgeting, agency Problem, evaluating the capital budgeting system of an organization. (Theory).

PRACTICAL COMPONENTS:

- Students are asked to identify how the approaches to project appraisal differ between commercial projects in the private sector and a public sector.
- Students can visit a Financial institution/Bank and study the project appraisal criteria adopted by them.
- Students can study the project financing procedure provided by Banks.
- Students can visit the organization which have undertaken large

scale projects like ‘Bangalore Metro Rail’ and study the risk associated with such projects and also study how they access and manage such risks.

COURSE OUTCOMES:

1. Students would learn capital budgeting and project financing.
2. Students would be quipped to appraise a project.
3. Students would learn to prepare a Business plan.
4. To understand various financial and technical aspects of project management.

RECOMMENDED BOOKS

- Project Planning: Analysis, Selection, Implementation and Review – Prasanna Chandra, 7/e, TMH, 2011.
- Project Management and Control – Narendra Singh, HPH, 2003.
- Project Management – Bhavesh M. Patel, 2/e, Vikas Publication.

REFERENCE BOOKS

- Project Management for Business and Technology: Principles and Practice – Nicholas, John M., 2/e, Pearson.
- Project Management: The Managerial Process – Gray & Larson, 4/e, TMH, 2011.
- Project Management – Choudhury, 1/e, TMH. 7.

CO-PO MAPPING

Merge	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2					X
CO3				X	
CO4	X				

SEMESTER III
(HUMAN RESOURCES SPECIALISATION)
RECRUITMENT AND SELECTION

Semester	III	CIE Marks	: 40
Course Code	18MBAHR301	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To enable students to understand and apply the principles of recruitment and Selection
2. trends in the industry.
3. To provide a conceptual and Application of Selection Procedure in the Industry.
4. To give an understanding of the components and meaning of Latest Selection Tools in the
5. corporate sector.
6. To Enable students with testing, reference checking and appointment orders in job recruitment and selection

Unit 1: (5 Hours)

Job Analysis: Meaning, definition and purpose. Methods of job analysis: job analysis interviews, job analysis questionnaire, task analysis inventory, position analysis questionnaire, subject expert workshops, critical incident technique

Unit 2: (7 Hours)

Hiring Process & Hiring decision: Nature of hiring: regular, temporary, full time, part time, apprentice, contractual, and outsourcing, Existing post or new post to be created, Need analysis, cost analysis and job analysis.

Unit 3: (5 Hours)

Hiring internally: Meaning and definition of internal recruitment, Advantages and disadvantages in terms of cost, time, quality and suitability. Sources of internal recruitment: - circulars, intranet advertisements, employee referrals, Appointment or promotion, Policy guidelines and union settlements.

Unit 4: (7Hours)

External Hiring: Meaning and definition of external recruitment. Sources of recruitment:- advertisement, in newspaper, TV/Radio, Internet, search on the internet, wanted signboards, consultants, employment exchange, campus recruitment, employee referrals and unsolicited applications. Advantages and disadvantages of the above sources in terms of cost, time, convenience, reach of the targeted population, and quality of applicant pool.

Unit 5: (6 Hours)

Screening the candidates: Application Forms: bio-data / resume / curriculum vitae and Weighted application blanks: meaning definition, purpose, advantages and disadvantages – taking a Behavioral approach to recruitment: spotting personality patterns, making basic assumptions, Predicting the future, strategy Vs. Technique, Pinning down what is needed: targeted interviewing, focusing on behavior, assessing how person performs, assuming they have been hired. – Identifying the ingredients of success: the winning candidate's profile, challenges in the Interview, the starting point, day to day execution, dealing with people.

Unit 6: (9 Hours)

Testing, Reference checking & Appointment orders: Meaning, definition, purpose, advantages and disadvantages, Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test

Reference checking: meaning, definition and purpose. Verification of character, criminal antecedents, previous work behavior and education qualifications.

Appointment orders Meaning, definition, and purpose. Contents of appointment letter, hard copy (or soft copy).

PRACTICAL COMPONENTS:

- Students need to identify two jobs in the college and need to do job analysis for those positions using any of the job analysis methods.
- In teams students can be asked to give presentations about various types of jobs (regular, temporary, full time, part time, apprentice, contractual, and outsourcing) in different industries along with its advantages and disadvantages.
- In Teams, select and analyze any two of the Job postings advertisements in Newspapers to know more about job description and job specification mentioned in each advertisement for every post.
- Obtain online access to the resume data base of Naukri.com or Monsterindia.com for a week give at least four Job Descriptions and specification to each student, to search and download from the data base at least five resumes for each positions.
- Students can identify 4 or 5 jobs of their interest and can create Advertisements for the same imagining that they are Proprietors of the companies and hiring for these positions.
- Debate on Advantages and disadvantages of hiring external and Internal for the selected jobs like Police Constable, Doctor, CEO, Mechanical Engineer, Professor etc.,
- Role play: Students can do the role play for the entire process of hiring and selecting 3 or 4 selected roles in a specific industry.

COURSE OUTCOMES:

At the end of the course students are able to:

1. Gain the insights of various principles and practices of recruitment and selection in an industry.
2. Equip students with various selection procedure practiced in industry.
3. Develop students with latest selection tools in the corporate sector.
4. Develop students with various testing of job recruitment and

selection

RECOMMENDED BOOKS:

- Human Resource Selection, Robert D. Gatewood and Hubert S. I, South western Cengage Learning, Mason, Ohio, 2001.
- Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th Edition, McGraw Hill International.
- Recruitment and Selection, Elearn, Revised Edition, Routledge, 2009, ISBN: 1136369317, 9781136369315.

REFERENCE BOOKS:

- Employee Selection, Lilly M Berry, 1 edition, Cengage Learning, 2002, ISBN 13-978- 0534580957.
- Online Recruiting and Selection: Innovations in Talent Acquisition, Douglas H. Reynolds, John A. Weiner, John Wiley & Sons, 2009, ISBN: 1444315951, 9781444315950.
- Effective Recruitment and Selection Practices, R. L. Compton, William J. Morrissey, Alan R. Nankervis, Bill Morrissey, CCH Australia Limited, 2009, ISBN: 1921485779, 9781921485770.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X		X		
CO2	X			X	
CO3		X			
CO4		X			X

HR ANALYTICS

Semester	III	CIE Marks	: 40
Course Code	18MBAHR302	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To introduce the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.
2. To develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making.
3. To aware the challenges human resources analytics for the competitive advantage of the organization.
4. To enable students to use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management.

Unit 1: (6 hours)

HR Analytics in Perspective: Role of Analytics, Defining HR Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey Understanding the organizational system (Lean) , Locating the HR challenge in the system , Valuing HR Analytics in the organizational system, Typical problems (working session)

Unit 2: (6 Hours)

HRA Frameworks: Current approaches to measuring HR and reporting value from HR contributions, Strategic HR Metrics versus Benchmarking, HR Scorecards & Workforce Scorecards and how they are different from HR Analytics, HR Maturity Framework: From level 1 to level 5, HR Analytics Frameworks: (a) LAMP framework; (b) HCM:21 Framework and (c) Talentship Framework, 5 overarching components of an effective Analytics framework.

Unit 3: (7hours)

Basics of HR Analytics: Basics of HR Analytics, what is Analytics, Evolution, Analytical capabilities, Analytic value chain, Analytical Model, Typical application of HR analytics.

Predictive Analytics: Steps involved in predictive analytics: Determine key performance indicator, analyse and report data, interpreting the results and predicting the future. Metrics and Regression analysis and Causation.

Unit 4: (6hours)

Insight into Data Driven HRA: Typical data sources, Typical questions faced (survey), Typical data issues, Connecting HR Analytics to business benefit (case studies), Techniques for establishing questions, Building support and interest , Obtaining data, Cleaning data (exercise), Supplementing data.

Unit 5: (8 hours)

HR Metrics – Defining metrics, Demographics, data sources and requirements, Types of data, tying data sets together, Difficulties in obtaining data, ethics of measurement and evaluation. Human capital analytics continuum.

HR Dashboards

Statistical software used for HR analytics: MS-Excel, IBM- SPSS, IBM-AMOS, SAS, and R programming and data visualisation tools such as Tableau, Plotly, Clickview and FusionCharts.

Unit 6: (6 hours)

HR Scorecard

Assessing HR Program, engagement and Turnover, Finding money in Analytics, Linking HR Data to operational performance, HR Data and stock performance. Creating HR Scorecard, develop an HR measurement system, guidelines for implementing a HR Scorecard.

PRACTICAL COMPONENT:

- To solve case studies on Workplace Ethics Discussion on “How to have/ evaluate the performance of the MBA students”
- To visit organizations and find out the problems and causes for unethical behavior at Workplace.
- Identify the important HR metrics used in manufacturing companies.
- Ask students to collect manpower data of your institute and prepare HR Dashboards.

- Collect the payroll detail from IT Company and use module 6 contents.

COURSE OUTCOMES:

The students will be able to.

1. Have an understanding of How HR function adds value and demonstrates the value in business terms
2. Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
3. Convert soft factors in a people management context into measurable variables across various domains.
4. Devise, conduct and analyse a study on employees or any other related to the HR context in an organization.

RECOMMENDED BOOKS:

- Moore, McCabe, Duckworth, and Alwan. The Practice of Business Statistics: Using Data for Decisions, Second Edition, New York: W.H.Freeman, 2008.
- Predictive analytics for Human Resources, Jac Fitz-enz, John R. Mattox, II, Wiley, 2014.
- Human Capital Analytics: Gene Pease Boyce Byerly, Jac Fitz-enz, Wiley, 2013.

REFERENCE BOOKS:

- The HR Scorecard: Linking People, Strategy, and Performance, by Brian E. Becker, Mark A. Huselid, Mark A Huselid, David Ulrich, 2001.
- HR Analytics: The What, Why and How, by Tracey Smith
- The New HR Analytics: Predicting the Economic Value of Your Company's Human By Jac FITZ-ENZ, 2010.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3		X			X
CO4		X		X	

COMPENSATION & REWARD SYSTEM

Semester	III	CIE Marks	: 40
Course Code	18MBAHR303	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives

1. To know the theoretical and practical developments in the area of compensation and benefits.
2. To discuss the strategic importance of compensation for the achievement of organizational goals.
3. To understand the relationship between compensation objectives and business strategy.
4. To discuss the role of compensation in attracting, motivating, and retaining a high-quality workforce.

Unit 1: (4 Hours)

Introduction to Compensation: Definition of Compensation, Basic concepts of Compensation. (wages, salary, benefits, DA, consolidated pay, Equity based programs, commission, reward, remuneration, bonus etc.), Types of Compensation Management - The Pay Model, Strategic Pay Policies, Strategic Perspectives of Pay, Strategic Pay Decisions, Best Practices vs. Best Fit Options.

Unit 2: (4 Hours)

Internal Alignment: Definition of Internal Alignment, Internal Pay Structures, Strategic Choices in Internal Alignment Design, Internal Structure.

Unit 3: (7Hours)

Job Evaluation: Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Final Result - Pay Structure - various methods of calculation of compensation: Straight Halsey Premium Bonus Plan, Halsey Weir Premium Plan, Rowan Premium Bonus Plan, Emerson Efficiency Plan, Bedeaux Point Method. Based on productivity: Taylor Differential Piece Rate Method, Merrick's Multiple Piece Rate Plan, Gantt's Task & Bonus Wage Plans.

Unit 4: (8Hours)

Determining External Competitiveness and Benefits Management: Competitiveness: Definition of Competitiveness, Pay Policy Alternatives, Wage Surveys, Interpreting Survey Results, Pay Policy Line, Pay Grades Benefits: Benefits Determination Process, Value of Benefits, Legally Required Benefits, Retirement, Medical, & Other Benefits.

Unit 5: (9 Hours)

Performance Based Compensation System: Employee Contributions: Pay For Performance (PFP): Rewarding Desired Behaviors, Designing PFP Plans, Merit Pay/Variable Pay, Compensation of Special Groups, Compensation Strategies for Special Groups.

Incentives: Positive & negative incentives, Types of individual incentives: incentive plans for blue collar workers: individual incentive plans: based on time & based on productivity. Group incentive plans: Pristman's plan, scanlan plan, profit sharing, co-partnership, cafeteria compensation plan, ESOP. incentive plans for white collar worker: straight salary, straight commission, combination plans.

Unit 6: (7 Hours)

Legal & Administrative Issues in Compensation Global Compensation: Legal Issues, Pay Discrimination, Comparable Worth, Budgets and Administration: Recognizing Variations, Social Contract, Culture & Pay, Strategic Choices in Global Compensation, Comparing Systems, Expatriate Pay.

PRACTICAL COMPONENT:

- Students must prepare a comprehensive compensation plan to be offered to a Sales Executive, A General Manager and The CEO of an organization.
- Students must compare and analyze compensation practices in different countries.

- Students to collect information from an IT organization regarding the Cost To Company of an employee.
- Students have to prepare questionnaire for conducting wage survey and carry out wage survey for any selected sector and prepare a report for the same.
- Students to calculate the bonus amount eligible to an employee working as a HR Executive for the past 10 years in manufacturing organization.

COURSE OUTCOMES:

The students will be able to.

1. Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
2. Determine the performance based compensation system for business excellence and solve various cases.
3. Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
4. Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

RECOMMENDED BOOKS:

- Compensation & Reward Management, BD Singh, 2nd edition, Excel books, 2012.
- Compensation, Milkovich & Newman, 9th edition, 2017, Irwin/McGraw-Hill.
- Compensation and Benefit Design, Bashker D. Biswas, FT Press, 2012.
- An Introduction to Executive Compensation, Steven Balsam, Academic Press, 2002.

REFERENCE BOOKS:

- Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Prentice Hall, 2004.
- Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education.
- Compensation Management, ErSoniShyam Singh, Excel Books.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				X
CO2		X	X		
CO3		X			
CO4				X	X

LAERNING AND DEVELOPMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAHR304	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

COURSE OBJECTIVES:

1. To enable students to be aware of the field of learning and development and its role in optimizing performance.
2. To make students understand the process of analyzing training needs and evaluating training programs.
3. To provide the students an overview of the various Training and Management Development Method.

Unit 1: (6 Hours)

Introduction to Employee learning and Development, learning, Meaning and significance, The Forces Influencing Working and Learning, classification of learning capabilities, learning theories-Reinforcement Theory, Social Learning Theory, Goal Theories, Expectancy Theory, Adult Learning Theory, pedagogy and andragogy; The basic principles of learning, The Learning Process , Mental and Physical Processes, The Learning Cycle, Instructional Emphasis for Learning Outcomes.

Unit 2: (6 Hours)

Training and Learning: Introduction, Relationship, meaning, Designing Effective Training, Forces influencing working & learning, Strategic Training, Work Environment, Characteristics influencing transfer of training, organizational environments encouraging transfer.

Unit 3: (6 Hours)

Training Needs Analysis: Meaning and significance of training needs, types of needs, components of needs, data collection, analysis and interpretation. Meaning and significance of training design and development, principles of training design, design process, identifying the training objectives, determining structure, content, duration, method, learning activities,

Unit 4: (8 Hours)

Training implementation & Methods: Meaning and significance of implementation, making or buying decision, implementation process for making and buying decisions, skills of effective trainer.

Training Methods: Presentation Methods, Hands-on Methods, Group Building Methods. Choosing Training methods. E-Learning & Use of Technology in Training: Technology's Influence on Training, Technology & Multimedia, Computer-Based Training, Developing Effective Online Learning, Blended Learning, Simulations, Mobile Technology & Training Methods, Intelligent Tutoring Systems, Distance Learning, Technologies for Training Support, Technologies for Training Administration, Learning Management Systems (LMSs), Systems for Training Delivery, Support & Administration, Choosing New Technology Training Methods.

Outward bound methods: Meaning and significance of outward bound learning (OBL) methods, process of OBL, risk, safety and ethical issues. Training aids.

Unit 5: (7 Hours)

Training Evaluation: Meaning, Reasons for Evaluating Training and significance of training evaluation, Donald Kirkpatrick's Evaluation Model, Return on investment in Training, Types of Evaluation Designs, Considerations in Choosing an Evaluation Design, data collection for training evaluation, Threats to Validity, Determining Costs, Evaluation Practices in different organizations, Measuring Human Capital and Training Activity.

Unit 6: (6 Hours)

Executive Development/ Management Development/ Career Management.

Need, factors affecting MDP, methods, process, administration, delivery, costing & pricing, Company Strategies for Providing Development, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Use of Training Partnerships & Outsourcing Training.

Careers and Career Management: Introduction, Importance.

Career: meaning, A Model of Career Development (Career Stages), Career Management Systems.

PRACTICAL COMPONENTS:

- Study training programs and processes in different organizations and analyze their effectiveness.
- Students to design a training program for a specific job role.
- Students are expected to conduct a mock training session including need identification and a set of students to evaluate the effectiveness of the same.
- Give a training needs analysis case and ask the students to find out the training needs.
- Implement various training methods, observe and submit a report on its effectiveness.

COURSE OUTCOMES:

1. Understand the concepts of learning and development and its role.
2. Learn various contemporary methods of learning and development.
3. Gain insights of various training evaluation methods and career planning.
4. Develop students with career management systems.

RECOMMENDED BOOKS:

- Effective Training, P Nick and Blanchard, 2nd Edition, Pearson Education/PHI, 2005.
- Training & Development, Dr. B. Janakiraman, Biztantra/Wiley Dreamtech, 2005.
- Employee Training & Development, Noe A Raymond, 2nd edition, McGraw Hill Publication, 2011, ISBN: 0072436611, 9780072436617.
- Management Training and Development, Gupta B.L, 1st Edition, Vrinda Publications, 2011.

- Training and Development Methods, Dr. Rishipal, 1st Edition, S. Chand, 2011.
- Personal Growth and Training & Development, RuchiSrivastava, 1st Edition, Vrinda Publications, 2011.

REFERENCE BOOKS:

- Training for development– Rolf Lynton &UdaiPareek, Sage Publications, 2011.
- Effective HR Training Development Strategy – Ratan Reddy, HPH, 2005.
- Training in organizations - Goldstein, 4th Edition, Cengage learning.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X
CO4			X	X	

INDUSTRIAL RELATIONS AND LEGISLATIONS

Semester	III	CIE Marks	: 40
Course Code	18MBAHR305	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To enable students to understand and apply the principles of IR and develop an awareness of the significance of industrial peace.
2. To provide a conceptual basis of Industrial Relations.
3. To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.
4. To discuss the various Industrial acts.

PART A: INDUSTRIAL RELATIONS

Unit 1: (6 hours)

Introduction: Background of Industrial Relations - Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India - Historical perspective & post-independence period, Code of Discipline and historical initiatives for harmonious IR, Government policies relating to labor, ILO and its influence on Legal enactments in India.

Unit 2: (6 Hours)

Collective Bargaining & Negotiation: Collective Bargaining: Definition, Meaning, Nature, essential conditions for the success of collective bargaining, functions of collective bargaining, importance of Collective Bargaining, collective bargaining process, prerequisites for collective bargaining, implementation and administration of agreements. Negotiations - Types of Negotiations Problem solving attitude, Techniques of negotiation, negotiation process, essential skills for negotiation, Workers Participation in Management.

Unit 3: (6 Hours)

Trade Union: Meaning, trade union movement in India, Objective, role and functions of the Trade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities of TUs, Problems of trade unions, Employee relations in IT sector.

Unit 4: (7 Hours)

Grievance procedure and Discipline management: Grievance - Meaning and forms, sources of grievance, approaches to grievance machinery, Grievance procedures, model grievance procedure. Disciplinary procedures, approaches to manage discipline in Industry, Principles of Hot stove rule.

PRACTICAL COMPONENT:

- Identify different sectors of industries like manufacturing, service, hospitality, health, etc and find out how grievances are redressed and disciplinary procedures are practiced.
- Solve case study of Maruthi Manesar Plant GM (HR) burned to death, 91 workers arrested; Government says business confidence intact. July 19th 2012 incident.
- Students must prepare a comprehensive report of various collective bargaining and negotiations of industries in around the city/local/state/nation/global
- Student must have a debate: trade union is a boon or bane/ trade union issues and challenges/ metamorphosis of trade union

RECOMMENDED BOOKS:

- Employee Relations Management, P N Singh, Singh P. N., - Pearson Publications, 2011.
- Dynamics of Industrial Relations, Mamoria & Mamoria, Himalaya Publications, 2012.
- Human Resource Management Principles & Practice, Aquinas, Vikas Publication.

REFERENCE BOOKS:

- Industrial Relations, Trade Unions & Labour Legislation, P R N Sinha et al, Pearson Education, 2004.
- Industrial Relations and labor laws, Arun Monappa, Ranjeet Nambudiri, Patturaju Selvaraj, TMH, 1997.
- Industrial relations, trade unions and labor legislations, P R N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekar, Pearson Education, 2013, ISBN: 9788131731642.

PART B:

Unit 5:

(8 hours)

INDUSTRIAL LEGISLATIONS

Only basic objectives and major provisions of the following legislations:

Factories Act 1948.

Industrial Employment (Standing orders) Act, 1946.

Employees' State Insurance (ESI) Act, 1948.

Maternity Benefit Act, 1961.

Contract Labour Act.

Shops and Establishments Act.

Child Labour (Prohibition & Regulation) Act, 1986.

Industrial Disputes Act of 1947.

Unit 6:

(6 Hours)

Minimum Wages Act, 1948.

Payment of Wages Act, 1936.

Payment of Gratuity Act 1972.

Employees' Provident Fund and Miscellaneous Provisions Act 1952.;

Payment of Bonus Act, 1965.

Employees Compensation Act in 2013.

PRACTICAL COMPONENT:

- Students to calculate the bonus amount, gratuity amount, employee compensation eligible to an employee working as a HR Executive for the past 10 years in an automobile manufacturing organization.
- Students must compare Factories Act with Karnataka, Kerala, Tamil Nadu, Maharashtra etc or any other State.
- Students to prepare synopsis of legal cases pending before different courts: subject matter of disputes, case number, court where pending, misconduct, status, claim, department handling, hearing dates etc.

COURSE OUTCOMES:

The students should be able to:

1. Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
2. Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
3. Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations.
4. Implementation of various industrial acts to an industry working.

RECOMMENDED BOOKS:

- Labor Laws for Managers, BD Singh, Excel Books, 2009
- Industrial Relations and Labor laws, SC Srivastava, 5th Edition, Vikas Publications.
- Elements of Mercantile Law - N. D Kapoor, Sultan Chand, 2004.

REFERENCE BOOKS:

- Industrial Relations, Trade Unions & Labour Legislation, P R N Sinha et al, Pearson Education, 2004.
- Industrial Relations and labor laws, Arun Monappa, Ranjeet Nambudiri, Patturaju Selvaraj, TMH, 1997.
- Fundamentals of Industrial Relations, Shyam Boregowda Ramu, N K Ramachandra Gowda, Y T Krishne Gowda, New Age International Publications, edition 2018, 2019.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X		X	
CO3	X		X		
CO4					X

CONFLICT & NEGOTIATION MANAGEMENT

Semester	III	CIE Marks	: 40
Course Code	18MBAHR306	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

Course Objectives:

1. To understand the nature of various dimensions of conflict.
2. To learn various strategies and techniques to manage conflicts.
3. To understand the importance and role of negotiation in conflict resolution.
4. To understand the importance of cross-cultural and gender dimensions of negotiation.

Unit 1: (6 Hours)

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.

Unit 2: (6 Hours)

Conflict Management Design: Nature of conflict Management, contingency approach, conflict management process, the conflict domain, conflict trends, conflict distribution, conflict mapping and tracking.

Unit 3: (7Hours)

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 & 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.

Unit 4: (6 Hours)

Conflict resolution and Cost: Conflict resolution models, framework model, classical ideas, new developments in conflict resolution. Environmental conflict resolution, gender and conflict resolution. Assessing the cost of workplace conflict.

Unit 5: (7Hours)

Negotiations/ Negotiation strategies -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.

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.

Unit 6: (7Hours)

Managing difficult negotiations: Third party approaches: Third party interventions, formal intervention methods – Arbitration, Mediation and Process Consultation, Informal intervention methods, best practices in negotiation.

PRACTICALCOMPONENTS

- Survey the conflict resolution techniques adopted by individuals based on individual personality types.
- Dividing students into groups and give a scenario to negotiate and reach conclusion.

- Reading: 8 Habits of Highly Effective People; apply the concepts to understand how people approach negotiation through different mind – sets.
- Conduct Role Plays for different scenarios.
- Solve various case studies dealing with conflict between teams and organizations.
- Ask students to identify three unconscious factors that may affect their negotiation effectiveness and ask them to explain why or how that phenomenon may occur.
- Management games like two dollar game, cross the line games can be played in the class to develop negotiation skills among the students.

COURSE OUTCOMES:

1. Understand the concepts of conflict and negotiation and its role .
2. Learn various contemporary methods of conflict and negotiation.
3. Gain insights of various conflict handling mechanisms.
4. Demonstrate the cross-cultural and gender dimensions of negotiation.

RECOMMENDED BOOKS:

- Corporate Conflict Management - Concepts and Skills, Eirene Leela Rout, Nelson Omiko, Prentice India, 2007.
- Negotiations, Roy J. Lewicki, David M. Saunders, Bruce Barry, 5/e, Mc Graw Hill, 2005, ISBN: 9780072973075.
- Contemporary Conflict Resolution, Oliver Ramsbotham, Hugh Miall, Tom Woodhouse, 3rd edition, Polity publishers, ISBN 0745649734, 9780745649733, 2011.

REFERENCE BOOKS:

- Managing conflict and negotiation, B.D. Singh, 1st edition, Excel books, 2008.
- Conflict Management: Practical guide to develop negotiation strategies, Barbara A Budjac Corvette, Pearson Prentice Hall, 2006, ISBN: 8174466428, 9788174466426
- Managing Conflict in Organizations, M. Afzalur Rahim, 4th Edition, Transaction Publishers, 2011, ISBN 1412844258, 9781412844253.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X		X	
CO3	X		X		
CO4					X

GUIDELINES FOR ORGANISATION STUDY

Semester	III	CIE Marks	: 40
Course Code	18MBAOS307	SEE Marks	: 60
Teaching Hours / week (L:T:P)	0-0-8		
	Credits : 04		

OBJECTIVE

To expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the work place for various functions of the organization.

STRUCTURE

The Organisation study shall consist of Study of an organization for 4 credits for 4 weeks.

GENERAL GUIDELINES

- The Organisation study shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes
- The Subject code of the Organisation study shall be 18MBAOS 307 and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

Submission of Report: Students shall submit one hard copy of the report to the college with hard bound color of royal blue and a soft copy in PDF file (Un-editable Format)

Evaluation:

Internal evaluation will be done by the internal guide.

Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or internal Guide of the department and an external evaluator drawn from industry. In case of non availability of industry professional, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce examination. Organisation study carries 100 marks consisting of 40 marks for Organisation study report (evaluated by internal guide) and 60 marks for viva-voce examination. Minimum passing marks of the Organization study is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.

Contents of the Organisation study Report

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Organisation study by the student.
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- i. Back ground,
- ii. Nature of business,
- iii. Vision mission, quality policy
- iv. Workflow model
- v. Product/service profile
- vi. Ownership pattern
- vii. Achievements/awards if any
- viii. Future growth and prospects

Chapter 3: Mckensy's 7S framework and Porter's Five Force Model with special reference to

Organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statements

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Organization study such as figures, graphs, photographs, Financial statements etc.,

Format of the Organization study : Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5line spacing. The Organization study report shall not exceed 60 pages.

**SEMESTER IV
(MARKETING SPECIALISATION)
SALES MANAGEMENT**

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM401	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To provide an understanding of the concepts, techniques and approaches in Sales Management.
2. To emphasize on the Sales Manager's problems and dilemmas.
3. To develop skills for generating, evaluating and selecting sales strategies.

Unit 1: (6 hours)

Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations.

Unit 2: (5 hours)

Selling skills & selling strategies: Selling and buying Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

Unit 3: (6 hours)

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.

Unit 4: (8 hours)

Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. Sales management job: Standard sales management process-international sales management-international market selection market survey approach or strategy.

Unit 5: (6 hours)

Sales Manager and Sales Person: Role of sales manager and sales people; functions of sales manager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person.

Unit 6: (8 hours)

Selling on the internet: Selling agents for internet trading-net selling, advertising in net trading, payment system in internet trading-smart card, credit card, debit card- payment by card: advantages and disadvantages; How to make internet selling safe-Digital signature, biometric method and legal or regulatory environment; Growth of internet trading in India.

PRACTICAL COMPONENT:

- Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose sales career, and what does it take to succeed in this profession.
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Students can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places

where the institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.

- Roles and functions of sales manager and sales people are different in every organization. Sales people view the roles of sales managers in their own way and vice versa. You are the sales manager of a company. You make an analysis of what you feel should be roles of a sales manager and a salesperson for maximizing sales of the organization.

- Your company is active in internet trading. A current issue in internet trading is : how to make internet selling safe. Different methods have been suggested for safety or security of internet trading. You have to analyze different methods and recommend a method for your company.

COURSE OUTCOMES:

Student should be able to

1. Understand the apply the selling techniques in an organisation.
2. Develop a plan for organising, staffing & training sales force.
3. Organise sales territories to maximize selling effectiveness.
4. Evaluate sales management strategies.

RECOMMENDED BOOKS:

- Sales Management by Charles, Futrell, 6/e, Thomson South Western, 2003.
- Sales & Distribution Management, Tapan K. Panda & Sunil Sahadev, 6/e, Oxford University Press.
- Managing of Sales Force by Spiro Stanton Rich, 11/e, TMH, 2003.

REFERENCE BOOKS:

- Sales & Retail Management, an Indian perspective by Dr.S.L Gupta, 1/e, Excel Books, 2007.

- Salesmanship and Sales Management-P.K Sahu & K C Raut, 3/e, Vikas Publishing House.
- Sales Management-Douglas J Dalrymple, William L Crowe- John Wiley & Co.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3			X		
CO4		X			

INTEGRATED MARKETING COMMUNICATION

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM402	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To build a comprehensive framework for integrated marketing communications.
2. To the study the advertising, publicity, personal selling, direct marketing and sales promotion.
3. To enhance knowledge of emerging trends in integrated marketing communications.

Unit 1: (8 Hours)

Role of IMC in marketing process, IMC planning model, Marketing and promotion processmodel. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC.

Unit 2: (7 Hours)

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.

Unit 3: (6 Hours)

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.

Unit 4: (6 Hours)

Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, And DirectMarketing Strategies. **Promotion:** Meaning, Importance, tools used, Conventional/unconventional, drawbacks, pushpull strategies, Co-operative advertising, Integration with advertising and publicity **Public relation/ Publicity:-** Meaning, Objectives, tools of public relations, Public relationstrategies, Goals of publicity, Corporate Advertising– Role, Types, Limitations, PR Vs Publicity.

Unit 5: (6 Hours)

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.

Unit 6: (6 Hours)

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.

PRACTICAL COMPONENTS:

- Study the IMC programs adopted by various colleges to students applying for an MBA course? Is the tactic adopted by your college right? If no, what are your suggestions?
- Study the role of newspapers, radio, television, billboards, internet and other media in the marketing of mobiles. cold drinks, jeans, mobiles etc.
- Observe a marriage in your family and write about how you would ‘event manage’ it?
- Take an advertisement introducing a new product like soap, biscuit etc and find the media in which it was advertised. Ask your friends if they can recall this advertisement and the message. Analyse if they would or would not buy the product on the basis of this advertisement? And why?
- Students can do a survey on effective media communications.

COURSE OUTCOMES: Student should be able to

1. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
2. Ability to create an integrated marketing communications plan which includes promotional strategies.
3. Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
4. Prepare advertising copy and design other basic IMC tools.

RECOMMENDED BOOKS:

- Advertising and Promotions IMC Perspectives: Belch and Belch, 9/e, Tata McGraw Hill, 2012.
- Advertising & Integrated Brand Promotion - O’Guinn, Allen, Semenik, Cengage Learning.

REFERENCE BOOKS:

- Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007.
- Advertising an IMC perspective, S.N.Murthy & U Bhojanna, Excel Books.
- Integrated Marketing Communications – Niraj Kumar, HPH.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3		X			X
CO4	X				

Digital & Social Media Marketing

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM403	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To understand the important concepts related to e-marketing
2. To learn the use of different electronic media for designing marketing activities.
3. To acquaint the students with the latest techniques of e-marketing.

Unit 1: (6 Hours)

Introduction to digital marketing: Online marketplace analysis: micro-environment, The Internet macro-environment. E-Marketing Plan: Overview of the E-Marketing Planning Process – Creating an E Marketing Plan– A Seven-Step E-Marketing Plan The E-Marketing Environment: Overview of Global E-Marketing Issues – Country and Market Opportunity Analysis – Technological Readiness Influences Marketing – Wireless Internet Access – The Digital Divide Ethical and Legal Issues – Privacy – Digital Property – Online Expression – Cyber Security–Cyber Crime.

Unit 2: (7 Hours)

E-Marketing Research: Data Drive Strategy – Marketing Knowledge Management –Monitoring Social Media – Technology-Enabled Approaches – Real-Space Approaches –Marketing Databases and Data Warehouses – Data Analysis and Distribution – Knowledge Management Metrics - Consumer Behaviour Online – Segmentation – Targeting –Differentiation – Positioning Strategies. Data Analytics: Introduction, Key terms and concepts. Working with data. Setting objectives, goals and KPIs. Tracking and collecting data. Analysing data. Advantages and challenges.

Unit 3: (6 Hours)

E-Marketing Management: Product – Products on Internet – Creating Customer Value Online– Product Benefits – E-Marketing Enhanced Product Development – Price – Change in Pricing Strategies – Buyer and Seller Perspectives – Payment Options – Pricing Strategies – Distribution– Online Channel Intermediaries – Distribution Channel Length and Functions – Channel Management and Power – Distribution Channel Metrics.

Unit 4: (8 Hours)

Search Engine Optimisation (SEO) Introduction, Understanding SEO. Search engine friendly website structure. SEO and key phrases. Link popularity. User insights. Benefits and challenges. Content Marketing: Introduction, Key terms and concepts, meaning, Strategic building blocks. Content creation. Advantages and challenges.

Search Advertising: Introduction, Key terms and concepts. Advertising in search. The elements of a search ad. Targeting options. Bidding and ranking for search ads. Tracking. Advantages and challenges.

Online Advertising: Introduction, Key terms and concepts. Types of display adverts. Payment models for display Advertising. Getting your ads online. Targeting and optimising. Step-by-step guide to online Advertising. Advantages and challenges.

Affiliate Marketing: Introduction, Key terms and concepts. The building blocks of affiliate marketing. Setting up a campaign. Advantages and challenges.

Unit 5: (6 Hours)

Customer Acquisition and Retention: Profile of Consumers – Browsing Behaviour Model – Elements of Social Media – Social Media Strategies – Social Media Performance Metrics – Building Customer Relationships – Relationship Marketing – Stakeholders – Three Pillars of Relationship Marketing – Customer Relationship Management (CRM) – CRM Building Blocks – Ten rules for CRM Success.

Unit 6: (6 Hours)

Social Media Channels: Introduction, Key terms and concepts, Traditional media vs Social media. Social media channels: Social networking. Content creation, Bookmarking & aggregating and Location & social media. Tracking social media campaigns. Social media marketing: Rules of engagement. Advantages and challenges.

Social Media Strategy: Introduction, Key terms and concepts. Using social media to solve business challenges. Step-by-step guide to creating a social media strategy. Documents and processes. Dealing with opportunities and threats. Step-by-step guide for recovering from an online brand attack. Social media risks and challenges.

COURSE OUTCOMES:

Student should be able to

1. Recognize appropriate e-marketing objectives.
2. Appreciate the e-commerce framework and technology.
3. Illustrate the use of search engine marketing, online advertising and marketing strategies.
4. Use social media & create templates.
5. Develop social media strategy's to solve business problems.

RECOMMENDED BOOKS:

- Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis-Chadwick, 5th Edition, F., Pearson, 2012.

- https://www.redandyellow.co.za/content/uploads/woocommerce_uploads/2017/10/emarketing_textbook_download.pdf.
- E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
- Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013

REFERENCE BOOKS:

- The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323
- E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
- Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, Jaico Publishing House, 2011.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3		X		X	
CO4				X	X

STRATEGIC BRAND MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM404	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To appreciate the relationship between corporate strategy and Brand Management.
2. To explore the various issues related to Brand Management, brand association, brand identity, brand architecture, leveraging brand assets, brand portfolio management.
3. To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.

Unit 1: (6 Hours)

Introduction to the concept of Brand Management: Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders Brand Management-Meaning & Definition. Strategic Brand Management Process-Meaning, Steps in Brand Management Process Strong Indian Brands.

Unit 2: (7 Hours)

Customer Based Brand Equity: Customer Based Brand Equity-Meaning, Model of CBBE Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker's Brand Equity Model. Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, positioning guidelines Brand Value: Definition, Core Brand values, Brand mantras, Internal branding,

Unit 3: (6 Hours)

Choosing Brand Elements to Build Brand Equity: Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge: Meaning of Brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process.

Unit 4: (7 Hours)

Brand Value chain- Designing Brand Tracking studies, Establishing brand Equity Management Systems. 58 Methods for measuring Brand Equity- Quantitative Techniques & Quantitative Techniques, Comparative methods-Brand based comparisons, marketing based comparisons Conjoint Analysis, Holistic methods. Managing Brand Equity: Brand Reinforcement, Brand Revitalization, Brand Crisis.

Unit 5: (6 Hours)

Designing and sustaining branding strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation. Brand Imitations: Meaning of Brand Imitation, Kinds of imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry, First movers advantages, Free rider effects, Benefits for later entrants, Imitation Strategies.

Unit 6: (7 Hours)

Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favouring marketing, barriers to globalization, managerial blockages, organization for a global brand, pathways to globalization. Luxury Brand Management: Luxury definition and relativity, luxury goods and luxury brands, basic psychological phenomena associated with luxury purchase, luxury marketing mix, luxury retail, International alluxury markets: historical leaders and emerging countries.

PRACTICAL COMPONENTS:

- Go to a supermarket and find the brand elements in various brands of soaps, mobiles, jeans, and other product.
- If you would start an MBA College, what would the positioning be with POP's and POD's? • Pick up your college, analyse its positioning and how would you reposition it?
- Pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?
- Consider some groups like Tata's , Birla's, Infosys etc – what is their branding strategy.
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.

COURSE OUTCOMES:

Student should be able to:

1. Develop skills for managing brands strategically.
2. Compare and contrast the elements of product and brand management.
3. Assess growth-opportunities for brands, e.g., brand extension strategies.
4. Critique the different measures of brand equity.

RECOMMENDED BOOKS:

- Strategic Brand Management, Building Measuring & Managing Brand Equity – 2nd Ed Phi / Pearson Education – Kevin Lane Keller.
- Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.
- Strategic Brand Management – Jean, Noel, Kapferer – Kogan Page India.

REFERENCE BOOKS:

- Compendium Brand Management – Chunnawalla, 1/e, HPH, 2003.
- Strategic Brand Management- Richard Elliott & Larry Perclu, 1/e, Oxford Press.
- Creating powerful brands – Chernatony, 1/e, Elsevier Publication.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3			X		
CO4		X			

RURAL MARKETING

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM405	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To provide a conceptual understanding on the Rural Marketing with special reference to Indian context.
2. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
3. To familiarize with the special problems related to sales in rural markets.

Unit 1: (5 Hours)

Introduction to Indian Rural Marketing: Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas, rural areas requirement, rural demand and rural market index, problems in rural marketing.

Unit 2: (6 Hours)

Rural Consumer behaviour: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre-purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty. 60 Researching Rural Market: Sensitizing rural market, Research design- reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection.

Unit 3: (6 Hours)

Rural Marketing of FMCG's: Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's: Select case studies Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables: Select case studies Rural marketing of financial services: Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services.

Unit 4: (5 Hours)

Marketing of agricultural inputs: Indian tractor industry: A brief overview, Challenges for Indian tractor industry, factors suggesting better future prospects for tractor industry, marketing strategies for tractor industry Fertilizer industry in India: Marketing of fertilizer industry, classification of fertilizer industry, Challenges for marketing of fertilizer industry, marketing strategies for fertilizer industry.

Unit 5: (7 Hours)

Marketing of agricultural produce: Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce. Corporate sector in agri-business: Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business.

Unit 6: (10 Hours)

Distribution Strategy: Introduction Accessing Rural Markets, Coverage Status in Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats/Shandies, Public Distribution System, Co-operative Societies Behaviour of the Channel, Prevalent Rural Distribution Models-

Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC's Distribution Model, Petrol pumps and Extension counters.

Communication strategy: Challenges in Rural Communication, A view of Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media: The importance of the two-step flow of communication Media Typology, The Media Model, Media innovation, Influence of Consumer Behaviour on Communication strategies.

PRACTICAL COMPONENTS:

- Visit to the various Micro Finance Institutes, who extend their services in catering rural market.
- Visit to a village and understand the market structure and also understand the functioning part of the rural markets.
- Students should come up with new product designing with the rural marketing mix 4 As (Awareness, Acceptability, Adaptability and Affordability).
- Students can do a survey on corporate farming and its effect on income of the rural farmer.

COURSE OUTCOMES: The student should be able to.

1. Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.
2. Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
3. Emphasize the different strategies adopted by Indian companies for rural markets.
4. Apply the strategies to be adopted for influencing the rural consumers.

RECOMMENDED BOOKS:

- Rural Marketing - Pradeep Kashyap & Siddhartha Raut, Biztantra.
- Rural Marketing - Gopal Swamy T. P, 3/e, Vikas Publishing House.

REFERENCE BOOKS:

- Rural Marketing - Dogra & Karminder Ghuman, 1/e, TMH.
- Rural Marketing - Sanal Kumar Velayudhan, 2/e, Response Publication, 2007.

Agricultural Marketing In India – Acharya, Oxford I B H.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3			X		
CO4		X			

INTERNATIONAL MARKETING MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBAMM406	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To introduce students to the international marketing management process, design and theories
2. To develop skills relating to international trade.
3. To familiarize the steps involved in import export documentation.

Unit1: (5 hours)

International marketing: Definition – scope and challenges, Reasons and Motivations, Concepts related to the management of international marketing function, differences between international marketing and domestic marketing – transition from domestic to international markets - World Trade and India's foreign trade: an overview.

Unit2: (7 hours)

International Trade Theories and Market research: International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications. Developing a global vision through market research : Breadth and scope of international marketing research , problems in availability and use of secondary data, problems in gathering primary data , multi cultural research – a special problem , research on internet – a new opportunity , estimating market demand, responsibility for conducting marketing research, communicating with decision makers. Identifying foreign markets – classification based on demand , based on the stage of development , other basis for division of world markets.

Unit3: Global marketing management (7 hours)

Planning and organization: Global perspective – global gateways – global marketing management – an old debate and a new view – planning for global markets – alternative market entry strategies – organizing for global competition. Global marketing environment – cultural Environment Political and Legal Environment, Economic Environment.- Modes of entry in to foreign business.

Unit4: International Product Policy (6 hours)

International Product Policy -Products and services for consumers: Quality – green marketing and product development, products and culture – analyzing product components for adaptation – products for consumers in global markets, product development, product adaptation, product standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging.

Product and services for businesses.

Demand in global business to business markets- Quality and global standards – business services – tradeshow crucial part of business to business marketing – relationship markets in business to business context.

Module 5 (8 hours)

International Pricing, Promotion and distribution decision.

Pricing decision: global pricing frame work, pricing basics, marginal cost pricing and its importance. Transfer pricing, counter trade, systems pricing, pricing and positioning price quotation-INCO terms.

Promotion decision: International Advertising, Sales promotion in International ,direct mailing ,personal selling ,exhibition – generic promotion in international marketing.

Global Distribution decision - Introduction, distribution as competitive advantage, rationalizing local channels, global channel design, Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision.

Unit-6 India's foreign trade-**(6 hours)**

Import policy – procedure and Documentation - balance of trade and payments , Institutional infrastructure for exports promotions in India- India's trade policy- export assistance- exports documentation and procedures including different stages of documentations.

International Retailing.

International expansion of retailers – International retailing defined – retail format – variations in different markets – general merchandise at Retailing – issues in international retailing.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			X
CO3			X		

COURSE OUTCOMES:

student should be able to

1. Be aware of the differences between domestic marketing and international marketing.
2. Draft international marketing Strategies.
3. Note down the import export documentation.

RECOMMENDED BOOKS

- International Marketing – Catero, Graham, 15/e, TMH, 2012.
- International Marketing – Varshney, Bhattacharya – S Chand.
- Global marketing management- Warren J.Keegan, 7/e.person.

REFERENCE BOOKS:

- International marketing: analysis and strategy – SakOnkvisit, Johnshaw, 4/e Biztantra.
- International marketing: Rakesh mohan Joshi, Oxford, 2004.
- International marketing: Michael Czinkota, Illka A. Ronkainen, cenage Learning.

SEMESTER IV
(FINANCE SPECIALISATION)
MERGERS, ACQUISITIONS &
CORPORATE RESTRUCTURING

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM401	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To understand various concepts and terminologies used in mergers and acquisition.
2. To explain and critically evaluate M&A with its different classifications, strategies, theories, synergy etc.
3. To apply and analyse financial evaluation and accounting aspects of M&A.

Unit1: **[5 Hours]**

Introduction of M & A: Meaning-types of mergers–Merger Motives-Theories of Mergers-Mergers and industry life cycle, Reasons for failures of M & A-synergy-types of synergy–value creation in M&A-SWOT analysis-BCG matrix. (Theory).

Unit2: **[5 Hours]**

Merger Process: Procedure for effecting M & A-Five-stage model–Due diligence–Types, process and challenges of due diligence-HR aspects of M & A–Tips for successful mergers-Process of merger integration. (Theory).

Unit3: **[10 Hours]**

Financial Evaluation of M & A: Merger as a capital budgeting-Business valuation approaches-asset based, market based and

income based approaches-Exchange Ratio (Swap Ratio)-Methods of determining exchange rate. (Theory and Problems).

Unit4: **[10 Hours]**

Accounting aspects of Amalgamation: Types of amalgamations (Amalgamation in the nature of merger and amalgamation in the nature of purchase)-Methods of Accounting-Pooling of interest method and Purchase method)–Calculation of purchase consideration-Journal entries in the books of transferor & transferee company-Ledger accounts in the books of transferor and transferee companies. (Theory and Problems).

Unit5: **[5 Hours]**

Acquisitions/Takeovers: Meaning and types of acquisition/takeovers (Friendly and Hostile takeovers)-Anti-takeover strategies-Anti-takeover amendments-Legal aspects of M & A-Combination and Competition Act-2002Competition Commission of India (CCI)-The SEBI Substantial Acquisition of Shares and Takeover (Takeover code-2011). (Theory and Problems).

Unit6: **[4 Hours]**

Corporate Restructuring: Meaning, significance and forms of restructuring–sell-off, spin-off, divestitures, demerger, Equity Carve Out (ECO), Leveraged Buy Outs (LBO), Management Buy Out (MBO), Master Limited Partnership (MLP), Limited Liability Partnership (LLP) and joint ventures. (Theory).

Question paper : 60% theory and 40% problems

COURSE OUTCOMES:

At the end of the course, the students will be able to:

1. Understand M&A with its different classifications, strategies, theories, synergy etc.
2. Conduct financial evaluation of M&A

- Analyse the results after evaluation.
- Critically evaluate different types of M&A, takeover and antitakeover strategies.

RECOMMENDED BOOKS:

- Mergers Acquisitions & Corporate Restructuring - Strategies & Practices, Rabi Narayan Kar and Minakshi, Taxmanns.
- Mergers and Acquisitions, Sheeba Kapil and Kanwal N. Kapil, Wiley.
- Mergers, Acquisitions and Takeovers, Machiraju H.R., New Age International (P) Ltd., New Delhi 2003.

REFERENCE BOOKS:

- Mergers et al.-Issues, Implications, and Case Law in Corporate Restructuring, Ramanujam S., Tata McGraw Hill Publishing House, 2000.
- Takeovers, Restructuring and Corporate Governance, Weston, Mitchell and Mulherin, 4th Edition, Pearson Education, 2003.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	x				
CO2				x	
CO3				x	
CO4				x	

RISK MANAGEMENT AND INSURANCE

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM402	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

- To provide an understanding of different types of risk.
- To provide an understanding of the risk identification and measurement.
- To give an overview of role of Life Insurance in risk management.
- To provide an understanding of general insurance contract.

Unit 1: (5 Hours)

Introduction to Risk Management and Risk Identification: Risk-Risk and Uncertainty-Types of Risk-Burden of Risk-Sources of Risk-Methods of handling Risk-Degree of Risk-Management of Risk. Risk Identification-Business Risk Exposures-Individual Exposures-Exposures of Physical Assets -Exposures of Financial Assets -Exposures of Human Assets -Exposures to Legal Liability - Exposure to Work-Related Injury. **(Theory).**

Unit 2: (6 Hours)

Risk Measurement-Evaluating the Frequency and Severity of Losses-Risk Control-Risk Financing Techniques-Risk Management Decision Methods-Pooling Arrangements and Diversification of Risk. Advanced Issues in Risk Management: The Changing Scope of Risk Management-Insurance Market Dynamics-Loss Forecasting-Financial Analysis in Risk Management --Decision Making Other Risk Management Tools. **(Theory).**

Unit 3: (7 Hours)

Introduction to Insurance Risk and Insurance- Definition and Basic Characteristics of Insurance-Requirements of an Insurable Risk- Adverse Selection and Insurance-Insurance vs. Gambling Insurance vs. Hedging Types of Insurance-Essentials of Insurance Contracts. Indian Insurance Industry -Historical Framework of Insurance, Insurance sector Reforms in India. IRDA-Duties and powers of IRDA-IRDA Act 1999. **(Theory).**

Unit 4: (8 Hours)

Life Insurance Basics of Life Insurance-Growth of Actuarial Science-Features of Life Insurance-Life Insurance Contract-Life Insurance Documents-Insurance Premium Calculations. Life Insurance Classification-Classification on the Basis –Duration-Premium Payment Participation in Profit-Number of Persons Assured-Payment of Policy Amount-Money Back Policies-Unit Linked Plans. Annuities-Need of Annuity Contracts, Annuity V/s Life Insurance, Classification of Annuities. **(Theory).**

Unit 5: (7 Hours)

General Insurance-Laws Related to General Insurance-General Insurance Contract-General Insurance Corporation(GIC). Health Insurance-Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan. Fire Insurance-Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies, Fire Insurance Coverage. Marine Insurance-Types of Marine Insurance – Marine Insurance principles Important Clauses in Marine Insurance– Marine Insurance Policies –Marine Risks-Clauses in Marine Policy. Motor Vehicles Insurance-Need for Motor Insurance, Types of Motor Insurance, Factors to be considered for Premium Fixing. **(Theory).**

Unit 6: (6 Hours)

Management of Insurance Companies Functions and Organization of Insurers- Types of Insurance Organization, Organizational Structure of Insurance Companies-Functions of Insurers. Underwriting- Principles of Underwriting, Underwriting in Life Insurance, Underwriting in nonlife Insurance. Claims Management-Claim Settlement in General Insurance-Claim Settlement in Life Insurance. **(Theory).**

Question Paper: 1000 % Theory

COURSE OUTCOME:

At the end of the course, the students will be able to :

1. Understand various types of risks .
2. Assess the process of identifying and measuring the risk.
3. Acquaint with the functioning of life Insurance in risk management.
4. Understand general insurance contract.

RECOMMENDED BOOKS

1. Principles of Risk Management and Insurance, George E Rejda, (2009), Twelfth Edition, Pearson, New Delhi.
2. Insurance and Risk Management, P.K. Gupta, (2010), First Edition, Himalaya Publishing House, Mumbai.
3. Introduction to Risk Management and Insurance, Dorfman, Mark S., (2008), 10th Edition, Prentice Hall India, New Delhi.

REFERENCE BOOKS:

1. Risk Management and Insurance, Scott E. Harrington, Gregory R Niehaus, (2007), Second Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.

2. Principles and Practice of Insurance, P. Periasamy, (2009), Second Edition, Himalaya Publishing House, Mumbai.

3. Risk Management and Insurance, C. Arthur Williams, Jr. Peter Young, Michael Smith, (2007), Eighth Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3	X				
CO4	X				

INDIRECT TAXATION

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM403	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To provide an overview of GST in India.
2. To provide an understanding of levy and collection of GST.
3. To give an overview of customs duty in India.
4. To provide an understanding of valuation for customs duty.

Unit 1: (5 Hours)

Introduction to Goods and Services Tax (GST): Goods and Services Tax Act & Rules, Need for GST in India, Dual GST Model - Central Goods and Services Tax Act, 2017 (CGST) State Goods and Services Tax Act, 2017 (SGST) Union Territory Goods and Services Tax Act, 2017 (UTGST) Integrated Goods and Services Tax Act, 2017 (IGST) Goods and Services Tax Network (GSTN), GST Council Guiding principle and Functions of the GST Council. **(Theory).**

Unit 2: (8 Hours)

Levy and Collection of Tax: Scope of Supply, Composite and Mixed Supplies, Levy and Collection, Composition Levy, Exemptions Person Liable to pay GST, Exemption from tax. (Simple problems on calculation of value of taxable supply and GST Levy). **(Theory and Problems).**

Unit 3: (7 Hours)

Time and Value of supply: Time of Supply, Change in Rate of Tax in respect of Supply of Goods or Services, Place of Supply and Value of Supply. (Simple problems on Time of supply, place of supply and value of supply) **(Theory and Problems).**

Unit 4: (5 Hours)

Input Tax Credit: Introduction and Eligibility to avail Input Tax Credit (ITC). Registration under GST: Persons not liable for Registration, Compulsory Registration in Certain Cases, Procedure for Registration, Deemed Registration. Returns under GST: Furnishing of Returns, First Return, Revision of Returns and Penalty/Late Fee. **(Theory).**

Unit 5: (9 Hours)

Introduction to Customs Duty. Definitions, Circumstances of Levy of Customs Duties and Types of Duties and Exemption from Customs Duty. Valuation under customs: Valuation of Imported Goods and Valuation of Export Goods.. (Problems on Valuation of Imported Goods). **(Theory and Problems).**

Unit 6: (5 Hours)

Import and Export Procedure under Customs: Introduction to Baggage and General Free Allowance. Provisional Assessment of Duty, Due Dates for Payment of Duty, Penalties under Customs, Seizure of Goods, Confiscation of Goods. **(Theory).**

Question Paper: 60 % Theory 40% problems

COURSE OUTCOME:

At the end of the course, the students are able to:

1. Have clarity about GST system in India.
2. Understanding of levy and collection of GST in India.
3. Have an overview of customs duty in India.
4. Understanding of valuation for customs duty.

RECOMMENDED BOOKS:

1. Indirect Taxes Law and practices, V S Datey, Taxmanns
2. GST & Customs Law (University Edition), K.M Bansal, Taxmanns.

REFERENCE BOOKS:

1. Principles of GST & Customs Law, V.S. Datey and Dr. Krishnan Sachdeva, Taxmanns
2. Goods & Services Tax (GST) in India, B. Viswanathan UBS Publishers

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3	X				
CO4					X

INTERNATIONAL FINANCIAL MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM404	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To understand the International Financial Environment and the Foreign Exchange market.
2. To learn hedging and Forex risk management.
3. To learn the Firm's Exposure to risk in International environment and various theories associated with it.

Unit 1: (6 Hours)

International financial Environment- The Importance, rewards & risk of international finance- Goals of MNC- International Business methods.

Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Equilibrium & Disequilibrium, International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).**(Only Theory).**

Unit 2: (6Hours)

Foreign Exchange Market: Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behavior-Cross Rates- - Bid – Ask – Spread
(Theory & Problems).

Unit 3: (8 Hours)

Foreign exchange risk Management: Hedging against foreign exchange exposure – Forward Market- Futures Market- Options Market- Currency Swaps-Interest Rate Swap- problems on both two way and three way swaps.**(Theory & Problems).**

Unit 4: (6 Hours)

International Financial Markets and Instruments: Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets, International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements. **(Only Theory).**

Unit 5: (7 Hours)

International Parity Relationships & Forecasting Foreign Exchange rate: Measuring exchange rate movements-Exchange rate equilibrium –Factors effecting foreign exchange rate- Forecasting foreign exchange rates. Interest Rate Parity, Purchasing Power Parity & International Fisher effects, Arbitrage, Types of Arbitrage – Locational, Triangular and Covered Interest Arbitrage. **(Theory & Problems).**

Unit 6: (6 Hours)

Foreign Exchange exposure: Management of Transaction exposure-Management of Translation exposure- Management of Economic exposure-Management of political Exposure- Management of Interest rate exposure.

International Capital Budgeting: Concept, Evaluation of a project. **(Theory & Problems).**

Question Paper: 60 % Theory 40% problems. Case preferably from capital budgeting.

COURSE OUTCOMES:

1. The student will have an understanding of the International Financial Environment.
2. The student will learn about the foreign exchange market, participants and transactions.
3. The student will be able to use derivatives in foreign exchange risk management.
4. The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.

RECOMMENDED BOOKS:

1. International Corporate Finance - Jeff Madura, Cengage Learning, 10/e 2012.
2. International Finance Management - Eun & Resnick, 4/e, Tata McGraw Hill.

REFERENCE BOOKS:

1. International Financial Management – Apte P. G, 6/e, TMH, 2011.
2. International Financial Management – MadhuVij, Excel Books, 2010.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3				X	
CO4	X				

FINANCIAL DERIVATIVES

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM405	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To understand various concepts and terminologies used in various financial derivatives.
2. To explain and critically evaluate various financial derivatives such as forwards, futures, options, financial swaps, credit derivatives etc.
3. To apply various financial derivatives in hedging risk and analyse it.

Unit1: [4 Hours]

An Overview of Financial Derivatives: Meaning, benefits, types (both exchange traded and OTC traded) and features of financial derivatives-Factors causing growth of derivatives-functions of derivatives market-Derivative market players (Hedgers, speculators and arbitrageurs)-Derivatives market in India. **(Theory).**

Unit2: [10 Hours]

Futures and Forwards: Meaning, features and types of futures/forwards-Futures vs Forwards-Mechanics of buying and selling futures/forwards-Hedging through futures/forwards-Marking-to-market process-contract specifications of stock, index and commodity futures-valuation of futures/forwards using cost of carry model-Arbitrage process-Interest Rate Futures & options. (Numerical problems on MTM and valuation of futures/forwards). **(Theory and Problems).**

Unit3: [10 Hours]

Option Contracts: Meaning, features and types of option contracts-Options vs futures/forwards-Mechanics of buying and selling option contracts-contract specifications of stock, index and commodity options-Option pricing-factors affecting option pricing-Valuation of

option contracts using Black Scholes model and Binomial model- Put-call parity theory-Option Greeks-Option Trading strategies-Interest rate options-Exotic options. (Numerical problems on all aspects except exotic options). **(Theory and Problems).**

Unit4: [8 Hours]

Financial Swaps: Meaning, features and advantages of financial swaps-Types of financial swaps (Interest rate swap, currency swap, equity swap and commodity swap)-Mechanics of interest rate swaps– Triangular swap (Numerical problems only on interest rate swap including triangular swap)-valuation of interest rate swaps- Only theory. **(Theory and Problems).**

Unit5: [3 Hours]

Commodity Derivative Market: Meaning of commodity derivatives-Commodity derivative exchanges (with commodities traded) in India-Trading and settlement system of commodity derivatives-SEBI Guidelines for commodity market-commodities traded. **(Theory).**

Unit6: [4 Hours]

Credit Derivatives and VaR: Credit Derivatives-Total Return Swap (TRS)-Credit Default Swap (CDS)-Types of CDS-Asset Backed Securities (ABS)-Collateralised Debt Obligation (CDO)-Sub-Prime Crisis-2007-Credit Spread Options-Probability of Default- Forward Rate Agreement (FRA)-Interest Rate Caps/Floors/Collars-Types of Interest Rates-Zero Rate-Forward Rate-Value-at-Risk-Meaning, VaR Models-Stress testing and back testing. (Numerical problems only on VaR, Zero Rate and Forward rate). **(Theory and Problems).**

Question paper: 40 %Theory and 60% Problems.

COURSE OUTCOMES:

At the end of the course, the students will be able to:

1. Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
2. Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
3. Application of financial derivatives in risk management.
4. Critically evaluate various financial derivatives.

RECOMMENDED BOOKS:

1. Options Futures & Other Derivatives, John C. Hull, Pearson Education.
2. Derivatives and Risk Management, Rajiv Srivastava, Oxford University Press, 2010.
3. Options & Futures- Vohra & Bagri, 2/e, TMH.

REFERENCE BOOKS:

1. Derivatives, Principles and Practice, Sundaram& Das, Mc Graw Hill.
2. Options & Futures –Edwards & Ma, 1/e, McGraw Hill.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3				X	
CO4				X	

CORPORATE VALUATION

Semester	IV	CIE Marks	: 40
Course Code	18MBAFM406	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. Identify the purpose of corporate valuation and to obtain an overview of the basic corporate valuation process
2. To familiarize the students with the standard techniques of corporate valuation.
3. To develop analytical skills and communication strategies for discussing corporate valuation.
- 4 To understand the valuation in the contexts of IPOs, M&As, Bankruptcy cases

Unit 1: (9Hours)

Corporate valuation-an Overview-Context of valuation-Approaches to Valuation-Features of the valuation process:

Enterprise DCF Model-Analysing historical performance-Estimating the cost of Capital-Forecasting performance-Estimating the continuing value-Calculating and interpreting the results-Other DCF models: Equity DCF Model: Dividend discount model, free cash flow to Equity (FCFE) model-Adjusted present value model-Economic profit model-Applicability and Limitations of DCF analysis **(Theory and problems).**

Unit 2: (7 Hours)

Non DCF approaches to valuation: Book value approach, Adjusted book value approach, Stock and debt approach (numerical problems in each of these methods). Market efficiency and valuation. Call option based valuation (theory only because Numerical problems on Black and Scholes –Binomial methods are considered in Derivatives). Relative valuation-Steps involved in Relative valuation-Equity valuation multiples-Enterprise valuation multiples-Choice of multiple-Best practices using multiples-Assessment of relative valuation. **(Theory and problems).**

Unit 3: (7 Hours)

Advanced issues in valuation-Valuation of companies of different kinds-valuation in different

contexts-Loose ends of valuation-Valuation of intangible assets: Patents, trademarks, copyrights and licenses; Franchises; Brands, WACCVs Flow to equity method. **(Theory and problems).**

Unit 4: (6 Hours)

Strategic financing decisions: Valuation and financing Decisions in ideal capital markets, Capital structure and value in a perfect world, Information asymmetry, Share buy back and valuation. **(Theory).**

Unit 5: (5 Hours)

Leverage decisions, Agency costs of Debt, financial distress, Bankruptcy. Role of Government, securities Markets and financial institutions in IPO valuations and M&As. **(Theory).**

Unit 6: (5 Hours)

Value Based Management- Methods and Key premises of VBM- Marakon approach-Alcar approach-Mckinsey approach-Stern Stewart approach-BCG approach-Lessons from the experiences of VBM adopters. **(Theory).**

Question Paper: 60 % Theory 40% problems.

COURSE OUTCOMES:

At the end of the course, the students will be able to:

1. Understand corporate valuation and valuation process.
2. Familiarize himself with the standard techniques of corporate valuation.
3. Develop analytical skills relevant for corporate evaluation and value based management.
4. Critically evaluate IPOs, M&As, Bankruptcy cases

RECOMMENDED BOOKS

1. Prasanna Chandra, Corporate Valuation and Value Creation, Tata McGraw Hill, 2011.
2. Aswath Damodaran, Damodaran on Valuation, 2/e, John Wiley and Sons, 2006.

REFERENCE BOOKS

1. Philip R Daves, Michael C. Ehrhardt, and Ron E. Shrieves, Corporate Valuation: A Guide for Managers and Investors, Cengage Learning, 2003.
2. David Frykman, Jakob Tolleryd, Corporate Valuation, Financial Times Prentice Hall, 2003.
3. Rawley Thomas, Benton E. Gup, The Valuation Handbook: Valuation Techniques from Today's Top Practitioners, John Wiley & Sons, 2010.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X				
CO3				X	
CO4	X			X	

SEMESTER IV

HUMAN RESOURCES SPECIALISATION

PUBLIC RELATIONS

Semester	IV	CIE Marks	: 40
Course Code	18MBAHR401	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

COURSE OBJECTIVES:

1. To provide an understanding of the fundamental tools of public relations practices.
2. To provide a multidisciplinary understanding of the emerging trends in the field of public relations.
3. To Understand the role of employee communication and organizational change.
4. To Understand the importance of community relations

Unit 1: (6 Hours)

Public Relation: Proactive and Reactive Approaches – Public Relations Process – Behavioural Public Relations Model – Persuasion Model – Two way symmetrical Communications Model – When communications is not enough – 20 great truths about Public Relations.

Unit 2: (6 Hours)

Theoretical basis for Public Relations – Theories of Relationships – Systems Theory – situational Theory – Theories of Persuasion and Social Influence – Social Exchange Theory – Diffusion Theory – Social Learning Theory – Elaborated Likelihood Theory - Theories of Mass communication – Uses and Gratification Theory – Agenda Setting Theory – Public Relations roles – Models of Public Relations – Approaches to Conflict Resolutions.

Unit 3: (7 Hours)

Employee communications – Role of employee communication – concept of Organizational culture – Establishing Communication

Policy – Organizational change – Importance of employee communication – Special employee Communication Situations – Media of Employee communications – Objectives of Internal media – Starting internal media – controlling internal.

media - Occasional and Special media Rules of Effective Employee Relations. Frontline supervisors as the key communicators.

Case 1: Investing in Employees Pays Off (CJSS).

Case 2: Southwest Airlines – Where Fun, LUV, and Profit Go Hand –in Hand (CJSS).

Unit 4: (6 Hours)

Community Relations – Importance of Public Relations – Community Relations Process – Guidelines for Effective Relations Programs -Specific Functions of Public Relations – Criteria for Community relations Activities – Corporate Social Responsibility & Philanthropy-Emerging Challenge of Community Activism.

Case 3: Community Relationships Maintained During Hospital Closing (CJSS).

Unit 5: (7 Hours)

Media Relations – Media Relations –Role of Media in Public Relations – Social Media – working with the media –Media Relations Program Elements –Role of Technology in Public Relations.

Case 4: Fatal Tiger Attack at San Francisco Zoo (LLHT).

Unit 6: (7Hours)

Issues in Public Relations/ Crisis Management – public relations challenges –Types of Issues - target audiences-Public Service as Preventive Public Relations – Special Interests – Importance of compromise –Issue Anticipation – Scenario Technique.

Crisis Management – Understanding how people typically react to issues – Human Nature – Role of communications – Types of crises – News media influence - Fundamental guidelines.

Case 5: Take your choice – Tobacco or Health (CJSS).

PRACTICAL COMPONENT:

- Related cases for each module to be discussed in the classes and presentation can be done for each case by group of students.
- Team of students can be made and asked to report the media personalities about the event held in the college. Different styles of reporting the same event can be discussed in the class with its possible reactions from the media.
- Collect the newspaper articles about various messages from organizations through spokespersons and analyze the effect of each type of delivery and impact on the audience.
- Conduct a CSR Programme for the college like Blood donation, Eye camps in association with Lions, Rotary clubs etc and gather the information's about various challenges these organizations face during such community oriented programmes.

COURSE OUTCOMES:

1. To demonstrate an understanding of the fundamentals tools of public relations practices.
2. To describe the various emerging trends in the field of public relations.
3. To analyze the importance of employee communication and organizational change.
4. To evaluate the importance of community relations.

RECOMMENDED BOOKS

1. “Public Relations – The Profession and Practice”, Lattimore, Laskin, Heiman & Toth, third edition, Tata McGraw Hill, 2012 (LLHT).
2. “Public Relations Practices – Managerial Case Studies and Problems” Center, Jackson, Smith and Stansbury, Seventh Edition, Prentice Hall of India, 2008 (CJSS).
3. Public Relations - Paul Baines, John Egan, Frank Jeffkins,

Routledge, 3rd edition, 2007, ISBN - 1136370773, 9781136370779.

REFERENCE BOOKS:

1. Strategic Planning for Public Relations, Ronald D. Smith, revised edition, Taylor & Francis, 2004, ISBN - 1135606080, 9781135606084.
2. Public Relations: A Practical Guide to the Basics, Philip Henslowe, 1st edition, Kogan Page Publishers, 2003, ISBN - 0749440724, 9780749440725.
3. Public Relations Practices, Managerial Case Studies and Problems, Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, 7th Edition.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X			X	
CO2				X	X
CO3		X			X
CO4	X				X

ORGANIZATIONAL LEADERSHIP

Semester	IV	CIE Marks	: 40
Course Code	18MBAHR402	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

COURSE OBJECTIVES:

1. To make students understand fundamental concepts and principles of organizational leadership.
2. To make students knowledgeable of the theoretical aspects and practical applications of leadership styles in an organization.
3. To make the students understand the basic concepts of leadership traits and ethics underlying leadership behavior besides developing better insights into one's own self.
4. To make students aware of organizational leadership, Leadership development and succession besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves.

Unit 1: (6 Hours)

Introduction to Leadership: Definition, Importance of leadership, Roles of a leader, Leadership theory paradigms, levels of analysis of leadership theory.

Unit 2: (6 Hours)

Leadership traits and ethics: Personality traits and leadership, traits of effective leaders, Leadership attitudes, ethical leadership, Achievement motivation theory.

Unit 3: (7 Hours)

Leadership behaviour and motivation, and contingency leadership:

Leadership behaviour and styles, University of Michigan and Ohio studies, Leadership grid, Leadership and motivation, Content and process theories, Reinforcement theory, Contingency leadership theories and models,

Leadership continuum theory, Normative leadership theory, Leadership substitute theory.

Unit 4: (6 Hours)

Team Leadership: The use of teams in organizations, Types of teams, Decision making in teams, Leadership skills for effective team meetings, Ginnet's team effectiveness leadership model, virtual and self managed teams, the changing role of leadership in self-managed teams.

Unit 5: (7 Hours)

Leader follower relations: Followers, Evolution of Dyadic theory, Leader member exchange theory, Fellowship, Delegation, Coaching, Managing conflict.

Organizational Leadership: Charismatic and transformational leadership, Stewardship and servant leadership, Leadership of culture and diversity, Creating high performance culture, Strategic leadership.

Unit 6: (7 Hours)

Leadership development and succession: Development through self-awareness and self-discipline, Development through education, experience, and mentoring, succession, Leadership development programs, Evaluation of leadership development efforts, Leadership Leadership development programs, Evaluation of leadership development efforts, Leadership.

COURSE OUTCOMES:

1. Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.
2. Understand the overview of leadership behavior and motivation in organization.
3. Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
4. Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real

world/situation.

RECOMMENDED BOOKS:

1. Effective Leadership- Lussier/ Achus, Tjird edition, Thomson South Western, 2007.
2. Leadership-Enhancing the Lessons of experience, Hughes, Ginnet, Curphy, Fifth edition, Tata McGraw Hill, 2006.
3. Leadership-Research findings, Practice, and skills, Andrew J Durbrin, Fourth edition, Biztantra, 2007.

REFERENCE BOOKS:

1. Leadership in Organizations, Gary Yukl, Pearson Education, 6th Edition.
2. The Leadership Eperience, Richard L Daft, Cengage Learning, 2nd Edition, 2002.
3. Dynamics of leadership, Craig Watson, Jaico Publication.
4. The art of leadership, George Manning and Kent, 2nd edition, Mc- Graw Hill Education.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2				X	X
CO3					X
CO4	X				

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBA HR403	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. Critically analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices in multinational organizations.
2. Compare, contrast and explain a variety of strategic approaches to the management of Human Resources in multinational organizations.
3. Apply concepts and knowledge about the range of Human Resource functions to the deployment of expatriate employees and expatriate failures on international assignments.
4. Critically evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational international organisations operating in various regions of the world.

Unit 1: (5 Hours)

Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE's, Business strategies, IHRM Strategies.

Unit 2: (6 Hours)

Strategies for International Growth: Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, the challenges of localization. Managing alliances and joint ventures.

Unit 3: (7 Hours)

International Workforce planning and staffing: International

labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues..

Unit 4: (6 Hours)

Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit 5: (7 Hours)

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit 6: (8 Hours)

International Compensation and International Employment Laws and HRIS: International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, HRIS: Meaning, Role of IT in HR, Designing of HRIS, Applications of HRIS in Employee Management, Limitation of HRIS.

PRACTICAL COMPONENT:

- Study the Socio-Political-Economic System in U.S, U.K, Japan and India and prepare a comparative analysis.
- Visit an MNE organization and study the HR shared services operations performed.
- Solve a case study to understand the challenges faced by organizations in evaluating the performance of international assignees.
- Study and compare Recruitment, Selection and Training practices in various countries.
- Study Indian and US legal aspects involved when deploying an employee on an International Assignment.

COURSE OUTCOME:

At the end of the course students are able to:

1. Analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices.
2. Apply concepts and knowledge in deployment, expatriate on international assignments.
3. Evaluate the effects of different human resource and international industrial relations.
4. Develop students to adopt international industrial relation strategies.

RECOMMENDED BOOKS:

- International Human Resource Management - Peter J. Dowling, Denise E. Welch, Cengage Learning.
- Human Resource Information Systems: Basics, Applications, and Future Directions: Basics, Applications, and Future Directions, Michael J. Kavanagh, Mohan Thite, Richard D. Johnson SAGE, 2011, 2/e.
- Strategic International Human Resource Management: Choices and Consequences in Multinational People Management - Stephen J. Perkins, Susan M. Shortland – Kogan Page Publishers, 2006.

REFERENCE BOOKS:

- International Human Resource Management: Policies and Practices By Dennis Briscoe, Randall Schuler, Ibraiz Tarique, Taylor & Francis, 4/e, 2012.
- International Human Resource Management - Anne-Wil Harzing, Joris Van Ruysseveldt - SAGE, 2004.
- International human resource management: think globally, act locally – Derek Torrington - Prentice Hall, 1994.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X		X	
CO3	X		X		
CO4		X			X

ORGANIZATION CHANGE AND DEVELOPMENT

Semester	I/II	CIE Marks	: 40
Course Code	18MBA HR404	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To understand the concepts of change management and to acquire the skills required to manage any change effectively.
2. To understand the various components and constraints involved in Change management.
3. To learn the various tools & techniques for Organization Development.
4. To understand the different OD interventions and its effectiveness.

Unit 1: (6 Hours)

Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.

Unit 2: (6 Hours)

Resistance to change- reasons for the resistance, overcoming resistance for the change, change and person and manager, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.

Unit 3: (7 Hours)

Organization development- Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups.

Process of Organization Development: Entering into OD relationship, developing a contract.

Unit 4: (6 Hours)

Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions.

Unit 5: (7 Hours)

Human Process Interventions: Human process interventions (individual, group and inter-group human relations): Individual based: coaching, counseling, training, behavioral modeling, delegating, leading, morale boosting, mentoring, motivation, etc., Group based: conflict management, dialoguing, group facilitation, group learning, self-directed work teams, large scale interventions, team building, and virtual teams.

Inter-group based: Organization mirroring, third party peacemaking interventions.

Unit 6: (7 Hours)

Techno-structural Interventions and Future of OD: Restructuring Organizations, Employee Involvement, work Design, Balanced scorecard; business process reengineering; downsizing and outsourcing; Strategic Interventions: Competitive and Collaborative Strategies, Organization Transformation.

The Future of OD: The changing environment, Fundamental strengths of OD, Implications of OD for the client, ethical standards in OD, OD's future. OD Consultant's role, issues in consultant-client relationship, Power, Politics & OD, Research on OD.

PRACTICAL COMPONENT:

- To conduct Force field analysis for MBA department.
- Group activity-Identify the need for OD intervention for your college and call the director/ principal of your college to the classroom to explore the possibility for OD intervention.
- Presentation by students: Identify and explore the possibility for OD intervention in your college level, group level and individual level.

- Hold a debate in the classroom about downsizing the workforce.
- Organization change questionnaire data collection and analyzation.
- Group Presentation: Health care, FOO, Education, PSU, Retail, Manufacturing Industries.
- •Design a role play event for students, so that they will play it out to mobilize support for a change implementation programme.
- Students are expected to study the changes that have taken place in various industries. over a period of ten years and submit a report.

COURSE OUTCOMES:

1. Gain insights of change management components, process and its functions.
2. Enable with various OD diagnosing models.
3. Ability to handle various OD interventions.
4. Analyze the role of OD Consultant.

RECOMMENDED BOOKS:

1. Theory of Organization Development and Change. Thomas G. Cummings, Christopher G. Worli, Cengage Learning.
2. Understanding the theory and design of organization, Richard L Draft, Cengage Learning.
3. Organization Development, behavioral science interventions for Organization Improvement, Wendell French, Cecil H.Bell, Veena, Jr, Pearson, PHI.

REFERENCE BOOKS:

1. Management of Organizational Change – K Harigopal – Response BOOKS, 2001.
2. Organizational, Design, and Change-Gareth R. Jones, 5th Edition, Pearson Education.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			
CO3			X	X	
CO4					X

STRATEGIC TALENT MANAGEMENT

Semester	IV	CIE Marks	: 40
Course Code	18MBA HR405	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To make the students realize the challenges of acquisition and retention of talents for the competitive advantage of the organization.
2. To develop a conceptual understanding of the management of talents in the competitive environment.
3. To understand how important is to develop and retain the best talents in the industry.
4. To understand the concepts of competency and its usage in evaluating a person's work.
5. To get an idea about different tools in identifying required competencies in a person.

Unit 1: (7hours)

Basics of Talent Management: Talent- engine of new economy, difference between talents and knowledge workers, leveraging talent, the talent value chain, elements of talent friendly organizations, talent management process, Talent Management System – Components and benefits of Talent Management System; creating TMS, challenges of TMS, Building blocks of talents management: competencies – performance management, conducting performance reviews, Appraising executive talent, selecting the right appraisal.

Unit 2: (5hours)

Talent Planning – Concept, succession management process, Integrating succession planning and career planning, designing succession planning program, strategic accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent; building a reservoir of talent, compensation management within the context of talent management, CEO Succession planning.

Unit 3: (5 hours)

Developing and Retaining Talent – Potential identification and development, coaching for sustained & desired change, integrating coaching, training and development with talent management, employee retention- motivation and engagement, Return on talent; age of analytics, making outplacement as a part of talent strategy, developing talent management information system.

Unit 4: (5hours)

Competency mapping: Concepts and definition of competency; types of competencies, competency based HR systems, competency and performance, 5 level competency model, developing various competency models, how competencies relate to career development and organizational goals.

Unit 5: (8 hours)

Methodology of competency mapping : competency model development, competency models, people capability maturity model, developing competency framework, competency profiling, competency mapping tools, use of psychological testing in competency mapping, competency based interviewing.

Unit 6: (9 hours)

Measuring Performance, Assessment and Development Centre: background and approaches to performance assessment, competency based performance assessment, diagnosing reasons for performance problems, designing an effective performance management systems, sources of errors in performance measurement.

Assessment and Development Centre : concepts, importance and uses of assessments centre in selecting employees, difference between assessment and development centre, assessment centre approach to competence building, profile of the assessors, steps in assessment centre, designing the assessment centre.

PRACTICAL COMPONENTS:

- Students are expected to conduct a study on how talents are acquired and retained – in various industries – and various strategies

followed by the respective companies.

- Discussion on “How to have/ evaluate the performance of the MBA students”.
- Ask the students to find out the best employer surveys conducted during the past one year and make a presentation.
- Identify the important positions in your college or any other organization and ascertain the measures if any taken to develop second line of leadership.
- Ask the students to collect data about the position of principal, director, and other teachers in your college and prepare a competency dictionary for the said positions.
- Presentation by students about the competency directory profiling of various positions.
- Ask the students to role play the behavioural event interview to collect data for competency mapping for the position of management professor.
- Presentation by students about the competency directory profiling of various positions.

COURSE OUTCOME:

At the end of the course students are able to:

1. Acquire knowledge and the various challenges of acquisition and retention of talents for competitive advantage of the organization.
2. Gain insights to develop and retain best talents in the industry.
3. Learn the concepts of competency and its usage in evaluating a person's work.
4. Adhere knowledge in the identified competencies.

RECOMMENDED BOOKS:

- Talent Management – Gowri Joshi, Veena Vohra, Cengage Learning, 2018.
- The Talent Management Hand Book – Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
- Competence at work – Lyle M. Spencer, Signe M. Spencer. John Wiley, 1993.
- A Handbook of Competency Mapping – Seema Sangi, Response BOOKS, 2004.

REFERENCE BOOKS:

- The Talent Era, Chowdhary, Subir, Pearson Education, New Delhi.
- Appraising & Developing Managerial Performance- Rao T. V, Excel BOOKS.
- Performance Management – Herman Aguinis, Pearson Education, 2007.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2	X			X	
CO3		X	X		
CO4		X			X

PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS

Semester	IV	CIE Marks	: 40
Course Code	18MBA HR406	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours	: 03
Credits : 03			

Course Objectives:

1. To identify strengths and weaknesses as an individual, as a member of a group/organization using personality types.
2. To understand the concepts of self awareness, self esteem, NLP and Locus of Control.
3. To understand Interpersonal growth and effectiveness.

Unit 1: (7 Hours)

Personal growth: Meaning, nature and scope of personal growth. Self-awareness and self esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states - Id, ego and super ego and defense mechanisms; developing a self improvement plan. Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self reflection and practicing new behaviors.

Unit 2: (6 Hours)

Understanding Human Personality: Personality – Meaning & Determinants; Personality theories, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI), Trait theories - Guilford Peogut, PF 16 and Type A and B Personalities; Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations. Artificial Intelligence. (basic Concept).

Unit 3: (6 Hours)

Attitudes, beliefs, Values and their impact on behavior; Personal change – meaning, nature and requisites. Locus of control. Habit Formation – Habits of personal effectiveness. Seven habits of highly effective people.

Unit 4: (6 Hours)

Basic functions of mind: Creativity and innovation. Blocks to creativity. Creativity processes and tools- convergent and divergent thinking. Six thinking Hats, Neuro Linguistic Programming (NLP). Pedagogy and Androgogy . Adult Learning Process; learning styles and its relatedness to personality development.

Unit 5: (7 Hours)

Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments.

Unit 6: (7Hours)

Transactional Analysis: Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps Experiential learning methodologies: T-group sensitivity training, encounter groups and appreciative enquiry.

PRACTICAL COMPONENT:

1. Conduct transactional analysis activities.
2. Discuss a Johari Window case in the class to identify how it can help each individual student to promote his/ her personal growth.
3. Students are expected to conduct an in depth study about various personality traits & TA and submit a detailed report.
4. Students have to undergo psychometric test like MBTI, FIRO-B, Big Five etc ,
5. Organize a workshop on MBTI for the students to know their type and to understand the type dynamics.

COURSE OUTCOMES:

Students will be able to:

1. Understand the components of personal growth for better self actualization in profession as well as personal front.
2. Gain insights of human personality, attitudes, beliefs, values and their impact on individual behavior and to achieve organizational goals.

3. Familiarize the concepts of basic functions of mind to be more creative and innovative.
4. Gain insights in the aspects of interpersonal growth and handling conflicts, managing time, self analysis and transactional analysis.

RECOMMENDED BOOKS:

- Organizational Behaviour: Human Behavior at work – John W. Newstrom and Keith Davis, 11/e, Tata McGraw Hill, 2003.
- Human Relations in organizations – Robert N. Lussier, 6/e, McGraw Hill Education.
- Development of Management Skills – Whetten & Cameron, 7/e, PHI.

REFERENCE BOOKS:

- Understanding OB – Uday Pareek, Oxford University Press.
- Theories of Personality- Calvin S Hall, 4/e, Wiley India Pvt. Ltd.
- Seven habits of highly effective people – Stephen R Covey, Pocket Books.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X			X	
CO2			X		
CO3		X			
CO4					X

VISVESVARAYA TECHNOLOGICAL UNIVERSITY SCHEME OF TEACHING AND EXAMINATION RUBRICS FOR CONTINUOUS INTERNAL EVALUATION (CIE) FOR 40 MARKS

Particulars	Marks	Procedure
Internal Assessment Test	50+50= 100/4=25	Average of two best performances out of three internal assessments tests shall be considered.
Seminar/Presentation	05	Document for the same must be maintained
Subject Viva-Voce/ Oral Examination	05	Document for the same must be maintained
Assignment/ Quiz	05	Document for the same must be maintained
Note: Course Instructor may introduce/use any activity other than the above three activities to award 15marks. The activities used by the course instructor must be measurable and documented for inspection by VTU.		

Semester End Examination (SEE) conducted for 100marks and converted to 60 marks.

QUESTION PAPER PATTERN for SEE

Q.No.1 to7 PART -A	Marks
a	3 marks
b.	7 marks
c.	10 marks
Total (4/7) 4X20	80 marks
PART -B CASE -Compulsory	20 marks

Note: For III Semester SEE, 20% marks shall be allocated to application oriented questions based on practical Components given at the end of each course.

GUIDELINES FOR 6 WEEK PROJECT WORK

Semester	IV	CIE Marks	: 40
Course Code	18MBAPR407	SEE Marks	: 60
Teaching Hours / week (L:T:P)	0-0-12		
	Credits : 06		

OBJECTIVE

To expose the students to understand the working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization.

GENERAL GUIDELINES

- The project work shall be for a period of 6 weeks immediately after the completion of 3rd Semester Examinations but before the commencement of the 4th semester classes.
- The Subject code of the project work report shall be 18MBAPR407 and shall be compulsory for all the students opting for all specializations.
- The University shall receive 2 copies of project reports prior to the commencement of the 4th semester examination. Copies of the project report should be sent to the concerned Regional Office with an intimation to the Registrar (Evaluation)
- By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee.
- It is the total responsibility of the internal guide to monitor the freelance project.
- In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- On completion of the project work, student shall prepare a report with the following format.
- The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size

- All the reports shall be printed in the A4 size 1 inch margin on all the sides.
- The report shall be hard bound facing sheet of royal blue color indicating the title of college and month & year of admission (spiral binding not permitted)
- A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.
- An undertaking by the student to the effect that the work is independently carried out by him/her
- The certificate from the organization if applicable.
- Acknowledgement
- Executive Summary

Schedule to be followed before commencement of Project

Activity	Timeline	Remarks
<ul style="list-style-type: none"> Identifying the organization Problem identification 	First week	Student individually identifies an organization OR identifies problem for his/her study, according to his/her interest.
<ul style="list-style-type: none"> Problem statement Research Design 	Second Week	His/ Her interests are discussed with project guides. Discussion with Internal Guide to decide on suitable design for the research
Synopsis Preparation	Third week	Preparation of Synopsis* & formulating the objectives
Presentation of Synopsis	Fourth Week	The student will present the synopsis with the detailed execution plan to the Internal Guide and HOD who will review and may: a. Approve b. Approve with modification or c. Reject for fresh synopsis
Approval Status	Fifth & Sixth week	The approval status is submitted to HOD who will officially give concurrence for the execution of the Project

*Synopsis: It is a three page document or hard copy to be submitted to the HOD with the signatures of the Guide and the student.

Page 1	Title, Contact Address of student- with details of Internal and External Guide (if applicable)
Page 2	Short introduction with objectives and summary (300 words). Review of Articles / Literature about the topic with source of information
Page 3	Time Activity Chart

Schedule to be followed during Project work

Activity	Time Line	Remarks
Understanding Structure, Culture and functions of the organization /identifying of business problem from the Industry from the literature study	First week of Project	Student should understand products/services and the problems of the organization.
Preparation of Research design and Research instrument for data collection	2 nd week of Project	Discussion with the guide for finalization of research design and instrument in his/her domain and present the same to the guide. (First Presentation)
Data collection	3 rd week of Project	Date collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. (Second Presentation)
Analysis and finalization of report	4 th & 5 th week of project	Students must use appropriate and latest statistical tools and techniques for analyzing the data. (It is must to use of Statistical Package whose result should be shown in the report) (Third Presentation)
Submission of Report	6 th week of Project	Final Report should be submitted to the University before one week of the commencement of theory examination

Evaluation:

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty member of other institute drawn from VTU affiliated institute with minimum of 10 years experience.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the respective HOD / Senior Professor of the department and an expert drawn from the VTU affiliated institutes with minimum of 10 years of experience as appointed by the University.
- Project work carries 100 marks consisting of 40 marks for internal marks by the internal guide, average of 30 marks from both internal and external evaluation and 30 marks for viva-voce examination. . Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1 inch margin all sides (1.5inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.
- Submission of Report: Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the Institute. The Institute in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to Registrar Evaluation) one week before the commencement of the Theory Examinations or as per notification given for this purpose.
- Plagiarism: Plagiarism is considered as academically fraudulent, and an offence against University academic discipline. The University considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 25% is allowed in the project work and report should consist 75% of original content/work.
- Publication of Research Findings: Students are expected to present their research findings in Seminars/ Conferences/ Technical/ Management Fests or publish their research work in Journals in association with their Internal Guide. Appropriate Weightage should

be given to this in the internal evaluation as well as in the viva voce examination of the project report.

Contents of the Project Report

- Cover page
- Certificate from the Organization (scanned copy if applicable)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Project by the student
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement

Chapter 2: Conceptual background and Literature review

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must

be included.

Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

Bibliography

Annexure relevant to the project such as figures, graphs, photographs etc.,

Formats for Project Report and Evaluation

- o Format of Cover Page
- o Format of certificate by College/Institution or from both
- o Format of Declaration Page
- o Format of Contents
- o Format of List of Tables and Charts
- o Format of Bibliography
- o Format for Internal Evaluation, External Evaluation and Viva voce

(Title of the Report)

BY

**(Student Name)
(USN)**

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE
(Name & Designation)**

**EXTERNAL GUIDE
(Name & Designation)**



**Department of MBA
(Institute Name with Address)**

(Month & Year of submission)

CERTIFICATE

This is to certify that (Name of the Student) bearing USN (xxxx), is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgaum. Project report on “(Title of Report)” is prepared by Him/her under the guidance of (Name of the Guide), in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

DECLARATION

I, (Student Name), hereby declare that the Project report entitled “(Title)” with reference to “(Organisation with place)” prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by (External Guide Name, Designation and Organisation). I also declare that this Project work is towards the partial fulfillment of the university

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place :

Signature of the Student

Date:

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Table - 4.2	Graph showing FSN Analysis	
Table - 4.3	Graph showing EOQ	
Table - 4.4	Graph showing stock of Raw materials	

**SCHEME OF TEACHING AND EXAMINATION
MASTER OF BUSINESS ADMINISTRATION**

I SEMESTER

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
16MBA11	Management & Organizational Behaviour	Core Course	3	2	5	3	20	80	100	4
16MBA12	Managerial Economics	Core Course	3	2	5	3	20	80	100	4
16MBA13	Accounting for Managers	Core Course	3	2	5	3	20	80	100	4
16MBA14	Quantitative Methods	Core Course	3	2	5	3	20	80	100	4
16MBA15	Marketing Management	Core Course	3	2	5	3	20	80	100	4
16MBA16	Managerial Communications	Core Course	3	2	5	3	20	80	100	4
	Total		18	12	30		120	480	600	24

*** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.**

II SEMESTER

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
16MBA21	Human Resource Management	Core Course	3	2	5	3	20	80	100	4
16MBA22	Financial Management	Core Course	3	2	5	3	20	80	100	4
16MBA23	Research Methods	Core Course	3	2	5	3	20	80	100	4
16MBA24	Business Law and Policy	Core Course	3	2	5	3	20	80	100	4
16MBA25	Strategic Management	Core Course	3	2	5	3	20	80	100	4
16MBA26	Entrepreneurship Development	Core Course	3	2	5	3	20	80	100	4
	Total		18	12	30		120	480	600	24

* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

**III SEMESTER
(Core Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAMM304	16MBAFM304	16MBAHR304	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM305	16MBAFM305	16MBAHR305	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM306	16MBAFM306	16MBAHR306	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	-	50	50	100	4
			Industrial Visit	0	0	0	0	0	00	00	0
				18	12	30		120	480	700	22

* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.
Industrial visit is a mandatory activity with zero credits

**III SEMESTER
(Core Specialisation Subjects)**

Marketing Specialisation		Finance Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM301	Consumer Behavior	16MBAFM301	Principles & Practices of Banking	16MBAHR301	Industrial Relations & Legislations
16MBAMM302	Retail Management	16MBAFM302	Investment Banking & Financial Services	16MBAHR302	Recruitment & Selection
16MBAMM303	Services Marketing	16MBAFM303	Investment Management	16MBAHR303	Compensation & Benefits
16MBAMM304	Marketing Research	16MBAFM304	Advanced Financial Management	16MBAHR304	Learning & Development
16MBAMM305	Business Marketing	16MBAFM305	Cost Management	16MBAHR305	Knowledge Management
16MBAMM306	Supply Chain Management	16MBAFM306	Strategic Credit Management	16MBAHR306	Conflict & Negotiation Management

III SEMESTER (Dual Specialisation)

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing & Finance	Finance & HR	HR & Marketing									
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAFM301	16MBAHR301	16MBAMM301	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM302	16MBAHR302	16MBAMM302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM303	16MBAHR303	16MBAMM303	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	---	50	50	100	4
			Industrial Visit	0	0	0	0	00	00	00	0
				18	12	30		120	480	700	22

* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.
Industrial visit is a mandatory activity with zero credits

IV SEMESTER
(Core Specialisation)

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAMM404	16MBAFM404	16MBAHR404	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM405	16MBAFM405	16MBAHR405	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM406	16MBAFM406	16MBAHR406	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

* Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

**** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.**

**IV SEMESTER
(Core Specialisation Subjects)**

Marketing Specialisation		Financial Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations
16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems
16MBAMM403	E-Marketing	16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management
16MBAMM404	Strategic Brand Management	16MBAFM404	International Financial Management	16MBAHR404	Organisation Change and Development
16MBAMM405	Rural Marketing	16MBAFM405	Financial Derivatives	16MBAHR405	Strategic Talent Management
16MBAMM406	International Marketing Management	16MBAFM406	Corporate Valuation	16MBAHR406	Personal Growth & Interpersonal Effectiveness

**IV SEMESTER
(Dual Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
Marketing & Finance	Finance & HR	HR & Marketing		Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAFM401	16MBAHR401	16MBAMM401	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM402	16MBAHR402	16MBAMM402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM403	16MBAHR403	16MBAMM403	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

- Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

**** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.**

**IV SEMESTER
(Dual Specialisation Subjects)**

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring
16MBAMM402	Integrated Marketing Communication	16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance
16MBAMM403	E-Marketing	16MBAMM403	E-Marketing	16MBAFM403	Tax Management
16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations	16MBAHR401	Public relations
16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems	16MBAHR402	Workplace Ethics & Value Systems
16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management	16MBAHR403	International Human Resource Management

Plan of action (proposed)

1. Implementation of CBCS for MBA Programme will be effective from next academic year, i.e., 2016-17
 2. Review of Scheme of Teaching and Examinations being finalized
 3. Award of Credits for various components of MBA Programme
 4. Allotment of marks for the subjects/papers, seminar and summer project.
- 80:20 patterns of marks for external examination and internal (IA) marks respectively is to be adopted for all the subjects, except Internship, for which the pattern will be 50:50 basis for internal and external assessments respectively.

Question paper for theory examination shall consist of Part A and B as under:

- Part A shall consist of 5 questions subdivided into a, b, c in 3+7+10 mixed pattern
- Part B shall be a *compulsory* question on Case study/ Practical problem for 20 marks (may contain a maximum of 4 sub-questions).

IA Pattern: 20 marks in each subject, comprising of 10 marks for tests and 10 marks for assignments/seminars/practical exercises/quiz/oral exams

SEMESTER I

MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Subject Code	: 16MBA11	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

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

Course Outcomes:

At the end of the course students are able to:

- Comprehend & correlate all the management activities which are happening around them with fundamental concepts and principles of management.
- Get an overview of management, theory of management and practical applications of the same.
- Effectively use their individual skill to work in groups to achieve organizational goals and ability to lead groups/teams.

- Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.

Part A - Principles of Management

Unit 1: (8 Hours)

Introduction: Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

Unit 2: (12 Hours)

Planning and Organizing:

Planning: Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making.

Organizing: Organization structure, Formal and informal organizations, Principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations.

Unit 3: (5 Hours)

Controlling: Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

RECOMMENDED BOOKS

- Essentials of Management-Koontz, 8/e, McGraw Hill
- Management: Text and Cases-VSP Rao, Excel Books
- MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010

- Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
- Management Theory & practice – Chandan J. S, Vikas Publishing House.
- Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
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REFERENCE BOOKS:

- Masters of Management Thought – Mahanand Charati & M M Munshi, Sapna Book House, Bangalore, 2015.

Part B - Organizational Behaviour

Unit 4: (6 hours)

Introduction: Organizational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, challenges and opportunities.

Unit 5: (15 Hours)

Foundations of Individual Behaviour: Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision-making.

Unit 6: (10 Hours)

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories.

Note: Related case studies to be discussed.

Practical Components:

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviours with respects to the trait, behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

Note: Faculty can either identify the organizations/ leaders/jobs or students can be allowed to choose the same.

RECOMMENDED BOOKS:

- Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012.
- Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House,
- Organization Behaviour – Ashwathappa, Himalaya Publication House
- ORGB - Nelson, Quick, Khanelwal, 2/e, Cengage Learning, 2012.
- Organizational Behaviour - Anada Das Gupta, Biztantra, 2011.
- Organizational Behaviour: A modern approach - Arun Kumar and Meenakshi, Vikas Publishing House, 2011.
- Organizational Behaviour – Rao V. S. P, Excel BOOKS, 2009.

REFERENCE BOOKS:

- Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
- Management and Organizational Behaviour - Laurie J Mullins, Pearson education

- Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning
- Organizational Behaviour, Aquinas P. G, Excel Books.

ECONOMICS FOR MANAGERS

Subject Code	: 16MBA12	IA Marks	: 20
No. of Lecture Hours / Week:	03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

COURSE OBJECTIVES

- To introduce the fundamentals, tools and theories of managerial economics
- To orient on micro economic techniques as a decision making process
- To understand various industrial policies essential for business managers
- To understand the vital characteristics of different market structures

COURSE OUTCOMES

At the end of the course students are able to:

- Equipped with the skill to apply the theory of demand, theory of production and cost in decision making
- Differentiate between various markets structure, functioning and pricing decisions.
- Acquire the knowledge of Indian Industrial Policies, its impact on industrial development so as to develop proper strategy in day to day management.

Unit 1: (12 hours)

Managerial Economics: Meaning, Nature, Scope. & Significance, Uses of Managerial Economics, Objectives and alternative hypothesis of the firm – Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand- Price, Income, Cross and Advertising Elasticity, Uses of Elasticity of Demand for Decision Making, - Demand Forecasting: Meaning and Significance.(problems on Elasticity of Demand only).

Unit 2: (10 hours)

Production Analysis: Concept, Production Function- Total, Average, & Marginal Product –Law of Variable Proportions & ISO-Quants & ISO Costs - Least cost factor combination- Returns to Scale- Economies and Diseconomies of Scale - Technological progress and production function

Unit 3: (8 hours)

Cost and Revenue Profit Functions: Cost Concepts, Fixed and variable costs- Total Cost, Average Cost, Marginal Cost, Opportunity Cost. - Short-run and Long-run Cost Curves

Profits: Determinants of Short-Term & Long Term Profits, Measurement of Profit.

Break Even Analysis- Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics (Problems on BEP only)

Unit 4: (8 hours)

Market Structure: Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination - Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership - Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation Pricing - Descriptive Pricing- Price Skimming, Price Penetration.

Unit 5: (8 hours)

Indian Economic Environment: Overview of Indian Economy, Recent changes in Indian Economy.

Measurement of National Income: Basic Concepts, Components of GDP- Measuring GDP and GNP, Difficulties in measuring National Income, Growth Rate.

Business Cycle – Features, Phases, Economic Indicators, Inflation: Types, causes, Measurement, Kinds of Price Indices, Primary, Secondary and Tertiary Sectors and their contribution to the Economy, SWOT Analysis of Indian Economy.

Unit 6: (10 hours)

Industrial Policies and Structure: A critical look at Industrial Policies of India, New Industrial Policy 1991; Disinvestment in PSUs - Private Sector- Growth, Problems and Prospects, SMEs – Significance in Indian economy-problems and prospects

Economic Policies: Fiscal Policy: Objectives, Instruments, Union Budget,

Monetary Policy: Objectives, tools for Credit Control.

Globalization: Meaning and Implications, Phases, Impact of Globalization on Indian Economy.

Foreign Trade: Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade.

Note 1: Related case studies to be discussed.

Note 2: 75 percent theory and 25 percent problems from Unit 1 & 3

Practical Components:

- Assessment of Impact of advertisement or sales promotion on the demand of a product (Preferably FMCG goods)
- Study of demand elasticity for a product when there is a price increase or price decrease.
- Demand forecasting – Mini project may be given to students to assess the demand for a product or a service using any method.
- Preparing a project proposal for a new business venture to understand the BEP using real time data.
- An in-depth study of economic indicators on the growth rate

- Analysis of recent budget, fiscal discipline and disinvestment proposals of the GOI
- A study on the effect of monetary policy on banking and NBFCs
- A futuristic study of leading Indian industries and observations of CAG on major issues.

RECOMMENDED BOOKS:

- Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication.
- Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.
- Managerial Economics, H. L Ahuja, S. Chand, 2011
- Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
- Indian Economy, Misra and Puri, Himalaya Publications
- Business Economics, ML Jhingan and Upadhyaya, Vrinda Publications
- Business Environment Text and Cases by Justin Paul, 3rd Edition, McGraw-Hill Companies.

REFERENCE BOOKS:

- Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010
- Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013
- Managerial Economics, Yogesh Maheswari, PHI, 2013
- Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
- Managerial Economics: Case study solutions- Kaushal H, 1/e., Macmillan, 2011

ACCOUNTING FOR MANAGERS

Subject Code	: 16MBA13	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To explain fundamental accounting concepts and conventions.
- To explain and use the accounting equation.
- To prepare basic journal entries for business transactions and present the data in an accurate manner
- To present financial statements in vertical and horizontal format.
- To analyze a company's financial statements using various ratios for decision making.
- To understand emerging issues in accounting and taxation.

Course Outcomes:

At the end of the course students are able to:

- Acquire the knowledge about the concepts and fundamental principles of accounting.
- Demonstrate theoretical knowledge and its application in real time accounting.
- Capable of preparing financial statement of sole trading concerns and companies.
- Independently undertake financial statement analysis and take decisions.
- Comprehend emerging trends in accounting and taxation.

Unit 1: (6 Hours)

Introduction to Accounting: Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equation (problems on accounting equation).

Unit 2: (10 Hours)

Preparation of books of Accounts: Journals, three column cash book, ledgers and trial balance. Depreciation- Straight line and Written down Value Methods.

Unit 3: (14 Hours)

Preparation of Financial Statements: Preparation of final accounts of sole traders. Preparation of final accounts of companies, vertical form of financial statements. (Basic problems Final Accounts)

Unit 4: (12 Hours)

Analysis of Financial Statements: Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow Statement (only indirect method).

Unit 5: (8 Hours)

Emerging issues in Accounting: Human Resource Accounting, Forensic Accounting, Sustainability Reporting -**Accounting Standards and IFRS:** Nature and significance

Unit 6: (6 Hours)

Fundamentals of Taxation: Heads of Income, Deductions u/s 80C, Income Tax Rates and Returns for Individuals only (only theory)

Practical Components:

- Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.
- Analyzing the companies' cash flow statements and presenting the same in the class.

- Exposing the students to usage of accounting software's (Preferably Tally)
- Filling up of ITR forms
- Identify the sustainability report of a company and study the contents.

Note 1: Related case studies to be discussed.

Note 2: 25 percent theory and 75 percent problems

RECOMMENDED BOOKS:

- Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014
- A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari , 2/e, Vikas Publishing house (P) Ltd.
- Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
- Accounting for managers, Madegowda J, Himalaya Publishing House.
- Advanced Accountancy, Gupta R. L & Radhaswamy M, Sultan Chand Publications.
- Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
- Business Taxation, Akhileshwar Pathak and Savan Godiawala, 2/e, McGraw Hill Education (India) Pvt. Ltd, 2013.

REFERENCE BOOKS:

- Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education.
- Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India.
- Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2011.
- Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.

- Accounting For Management, Arora M. N, Himalaya Publishing House.
- Essentials of Financial Accounting (Based on IFRS), Bhattacharya, 3/e, Prentice Hall India.
- Comdex (Computer and Financial Accounting with Tally 9.0 Course Kit), Dream Tech.
- Comdex – Tally 9, Namrata Agrawal - DreamTech.
- IFRS: A Practical approach, Jasmine Kaur, McGraw Hill.

QUANTITATIVE METHODS

Subject Code	: 16MBA14	IA Marks	: 20
No. of Lecture Hours / Week:	03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To introduce statistics as a tool for business decision making.
- To provide an analytical foundation for dealing business situations.
- To learn how to take decision under various situations.
- To familiarize the use of linear programming and project management evaluation techniques.
- To orient the students with statistical tools.

Course Outcomes:

At the end of the course students are able to:

- Understand and applying descriptive statistical tools in business situations.
- Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario.
- Develop the skills of decision making using Decision Theory.

- Develop mathematical models using Linear Programming technique.
- Illustrate the use of network techniques for successful project implementation

Unit 1 (10 Hours)

Descriptive Statistics: Measures of Central Tendency- mean, median, mode, Measures of Dispersion- Standard deviation, variance, Co-efficient of Variance.

Unit 2 (8 Hours)

Correlation and Regression: Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regression (problems on simple regression only)

Unit 3 (8 Hours)

Probability Distribution: Concept and definition - Rules of probability – Random variables –Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem (No derivation) (Problems only on Binomial, Poisson and Normal).

Unit 4 (10 Hours)

Decision Theory: Introduction – Steps of decision making process-types of decision making environments-decision making under uncertainty- Decision making under Risk- Decision tree analysis (only Theory)

Unit 5 (10 Hours)

Linear Programming: structure, advantages, disadvantages, formulation of LPP, solution using Graphical method.

Transportation problem: basic feasible solution using NWCM, LCM, and VAM unbalanced, restricted and maximization problems.

Unit 6

(10 Hours)

Project Management: Introduction – Basic difference between PERT & CPM – Network components and precedence relationships – Critical path analysis – Project scheduling – Project time-cost trade off – Resource allocation, basic concept of project crashing.

Theory 25 percent and Problems percent

Practical Component:(Student-Centered Learning)

- Students are expected to have basic Excel knowledge-hands on experience.
- Students should be able to relate the concepts to real time business situations.
- Student should demonstrate the application of statistical tools.

RECOMMENDED BOOKS:

- Statistical Methods, S. P Gupta, Sulthan Chand & sons, New Edition,
- Quantitative Techniques in Management, N D Vohra, 4th Edition, Tata McGraw Hill, 2010.
- Fundamentals of Statistics, S.C Gupta, 6th edition, Himalaya Publishing House, 2007

REFERENCE BOOKS:

- Operations Research – Theory & Applications, J K Sharma, 5th edition, Macmillan publishers, 2013.
- Quantitative Methods for Business, Anderson, Sweeney and Williams, Thomson, 2005.
- Analyzing Multivariate Data, James Lattin, Douglas Carroll and Paul Green, Thomson Learning, 2003.

MARKETING MANAGEMENT

Subject Code	: 16MBA15	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To provide an insight to basic concepts of marketing management.
- To understand various marketing models for solving marketing problems.
- To understand fundamental premise underlying market driven strategies.

Course Outcome:

At the end of the course students are able to:

- Acquire knowledge regarding basic concepts and functions of Marketing Management.
- Apply various marketing concepts to solve day-to-day corporate problems.
- Learn various strategies which enable decision making process.
- Study ever-changing environment and use of appropriate models and techniques of Marketing.
- Synthesize ideas into a viable marketing plan.

Unit 1: (10 hours)

Introduction to Marketing: Introduction, Definitions of market and marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product- oriented Concept, New or Modern or Customer- oriented Concept, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer

Unit 2: (8 hours)

Consumer Behaviour Analysis: Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives, Buyer Behaviour Models

Unit 3: (10 hours)

Market Segmentation, Targeting & Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies.

Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning. Branding - Concept of Branding, Types, Brand Equity, Branding strategies.

Unit 4: (8 hours)

Managing the Product: Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packing as a marketing tool, Role of labelling in packing.

Unit-5 (10 hours)

Pricing decisions: Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.

Marketing Channels: Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing,

Unit 6: (10 hours)

Marketing Planning: Meaning, Concepts, Steps involved in Marketing planning, Marketing Audit- Meaning, Feature, Various components of Marketing Audit Marketing Strategy-Analysis of Industry and Competition, Strategic Planning Process,

Case Studies in Indian Context

Practical Components:

- Analyze Product Life Cycle of few Products like-Electronic goods, Computers etc.
- Study Packaging strategies used by FMCG companies
- Understand Marketing strategies, plans used by automobile, cosmetic, FMCG companies etc.

RECOMMENDED BOOKS

- Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
- Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012
- Marketing Management: An Applied Approach, Noel Capon & Siddharth Shekhar Singh, Wiley, 2014

REFERENCE BOOKS

- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
- Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
- Marketing Management – Karunakaran, HPH.
- Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
- Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
- Marketing: Planning, Implementation, and Control -William M. Pride, Ferrell O. C, Cengage Learning, 2010.
- Marketing Management, Tapan Panda, 2/e, Excel Publication

MANAGERIAL COMMUNICATION

Subject Code	: 16MBA16	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objective:

To enhance students communication skills through verbal, non-verbal, correspondence, presentations, interviews and negotiation.

Course Outcomes:

At the end of the course students are able to:

- Describe and develop written and oral communication.
- Independently prepare business letters and reports.
- Exhibit, develop and apply negotiation strategies.
- Gain exposure to media management and demonstrate the skill in analyzing business situation.

Unit 1: (10 Hours)

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

Unit 2: (8 Hours)

Oral Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication.

Modes of Oral Communication - Listening as a Communication Skill,
Non-verbal communication

Unit 3: (8 Hours)

Written Communication: Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

Unit 4: (12 Hours)

Business Letters and Reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation - Writing memos

Media Management: The press release – Press conference – Media interviews

Group Communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings.

Meeting Documentation: Notice, Agenda, and Resolution & Minutes

Unit 5: (10 Hours)

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers.

Case Methods of learning: Understanding the case method of learning.

Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.

Unit 6: (8 Hours)

Employment communication: Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills

Impact of Technological Advancement on Business Communication

– Technology-enabled Communication-**Communication networks**–
Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing

Practical Components:

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Give exercises for clarity and conciseness in written communication.
- Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc,
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty

RECOMMENDED BOOKS:

- Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education,2011
- Business Communication: Process and Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
- Business Communication – Renuka Murthy T P and YathishChandra M S, HPH.
- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
- Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
- BCOM – Lehman, DuFrene, Sinha, Cengage Learning, 2/e, 2012
- Business Communication – Madhukar R. K, 2/e, Vikas Publishing House.

REFERENCE BOOKS:

- Effective Technical Communication - Ashraf Rizvi M, TMH, 2005.

- Business Communication - Sehgal M. K & Khetrapal V, Excel Books.
- Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.
- Basic Business Communication – Raj Kumar, Excel Books, 2010.

SEMESTER II HUMAN RESOURCE MANAGEMENT

Subject Code	: 16MBA21	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To understand the HRM concepts and theory
- To obtain an overview of various HRM functions and practices
- To gain an insight into the various statutory provisions

Course outcome:

At the end of the course students will be able to:

- Synthesize information regarding the effectiveness of recruiting methods & selection procedures
- Identify the various training methods and design a training program
- Design a job description and job specification for various levels of employees.
- List out the regulations governing employee benefit practices.

Unit 1: (8 hours)

Human Resource Management:

Introduction, meaning, nature, scope of HRM - Importance and Evolution of the concept of HRM - Major functions of HRM - Principles of HRM

Unit 2: (10 hours)

Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis.

Human Resource Planning: Objectives, Importance and process of Human Resource Planning, Effective HRP.

Unit 3: (10 hours)

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, New Approaches to recruitment.

Selection: Definition and Process of Selection.

Placement: Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.

Unit 4: (8 hours)

Training and development: Training v/s development, Training v/s Education, Systematic Approach to Training, Training Methods.

Unit 5: (10 hours)

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal

Compensation: Objectives of Compensation Planning, Job Evaluation, Compensation Pay Structure in India.

Unit 6: (10 hours)

Employee Welfare: Introduction, Types of Welfare Facilities and Statutory Provisions.

Employee Grievances: Employee Grievance procedure, Grievances Management in Indian Industry.

Discipline: Meaning, approaches to discipline, essential of a good disciplinary system, managing difficult employees.

Practical Components:

- Give a case and ask the students to prepare the recruitment advertisement for a newspaper.
- Expose students to standard selection tests followed in various sectors.
- Exploring training and development practices.
- Exploring performance appraisal practices in various sectors.
- Exploring employee separation practices.
- Give a job analysis case and ask the students to prepare job description and job specification.
- Ask the students to prepare an appointment letter for the post of office manager of a company known to you.

RECOMMENDED BOOKS:

- Human Resources Management: A South Asian Perspective, Denski/Griffin/Sarkar-Cengage Learning, 2012.
- Human Resource Management – Rao V. S. P, Excel BOOKS, 2010
- Human Resource Management - Lawrence S. Kleeman, Biztantra , 2012.
- Human Resource Management – Dr. T.P RenukaMurthy HPH

REFERENCE BOOKS:

- Human Resource Management - John M. Ivancevich, 10/e, McGraw Hill.
- Human Resource Management in practice - Srinivas R. Kandula, PHI, 2009
- Managing Human Resources - Luis R Gomez-Mejia, David B. Balkin, Robert L. Cardy, 6/e, PHI, 2010.
- Human Resource Management & Industrial relations, P.Subba Rao, Himalaya Publishing House, Mumbai.
- Human Resource Management – Aswathappa K HPH

FINANCIAL MANAGEMENT

Subject Code	: 16MBA22	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To familiarize the students with basic concepts of financial management.
- To understand time value of money and cost of capital.
- To analyze capital structure, capital budgeting and dividend decision.
- To understand the short term and long term financing and working capital management.

Course Outcome:

At the end of the course students will be able to:

- Understand the basic financial concepts
- Apply time value of money
- Evaluate the investment decisions
- Analyze the capital structure and dividend decisions.
- Estimate working capital requirements.

Unit 1:

(8 Hours)

Financial management – Introduction to financial management, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Interface of Financial Management with other functional areas.

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only)

Emerging Issues: Risk management, Behavioral finance and Financial engineering.

Unit 2:

(10 Hours)

Time value of money – Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

Unit 3:

(10 Hours)

Cost of Capital Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

Unit 4:

(12 Hours)

Investment decisions – Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.

Unit 5: (8Hours)

Working capital management – factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

Unit 6: (8 Hours)

Capital structure and dividend decisions – Planning the capital structure. (No capital structure theories to be covered) Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout (No dividend theories to be covered)

Practical Components:

- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.
- Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.

RECOMMENDED BOOKS:

- Financial Management -Prasanna Chandra, 8/e, TMH, 2011.
- Financial Management,Shashi K Gupta and R K Sharma, 8th Revised Edition, Kalyani Publishers, -2014
- Financial Management,Khan M. Y.& Jain P. K, 6/e, TMH, 2011.
- Financial Management,Rajiv Srivastava and Anil Misra, Second edition, Oxford University Press,2011
- Financial Management ,I M Pandey, 10th Edition, Vikas Publishing House -2014
- Financial Management & Policy-Vanhorne, James C., 12/e, Pearson, 2002
- Financial Management, PralhadRathod, Babitha&S.HarishBabu, Himalaya Publishing House, 2015

REFERENCE BOOKS:

- Financial Management,V K Bhalla ,1st Edition- S.Chand 2014,
- Fundamentals of Financial Management,Brigham & Houston, 10/e, Cengage Learning.
- Corporate Finance,Damodaran , 2/e, Wiley India (P) Ltd., 2004
- Financial Management,Paresh P., Shah 2/e, Biztantra.
- Fundamentals of Financial Management,Sheeba Kapil ,Pearson,2013
- Financial Management, Sumit Gulati & Y P Singh,McGraw Hill, New Delhi - 2013

RESEARCH METHODS

Subject Code	: 16MBA23	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To understand the basic components of research design
- To Gain an insight into the applications of research methods
- To equip students with various research analytical tools used in business research

Course outcome:

At the end of the course students are able to:

- Understand various research approaches, techniques and strategies in the appropriate in business.
- Apply a range of quantitative / qualitative research techniques to business and day to day management problems
- Demonstrate knowledge and understanding of data analysis, interpretation and report writing
- Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

Unit 1:

(8 hours)

Business Research – Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Unit 2:

(10 hours)

Business Research Design: Meaning and significance - **Types:** Exploratory and Conclusive Research Design.

Exploratory Research: Meaning, purpose, methods- Literature search, experience survey, focus groups and comprehensive case methods.

Conclusive Research Design - Descriptive Research - Meaning, Types – Cross sectional studies and longitudinal studies.

Experimental Research Design – Meaning and classification of experimental designs- formal and informal, Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Unit 3:

(8 hours)

Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling –

convenience sampling- judgemental sampling, snowball sampling- quota sampling - Errors in sampling.

Unit 4: (12 hours)

Data Collection: Primary and Secondary data

Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data -Sources – advantages and disadvantages.

Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling

Unit5: (10 hours)

Hypothesis - types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis- Bivariate and Multivariate Analysis- (only theory). ANOVA-one-way and two-way classification (theory only)

Unit6: (8 hours)

Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation- **Report writing and presentation of results:** Importance of report writing, types of research report, report structure, guidelines for effective documentation.

Practical Components:

- To identify research problem and collect relevant literatures for data analysis
- To write the research design by using Exploratory and Descriptive Research methods
- To prepare the questionnaire on brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions.
- To conduct Market survey and to investigate consumer perception towards any FMCG.
- To demonstrate Report writing and Presentation methods

RECOMMENDED BOOKS

- Business Research Methods: A South-Asian Perspective with course Mate William G.Zikmund/Barry J.Babin/Jon C.Carr/AtanuAdhikari/Mitch Griffin, Cengage learning
- Business Research Methods: S.N.Murthy&U.Bhojanna. Excel Books
- Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007
- Research Methods – M MMunshi& K Gayathri Reddy, Himalaya Publishing House, 2015
- Research Methods for Business, Uma Sekaran& Roger Bougie, 6th Edition, Wiley, 2013
- Business Research Methods-SL Gupta and HeteshGuptha, McGraw hill - 2012
- Marketing Research- Naresh K Malhotrs- 5th Edition, Pearson Education /PHI 2007

REFERENCE BOOKS

- Research Methods- William M C Trochi,- 2/e, Biztantra, 2007

- Methodology of Research in social Sciences- O R Krishnaswami, M Ranganatham, HPH, 2007
- Research Methodology – C.R.Kothari, VishwaPrakashan
- Business Research Methodology – J K Sachdeva – 2nd Edition - HPH, 2011
- Research Methodology – concepts and cases – Deepak Chawla and NeenaSondhi -Vikas Publication - 2014

BUSINESS LAW AND POLICY

Subject Code	: 16MBA24	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To understand the legal environment of business and complexities faced by businesses.
- To learn various legal provisions under Indian Companies Act.
- To understand the importance of Corporate Social Responsibility

Course Outcome:

At the end of the course students will be able to:

- Demonstrate awareness towards legal and regulatory context of business
- Recognize and appropriately respond to ethical, legal and strategic concerns relating to human resource and organizational management.
- Gain insights into various acts and understand the significance of corporate governance

Unit 1

(10 Hours)

Indian Contract Act, 1872-meaning of contract, agreement, essential elements of a valid contract. Law of agency-meaning, creation and termination of agency. Bailment and Pledge-meaning rights and duties of bailor and bailee.

Unit 2:

(10 Hours)

Companies Act 1956- Meaning and features, kinds of companies, registration and incorporation, Memorandum of Association,& Articles of Association, Prospectus. Winding up of companies

Unit 3:

(10 Hours)

Miscellaneous Acts-Meaning, scope and objectives of: (a) Intellectual Property Law (relating to patents, copyrights and trademarks): (b) Consumer Protection Act 1986 and (c) Environment Protection Act 1986,

Unit 4:

(10 Hours)

Indian Partnership Act 1932 - THE NATURE OF PARTNERSHIP- Introduction of a partner- Admission of the partner -Retirement of a partner- Expulsion of a partner - Insolvency a partner - Liability of estate of deceased partner

Unit 5:

(8 Hours)

Corporate Governance: Introduction, Definition, Issues in corporate governance, relevance of corporate governance, need and importance of corporate governance, benefits of good corporate governance. Obligation to society, investors, employees and customers, managerial obligation, Indian cases

Unit 6:

(8 Hours)

Corporate Social Responsibility: Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, CSR in Indian perspective, Indian examples. Latest trends in CSR

Practical Components:

- Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
- A group assignment on the relationship between Business, Law and Society in Indian context
- Case studies/Role plays related ethical issues in business with respect to Indian context.
- Students to collect, analyse and discuss MA, AA & Prospectus of a company.
- Organize a programme on consumer awareness and consumer rights.

RECOMMENDED BOOKS:

- Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner, 12/e, McGraw-Hill, 2011.
- Business and Government – Francis Cherunilam, HPH.
- Corporate Governance: principles, policies and practices – Fernando A. C, 2/e, Pearson, 2011.
- Business Ethics and Corporate Governance - Ghosh B. N, Tata McGraw-Hill, 2012.
- Business Law for Managers, Goel P. K, Biztantra, 2012.
- Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, Vikas Publishing House, 2012.

REFERENCE BOOKS:

- Business and Society - Lawrence and Weber, 12/e, Tata McGraw- Hill, 2010.
- Business Ethics - Bajaj P. S & Raj Agarwal, Biztantra, 2012.
- Corporate Governance - Keshoo Prasad, 2/e, PHI.
- Corporate Governance, Ethics and social responsibility - Balachandran V, & Chandrashekharan V, 2/e, PHI, 2011.
- Corporate Governance – Machiraju H. R, HPH.
- Business Ethics and Corporate Governance – Prabakaran S, Excel BOOKS.
- Corporate Governance – Badi N. V, Vrinda Publications, 2012.
- Civic Sense – Prakash Pillappa, Excel BOOKS, 2012.

STRATEGICMANAGEMENT

Subject Code	: 16MBA25	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To provide insights into the core concepts of strategic management.
- To evaluate various business strategies in dynamic market environments.
- To gain insights into various strategic management models

Course Outcome:

At the end of the course students will be able to:

- Formulate a strategic plan that operationalizes the goals and objectives of the firm.
- Use management concepts to analyze complex business situations
- Associate with various Strategic Management models for Business situations
- Ability to evaluate and critique theories and models in corporate environment.

Unit 1

(8 Hours)

Meaning and Nature of Strategic Management, its importance and relevance. Characteristics of Strategic Management. The Strategic Management Process. Relationship between a Company's Strategy and its Business Model.

Unit 2

(8 Hours)

Strategy Formulation – Developing Strategic Vision and Mission for a Company – Setting Objectives – Strategic Objectives and Financial Objectives – Balanced Scorecard. Company Goals and Company Philosophy. The hierarchy of Strategic Intent – Merging the Strategic Vision, Objectives and Strategy into a Strategic Plan.

Unit 3

(10 Hours)

Analyzing a Company's External Environment – The Strategically relevant components of a Company's External Environment – Industry Analysis – Porter's dominant economic features – Competitive Environment Analysis – Porter's Five Forces model – Industry driving forces – Key Success Factors – concept and implementation.

Unit 4

(10 Hours)

Analyzing a company's resources and competitive position – Analysis of a Company's present strategies – SWOT analysis – Value Chain Analysis – Benchmarking
Generic Competitive Strategies – Low cost provider Strategy – Differentiation Strategy – Best cost provider Strategy – Focused Strategy – Strategic Alliances and Collaborative Partnerships – Mergers and Acquisition Strategies – Outsourcing Strategies –International Business level Strategies.

Unit 5

(10 Hours)

Business planning in different environments – Entrepreneurial Level Business planning – Multi stage wealth creation model for entrepreneurs– Planning for large and diversified companies – brief overview of Innovation, integration, Diversification, Turnaround Strategies - GE nine cell planning grid and BCG matrix.

Unit 6

(10 Hours)

Strategy Implementation – Operationalizing strategy, Annual Objectives, Developing Functional Strategies, Developing and communicating concise policies. Institutionalizing the strategy, Strategy, Leadership and Culture

Practical Components:

- Analysing the Mission and Vision statements of a few companies
- Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc)
- Pick a successful growing company. Do a web-search of all news related to that company over a one-year period. Analyse the news items to understand and write down the company's strategy and execution efficiency.
- Pick a company that has performed very badly compared to its competitors. Collect information on why the company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market; Analyse the internal and external factors
- Map out GE 9-cell matrix and BCG matrix for some companies and compare them
- Conduct SWOT analysis of your institution and validate it by discussing with faculty
- Conduct SWOT analysis of companies around your campus

RECOMMENDED BOOKS:

- Strategic Management: A South-Asian Perspective With CourseMate Michael A.Hitt/R.Duane Ireland/ Robert E.Hoskisson/S.Manikutty Edition:9th, Cengage Learning
- CraftingandExecutingStrategy, Arthur A.ThompsonJr.,AJ StricklandIII, JohnE Gamble,18/e,TataMcGrawHill,2012.
- StrategicManagement - Analysis,Implementation,Control, Nag A,1/e,Vikas,2011.
- StrategicManagement -AnIntegratedApproach, CharlesW. L.Hill,GarethR.Jones,CengageLearning.
- BusinessPolicyandStrategicManagement, SubbaRaoP,HPH.
- StrategicManagement, KachruU,ExcelBOOKS,2009.

REFERENCE BOOKS:

- StrategicManagement:Conceptsand Cases,DavidR, 14/e,PHI.
- StrategicManagement:BuildingandSustainingCompetitive Advantage,RobertA.Pitts& DavidLei,4/e,CengageLearning.
- CompetitiveAdvantage,MichaelE Porter,FreePressNY
- EssentialsofStrategicManagement,Hunger,J. David,5/e, Pearson.
- StrategicManagement,SarojDatta,jaicoPublishingHouse, 2011.
- ContemporaryStrategicManagement,Grant,7/e,Wiley India, 2012

- Strategic Management-The Indian Context, R. Srinivasan, 4th edition, PHI

ENTREPRENEURSHIP DEVELOPMENT

Subject Code	: 16MBA26	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To develop and strengthen entrepreneurial quality in students.
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To provide insights to students on entrepreneurial opportunities.

Course Outcomes:

At the end of the course students will be able to:

- Display keen interest and orientation towards entrepreneurship
- Develop a business plan
- Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors
- Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities

Unit 1:

(10 Hours)

Entrepreneur & Entrepreneurship: Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

Unit 2:

(10 Hours)

Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

Unit 3:

(8 Hours)

Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India

Unit 4:

(8 Hours)

Family Business: Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

Unit 5:

(10 Hours)

International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Unit 6:

(10 Hours)

Informal Risk Capital and Venture Capital: Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists.

Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-Social entrepreneurship - Rural entrepreneurship, MSME Policies.

Make-In India, Start-Up India, Stand-Up India.

Case studies in Entrepreneurship Development

Practical Components:

- Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class
- Analyze the performance of listed family firms. How is their performance compared to the performance of other firms? Does a family firm successfully manage to create wealth for non-family investors?
- Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?
- Study a local for-profit business and try to list out the positive social impacts of the business
- Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show
- Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions and convey back to NGO.

RECOMMENDED BOOKS:

- Entrepreneurship: A South-Asian Perspective – T.V Rao/Donald F.Kuratko, Cengage Learning
- Entrepreneurship Development-Small Business Enterprise-PoornimaCharantimath Pearson Education - 2014
- Entrepreneurship- Rober D Hisrich - Michael P Peters - Dean A Shepherd - 6/e - The McGraw-Hill companies - 2007
- Entrepreneurial Development – M M Munshi, Prakash Pinto & Ramesh Khathri, Himalaya Publishing House -2015
- Entrepreneurship Development - S S Khanka - S Chand Publications

REFERENCE BOOKS:

- Entrepreneurship Theory at crossroads - Mathew J Manimala - 2/e - Biztantra - 2007

- Entrepreneurship Development and Management - Vasant Desai - Himalaya Publishing House - 2007
- Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd - 2006
- Entrepreneurship - Rajiv Roy - 2/e - Oxford University Press 2011
- Entrepreneurship-Principles and Practices - Kurakto - 7/e - Thomson Publication - 2007

SEMESTER III MARKETING SPECIALISATION

CONSUMER BEHAVIOR

Subject Code	: 16MBA MM301	IA Marks : 20
Number of Lecture Hours/Week:	03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To understand the concept of consumer behavior, decision making by consumers, behavioral variables and its influences on consumer behavior.
- To comprehend the social and cultural dimensions of consumer behavior.
- To provide an insight of the psychological and behavioral concepts of consumers.

Outcomes:

The student should be able to:

- Explain the background and concepts vital for understanding Consumer Behaviour.
- Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
- Identifying the psychological and behavioral practices adopted by organizations to enhance the Consumer Behaviour.

Unit 1:

(5 Hours)

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

Unit 2:

(9 Hours)

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods) Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings.

Models of Consumer Behaviour: Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences: Social Class, Culture, REFERENCE Groups, Family members.

Levels of Consumer Decision Making – Consumer Buying Decision Process, Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making. On-line Decision Making: Meaning & Process/Stages

Situational Influences- Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behaviour (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States.)

Unit 3:

(10 Hours)

Individual Influences on Consumer Behaviour and CRM: Part 1

A) Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals.

Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives).

B) Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity (Consumer Innovativeness and related personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism), Brand Personality (Brand Personification, Gender, Geography, Colour), Self and Self-Image (One or Multiple selves, The extended self, Altering the self).

C) Perception: Basics of Perception & Marketing implications, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization, perceived price, perceived quality, price/quality relationship, Perceived Risk, Types of risk, How consumers' handle risk).

Customer Relationship Management

Meaning & Significance of CRM, Types of CRM (Operational, Collaborative, Analytical), Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM

Unit 4:

(08 Hours)

Individual Influences on Consumer Behaviour: Part 2

A) Learning: Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement, Marketing Applications of Behavioural Learning Theories, Classical Conditioning Pavlovian Model, Neo-Pavlovian Model), Instrumental Conditioning, Elaboration Likelihood Model.

B) Attitude: Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models).

C) Persuasive Communication: Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation.

Unit 5:

(12 Hours)

External Influences on Consumer Behaviour

Social Class: Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India)

Culture and Subculture - Major Focus on Indian Perspective

Culture: Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour.

Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures

Cross-cultural consumer analysis: Similarities and differences among people, the growing global middle class; Acculturation is a needed marketing viewpoint, applying research techniques Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.

Groups: Meaning and Nature of Groups, Types

Family: The changing structure of family, Family decision making and consumption related roles, Key family consumption roles, Dynamics of husband-wife decision making, The expanding role of children in family decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications,

Reference Groups: Understanding the power & benefits of reference groups, A broadened perspective on referencegroups, Factors that affect reference group influence, Types of reference groups, Friendshipgroups, Shopping groups, Work groups, Virtual groups, Consumer-action groups, referencegroup appeals, Celebrities.

Unit 6:

(08 Hours)

Consumer Influence and Diffusion of Innovations

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders

Diffusion of Innovations: Diffusion Process (Innovation, Communication channels, Social System, Time) Adoption Process: Stages, categories of adopters Post Purchase Processes: Post Purchase Processes, Customer Satisfaction, and customer commitment: Post purchase dissonance, Product use and non use, Disposition, Product disposition.

Case studies in Indian context only

(04 Hours)

Practical Component:

- Students can go to malls and unorganized retail outlets and observe the behavior of consumers of different demographic segments while buying different category of goods. Come back to class and present the findings / observations followed with a group discussion.
- Students can prepare a questionnaire and do a survey on consumer buying behavior and present the findings in the class.
- Find three advertisements that appeal to the need for power, affiliation and achievement and discuss their effectiveness. Rewrite these for persons in different levels of Maslow's Hierarchy?
- Meet your friends and conduct a survey to find what are the important factors in their purchase of mobiles, shoes, bags etc. There are now plenty of advertisements regarding most products – how do they deal with this information overload?.

RECOMMENDED BOOKS:

- Consumer Behavior - Leon Schiff man, Lesslie Kanuk, 10/e, Pearson, 2010.
- Consumer Behaviour: A Managerial Perspective, Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, 1/e, Cengage Learning
- Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e, TMH,
- Consumer behavior - Jay D. Lindquist, Joseph Sirgy, 1/e, Cengage Learning.
- Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications

REFERENCE BOOKS:

- Consumer Behavior - Henry Asseal, Cengage Learning.
- Consumer Behavior- Satish K. Batra & S H HKazmi, Excel Books.
- CRM – Alok Kumar, Chhabi Sinha, 7/e, Biztantra.
- Customer Relationship Management - Peru Ahamed & Sagadevan, Vikas Publishing.
- Consumer Behavior – Kumar Rajeev, Himalaya Publisher.

RETAIL MANAGEMENT

Subject Code	: 16MBA MM302	IA Marks : 20
Number of Lecture Hours/Week:	03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To develop an understanding of the contemporary retail management, issues, strategies and trends.
- To highlight the importance of retailing and its role in the success of modern business.
- To acclimatize with the insights of retailing, key activities and relationships.

Outcomes:

The student should be able to:

- Find out the contemporary retail management, issues, and strategies.
- Evaluate the recent trends in retailing and its impact in the success of modern business.
- Relate store management and visual merchandising practices for effective retailing.

Unit 1: (8 Hours)

Introduction and Perspectives on Retailing 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

Unit 2: (5 Hours)

Theories of Retailing

Wheel of retailing, The Retail Accordion, Melting Pot Theory, Polarization theory.

Unit 3: (14 Hours)

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.

Retail Pricing and Promotion: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies.

Unit 4: (10 Hours)

Store Management and Visual Merchandising:

Store Management: Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centres, 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.

Unit 5: (9 Hours)

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

Unit 6: (6 Hours)

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

Case Studies (4 Hours)

Practical Components:

- Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to succeed in this profession.
- Go to a kirana store and a supermarket and compare the following: a) store arrangement b) No of brands carried c) pricing policies – are discounts given? d) Service – personal or impersonal? Etc.
- Go to at least three kirana stores in your neighborhood (around 2 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold 'loose' in each locality and compare this with the approximate income range of

the customers? What are the retailer's losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers?

- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behavior also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Student can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.

RECOMMENDED BOOKS:

- Retail Management - Levy & Weitz, 8/e, TMH, 2012.
- Retail Management - Chetan Bajaj, Oxford University press.
- Retailing, James R Carver, Patrick m Dunne, Robert F Lusch, 8/e
- Retail Marketing Management - Dravid Gilbert, 2/e, Pearson Education.
- The Art of Retailing - A. J. Lamba, McGraw Hill.

REFERENCE BOOKS:

- Integrated Retail Management - James R. Ogden & Denise Trodden, Biztantra, Latest Edition.
- Principles of Retail Management - Rosemary Varley, Mohammed Rafiq, Palgrave Macmillan, 2009.
- Managing Retailing - Sinha, Piyush Kumar & Uniyal & Oxford University Press, 2010.
- Retailing Management - Swapna Pradhan, 4/e, TMH, 2012.
- Retail Management: A Strategic Approach - Barry Berman, Joel R. Evans, Pearson.
- Retail Management, Functional Principles and Practices, Gibson G Vedamani, 4th Edition, JAICO Publishing House.
- Retail Management, Global perspective, Dr. Harjith Singh, 3rd Revised Edition, S.Chand.

SERVICES MARKETING

Subject Code : 16MBA MM303
Number of Lecture Hours/Week: 03
Number of Lecture Hours : 56
Practical Component : 02 Hours/ Week

IA Marks : 20
Exam Hours: 03
Exam Marks: 80

Objectives:

- To acquaint the students with the characteristics of services and their marketing implications.
- To discuss and conceptualize the service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.
- To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing.

Outcomes:

The student should be able to:

- Develop an understanding about the various concepts and importance of Services Marketing.
- Enhance knowledge about emerging issues and trends in the service sector
- Learn to implement service strategies to meet new challenges

Unit 1: (10 Hours)

Introduction to services: Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality.

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

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

Unit 2: (8 Hours)

Understanding customer expectation through market research: Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies – Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

Unit 3: (10 Hours)

Customer defined service standards: “Hard” & “Soft” standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand.

Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies.

Leadership & Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.

Unit 4: (8 Hours)

Employee role in service designing: importance of service employee, Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP 3.

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

Unit 5: (8 Hours)

Role of marketing communication: Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery, Methodology to exceed customer expectation.

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

Unit 6:

(6 Hours)

Physical evidence in services: Types of service spaces- Role of service scapes, Frame work forunderstanding service scapes& its effect on behaviour-Guidance for physical evidence strategies.

Case Studies in Indian context only

(6 hours)

Practical component:

- Ask students to choose a service industry of their choice at the beginning of the semester
- Ask them to do an in-depth study of the industry and give a presentation at the end of theevery Module relating to the concepts of that Module to the industry
- Students can prepare service blueprints for any service of their choice
- Students can do a role play on service recovery
- Identify any existing services. Locate loopholes in their design and suggest modifications

RECOMMENDED BOOKS:

- Services Marketing-Valarie A Zeithmal& Mary Jo Bitner, 5/e, TMH, 2011
- Services Marketing-Christopher Lovelock, Pearson Education.

REFERENCE BOOKS:

- Services Marketing - RajendraNargundkar, 3/e, TMH, 2010
- Services Marketing - GovindApte, Oxford.
- Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning-2007
- Services Marketing: Operation, Management and Strategy-Kenneth E Clow& David L. Kurtz, 2/e, Biztantra, 2007

MARKETING RESEARCH

Subject Code	: 16MBA MM304	IA Marks : 20
Number of Lecture Hours/Week:	03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To provide an understanding of the basics of marketing research process.
- To orient on the theoretical and practical aspects of marketing research.
- Encourage the students to take up analytical thinking through research.
- To highlight importance marketing research for enhancing marketing strategies.

Outcomes:

The student should be able to:

- Comprehend the objectives of Market research & its application in solving marketing problems

- Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
- Generalize and interpret the data with the help of various measurement techniques.
- To understand the emergence of new trends in research.

Unit 1: (8 Hours)

Introduction: Meaning, scope and importance of marketing research; own vs. agency marketing research; marketing information system; meaning, need and components, marketing information system and marketing research; marketing research process-an overview; problem definition, formulation and preparation of research proposal.

Unit 2: (10 Hours)

Research Design and Data Collection

Research Design: Meaning and scope of research design; types of research designs, exploratory, descriptive and conclusive

Secondary Data: Sources and uses of secondary data, collection of secondary data.

Primary Data Collection: Primary data collection methods; mail survey, telephone survey and interviews and their evaluation; observations; experimental methods, questionnaire administering, organizing fieldwork for collecting data.

Unit 3: (9 Hours)

Sample Design and Sampling: Determining universe, sampling frame and sampling unit; determining sampling method; sample size determination; sampling errors vs. non-sampling errors.

Sampling: Steps & Types: Probability / non probability (simple, systematic; stratified proportionate, disproportionate), Sample size determination

Unit 4: (9 Hours)

Questionnaire design: Steps in Q.D. with examples for each step. Rating Scales, Juster, Likert, Semantic Differential, Thurston, Attitude Scales, Scales for illiterate respondents

Unit 5: (10 Hours)

Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale; Scale Types: Comparative Scaling, Non-comparative Scaling; Attitude Measurement, Self-Reporting Methods, Methods for Rating Attributes, Data Analysis, Customer Research, Advertising Research, Product Research, Distribution Research, Sales Research, Marketing Environment Research, Internet Marketing Research, and International Marketing Research

Unit 6: (10 Hours)

Research trends, Behavioral Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups, Quantifying Emotions, Impact of the Social Media, Do-it-Yourself (DIY) Research; Research ethics, typical research errors, Research and culture;

Practical Components:

- Choose 5 successful products or services and identify the insight behind them through a field survey.
- Do a comprehensive essay on the difference between consumer vs. trade vs. competition insights & how best to exploit them.
- Take 5 recent digital innovations e.g. twitter or face book and identify the insights. Locate 5 non-users of search or mail and Interview their reasons.
- Choose 5 recent successful campaigns and identify their insights through consumer interviews. Present your findings to the class
- Choose 3 successful movies e.g. Dabang & Zindagi namilegi & My name is Khan---and interview consumers about the reasons for their success. Similarly repeat this with 3 recent expensive flop movies and Present your findings to the class

RECOMMENDED BOOKS:

- Marketing Research contemporary approach- Naraynreddy and GVRK Acharyalu, Excel publications
- Marketing Research and consumer Behavior Saravanel et.al, Vikas publishing house
- Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005
- Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning, 2010.
- Research Skills for Students: Transferable and Learning Skills - Allison, et.al. 1996.
- Market Research – Aaker, 11/e, Wiley publications, 2002.

REFERENCE BOOKS:

- Market Research: a guide to planning, methodology & evaluation - Paul Hague, KoganPage, 1996.
- Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al, 2007.

BUSINESS MARKETING

Subject Code	: 16MBA MM305	IA Marks: 20
Number of Lecture Hours/Week: 03		Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To develop an understanding of the various concepts of Industrial Marketing.
- To understand the buying process and marketing channels for industrial goods.
- To acquaint with B-2-B-2-C Strategies and their implementation.
- To analyze various pricing strategies of industrial goods & their implications.
- To understand the significance of E-commerce in Business Marketing.

Outcomes:

The student should be able to:

- Describe the nature of business markets and the related concepts.
- Familiarize the business buying behavior of industrial customers.
- Analyze business situations in the context of buyer-seller relationships.
- Apply concepts of pricing strategies for industrial goods

- To evaluate the significance of E –Commerce in Business Marketing.

Unit 1: (8 Hours)

Nature of Business Marketing: Business Marketing Concept, Business vs. Consumer Marketing, Economics of Industrial demand, Types of Industrial Markets, Types of Business Customers, Classifying Industrial Products & Services, Business customers purchase orientations, Organizational Procurement Characteristics, Environment Analysis in Business Marketing.

Units 2: (10 Hours)

Organizational Buying Behaviour: Organizational Buying Process, Types of purchases / buying situations, Buying Centre Concept, Inter Personal Dynamics of Business Buying Behaviour, Roles of Buying centre, Conflict Resolution in Decision, The Webster & Wind model of Organizational Buying Behaviour, Ethics in Purchasing.

Business Marketing Research: Differences between B2C & B2B Marketing Research, Marketing Research Process, The Standard Industrial Classification (SIC), Research Methods, Sales Forecasting Approaches, Top-Down, Bottom-up approaches.

Unit 3: (8 Hours)

Market Segmentation: Segmenting, Targeting and Positioning of Business Market, Value based segmentation, Model for segmenting the organizational Market.

Product & Brand Strategy: Developing Product Strategy, Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products, Branding process & Brand strategy.

Business Service Marketing: Special Challenges

Unit 4: (8 Hours)

Formulating Channel Strategy: Nature of Business Marketing channels, Intermediaries, Direct and Indirect Channels, Channel Objectives, Channel Design, Managing Channel Members, Selection and Motivation of Channel Members, Channel conflicts, SCM, Logistics Management, Customer Service, Major cost centres of Market Logistics.

Unit 5: (8 Hours)

Pricing Strategies: Price Determinants, Factors that Influence the Pricing Strategies, Pricing Methods, concept of learning curves, Pricing Strategies, Pricing Policies, Terms of Payment, Competitive Bidding, Leasing

The Promotional Strategies: Communication Objectives, Role of B-2-B Advertising, Sales Promotion in Industrial Markets, Trade shows and Exhibitions.

Unit 6: (10 Hours)

Management of Sales Force: Personal Selling, The Selling Process, Key Account Management, Managing the Industrial Sales Force, Organizing and controlling the industrial sales force activity, planning for sales force Deployment, Measuring the Effectiveness of Sales Force, Customer relationship Management Strategies for Business Markets, Ethical Issues.

B2B through E-Commerce: Business-to-Business forms of E-Commerce, Models for B2B ecommerce, Marketing strategy for the electronic market place.

Case Studies in Indian context only.

(4 Hours)

Practical Components:

- Group presentations on organizational buying behavior & practices in purchase of raw materials, capital & facilitating goods in Indian Co's & MNC's operating in India.
- Segmentation & Positioning of B2B Products.
- Forecasting Techniques for demand of Industrial Products
- Visit to Trade shows & Exhibitions
- Industry visit in 2-3 Industries
- Competitive Bidding Process
- Preparation of quotation.
- Industry survey in the context of B2B Marketing
- Case studies

RECOMMENDED BOOKS:

- Business Marketing – Krishna K Havaladar, Latest Edition, Tata McGraw Hill Publication.
- Industrial Marketing – Robert R Reeder & Reeder; 2nd Edition; Prentice-Hall International Publication.
- Business Marketing Management – Michael D Hutt, Thomas W Speh, Latest Edition, Cengage Learning Publication.

REFERENCE BOOKS:

- Business Marketing – Frank G Bingham Jr., Latest Edition; Tata McGraw Hill Publication.
- Industrial Marketing – Mukherjee H S; Latest Edition; Excel BOOKS Publication.
- Industrial Marketing – PK Ghosh, Latest Edition; Oxford University Press.

SUPPLY CHAIN MANAGEMENT

Subject Code	: 16MBA MM306	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours/ Week		

Objectives:

- To understand the basic concepts, processes and key elements of a supply chain.
- To provide insights for establishing efficient, effective, and sustainable supply chains.
- To explain the role of technology in supply chain planning, visibility, and execution.

Outcomes:

The student should be able to:

- Demonstrate knowledge of the functions of logistics and supply chain management.
- To relate concepts and activities of the supply chain to actual organizations.
- Highlight the role of technology in logistics and supply chain management.

- Evaluate cases for effective supply chain management and its implementation.

Unit 1: (7 Hours)

Introduction: Basic concepts & philosophy of SCM, essential features, decision phases – process view, supply chain framework, key issues in SCM and benefits.

Unit 2: (8 Hours)

Designing the supply chain network: Designing the distribution network, role of distribution, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions. Designing and Planning Transportation Networks, role of transportation, modes and their performance, transportation Infrastructure and policies, design options and their trade-offs, tailored transportation.

Unit 3: (10 Hours)

Inventory Management: Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis. [Simple problems only for understanding the concept]

Unit 4: (8 Hours)

Purchasing and vendor management: Centralized and decentralized purchasing, function of purchase department and purchase policies, vendor rating/ evaluation, single vendor concept, management of stores, account for materials, just in time & Kanban systems of inventory management

Unit 5: (10 Hours)

Logistics Management: Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics bullwhip effects in logistics, distribution and warehousing management. Demand Management and Customer Service: Demand Management, traditional forecasting, CPFRP, customer service, expected cost of stockouts.

Unit 6: (8 Hours)

Recent issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, outsourcing – basic concepts, value addition in SCM – concept of demand chain management

Case Studies in Indian context only. (5 Hours)

Practical Components:

- Students are expected to choose any 2 Indian Organization and study their supply chain in terms of drivers of the Supply chain and submit a report
- Students can study different logistics companies and services provided by them.
- Students can identify any product/service and study the type of distribution system used and understand the reason for using that particular type.
- Students can identify the various types of IT applications employed by Indian Organizations in their Supply chain.

RECOMMENDED BOOKS:

- Supply chain management, Chopra Sunil and Peter Meindl - 3rd edition, Pearson, 2007.
- A Logistic approach to Supply Chain Management – Coyle, Bardi, Longley, 1st Edition, Cengage Learning.
- Supply Chain Logistics Management, Donald J Bowersox, Dand J Closs, M Bixby Coluper, 2nd Edition, TMH, 2008.
- Supply Chain Management-A Managerial Approach, Amith Sinha, Herbert, 2nd edition, TMH.

REFERENCE BOOKS:

- Logistics and supply chain management, G. Raghuram (I.I.M.A.), Macmillan, 2000
- Harnessing value in supply chain, Emiko Bonafield, John Wiley, Singapore, 1999
- Material Management rearview, Dr. Gopal Krishnan, Pearson New Delhi, 2002
- Supply Chain Management, B.S. Sahay, Macmillan, Pearson Education, 2004
- A Text Book of Logistics and Supply chain management, Agarwal D.K. - 1st edition, Macmillan.

Semester: III Finance Specialisation

PRINCIPLES AND PRACTICES OF BANKING

Subject Code	: 16MBA FM301	IA Marks: 20
Number of Lecture Hours/Week: 03		Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Course Objectives:

- To discuss the Structure and System of Banking in India
- To discuss the features of Negotiable Instrument Act of 1881
- To familiarize the students with Universal Banking
- To discuss the Asset Liability Management in banks

Course Outcomes:

At the end of the course students are able to:

- Understand the banking system in India
- Know the nature of banker – customer relationship
- Make use of Negotiable instruments practically
- Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS etc.
- Understand the concept of international banking and management of asset and liability in banks

Unit 1:

(10 Hours)

Banking system and structure in India- Evolution of Indian Banks-Types of banks - Public Sector, Regional Banks, Performance of Public Sector banks, Private Sector Banks.

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

Funds.-Role of Reserve Bank and GOI as regulator of banking system – Provisions of Banking Regulation Act & Reserve Bank of India Act.

Unit 2: (10 Hours)

Banker and customer – Types of relationship between banker and customer – Bankers obligations to customers – Right of lien, setoff, appropriation–Bankers legal duty of disclosure and related matters.

Customers` accounts with banks – Opening- operation – KYC norms and operation –Types of accounts and customers – Nomination – Settlement of death claims.

The Negotiable Instruments Act 1881: The Paying Banker and The Collecting Banker- Negligence-Bills of exchange and promissory note-Discharge of Negotiable instruments- Hundis.

Unit 3: (10 Hours)

Banking Technology- Concept of Universal Banking-Home banking–ATMs-Internet banking– Mobile banking-Core banking solutions–Debit, Credit and Smart cards– Electronic Payment systems-MICR- Cheque Truncation-ECS- EFT – NEFT-RTGS.

Unit 4: (9 Hours)

International banking–International Banking: Exchange rates and Forex Business, Correspondent banking and NRI Accounts, Letters of Credit, Foreign currency Loans, Facilities for Exporters and Importers, Role of ECGC, RBI and EXIM Bank.

Unit 5: (8 Hours)
Banker as lender – Types of loans – Overdraft facilities – Discounting of bills – Financing book dates and supply bills- Charging of Security bills- pledge – mortgage – assignment

Unit 6: (9Hours)

Asset Liability Management (ALM) in banks: Components of Liabilities and Components of Assets, Significance of Asset Liability management, Purpose and objectives. Prerequisites for ALM, Assets and Liabilities Committee (ALCO)- Activities of ALCO

Practical Components:

- Students can study Universal Banking & Cross Selling concepts adopted by banks
- Students can study Customer Profiling aspects adopted by banks
- Students can analyze Advertisement & Publicity efforts done by banks using ATMs (making a checklist of the publicity material found in an ATM – preferably in a private bank ATM)

RECOMMENDED BOOKS:

- Principles and practices of Banking - IIBF, 2/e, Macmillan, New Delhi.
- Elements of Banking & Insurance – JyothsnaSethi&Nishwan Bhatia, PHI, 2009.
- Bank Management - Koch W, Timothy, & S. Scott, Cengage Learning, New Delhi.

- Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, Second edition, Pearson, 2011
- Banking Theory and Practice, K.C. Shekhar and LekshmyShekhar, Vikas Publishing House, 2011.
- Modern Banking: Theory and Practice, Muraleedharan D, PHI, 2013.

REFERENCE BOOKS:

- Banking Theory, Law and practice - Sunderaram and Varshney, Sultan Chand & Sons, New Delhi.
- Banking and Financial System - Prasad K, Nirmala, Chandradas J. Himalaya Publishing House, Mumbai.
- Banking and Financial services- Sharma, Mukund, 1st edition, Himalaya Publishing House, Mumbai.

INVESTMENT BANKING AND FINANCIAL SERVICES

Subject Code	: 16MBA FM302	IA Marks: 20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Course Objectives:

- To provide an understanding of the functioning of investment banking
- To explain the role of depositories and custodians
- To provide an in depth understanding of the financial services like factoring, venture capital, leasing and hire purchase.
- To familiarize the students with working of Housing finance and non banking finance companies
- To explain the concept and developments in micro finance, credit rating and securitization

Course Outcome:

At the end of the course, the students are able to:-

- Understand the functioning of Investment banking
- Be aware of operation connected with depositories and custodians
- Know how financial services like factoring, venture capital, leasing and hire purchase are provided in the financial system.
- Understand the working of Housing finance and non-banking finance companies.
- Identify the developments happening in micro finance, credit rating and securitization system.

Unit 1:

(10 Hours)

Investment Banking- Introduction-Functions of Investment Banks- Types of Investment Banks- Investment Banking Services- Merchant Banking Services-Issue Management-Pre issue and Post

issue obligations-Changing landscape of Investment Banking. Regulation of the Capital Market-SEBI regulations for merchant bankers, brokers and sub brokers, intermediaries and portfolio managers.

Underwriting: Concept – Devolvment - Business model - Underwriting in fixed price offers and book built offers.

Unit 2: (9 Hours)

Depository System: Objectives, activities, interacting systems, role of depositories and their services, Advantages of depository system -NSDL and CDSL. The process of clearing and settlement through Depositories, Depository Participants.

Regulations relating to Depositories-SEBI (Depositories and Participants) Regulations 1996-Registration of depository and participant- Rights and Obligations of depositories and Participants.

Unit 3: (7 Hours)

Housing Finance: Role, Types of housing loans, Institutions and banks offering Housing Finance, Procedure and Interest rates. Income Tax Implication. Reverse mortgage loan.

Non-Banking Finance Companies: Types, Growth, Functions, RBI Guidelines, Prudential Norms.

Unit 4: (9 Hours)

Factoring: Origin, Types, Factoring mechanism, advantages, factoring charges, International factoring, Factoring in India. **Forfeiting:** Origin, characteristics, benefits, difference between factoring and forfeiting, growth of forfeiting in India. **Securitization of debt:** Meaning, Features, Special Purpose Vehicle, Types of securitisable assets, Benefits of Securitization, Issues in Securitization.

Unit 5: (9 Hours)

Venture Capital: Concept, features, Origin and the current Indian Scenario. Private equity-Investment banking perspectives in private equity

Microfinance: The paradigm - NGOs and SHGs - Microfinance delivery mechanisms – Future of micro finance.

Credit rating: Definition and meaning, Process of credit rating of financial instruments, Rating methodology, Rating agencies, Rating symbols of different companies. Rating agencies for SMEs.

Unit 6: (12 Hours)

Leasing: Concept, Steps in Leasing Transactions, Types of Lease, Legal frameworks, Advantages and disadvantages of Leasing, Contents of a Lease Agreement, Matters on Depreciation and Tax, Problems in leasing, Factors influencing Buy or Borrow or Lease Decision.

Hire Purchasing: Concepts and features, Hire Purchase Agreement, Comparison of Hire Purchase with Credit sale, Instalment sale and Leasing. Banks and Hire Purchase. Problems related to outright purchase, Hire purchase and Leasing.

(Question Paper: Case study-Problem on financial evaluation of leasing and hire purchase.)

Practical Components:

- Students can study the procedure for the sanction of housing loans by a bank
- Students can study the Procedure to open a Demat account and an Online Trading Account.
- Students can visit a NBFC and study their operations
- Students may visit a SHG/NGO and study the micro finance aspects
- Visit a bank/financial institution providing factoring service and submit a report.

RECOMMENDED BOOKS:

- Indian Financial System—Khan M. Y, 7/e, TMH, 2011
- Indian Financial System – Machiraju, 4/e, Vikas, 2010
- Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
- Financial services - Khan M.Y, 6/e, McGraw Hill, 2011.
- Banking and Financial services- Sharma, Mukund, 1/e edition, Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

- Dynamics of Financial Markets and Institutions in India – Srivastava R. M, Excel Books, 2010.
- Indian Financial System – Bharati V. Pathak, 3/e, Pearson Education, 2011.
- Investment Banking- Pratap G Subramanyam, Tata McGraw Hill, 2012.
- Merchant Banking & Financial services - Vij&Dhavan, 1/e, McGraw Hill, 2011.

INVESTMENT MANAGEMENT

Subject Code	: 16MBA FM303	IA Marks: 20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To develop a thorough understanding of the process of investments.
- To familiarize the students with the stock markets in India and abroad.
- To provide conceptual insights into the valuation of securities.
- To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors.
- To familiarize the students with the fundamental and technical analysis of the diverse investment avenues
- To learn the Theories of Portfolio management and also the tools and techniques for efficient portfolio management.

Course Outcome:

At the end of the course, the students are able to:-

- Understand the process of investments.
- Get an insight into functioning of stock markets in India and abroad.
- Have insight into the relationship of the risk and return.
- Have familiarity of the fundamental and technical analysis
- Learn the Theories of Portfolio management and also the tools and techniques for efficient portfolio management.

Unit 1: (Theory)

(6 Hours)

Investment: Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives. Mutual Funds: Functions of Investment companies, Classification of Investment companies, Mutual Fund types, Performance of Mutual Funds-NAV.

Unit 2: (Theory)

(6 Hours)

Securities Market: Primary Market - Factors to be considered to enter the primary market, Modes of raising funds, Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Trading and Settlement Procedures, Leading Stock Exchanges in India. Stock Market Indicators- Types of stock market Indices, Indices of Indian Stock Exchanges.

Unit 3: (Theory & Problems)

(10 Hours)

Risk and Return Concepts: Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns of individual security, Portfolio Risk and Return

Unit 4: (Theory & Problems)

(10 Hours)

Valuation of securities: Bond- Bond features, Types of Bonds, Determinants of interest rates, Bond Management Strategies, Bond Valuation, Bond Duration. Preference Shares- Concept, Features, Yields. Equity shares- Concept, Valuation, Dividend Valuation models

Unit:5 (Theory& Problems)

(12 Hours)

Macro-Economic and Industry Analysis: Fundamental analysis-EIC Frame Work, Global Economy, Domestic Economy, Business Cycles, Industry Analysis.

Company Analysis- Financial Statement Analysis, Ratio Analysis.

Technical Analysis – Concept, Theories- Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns. Mathematical Indicators – Moving averages, ROC, RSI, and Market Indicators. (Problems in company analysis & Technical analysis)

Market Efficiency and Behavioral Finance: Random walk and Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency. Behavioral Finance – Interpretation, Biases and critiques. (Theory only)

Unit 6: (Theory & Problems)

(12 Hours)

Modern Portfolio Theory: Markowitz Model -Portfolio Selection, Opportunity set, Efficient Frontier. Capital Asset pricing model: Basic Assumptions, CAPM Equation, Security Market line, Extension of Capital Asset pricing Model - Capital market line, SML VS CML. Arbitrage Pricing Theory: Arbitrage, Equation, Assumption, Equilibrium, APT AND CAPM.

Portfolio Management: Diversification- Investment objectives, Risk Assessment, Selection of asset mix, Risk, Return and benefits from diversification. Portfolio Management Strategies: Active and Passive Portfolio Management strategy. Portfolio Revision: Portfolio Revision Strategies – Objectives, Performance plans.

Portfolio Evaluation: Holding period's returns, Measures of portfolio performance. Sharpe's, Treynor's and Jensen's.

(QUESTION PAPER- 50% Problems, 50% Theory)

Practical Components:

- A Student is expected to trade in stocks. It involves an investment of a virtual amount of Rs.10 lakhs in a diversified portfolio and managing the portfolio. At the end of the Semester the Net worth is to be assessed and marks may be given (to beat an index).
- Students should study the functioning of stock exchange.
- Students can do:-
 - Macro Economic Analysis for the Indian economy.
 - Industry Analysis for Specific Sectors.
 - Company Analysis for select companies.
 - Practice Technical Analysis
- Students can study the mutual funds schemes available in the market and do their Performance evaluation.

RECOMMENDED BOOKS:

- Investments – ZviBodie, Kane, Marcus &Mohanty, 8/e, TMH, 2010.
- Investment Analysis and Portfolio management – Prasanna Chandra, 3/e, TMH, 2010.
- Security Analysis & Portfolio Management- Kevin S, PHI, 2011.
- Investment Management – Bhalla V. K, 17/e, S.Chand, 2011.
- Security Analysis & Portfolio Management – Fisher and Jordan, 6/e, Pearson, 2011.
- Security Analysis & Portfolio Management – Punithavathy Pandian, 2/e, Vikas, 2005.
- Investment Management – Preethi Singh, 17/e, Himalaya Publishing House 2010.

REFERENCE BOOKS:

- Fundamentals of Investment – Alexander, Sharpe, Bailey, 3/e, PHI, 2001.
- Security Analysis & Portfolio Management – Nagarajan K &Jayabal G , 1st Edition, New Age international, 2011.
- Security Analysis & Portfolio Management– Dhanesh Khatri, 1st Edition, Macmillan, 2010.
- Security Analysis & Portfolio Management– Talwar, 1st Edition, Cengage, 2016.

ADVANCED FINANCIAL MANAGEMENT

Subject Code	: 16MBA FM304	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To understand the management of working capital.
- To understand the techniques of cash, inventory and receivables management
- To comprehend the capital structure
- To assess the dividend policy of the firm

Course Outcome:

At the end of the course, the students are able to:

- Realize the importance of management of working capital in an organization.
- Be aware of the techniques of cash, inventory and receivables management
- Get an overview of capital structure theories
- Understand and assess the dividend policy of the firm

Unit 1: (8 Hours)

Working capital management – Determination of level of current assets. Sources for financing working capital. Bank finance for working capital. (No problems on estimation of working capital). Working capital financing: Short term financing of working capital, long term financing of working capital. Working capital leverage.

Unit 2: (10 Hours)

Cash Management – Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-Orr model, Strategies for managing surplus fund.

Unit 3: (9 Hours)

Receivables Management – Credit management through credit policy variables, marginal analysis, Credit evaluation: Numerical credit scoring and Discriminate analysis. Control of accounts receivables, Problems on credit granting decision.

Unit 4: (9 Hours)

Inventory Management: Determinations of inventory control levels : ordering, reordering, danger level. EOQ model. Pricing of raw material. Monitoring and control of inventories, ABC Analysis.

Unit 5: (10 Hours)

Capital structure decisions – capital structure & market value of a firm. Theories of capital structure – NI approach, NOI approach, Modigliani Miller approach, Traditional approach. Arbitrage process in capital structure. Planning the capital structure: EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy

Unit 6: (10Hours)

Dividend policy – Theories of dividend policy : relevance and irrelevance dividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Dividend policies – stable dividend, stable payout and growth. Bonus shares and stock split corporate dividend behavior. Legal and procedural aspects of dividends Corporate Dividend Tax.

(Question paper: 40% theory and 60% problems)

Practical Components:

- Study the working capital financing provided by a Bank and submit the report on the same
- Study the annual report of any two companies and prepare a cash budget for next year.
- Study dividend policy of companies and its impact on shareholders' wealth
- Study implications of bonus issues/stock splits of companies

RECOMMENDED BOOKS:

- Financial Management - M.Y. Khan & P.K. Jain, 6/e, TMH, 2011
- Financial Management - Prasanna Chandra, 8/e, TMH, 2011.
- Financial Management - I.M. Pandey, 10/e, Vikas, 2011.
- Financial Management: Comprehensive Text Book with Case Studies – Ravi M. Kishore, 7/e, Taxmann.
- Principle of Corporate Finance– Brearly and Myers, 10/e, TMH, 2012

REFERENCE BOOKS:

- Financial Management: Theory & Practice - Brigham & Ehrhardt, 10/e, Cenage Learning, 2004.
- Corporate Finance: Ross, Westerfield & Jaffe, – TMH – 8/e, 2010
- Financial Management & Policy - Vanhorne, 12/e, Pearson
- Corporate Finance: Theory & Practice – AshwathDamodaran, 2/e, Wiley India Pvt. Ltd., 2009.
- Cases in Financial Management - Pandey & Bhatt, 2/e, TMH, 2012.

COST MANAGEMENT

Subject Code	: 16MBA FM305	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses
- To provide an understanding of the use of cost information in support of different strategies
- To demonstrate costing methods and techniques appropriate to a variety of businesses
- To prepare and interpret budgets and operating results through variance analysis
- To describe the use of balanced scorecard and explain how the balanced scorecard supports strategic cost management

Course Outcome:

At the end of the course, the students are able to :

- Understand the cost concepts, cost behaviors, and cost accounting techniques
- Get an insight into the use of cost information in support of different strategies

- Comprehend costing methods and techniques appropriate to a variety of businesses
- prepare and interpret budgets and operating results through variance analysis

Unit 1:(10 Hours)

Introduction to Cost Management- Cost Accounting to Cost Management- Elements of costs- Classification of costs-Methods of costing-Cost Management Tools- A Strategic View to Cost Management- Preparation of a cost sheet

Unit 2:(10 Hours)

Overheads, Classification and Collection, Difference between Cost Allocation and Cost Apportionment, (Full fledged Problems on Primary and secondary distribution, Simultaneous equations, Absorption of Overhead, Theory on Under and Over absorption of Overhead)

Unit 3:(10 Hours)

Marginal Costing – Nature and Scope- Applications-Break even charts and Point, Decision Making (all types with full problems) Differential Cost Analysis, Advantages and Disadvantages of Marginal Costing.

Unit 4:(10 Hours)

Budgetary Control:- Objectives of Budgetary control, Functional Budgets, Master Budgets, Key Factor Problems on Production Budgets and Flexible Budgets.

Standard Costing:- Comparison with Budgetary control, analysis of Variances, Simple Problems on Material and Labour variances only .

Unit 5:(8 Hours)

Demerits of Traditional Costing, Activity Based Costing, Cost Drivers, Cost Analysis Under ABC (Unit level, Batch Level and Product Sustaining Activities), Benefits and weaknesses of ABC

Unit 6: (8 Hours)

Cost Audit& Reporting to Management:-objectives and advantages of Cost Audit , Cost Audit report .Management Audit- Objectives and Scope.

Reporting to Management – Purpose of reporting-Requisites of a good report,, Classifications of Report, Segment reporting, Cost Reduction and Cost Control, Target Costing – its Principles, Balanced Scorecard: Features and Purpose

(Question Paper:50% Theory and 50% Problems)

Practical components:

- Students can take up a product and get details about the actual cost of raw material, wages and other cost and prepare a cost statement. Standard cost of each component has to be obtained and the variance can be calculated to find the efficiency of Purchase, Operations and Production in charge.

RECOMMENDED BOOKS:

- Cost Accounting – Khan M. Y and Jain P. K, TMH.
- Management Accounting - Khan M. Y and Jain P. K, 6th Edition, McGraw Hill, 2012.
- A Text book of Cost and Management Accounting – Arora M. N, 11th Edition, Vikas.
- Cost Management: A strategic Approach - Vaidya S. C, Suveera Gill, Macmillan, 2010.
- Cost Accounting- Jawaharlal, & Seema Srivastava, 4th Edition, TMH.
- Accounting & Costing for Management – Sinha P. K, Excel Books, 2010.
- A Textbook of Cost Management- G.V Kesava Rao, D Gopinath, M.G. Krishnamurthy and Anita S. Yadav, Paramount Publishing House, 2013

REFERENCE BOOKS:

- Principles and Practice of Cost Accounting - Bhattacharyya, 3rd Edition, PHI.
- Managerial Accounting- James Jiambalvo, 4nd Edition, Wiley India Pvt. Ltd.
- Advanced Cost Accounting – Madegowda J, HPH.
- Cost and Management Accounting – Arora M. N, 3rd Edition, HPH.
- Cost Accounting: Theory and Practice - Bhabatosh Banerjee, 13th Edition, PHI.

STRATEGIC CREDIT MANAGEMENT

Subject Code	: 16MBA FM306	IA Marks	:20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To provide an overview of the sound lending decisions by a bank
- To explain the process of evaluation of the loan proposal
- To provide an insight into the different types of loans
- To describe the aspects of NPA management

Course Outcome:

At the end of the course, the students are able to:

- Understand and evaluate the lending decisions by a bank
- Realize the process of evaluation of the loan proposal by banks
- Get an insight into the different types of loans
- Understand management of NPA

Unit 1:

(10 Hours)

Credit management in banks-Screening of applications-Appraisal of credit-Sanction limit-Post sanction compliance – Monitoring supervision –Review- Government policies for credit extension- Credit institutions- Principles of good lending- Borrower study and bankers opinion- Credit policy by banks- Government regulation of credit -Prudential norms.

Unit 2: (10 Hours)

Over view of credit policy and loan characteristics-The credit process –Characteristics of different types of loans- Evaluating commercial loan requests – Financial statement analysis- Cash flow analysis- Projections-Management of the firm and other factors –Feasibility study – Fundamental credit issues - Credit analysis-Different types of borrowers – Balance sheet analysis for lending – Forms of advances secured and unsecured advances- Short term and long term advances.

Unit 3: (8 Hours)

Evaluating consumer loans – Types- Credit analysis of consumer loans- Risk–return analysis of consumer loans- Customer profitability analysis and loan pricing- Fixed Vs floating rates

Unit 4: (8 Hours)

Loan and advances against pledge- Hypothecation- Mortgage – Lien- Advances against goods- Document to title to goods – Life insurance policies – Stock exchange securities-Fixed deposit receipts –Book debts- Supply bills- Real estates – Advance against collateral securities

Unit 5: (8 Hours)

Agricultural finances and Retail lending- Crop loans- Crop insurance schemes- Dairy- Sericulture- Poultry- Animal husbandry – Horticulture – Gobar gas – Kissan credit cards – NABARD initiatives – Lead bank schemes – Retail banking advances – Concept – Retail banking products – Consumer credit financing

Unit 6: (12 Hours)

NPA management – Introduction- Identification of NPAs- Asset classification- Prudential norms- Capital adequacy – International Banking Regulation-Basel Norms – asset classification provisioning – effect of NPA on profitability - Assessment procedure- Pre-sanction appraisal – Post sanction supervision- Monitoring systems for existing and likely NPAs—Tools to manage NPAs –Compromise scheme, LokAdalats, Debt Recovery Tribunals, Corporate Debt Restructuring, Willful defaulters, SARFAESI Act, Asset Reconstruction Companies-CIBIL

Practical Components:

- Students can visit a bank and study the lending and loan appraisal system relating to Agricultural loan, consumer financing etc.
- Students can study the NPA status of leading two PSU banks and two private banks.
- Students can study and submit a report on different retail banking products

RECOMMENDED BOOKS:

- Strategic Credit Management in Banks, Popli.G.S. and Puri S. K. , PHI, 2013
- Banking Theory and Practice - Shekar and Shekar, 19th Edition, Vikas Publishing House, 2009.
- Bank Management - W. Koch Scott, Timothy, Cengage Learning, New Delhi.
- Commercial Banking -Benton Gup & James Kolari, 3rd Edition, Wiley India, 2010.
- Indian Financial System, Bharati V. Pathak, 3rd Edition, Pearson, 2012.
- Bank Credit Management, G. Vijayaragavan, Himalaya Publishing House, 2009.

REFERENCE BOOKS:

- Industrial Finance - Vishwanathan R, Macmillan, New Delhi.
- Banking and Financial System - Prasad K, Nirmala and Chandradas. Himalaya Publishing House, Mumbai.
- Managing Banking Risks - Cade, Eddic, Woodhead Publishers, England.

SEMESTER III

Human Resource Management Specialisation

INDUSTRIAL RELATIONS AND LEGISLATIONS

Subject Code	: 16MBA HR301	IA Marks :20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Course Objectives:

- To enable students to understand and apply the principles of IR and develop an awareness of the significance of industrial peace.
- To provide a conceptual basis of Industrial Relations.
- To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.
- To discuss the various Industrial acts.

Course Outcomes:

The students should be able to

- Gain the insights of IR practices in the industry.
- Develop the knowledge related to employee-management relations
- Implementation of various industrial acts

PART A:

INDUSTRIAL RELATIONS

(32 hours)

Unit 1

(8 hours)

Introduction:

Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India –Historical perspective & post-independence period, Code of Discipline and historical initiatives for harmonious IR, Government policies relating to labor, ILO and its influence on Legal enactments in India.

Unit 2

(8 Hours)

Collective Bargaining & Negotiation:

Collective Bargaining: Definition, Meaning, Nature, essential conditions for the success of collective bargaining, functions of collective bargaining, importance of Collective Bargaining, collective bargaining process, prerequisites for collective bargaining, implementation and administration of agreements.

Negotiations-Types of Negotiations-Problem solving attitude, Techniques of negotiation, negotiation process, essential skills for negotiation, Workers Participation in Management

Unit 3 (8 Hours)

Trade Union

Trade Unions: Meaning, trade union movement in India, Objective, role and functions of the Trade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities of TUs, Problems of trade unions, Employee relations in IT sector

Unit 5 (8 Hours)

Grievance procedure and Discipline management:

Grievance - Meaning and forms, sources of grievance, approaches to grievance machinery, Grievance procedures, model grievance procedure. Disciplinary procedures, approaches to manage discipline in Industry, Principles of Hot stove rule.

RECOMMENDED BOOKS:

- Employee Relations Management, P N Singh, Singh P. N., - Pearson Publications, 2011.
- Dynamics of Industrial Relations, Mamoria&Mamoria, Himalaya Publications, 2012
- Human Resource Management Principles & Practice, Aquinas, Vikas Publication.
- Personnel Management & Industrial Relations, Nair N G, Nair L, S. Chand Limited, 2001
- Essentials of Human Resource Management and Industrial Relations, Subba Rao, 3rd Revised edition, Himalaya Publishing House, 2010.

REFERENCE BOOKS:

Industrial Relations, Trade Unions & Labour Legislation, P R N Sinha et al, Pearson Education, 2004.

- Bare Acts
- Industrial Relations and labor laws, ArunMonappa, RanjeetNambudiri, PatturajuSelvaraj, TMH, 1997.
- Industrial relations, trade unions and labor legislations, P R N Sinha, InduBala Sinha, Seema PriyadarshiniShekar, Pearson Education, 2013, ISBN: 9788131731642

PART B: (24 Hours)

Unit 5

INDUSTRIAL LEGISLATIONS (16 hours)

Only basic objectives and major provisions of the following legislations:

- Factories Act 1948,
- Industrial Employment (Standing orders) Act, 1946
- Employees' State Insurance (ESI) Act, 1948,
- Maternity Benefit Act, 1961
- Contract Labour Act,
- Shops and Establishments Act
- Child Labour (Prohibition & Regulation) Act, 1986
- Industrial disputes act of 1947

Unit 6 (8 Hours)

- Minimum Wages Act, 1948
- Payment of Wages Act, 1936

- Payment of Gratuity Act 1972,
- Employees' Provident Fund and Miscellaneous Provisions Act 1952;
- Payment of Bonus Act, 1965.
- Employees Compensation Act in 2013

NO PRACTICAL COMPONENT

RECOMMENDED BOOKS:

- Labor Laws for Managers, BD Singh, Excel Books, 2009
- Industrial Relations and Labor laws, SC Srivatava, 5th Edition, Vikas Publications.
- Elements of Mercantile Law - N. D Kapoor, Sultan Chand, 2004.
- Industrial Relations and Labour Legislations, Piyali Ghosh & Shefali Nandan, TMH.
- Labor Industrial Laws, Dr. V. G. Goswami, Eighth Edition, Central Law Agency, Allahabad

REFERENCE BOOKS:

- Industrial Relations, Trade Unions & Labour Legislation, P R N Sinha et al, Pearson Education, 2004.
- Bare Acts
- Industrial Relations and labor laws, Arun Monappa, Ranjeet Nambudiri, Patturaju Selvaraj, TMH, 1997.
- Industrial relations, trade unions and labor legislations, P R N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekar, Pearson Education, 2013.

RECRUITMENT & SELECTION

Subject Code	: 16MBA HR302	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours:	03
Number of Lecture Hours	: 56	Exam Marks:	80
Practical Component	: 02 Hours/ Week		

Course Objectives:

To understand and apply the policies and procedures of recruitment

- To provide a conceptual framework of Selection Procedure in the Industry.
- To understand the new concepts and techniques of recruitment and Selection in the Corporate.

Course Outcomes:

The students should be able to

- Learn the various recruitment policies and procedures.
- Equip with conceptual framework of selection procedures.
- Gain insights of the latest concepts and techniques used in recruitment and selection.

Unit 1:

(6 Hours)

Job Analysis: Meaning, definition and purpose. Methods of job analysis: job analysis interviews, job analysis questionnaire, task analysis inventory, position analysis questionnaire, subject expert

workshops, critical incident technique, Fleishman job analysis survey, functional job analysis, job element method, repertory grid, critical incident technique

Unit 2: (9 Hours)

Hiring Process & Hiring decision: Nature of hiring: regular, temporary, full time, part time, apprentice, contractual, and outsourcing, Existing post or new post to be created, Need analysis, cost analysis and job analysis.

Unit 3: (7 Hours)

Hiring internally: Meaning and definition of internal recruitment, Advantages and disadvantages in terms of cost, time, quality and suitability. Sources of internal recruitment: - circulars, intranet advertisements, employee referrals, Appointment or promotion, Policy guidelines and union settlements.

Unit 4: (10 Hours)

External Hiring: Meaning and definition of external recruitment. Sources of recruitment:- advertisement, in newspaper, TV/Radio, Internet, search on the internet, wanted signboards, consultants, employment exchange, campus recruitment, employee referrals and unsolicited applications. Advantages and disadvantages of the above sources in terms of cost, time, convenience, reach of the targeted population, and quality of applicant pool.

Job advertisement: drafting, size and contents. Contents of public sector recruitment: single or multiple sources and choosing the best source

Unit 5: (8 Hours)

Screening the candidates: Application Forms: bio-data / resume / curriculum vitae and Weighted application blanks: meaning definition, purpose, advantages and disadvantages – taking a Behavioral approach to recruitment: spotting personality patterns, making basic assumptions, Predicting the future, strategy Vs. Technique, Pinning down what is needed: targeted interviewing, focusing on behavior, assessing how person performs, assuming they have been hired. – Identifying the ingredients of success: the winning candidate's profile, challenges in the Interview, the starting point, day to day execution, dealing with people, the inner person, additional characteristics. Studying the CV.

Unit 6: (16 Hours)

Testing, Reference checking & Appointment orders: Meaning, definition, purpose, advantages and disadvantages, Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test

Interviewing: Planning the interview, Interview process - Interview in public sector undertaking. Statutory requirements.

Reference checking: meaning, definition and purpose. Verification of character, criminal antecedents, previous work behavior and education qualifications. Verification of community certificates in public sector companies.

Appointment orders: Meaning, definition, and purpose. Contents of appointment letter, hard copy (or soft copy),

Practical Components:

- Students need to identify two jobs in the college and need to do job analysis for those positions using any of the job analysis methods.

- In teams students can be asked to give presentations about various types of jobs (regular, temporary, full time, part time, apprentice, contractual, and outsourcing) in different industries along with its advantages and disadvantages
- In Teams, select and analyze any two of the Job postings advertisements in Newspapers to know more about job description and job specification mentioned in each advertisement for every post.
- Obtain online access to the resume data base of Naukri.com or Monsterindia.com for a week give at least four Job Descriptions and specification to each student, to search and download from the data base at least five resumes for each positions.
- Students can identify 4 or 5 jobs of their interest and can create Advertisements for the same imagining that they are Proprietors of the companies and hiring for these positions.
- Debate on Advantages and disadvantages of hiring external and Internal for the selected jobs like
- Police Constable, Doctor, CEO, Mechanical Engineer, Professor etc.,
- Role play: Students can do the role play for the entire process of hiring and selecting 3 or 4 selected roles in a specific industry.

RECOMMENDED BOOKS:

- Human Resource Selection, Robert D. Gatewood and Hubert S. I, South western Cengage Learning, Mason, Ohio, 2001.
- Recruitment and Selection -Theory and Practice. Dipak kumar Bhattacharya Cengage Learning.
- Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th Edition, McGraw Hill International.
- Recruitment and Selection, Elearn, Revised Edition, Routledge, 2009.
- Online Recruiting and Selection: Innovations in Talent Acquisition, Douglas H. Reynolds, John A. Weiner, John Wiley & Sons, 2009.
- Effective Recruitment and Selection Practices, R. L. Compton, William J. Morrissey, Alan R. Nankervis, Bill Morrissey, CCH Australia Limited, 2009.

REFERENCE BOOKS:

- Employee Selection, Lilly M Berry, 1 edition, Cengage Learning, 2002.
- Hiring & keeping the best people, HBS Press, 2013, ISBN: 1422131785, 9781422131787
- Human Resource Planning, Dipak Kumar Bhattacharyya, 2nd edition, Excel Books, 2009, ISBN: 8174464980, 9788174464989
- High performance hiring by Robert W. Wendover, Crisp Publication, California, 1991.

COMPENSATION AND BENEFITS

Subject Code	: 16MBA HR303	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives

- To know the theoretical and practical developments in the area of compensation and benefits.
- To discuss the strategic importance of compensation for the achievement of organizational goals.

- To understand the relationship between compensation objectives and business strategy.
- To discuss the role of compensation in attracting, motivating, and retaining a high-quality workforce.

Course Outcomes:

The students will be able to

- Gain insights of various conceptual aspects of Compensation and Benefits.
- Determine the performance based compensation system for business excellence.
- Understand the Legal & Administrative Issues in Compensation Global Compensation

Unit 1: (7 Hours)

Introduction to Compensation: Definition of Compensation, Basic concepts of Compensation (wages, salary, benefits, DA, consolidated pay, Equity based programs, commission, reward, remuneration, bonus etc.), Types of Compensation Management - The Pay Model, Strategic Pay Policies, Strategic Perspectives of Pay, Strategic Pay Decisions, Best Practices vs. Best Fit Options

Unit 2: (5 Hours)

Internal Alignment: Definition of Internal Alignment, Internal Pay Structures, Strategic Choices In Internal Alignment Design, Internal Structure

Unit 3: (7Hours)

Job Evaluation: Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Final Result – Pay Structure- various methods of calculation of compensation: Straight Piece Rate Method, Flat Time Rate Method, Halsey Premium Bonus Plan, Rowan Premium Bonus Plan, Taylor Differential Piece Rate Method

Unit 4: (8Hours)

Determining External Competitiveness and Benefits Management:

Competitiveness: Definition of Competitiveness, Pay Policy Alternatives, Wage Surveys, Interpreting Survey Results, Pay Policy Line, Pay Grades

Benefits: Benefits Determination Process, Value of Benefits, Legally Required Benefits, Retirement, Medical, & Other Benefits

Unit 5: (9 Hours)

Performance Based Compensation System:

Employee Contributions: Pay For Performance (PFP): Rewarding Desired Behaviors, Designing PFP Plans, Merit Pay/Variable Pay, Individual vs. Group Incentives, Long Term Incentives. Compensation of Special Groups, Compensation Strategies for Special Groups

Unit 6: (20 Hours)

Legal & Administrative Issues in Compensation Global Compensation: Legal Issues, Pay Discrimination, Comparable Worth, Budgets and Administration: Recognizing Variations, Social Contract, Culture & Pay, Strategic Choices in Global Compensation, Comparing Systems, Expatriate Pay

Practical Components

- Students must prepare a comprehensive compensation plan to be offered to a Sales Executive, A General Manager and The CEO of an organization.

- Students to collect information from an IT organization regarding the Cost To Company of an employee.
- Students have to prepare questionnaire for conducting wage survey and carry out wage survey for any selected sector and prepare a report for the same.
- Solve various case studies.
- Students must compare and analyze compensation practices in different countries.
- Students to calculate the bonus amount eligible to an employee working as a HR Executive for the past 10 years in an automobile manufacturing organization.

RECOMMENDED BOOKS:

- Compensation & Reward Management, BD Singh, 2nd edition, Excel BOOKS, 2012.
- Compensation, Milkovich & Newman, 6th edition, Irwin/McGraw-Hill.
- Compensation and Benefit Design, Bashker D. Biswas, FT Press, 2012.
- An Introduction to Executive Compensation, Steven Balsam, Academic Press, 2002.

REFERENCE BOOKS:

- Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Prentice Hall, 2004.
- Compensation Management in a Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education
- Compensation Management, ErSoniShyam Singh, Excel Books.

LEARNING AND DEVELOPMENT

Subject Code	: 16MBA HR304	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To enable students to be aware of the field of learning and development and its role in optimizing performance.
- To make students understand the process of analyzing training needs and evaluating training programs
- To provide the students an overview of the various Training and Management Development Method

Course Outcomes:

The Students will be able to

- Understand the concepts of learning and development and its role.
- Learn various contemporary methods of learning and development.
- Gain insights of various training evaluation methods and career planning.

Unit 1:

(8 Hours)

Introduction to Employee learning and Development, learning, Meaning and significance, The Forces Influencing Working and Learning, classification of learning capabilities, learning theories- Reinforcement Theory, Social Learning Theory, Goal Theories, Expectancy Theory, Adult Learning Theory, pedagogy and andragogy; The basic principles of learning, The Learning Process , Mental and Physical Processes, The Learning Cycle, Instructional Emphasis for Learning Outcomes.

Unit 2: (6 Hours)

Training and Learning: Introduction, Relationship, meaning, Designing Effective Training, Forces influencing working & learning, Strategic Training, Work Environment, Characteristics influencing transfer of training, organizational environments encouraging transfer.

Unit 3: (7 Hours)

Training Needs Analysis: Meaning and significance of training needs, types of needs, components of needs, data collection, analysis and interpretation. Meaning and significance of training design and development, principles of training design, design process, identifying the training objectives, determining structure, content, duration, method, learning activities,

Unit 4: (11 Hours)

Training implementation & Methods: Meaning and significance of implementation, making or buying decision, implementation process for making and buying decisions, skills of effective trainer.

Training Methods: Presentation Methods, Hands-on Methods, Group Building Methods. Choosing Training methods. E-Learning & Use of Technology in Training: Technology's Influence on Training, Technology & Multimedia, Computer-Based Training, Developing Effective Online Learning, Blended Learning, Simulations, Mobile Technology & Training Methods, Intelligent Tutoring Systems, Distance Learning, Technologies for Training Support, Technologies for Training Administration, Learning Management Systems (LMSs), Systems for Training Delivery, Support & Administration, Choosing New Technology Training Methods.

Outward bound methods: Meaning and significance of outward bound learning (OBL) methods, process of OBL, risk, safety and ethical issues. Training aids.

Unit 5: (8 Hours)

Training Evaluation: Meaning, Reasons for Evaluating Training and significance of training evaluation, Donald Kirkpatrick's Evaluation Model, Return on investment in Training, Types of Evaluation Designs, Considerations in Choosing an Evaluation Design, data collection for training evaluation, Threats to Validity, Determining Costs, Evaluation Practices in different organizations, Measuring Human Capital and Training Activity

Unit 6: (16 Hours)

Executive Development/ Management Development/Career Management

Need, factors affecting MDP, methods, process, administration, delivery, costing & pricing, Company Strategies for Providing Development, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Use of Training Partnerships & Outsourcing Training,

Careers and Career Management: Introduction, Importance, Career: meaning, A Model of Career Development (Career Stages), Career Management Systems

Practical Components:

- Study training programs and processes in different organizations and analyze their effectiveness.
- Students to design a training program for a specific job role.
- Students are expected to conduct a mock training session including need identification and a set of
- Students to evaluate the effectiveness of the same.
- Give a training needs analysis case and ask the students to find out the training needs
- Implement various training methods, observe and submit a report on its effectiveness.

RECOMMENDED BOOKS:

- Effective Training, P Nick and Blanchard, 2nd Edition, Pearson Education/PHI, 2005
- Training & Development, Dr. B. Janakiraman, Biztantra/Wiley Dreamtech, 2005
- Employee Training & Development, Noe A Raymond, 2nd edition, McGraw Hill Publication.
- Management Training and Development, Gupta B.L, 1st Edition, Vrinda Publications, 2011.
- Training and Development Methods, Dr. Rishipal, 1st Edition, S. Chand, 2011.
- Personal Growth and Training & Development, Ruchi Srivastava, 1st Edition, Vrinda Publications, 2011.

REFERENCE BOOKS:

- Training for development– Rolf Lynton & Udai Pareek, Sage Publications, 2011.
- Effective HR Training Development Strategy – Ratan Reddy, HPH, 2005.
- Training in organizations - Goldstein, 4th Edition, Cengage learning.

KNOWLEDGE MANAGEMENT

Subject Code	: 16MBA HR305	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To understand the fundamental concepts of Knowledge management.
- To discuss the current trends in knowledge management and their manifestation in business
- To analyze and build communities of practice to contribute and share knowledge

Course Outcomes:

The students will be able to

- Gain insights about the concepts of knowledge management.
- Enable with the architecture and models of knowledge management
- Learn knowledge management lifecycle and dissemination

Unit 1:

(9 hours)

Understanding knowledge: the core of business: What Is Knowledge Management, Multidisciplinary Nature of KM, Drivers of KM, The Two Major Types of Knowledge, The Concept Analysis Technique, History of Knowledge Management, From Physical Assets to Knowledge Assets, Organizational Perspectives on Knowledge Management, Knowledge, Intelligence,

Experience, Common sense. Cognition and KM. Types of Knowledge, Knowledge Management architecture and Implementation Strategies.

Knowledge creation and capture: Knowledge Creation, Nonaka's Model, Major Theoretical KM Models, Takeuchi Knowledge Spiral Model, Knowledge Conversion.

Unit 2: (7 hours)

The knowledge management cycle: Knowledge Management System Life Cycle, Major Approaches to the KM Cycle, The Zack KM Cycle, The Bukowitz and Williams KM Cycle.

Unit 3: (6 hours)

Knowledge sharing and communities of practice: The Social Nature of Knowledge, Sharing Communities, Types of Communities, Roles and Responsibilities in CoPs, Knowledge Sharing in Virtual CoPs, Data Mining and Knowledge Discovery, Blogs, Content Management Tools, Knowledge Sharing and Dissemination Tools.

Unit 4: (12 hours)

Knowledge application: KM for Individuals, Communities and Organizations, Future Challenges for KM. Knowledge Application at the Individual, Group & Organizational Levels, Characteristics of Individual Knowledge Workers, Task Analysis and Modelling, EPSS, Knowledge Reuse, Knowledge Repositories, Strategic & Practical Implications of Knowledge Application

The role of organizational culture: Different Types of Cultures, Organizational Culture Analysis, Culture at the Foundation of KM, The Effects of Culture on Individuals, Cultural Transformation to a Knowledge-Sharing Culture, Organizational Maturity Models, KM Maturity Models, CoP Maturity Models,

Unit 5: (12 hours)

KM strategy and metrics: Knowledge Management Strategy, Knowledge Audit, Gap Analysis, The KM Strategy Road Map, The Management of Organizational Memory, Balancing Innovation and Organizational Structure, Historical Overview of Metrics in KM, KM Metrics, The Benchmarking Method, The Balanced Scorecard Method.

Unit 6: (10 hours)

The KM team & learning organizations: learning organization: The mystique of learning organization, learning and change, RICE Model. Major Categories of KM Roles, Senior Management Roles, KM Roles and Responsibilities within Organizations, the KM Profession. Ethical, legal and managerial issues.

Practical Components:

- To expose and make students to prepare a report on knowledge management practices implemented by successful companies.
- Make a team of 2-3 students and asking them to conduct a telephonic interview or survey regarding local businesses familiarity with and level of literacy in KM.
- To do a comparison on the KM Life Cycle Models and seeing their applicability in organizations.
- To organize a group discussion for students and enable them to go through the knowledge acquisition phases.

- Asking students to compare and contrast on different COPs.

RECOMMENDED BOOKS:

- Knowledge Management, Elias M Awad, Hassan M Ghaziri, PHI, 3rd Edition.
- Knowledge Management in Theory and Practice, KimizDalkir, 2nd Edition, PHI.
- Knowledge Management: Tool for Business Development, Dr. B. Rathana Reddy, Himalaya Publishing House.
- Knowledge Management, Sudhir Warier, Vikas Publishing House.

REFERENCE BOOKS:

- Knowledge Management, RatnajaGogula, ICFAI University Press, 2002.
- Handbook on knowledge management, Holsapple, Springer Verlag, 2003.
- Knowledge Management: Systems and Processes, Fernandez Irma Becerra, Sabherwal Rajiv, Prentice Hall India.

CONFLICT AND NEGOTIATION MANAGEMENT

Subject Code	: 16MBA HR306	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To understand the nature of various dimensions of conflict
- To learn various strategies and techniques to manage conflicts
- To understand the importance and role of negotiation in conflict resolution
- To understand the importance of cross-cultural and gender dimensions of negotiation

Course Outcomes:

The students will be able to

- Gain insights of various dimensions of conflicts in an organization
- Know the various strategies and techniques of managing conflicts.
- Learn the process of negotiation and its relevance in conflict resolution.

Unit 1:

(8 Hours)

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.

Unit2: (8 Hours)

Conflict Management Design: Nature of conflict Management, contingency approach, conflict management process, the conflict domain, conflict trends, conflict distribution, conflict mapping and tracking.

Unit 3: (10Hours)

Managing Conflict: Managing interpersonal conflict: Thomas conflict resolution approach, behavioral style and conflict handling, the CosierSchank model of conflict resolution, collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution.

Managing team & 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.

Unit 4: (8 Hours)

Conflict resolution and Cost: Conflict resolution models, framework model, classical ideas, new developments in conflict resolution. Environmental conflict resolution, gender and conflict resolution. Assessing the cost of workplace conflict.

Unit 5: (14 Hours)

Negotiations/Negotiation strategies -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.

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.

Unit 6: (8Hours)

Managing difficult negotiations: Third party approaches: Third party interventions, formal intervention methods – Arbitration, Mediation and Process Consultation, Informal intervention methods, best practices in negotiation.

Practical Components

- Survey the conflict resolution techniques adopted by individuals based on individual personality types.
- Dividing students into groups and give a scenario to negotiate and reach conclusion.
- Reading: 8 Habits of Highly Effective People; apply the concepts to understand how people approach negotiation through different mind – sets.
- Conduct Role Plays for different scenarios.
- Solve various case studies dealing with conflict between teams and organizations.

- Ask students to identify three unconscious factors that may affect their negotiation effectiveness and ask them to explain why or how that phenomenon may occur.
- Management games like two dollar game, cross the line games can be played in the class to develop negotiation skills among the students.

RECOMMENDED BOOKS:

- Corporate Conflict Management - Concepts and Skills, Eirene Leela Rout, Nelson Omiko, Prentice India, 2007.
- Negotiations, Roy J. Lewicki, David M. Saunders, Bruce Barry, 5/e, Mc Graw Hill, 2005
- Contemporary Conflict Resolution, Oliver Ramsbotham, Hugh Miall, Tom Woodhouse, 3rd edition, Polity publishers, 2011.
- Handling Conflict and Negotiation, Manchester Open Learning, illustrated edition, Kogan Page, 1993.

REFERENCE BOOKS:

- Managing conflict and negotiation, B.D. Singh, 1st edition, Excel books, 2008.
- Conflict Management: Practical guide to develop negotiation strategies, Barbara A Budjac Corvette, Pearson Prentice Hall, 2006.
- Managing Conflict in Organizations, M. Afzalur Rahim, 4th Edition, Transaction Publishers, 2011.

SEMESTER IV MARKETING SPECIALISATION SALES MANAGEMENT

Subject Code	: 16MBA MM401	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours:	03
Number of Lecture Hours	: 56	Exam Marks:	80
Practical Component	: 02 Hours/ Week		

Objectives:

- To provide an understanding of the concepts, techniques and approaches in Sales Management.
- To emphasize on the Sales Manager's problems and dilemmas.
- To develop skills for generating, evaluating and selecting sales strategies.

Outcomes:

The student should be able to:

- Know the distinction between the skills required for selling and sales management.
- Develop a plan for organizing, staffing and training the sales force.
- Organize sales territories to maximize selling effectiveness.

- Evaluate sales management strategies

Unit 1: (8 hours)

Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations.

Unit 2: (8 hours)

Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

Unit 3: (8 hours)

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.

Unit 4: (10 hours)

Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. **Sales management job:** Standard sales management process-international sales management -international market selection-market survey approach or strategy

Unit 5: (8 hours)

Sales Manager and Sales Person: Role of sales manager and sales people; functions of sales manager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person.

Unit 6 (8 hours)

Selling on the internet: Selling agents for internet trading-net selling, advertising in net trading, payment system in internet trading-smart card, credit card, debit card- payment by card: advantages and disadvantages; How to make internet selling safe-Digital signature, biometric method and legal or regulatory environment; Growth of internet trading in India.

Case Studies in Sales Management (6 hours)

Practical component:

- Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose sales career, and what does it take to succeed in this profession
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products

into low risk and high risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling?

- Students can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where the institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.
- Roles and functions of sales manager and sales people are different in every organization. Sales people view the roles of sales managers in their own way and vice versa. You are the sales manager of a company. You make an analysis of what you feel should be roles of a sales manager and a salesperson for maximizing sales of the organization.
- Your company is active in internet trading. A current issue in internet trading is : how to make internet selling safe. Different methods have been suggested for safety or security of internet trading. You have to analyze different methods and recommend a method for your company.

RECOMMENDED BOOKS:

- Sales Management by Charles, Futrell, 6/e, Thomson South Western, 2003.
- Sales & Distribution Management, Tapan K. Panda & Sunil Sahadev, 6/e, Oxford University Press.
- Sales & Distribution Management, A. Nag, McGraw Hill, 2013

REFERENCE BOOKS:

- Managing of Sales Force by Spiro Stanton Rich, 11/e, TMH, 2003.
- Sales & Retail Management, an Indian perspective by Dr. S. L. Gupta, 1/e, Excel Books, 2007.
- Salesmanship and Sales Management-P. K. Sahu & K. C. Raut, 3/e, Vikas Publishing House.
- Sales Management-Douglas J Dalrymple, William L Crowe-John Wiley & Co.
- Sales & Distribution Management- Text and Cases, 2nd Ed, McGraw Hill.

INTEGRATED MARKETING COMMUNICATIONS

Subject Code	: 16MBA MM402	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours/ Week		

Objectives:

- To build a comprehensive framework for integrated marketing communications.
- To study the advertising, publicity, personal selling, direct marketing and sales promotion.
- To enhance knowledge of emerging trends in integrated marketing communications.

Outcomes:

The student should be able to:

- Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
- Ability to create an integrated marketing communications plan which includes promotional strategies.
- Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies

Unit 1:

(10 Hours)

Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC

Unit 2:

(8 Hours)

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.

Unit 3:

(8 Hours)

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.

Unit 4:

(8 Hours)

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.

Unit 5:

(8 Hours)

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.

Unit 6:

(10 Hours)

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.

Case studies in Indian context only

(4 Hours)

Practical Components:

- Study the IMC programs adopted by various colleges to students applying for an MBA course? Is the tactic adopted by your college right? If no, what are your suggestions?
- Study the role of newspapers, radio, television, billboards, internet and other media in the marketing of mobiles, cold drinks, jeans, mobiles etc.
- Observe a marriage in your family and write about how you would 'event manage' it?
- Take an advertisement introducing a new product like soap, biscuit etc and find the media in which it was advertised. Ask your friends if they can recall this advertisement and the message. Analyse if they would or would not buy the product on the basis of this advertisement? And why?
- Students can do a survey on effective media communications.

RECOMMENDED BOOKS:

- Advertising and Promotions IMC Perspectives: Belch and Belch, 9/e, Tata McGraw Hill, 2012.
- Advertising & Integrated Brand Promotion - O'Guinn, Allen, Semenik, Cengage Learning.
- Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007.
- Integrated Marketing Communications – Niraj Kumar, HPH.

REFERENCE BOOKS:

- Foundations of Advertising, Chynawalla & Sethia, HPH, 2007
- Advertising management - Rajeev Batra, John G Myers & Aaker, 5/e, PHI, 2007.
- Event marketing and management- Sanjaya Singh, Vikas Publication, 2003.
- Advertising Basics, Vilanilam, Varghese, Response BOOKS, 2007
- Advertising, Sangeeta Sharma & Raghuvir Singh, PHI, 2006.

E-MARKETING

Subject Code	: 16MBA MM403	IA Marks : 20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To understand the important concepts related to e-marketing
- To learn the use of different electronic media for designing marketing activities.
- To acquaint the students with the latest techniques of e-marketing.

Objectives:

The student should be able to:

- Recognize appropriate e-marketing objectives.
- Appreciate the e-commerce framework and technology.
- Illustrate the use of search engine marketing, online advertising and marketing strategies.

Unit 1: (10 Hours)

Introduction to E-Marketing: Landscape – Past – Today – Future – Internet Marketing Paradigm – Internet Infrastructure Stack

Business Models & Strategies: Strategic Planning – Strategy to Electronic Planning – Strategic Drivers of the Internet Economy – Business Models to E-Business Models – E-Business Models – Performance Metrics – The Balanced Scorecard

Unit 2: (12 Hours)

E-Marketing Plan: Overview of the E-Marketing Planning Process – Creating an E-Marketing Plan – A Seven-Step E-Marketing Plan

The E-Marketing Environment: Overview of Global E-Marketing Issues – Country and Market Opportunity Analysis – Technological Readiness Influences Marketing – Wireless Internet Access – The Digital Divide Ethical and Legal Issues – Privacy – Digital Property – Online Expression – Cyber Security – Cyber Crime

Unit 3: (8 Hours)

E-Marketing Research: Data Drive Strategy – Marketing Knowledge Management – Monitoring Social Media – Technology-Enabled Approaches – Real-Space Approaches – Marketing Databases and Data Warehouses – Data Analysis and Distribution – Knowledge Management Metrics – Consumer Behaviour Online – Segmentation – Targeting – Differentiation – Positioning Strategies

Unit 4: (10 Hours)

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

Unit 5: (8 Hours)

Customer Acquisition and Retention: Profile of Consumers – Browsing Behaviour Model – Elements of Social Media – Social Media Strategies – Social Media Performance Metrics – Building Customer Relationships – Relationship Marketing – Stakeholders – Three Pillars of Relationship Marketing – Customer Relationship Management (CRM) – CRM Building Blocks – Ten rules for CRM Success

Unit 6: (8 Hours)

Evaluating Performance and Opportunities: Measuring and evaluating web marketing programs – Social and Regulatory Issues – Privacy – Security – Intellectual Property – Mobile Marketing – Media Coverage

Emerging Issues: Online Governance and ICANN – Jurisdiction – Fraud – Consumer Loyalty of Website-Services – The Quadratic Effect of Flow – Role of Technology Readiness in Developing Trust and Loyalty for E-Services in Developing Countries

Practical Component:

- Students can form a team and identify Internet Properties & its Marketing Implication
- Students can choose a Website for analysis based on its content, design, usability, attractiveness and other website properties
- Students can conduct a survey on Consumer who use internet marketing to identify the pros and cons of e-marketing.
- Students can do a project on branding strategies using internet marketing.
- Students can write a report on Google advertising strategies
- Students can discuss about traditional offline business in the online world.

RECOMMENDED BOOKS:

- E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
- Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013
- Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis-Chadwick, 5th Edition, F., Pearson, 2012.
- E Marketing – The essential guide to online marketing, Rob Stokes, Flat worldknowledge, 2010.
- E-marketing in Developed and Developing Countries: Emerging Practices, Hatem El-Gohary and Riyadh Eid, IGI Global, 2013

REFERENCE BOOKS:

- The Essential Guide to Online Marketing, Rob Stokes, Quirk, ISBN: 9781936126323
- The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, 2nd Edition, Jan 2010
- E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
- Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, JaicoPublishing House, 2011.
- Online Display Advertising: Targeting and Obtrusiveness, Marketing Science, Goldfarband Tucker, May-June 2011.

STRATEGIC BRAND MANAGEMENT

Subject Code	: 16MBA MM404	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours:	03
Number of Lecture Hours	: 56	Exam Marks:	80
Practical Component	: 02 Hours/ Week		

Objectives:

- To appreciate the relationship between corporate strategy and Brand Management.

- To explore the various issues related to Brand Management, brand association, brand identity, brand architecture, leveraging brand assets, brand portfolio management.
- To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.

Outcomes:

The student should be able to:

- Develop skills for managing brands strategically.
- Compare and contrast the elements of product and brand management.
- Assess growth-opportunities for brands, e.g., brand extension strategies
- Critique the different measures of brand equity.

Unit 1:

(8 Hours)

Introduction to the concept of Brand Management:

Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand,

Branding- Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas, challenges to Brand builders

Brand Management-Meaning & Definition.

Strategic Brand Management Process-Meaning, Steps in Brand Management Process Strong Indian Brands

Unit 2:

(8 Hours)

Customer Based Brand Equity:

Customer Based Brand Equity-Meaning, Model of CBBE

Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks- Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker's Brand Equity Model.

Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism,

Brand positioning – Meaning, Point of parity & Point of difference, positioning guidelines

Brand Value: Definition, Core Brand values, Brand mantras, Internal branding,

Unit 3:

(10 Hours)

Choosing Brand Elements to Build Brand Equity:

Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging.

Leveraging Brand Knowledge:

Meaning of Brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process.

Unit 4:

(10 Hours)

Brand Value chain- Designing Brand Tracking studies, Establishing brand Equity Management Systems.

Methods for measuring Brand Equity- Quantitative Techniques & Quantitative Techniques, Comparative methods-Brand based comparisons, marketing based comparisons-Conjoint Analysis, Holistic methods.

Managing Brand Equity: Brand Reinforcement, Brand Revitalization, Brand Crisis.

Unit 5: (8 Hours)

Designing and sustaining branding strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing Brands overtime. Brand Architecture and brand consolidation.

Brand Imitations: Meaning of Brand Imitation, Kinds of imitations, Factors affecting Brand Imitation, Imitation Vs Later market entry, First movers advantages, Free rider effects, Benefits for later entrants, Imitation Strategies.

Unit 6: (8 Hours)

Making Brands go Global: Geographic extension, sources of opportunities for global brand, single name to global brand, consumers & globalization, conditions favoring marketing, barriers to globalization, managerial blockages, organization for a global brand, pathways to globalization.

Luxury Brand Management:

Luxury definition and relativity, luxury goods and luxury brands, basic psychological phenomena associated with luxury purchase, luxury marketing mix, luxury retail, International luxury markets: historical leaders and emerging countries.

Case studies (4 Hours)

Practical Components:

- Go to a supermarket and find the brand elements in various brands of soaps, mobiles, jeans, and other product
- If you would start an MBA College, what would the positioning be with POP's and POD's?
- Pick up your college, analyse its positioning and how would you reposition it?
- Pick a multiproduct company and as completely as possible analyze its brand portfolio and brand extensions?
- Consider some groups like Tata's, Birla's, Infosys etc – what is their branding strategy
- Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management.
- Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.

RECOMMENDED BOOKS:

- Strategic Brand Management, Building Measuring & Managing Brand Equity – 2nd Ed Phi / Pearson Education – Kevin Lane Keller.
- Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.
- Strategic Brand Management – Jean, Noel, Kapferer – Kogan Page India.
- Brand Imitations – Dr S Kaplan, Dr S Pandey, 1/e, HPH, 2004.
- Brand Management, Tapan Panda, 2/e, Excel Publication.

REFERENCE BOOKS:

- Brand Management- Harish V Verma, 2/e, Excel BOOKS.
- Compendium Brand Management – Chunnawalla, 1/e, HPH, 2003.
- Managing Indian Brands – S Ramesh Kumar – Vikas.
- Strategic Brand Management- Richard Elliott & Larry Perclu, 1/e, Oxford Press.
- Creating powerful brands – Chernatony, 1/e, Elsevier Publication.

RURAL MARKETING

Subject Code	: 16MBA MM405	IA Marks : 20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Objectives:

- To provide a conceptual understanding on the RuralMarketing with special reference to Indian context.
- To create awareness about the applicability of the concepts, techniques and processes ofmarketing in rural context.
- To familiarize with the special problems related to sales in rural markets.

Outcomes:

The student should be able to:

- Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy
- Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
- Emphasize the different strategies adopted by Indian companies for rural markets.
- Apply the strategies to be adopted for influencing the rural consumers.

Unit 1:

(8 Hours)

Introduction to Indian Rural Marketing: Definition, scope of rural marketing, concepts, classification of rural markets, rural vs. urban markets. Rural marketing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas,rural areas requirement, rural demand and rural market index, problems in rural marketing.

Unit 2:

(8 Hours)

Rural Consumer behaviour: Consumer buying behaviour models, Factors affecting ConsumerBehaviour, Social factors, Technological Factors, Economic Factors, Political Factors,Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and prepurchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion LeadershipProcess, Diffusion of Innovation, Brand Loyalty.

Researching Rural Market: Sensitizing rural market, Research design- reference frame, Research approach, Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection,

Unit 3: (8 Hours)

Rural Marketing of FMCG's: Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's: Select case studies

Rural Marketing of Consumer durables: Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables: Select case studies

Rural marketing of financial services: Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services

Unit 4: (10 Hours)

Marketing of agricultural inputs: Indian tractor industry: A brief overview, Challenges for Indian tractor industry, factors suggesting better future prospects for tractor industry, marketing strategies for tractor industry

Fertilizer industry in India: Marketing of fertilizer industry, classification of fertilizer industry, Challenges for marketing of fertilizer industry, marketing strategies for fertilizer industry.

Indian agrochemical market: Marketing environment for agrochemicals in India, factors affecting agro chemicals market growth, structural challenges faced by Indian agrochemical industry, marketing strategies for agro chemicals.

Unit 5: (8 Hours)

Marketing of agricultural produce: Profiling of Indian agricultural produces marketing, challenges in marketing of agricultural produce, Strategies to promote marketing of agricultural produce

Marketing of rural artisan products, Characteristics of Indian handicrafts industry, Challenges for rural artisan sector, Government policy towards handicrafts sector, marketing strategies for the development of rural artisan sector

Corporate sector in agri-business: Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business

Unit 6: (14 Hours)

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

Digitalizing the Indian rural markets-e-rural marketing: select live case studies-ITC e-choupal, TARA haat, EID Parry's Indiaagriline, Kandhamal Apex Spices Association for Marketing(KASAM)

Communication strategy: Challenges in Rural Communication, A view of CommunicationProcess, Developing Effective- Profiling the Target Audience, Determining communicationobjectives, designing the message, selecting the communication channels, deciding thepromotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media: The importance of the two-step flow ofcommunication Media Typology, The Media Model, Media innovation, Influence of ConsumerBehaviour on Communication strategies

Practical Components:

- Visit to the various Micro Finance Institutes, who extend their services in catering rural market.
- Visit to a village and understand the market structure and also understand the functioning part of the rural markets
- Students should come up with new product designing with the rural marketing mix 4 As (Awareness, Acceptability, Adaptability and Affordability)
- Students can do a survey on corporate farming and its effect on income of the rural farmer.

RECOMMENDED BOOKS:

- Rural Marketing - Pradeep Kashyap& Siddhartha Raut, Biztantra.
- Rural Marketing - Gopal Swamy T. P, 3/e, Vikas Publishing House.
- Rural Marketing - Dogra &KarminderGhuman, 1/e, TMH.
- Rural Marketing - Sanal Kumar Velayudhan, 2/e, Response Publication, 2007.

REFERENCE BOOKS:

- Rural Marketing – Krishnamacharyulu C. G &Lalitha Ramakrishnan, PearsonEducation.
- Rural Marketing – Habeeb Ur Rahman, 1/e, HPH, 2004.
- Rural Marketing – MinoutiKamat& R. Krishnamoorthy, 3/e, HPH.
- Agricultural Marketing In India – Acharya , Oxford I B H.
- Advertising & Marketing in Rural India- Tej K. Bhatia, 2/e, Macmillan.
- Marketing of Agricultural Products - Richard Kohls and Joseph N. Uhl, 9/e, PHI.

INTERNATIONAL MARKETING MANAGEMENT

Subject Code	: 16MBA MM406	IA Marks	: 20
Number of Lecture Hours/Week	: 03	Exam Hours:	03
Number of Lecture Hours	: 56	Exam Marks:	80
Practical Component	: 02 Hours/ Week		

Objectives:

- To introduce students to the international marketing management process, design andtheories
- To develop skills relating to international trade.
- To familiarize the steps involved in import export documentation.

Outcomes

The student should be able to:

- Be aware of the differences between domestic marketing and international marketing.
- Draft international marketing Strategies
- Note down the import export documentation.

Unit 1:

(8 hours)

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India's foreign trade: an overview – Institutional framework for exports in India.

Unit 2:

(8 hours)

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications
Global marketing environment – cultural Environment Political and Legal Environment Economic Environment.- Modes of entry in to foreign business

Unit 3:

(10 hours)

India's Export – Import policy – procedure and Documentation - INCO terms - balance of trade and payments

Unit 4:

(12 hours)

International Product Policy and Planning – Need for product planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging,
International Market selection – International Marketing Research – International marketing Planning and control.

Unit 5:

(9 hours)

International Pricing and Promotion decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Unit 6:

(9 hours)

International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Practical Component:

- Select the best method of entry for doing business in this country and decide on the relevant market segments to target in the selected country and overall marketing approach.
- Review detailed guidelines for developing an international marketing plan

- Analyse international marketing environment to understand opportunities and threats that a company underlying the behaviors of international consumers and business associates.
- Conduct international marketing research to generate information on consumers, competitors and other aspects of the international marketing environment.
- Select countries for international expansion and an appropriate method of entry for international markets ranging from indirect export to joint venture to foreign direct investment.
- Market segmentation, targeting, and positioning strategy for international markets

RECOMMENDED BOOKS:

- International marketing Management – An Indian Perspective, Varshney and Bhattacharya, Sultan Chand & Sons, New Delhi.
- Global Marketing Management, Keegan, Prentice Hall of India, New Delhi.
- International Marketing, Philip Cateora and John Graham, TataMcGraw Hill, New Delhi.
- Export Management, D.C.Kapoor, Vikas Publishing House, New Delhi.

REFERENCE BOOKS:

- Essentials of International Marketing, Donald L. Brady, 1st Edition, JaicoPublishingHouse, 2011
- Export: What, Where, How, Para Ram, Anupam Publishers, Delhi.

SEMESTER IV Finance Specialisation

MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING

Subject Code	: 16 MBA FM401	IA Marks :20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Course Objectives:

- To facilitate understanding of corporate merger and acquisition activity and restructuring
- To communicate to the students the role that M&A plays in the contemporary corporate world.
- To understand how to use M & A as a strategic tool.
- To compare and contrast the various forms of corporate restructuring.
- To assess human and cultural aspects of M&A's.

Course Outcome:

At the end of the course, the students are able to:

- Understand corporate merger and acquisition activity
- Analyze the mergers & acquisition deals that have taken place in the recent past.
- Understand synergies of mergers & acquisition deals.
- Compute the valuation associated with M&A.
- Understand the human and cultural aspects of M&A's

Unit 1: (9 Hours)

Mergers- types of merger– theories of mergers- operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders.

Unit 2: (7 Hours)

M & A – A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix.

Unit 3: (10 Hours)

Corporate restructuring – significance - forms of restructuring – joint ventures – sell off and spin off – divestitures – equity carve out – leveraged buy outs (LBO) – management buy outs – master limited partnership– Limited Liability Partnership (LLP) in India: Nature and 91 incorporation of LLP-De merger- strategic alliance- buyback of shares.

Unit 4: (8 Hours)

Merger Process: Dynamics of M&A process - identification of targets – negotiation - closing the deal. Five-stage model – Due diligence– Types - due diligence strategy and process - due diligence challenges. Process of merger integration – organizational and human aspects – managerial challenges of M & A.

Unit 5: (12 Hours)

Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy Accounting for amalgamation – amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956

Unit 6: (10 Hours)

Takeovers, types, takeover strategies, - Takeover defences – financial defensive measures – methods of resistance – anti-takeover amendments – poison pills
Legal aspects of Mergers/amalgamations and acquisitions/takeovers- Combination and Competition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares and Takeover code

Practical component:

- Pick up any latest M&A deal.
- Generate the details of the deal and then study the deal in the light of the following.
- Nature of the deal: merger, acquisition, or takeover. If it is a merger, what type of merger is it?
- Synergies likely to emerge to the combining and the combined firm(s) from the deal
- The valuation for the merger
- The basis for exchange rate determination

RECOMMENDED BOOKS:

- Mergers, Restructuring And Corporate Control, Fred Weston, Kwang S Chung, Susan E Hoag, 4/e, Pearson Education.
- Corporate Finance-Theory And Practice – AswathDamodaran – John Wiley & Sons.

- Takeovers, Restructuring And Corporate Governance, Weston, Mitchell And Mulherin - 4/e, Pearson Education, 2003.
- Mergers, Ramanujam et al, TMH, 2003.
- Advanced Accounts Vol. 2 – Shukla & Grewal, S.Chand& Sons.
- Mergers and Acquisitions, Rajinder S. Aurora, Kavita Shetty and Sharad R. Kale, Oxford University Press, 2011.

REFERENCE BOOKS:

- Value Creation from Mergers And Acquisitions, SudiSudarsanam – 1/e, Pearson Education, 2003.
- Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath. S.R – Sage Publication.
- Mergers, acquisitions and Corporate Restructuring, NishikantJha, Himalaya Publishing House, 2011.
- Corporate Restructuring, Bhagaban Das, DebdaRaskhit and SathyaSwaroopDebasish, Himalaya Publishing, 2009.
- Business Legislation for Management, M.C. Kuchhal and VivekKuchhal, 4/e, Vikas Publishing House, 2013.

RISK MANAGEMENT AND INSURANCE

Subject Code	: 16MBA FM402	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To provide an understanding of different types of risk.
- To provide an understanding of the risk identification and measurement
- To give an overview of role of Insurance in risk management.
- To comprehend insurance contracts such as Life Insurance, general insurance and marine insurance.
- To provide an understanding of the management of insurance companies

Course Outcome:

At the end of the course, the students are able to:

- Understand the process of identifying the risk.
- Recognize the complexities involved in risk identification and measurement
- Be acquainted with the function of Insurance in risk management.
- Be aware of various types of insurance contracts.
- Understand working of insurance companies.
-

Unit 1:

(10 Hours)

Introduction to Risk Management and Risk Identification: Risk-Risk and Uncertainty-Types of Risk-Burden of Risk-Sources of Risk-Methods of handling Risk-Degree of Risk-Management of Risk

Risk Management-Risk Management Process-Identification Loss exposures-Analyzing Loss exposures-Objectives of Risk Management-Select the Appropriate Risk Management Technique-Implement and Monitor the Risk Management Program-Risk Management by Individuals and Corporations-Risk Management objectives-Need for a Rationale for Risk Management in Organizations- Understanding the cost of Risk-Individual Risk Management and the Cost of Risk-Risk Management and Societal Welfare.

Risk Identification-Business Risk Exposures-Individual Exposures-Exposures of Physical Assets -Exposures of Financial Assets -Exposures of Human Assets -Exposures to Legal Liability - Exposure to Work-Related Injury-Basic concepts form probability and Statistics.

Unit 2:

(8 Hours)

Risk Measurement-Evaluating the Frequency and Severity of Losses-Risk Control-Risk Financing Techniques-Risk Management Decision Methods-Pooling Arrangements and Diversification of Risk.

Advanced Issues in Risk Management: The Changing Scope of Risk Management-Insurance Market Dynamics-Loss Forecasting-Financial Analysis in Risk Management --Decision Making-Other Risk Management Tools

Unit 3:

(8 Hours)

Introduction to Insurance

Risk and Insurance- Definition and Basic Characteristics of Insurance-Requirements of an Insurable Risk-Adverse Selection and Insurance-Insurance vs. Gambling Insurance vs. Hedging-Types of Insurance-Essentials of Insurance Contracts.

Indian Insurance Industry -Historical Framework of Insurance, Insurance sector Reforms in India-Liberalization of Insurance Markets-Major players of Insurance.

Regulation of Insurance- Insurance Act 1938- eligibility-Registration and Capital requirement-Investment of assets-Approved investments-Licensing of insurance agents- IRDA-Duties and powers of IRDA-IRDA Act 1999-IRDA regulations for general insurance-reinsurance, life insurance, micro insurance, licensing of insurance agents, registration of insurance companies and protection of policyholders interest.

Unit 4:

(8 Hours)

Life Insurance

Basics of Life Insurance-Growth of Actuarial Science-Features of Life Insurance-Life Insurance Contract-Life Insurance Documents-Insurance Premium Calculations.

Life Insurance Classification-Classification on the Basis –Duration-Premium Payment-Participation in Profit-Number of Persons Assured-Payment of Policy Amount-Money Back Policies-Unit Linked Plans.

Annuities-Need of Annuity Contracts, Annuity V/s Life Insurance, Classification of Annuities.

Unit 5:

(12 Hours)

General Insurance-Laws Related to General Insurance-General Insurance Contract-General Insurance Corporation(GIC)-Performance Private and Public General insurance companies.

Health Insurance-Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan.

Fire Insurance-Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies, Fire Insurance Coverage.

Marine Insurance-Types of Marine Insurance – Marine Insurance principles Important Clauses in Marine Insurance– Marine Insurance Policies –Marine Risks-Clauses in Marine Policy.

Motor Vehicles Insurance-Need for Motor Insurance, Types of Motor Insurance, Factors to be considered for Premium Fixing.

Unit 6:

(10 Hours)

Management of Insurance Companies

Functions and Organization of Insurers- Types of Insurance Organization, Organizational Structure of Insurance Companies-Functions of Insurers.

Underwriting-Principles of Underwriting, Underwriting in Life Insurance, Underwriting in non-life Insurance.

Claims Management-Claim Settlement in General Insurance-Claim Settlement in Life Insurance.

Insurance Pricing-Insurance Cost and Fair Premiums, Expected Claim Costs, Investment Income and the timing of claims Payments, Administrative Costs, Profit Loading, Capital Shocks and Underwriting Cycles, Price Regulation.

Insurance Marketing: Marketing of Insurance Products, Critical Success factors for Insurance Players, Marketing Strategies in India.

Practical Component

- Analyze the insurance potential in India based on secondary data
- Meet Insurance advisors. Agents and have a discussion on requirements of insurance selling.
- Select insurance company of your interest and study the risk management procedures followed by that company.
- Analyze risk management techniques used by the banks, cement companies, automobile companies.
- Visit the IRDA website and identify the rules and regulations governed by IRDA with respect to Marketing of insurance in rural markets

RECOMMENDED BOOKS

- Risk Management and Insurance, Scott E. Harrington, Gregory R Niehaus, (2007), Second Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
- Introduction to Risk Management and Insurance, Dorfman, Mark S., (2008), 10th Edition, Prentice Hall India, New Delhi.
- Principles of Risk Management and Insurance, George E Rejda, (2009),Twelfth Edition, Pearson, New Delhi.
- Insurance and Risk Management, P.K. Gupta, (2010), First Edition, Himalaya Publishing House, Mumbai.

- Principles and Practice of Insurance, P. Periasamy, (2009), Second Edition, Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

- Risk Management and Insurance, C. Arthur Williams, Jr. Peter Young, Michael Smith, (2007), Eighth Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
- Risk Management and Insurance, James Trieschmann, Obert Hoyt, David Sommer, (2008), Twelfth Edition, Cengage Learning, New Delhi.
- Risk management and Insurance: New Perspective in a Global Economy”, Harold D. Skipper, W. Jean Kwon, (2008), First Edition, Wiley India, New Delhi.
- Fundamentals of Risk and Insurance, Emmett J. Vaughan, Therese Vaughan, (2007), First Edition, Wiley India, New Delhi.

TAX MANAGEMENT

Subject Code	: 16 MBA FM403	IA Marks :20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

Course Objectives:

- To provide the students with a comprehensive understanding of residential status in tax laws
- To acclimatize the students with process of computing tax liability of Individuals
- To understand corporate taxation system in the country
- To know the deductions and exemptions available in the tax laws
- To Provide Insight into GST

Course Outcome:

At the end of the course, the students are able to:

- Understand the process of computing residential status.
- Realize the complexities involved in tax liability of Individuals
- Know the corporate tax system.
- Be aware of deductions and exemptions of taxes
- Understand working of GST system in the country

Unit 1: (8 Hours)

Basic concepts: assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India. Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual assessee)

Unit 2: (10 Hours)

Explanation under various heads of income. Income from salary (Basic problems), Income from House Property (Theory Only)

Unit 3: (10 Hours)

Income under the head Profit and Gains of Business or Professions and its computation- basic method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation (Problems on computation of income from business/ profession of Individual assessee and Depreciation).

Unit 4: (12 Hours)

Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain(theory & problems), deductions from capital gains. Income from Other Sources (Theory Only) Permissible deductions under section 80C to 80U. Setoff and carry forward of losses.

Unit 5: (10 Hours)

Computation of tax liability of a firm and partners. Computation of taxable income of a company with special reference to MAT. Corporate dividend Tax

Unit 6: (6 Hours)

Introduction to GST, Levy and exemption, Time and value of supply, Administration of GST. Introduction to **Customs duty**.

Practical Components:

- Understanding the usage of software package while calculating different taxes
- Preparation of Income tax returns of Individual assesses.
- Preparation of sales tax returns
- Studying the online submission of Income tax returns

Recommended Books :

- Direct Taxes Law and practice, Vinod Singhania and Kapil Singhania, Taxman Publications,
- Direct Tax – Lal & Vashisht – Pearson Ed. 28E.
- Students Guide to Income Tax Vinod Singhania and Kapil Singhania, – Taxman Publications
- V S Datey – Indirect Taxes – Taxman Publications.

Reference Books:

- Mehrotra- Direct Tax – Sahitya Bhavan
- T N Manoharan- Students Guide to Income Tax – Snow White

INTERNATIONAL FINANCIAL MANAGEMENT

Subject Code	: 16MBA FM404	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours/ Week		

Objectives

- To provide an understanding of the international economic and financial environment.
- To explain the foreign exchange rate determination, including the foreign exchange and derivatives markets.
- To describe foreign exchange exposure measurement and management.
- To provide an understanding the financial management aspects of the MNC.
- To explain the functioning of world financial markets and institutions.

Course Outcome:

At the end of the course, the students are able to:

- Be aware of international economic and financial environment.
- Understand foreign exchange rate determination.
- Know foreign exchange exposure measurement and management.
- comprehend the financial management aspects of the MNC.
- Understand the functioning of world financial markets and institutions.

Unit 1:

(6 Hours)

International financial Environment- The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution

Unit 2:

(10 Hours)

International flow of funds and International Monetary system:-

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits. Capital account convertibility (problems on BOP)

International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

Unit 3:

(10 Hours)

Foreign Exchange Market: Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behaviour-Cross Rates- -

Arbitrage profit in foreign exchange markets, Swift Mechanism. Triangular and locational arbitrage.

Unit 4: (10 Hours)

International Financial Markets and Instruments: - Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets
International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

Unit 5: (10 Hours)

International Parity Relationships & Forecasting Foreign Exchange rate: - Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Forecasting foreign exchange rates .Interest Rate Parity, Purchasing Power Parity & International Fisher effect. Covered Interest Arbitrage

Unit 6: (10 Hours)

Foreign Exchange exposure: - Management of Transaction exposure- Management of Translation exposure- Management of Economic exposure- Management of political Exposure- Management of Interest rate exposure.

Foreign exchange risk Management: Hedging against foreign exchange exposure – Forward Market- Futures Market- Options Market- Currency Swaps-Interest Rate Swap-Hedging through currency of invoicing- Hedging through mixed currency invoicing –Country risk analysis.

(Question Paper: 50% Theory and 50% Problems)

Practical Component:

- Students can study the Balance of Payment statistics of India for the last five year and present the same in the class.
- Students can carry out a survey of Exporters and report the foreign exchange risk management practices adopted by them.
- Students can study the impact of exchange rate movement on the stock Index.
- Students can visit a bank and study the foreign exchange derivatives offered by them.

RECOMMENDED BOOKS:

- International Financial Management - Jeff Madura, Cengage Learning 2008.
- International Finance Management - Eun& Resnick, 4/e, Tata McGraw Hill.
- International Financial Management – MadhuVij, Excel BOOKS, 2010.
- International Financial Management – Apte P. G, 6/e, TMH, 2011
- Multinational Business Finance – Eiteman, Moffett and Stonehill, 12/e, Pearson, 2011.

REFERENCE BOOKS:

- International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
- International Finance – ImadMoosa, 3/e, Tata McGraw Hill, 2011.
- International Financial Management – Vyuptakesh Sharan, 6/e, PHI, 2011.
- Multinational Financial Management–Alan C. Shapiro, 10/e, Wiley India Pvt. Ltd., 2011.

- International Financial Management – Jain, Peyrard& Yadav, Macmillan 2010.
- International Finance – Thomas O'Brien, Oxford University Press, 2010.

FINANCIAL DERIVATIVES

Subject Code	: 16MBA FM405	IA Marks	:20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To understand the features of financial derivatives.
- To hedge risk and practice risk management using derivatives.
- Explain the use of options and futures contracts for tactical portfolio strategies purpose
- To provide an understanding of pricing financial derivatives, including familiarity with some central techniques, like the binomial model, and the Black-Scholes model
- To explain the fundamentals of credit risk management and Value at Risk

Course Outcome:

At the end of the course, the students are able to:

- Know the features of financial derivatives.
- Understand the risk management process using derivatives.
- Realize use of options and futures contracts
- Understand the pricing of financial derivatives.
- Be aware of fundamentals of credit risk management and Value at Risk

Unit 1:

(6 Hours)

Financial Derivatives - Introduction, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives - traders in derivatives markets - Derivatives market in India

Unit 2:

(12 Hours)

Futures and forwards - differences-valuation of futures, valuation of long and short forward contract. Mechanics of buying & selling futures, Margins, Hedging using futures - specification of futures - Commodity futures, Index futures, interest rate futures - arbitrage opportunities.

Interest rate markets - Type of rates, Determining Zero rates, Forward rate agreements (FRA), Interest rate derivatives.

Unit 3:

(10 Hours)

Financial Swaps - features and uses of swaps - Mechanics of interest rate swaps – valuation of interest rate swaps – currency swaps – valuation of currency swaps.

Unit 4:

(12 Hours)

Options: Types of options, option pricing, factors affecting option pricing – call and put options on dividend and non-dividend paying stocks put-call parity - mechanics of options - stock options - options on stock index - options on futures – interest rate options. Concept of exotic option. Hedging & Trading strategies involving options, valuation of option: basic model, one step binomial model, Black and Scholes Model, option Greeks. Arbitrage profits in options.

Unit 5:

(8 Hours)

Commodity derivatives: commodity futures market-exchanges for commodity futures in India, Forward Market Commissions and regulation-commodities traded – trading and settlements – physical delivery of commodities.

Unit 6:

(8 Hours)

Credit risk - Bond prices and the probability of default, Historical default experience, reducing exposure to Credit risk, Credit default swaps, Total return swaps, Credit spread options, Collateralized debt obligation. Basics of Interest rate risk and risk management strategies.

Value at Risk (VAR) - Measure, Historical simulation, Model building approach, linear approach, Quadratic model, Monte Carlo simulation, stress testing and back testing

(Question Paper: 50% Theory and 50% Problems)

Practical Components:

- Students can visit a financial institution dealing in derivatives and study the products offered by them
- Students should individually select various futures or options and watch the behavior of these futures and options on a day to day for 15 days to see how futures and options might help mitigate the risks of investors.

RECOMMENDED BOOKS:

- Options Futures & Other Derivatives - John C. Hull, 6/e, Pearson Education.
- Derivatives and Risk Management, Rajiv Srivastava, Oxford University Press, 2010
- Options & Futures- Vohra & Bagri, 2/e, TMH
- Derivatives- Valuation & Risk Management - Dubofsky & Miller, Oxford University Press, 2005.
- An introduction to derivatives and risk management, Chance, Cengage, 9th edition.

REFERENCE BOOKS:

- Derivatives, Principles and Practice, Sundaram & Das, Mc Graw Hill, 2013
- Risk Management, Vajjanath Babshetti & Prakash B. Yaragol, 1st edition, Kalyani Publishers, 2014.
- Introduction to Derivatives and Risk Management – Don M. Chance, Cengage Learning, 2008.
- Financial Derivatives- Bishnupriya Mishra and Sathya Swaroop Debashish, Excel BOOKS, 2007.
- Options & Futures – Edwards & Ma, 1/e, McGraw Hill.

- Derivatives & Financial Innovations - Bansal, TMH.
- Financial Derivatives –Kumar S. S. S, PHI, 2007.
- Futures, Options and Swaps – Robert W. Kolb, 5/e, Wiley India Pvt. Ltd. 2011.

CORPORATE VALUATION

Subject Code	: 16MBA FM406	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Objectives:

- To identify the purpose of corporate valuation and to obtain an overview of the basic corporate valuation process
- To familiarize the students with the standard techniques of corporate valuation.
- To develop analytical skills and communication strategies for discussing corporate valuation.
- To assess a firm's business and competitive strategy and whether it is creating value for shareholders

Course Outcome:

At the end of the course, the students are able to

- Get an overview of the basic corporate valuation process
- Be familiar with the standard techniques of corporate valuation.
- Understand analytical skills and communication strategies for corporate valuation.

Unit 1: (8 Hours)

Corporate valuation-an Overview-Context of valuation-Approaches to Valuation-Features of the valuation process: Book value approach, Stock and debt approach, discounted cash flow approach, Relative valuation approach, option valuation approach-Features of the valuation process-Corporate valuation in practice.

Unit 2: (12 Hours)

Enterprise DCF Model-Analysing historical performance-Estimating the cost of Capital-Forecasting performance-Estimating the continuing value-Calculating and interpreting the results-Other DCF models: Equity DCF Model: Dividend discount model, free cash flow to Equity (FCFE) model-Adjusted present value model-Economic profit model-Applicability and Limitations of DCF analysis

Unit 3: (10 Hours)

Relative valuation-Steps involved in Relative valuation-Equity valuation multiples-Enterprise valuation multiples-Choice of multiple-Best practices using multiples-Assessment of relative valuation.

Other Non DCF Approaches-Book Value approach-Stock and Debt approach-Strategic approach to valuation-Guidelines for corporate valuation

Unit 4: (8 Hours)

Advanced issues in valuation-Valuation of companies of different kinds-valuation in different contexts-Loose ends of valuation-Valuation of intangible assets: Patents, trademarks, copyrights and licenses; Franchises; Brands

Unit 5: (10 Hours)

Value Based Management- Methods and Key premises of VBM-Marakon approach-Alcar approach-Mckinsey approach-Stern Stewart approach-BCG approach-Lessons from the experiences of VBM adopters.

Unit 6: (8 Hours)

Case studies in Valuation - Bharat Hotels company - Bharat Heavy Electricals Limited - Bhoruka Power Corporation Limited - Valuation in the Merger of ICICI with ICICI Bank - Sasken Communication Technologies - Valuation of Infosys Brand

(Question Paper: 50% Theory and 50% Problems)

Practical Component:

- Obtain last three years' balance sheet of any firm that has debt and equity and find out the free cash flow to the firm and free cash flow to the equity for the last three years. Also determine if there is any growth in the cash flows to the firm and to the equity holders. Find beta of the firm and compute cost of equity and WACC to finally find the value of the firm

RECOMMENDED BOOKS

- Corporate Valuation and Value Creation, Prasanna Chandra, Tata McGraw Hill, 2011.
- Valuation, AswathDamodaran, Damodaran, 2/e, John Wiley and Sons, 2006.

REFERENCE BOOKS

- Corporate Valuation: A Guide for Managers and Investors, Philip R Daves, Michael C. Ehrhardt, and Ron E. Shrieves, , Cengage Learning,2003
- Corporate Valuation Financial Times, David Frykman, JakobTolleryd, Prentice Hall, 2003.
- The Valuation Handbook: Valuation Techniques from Today's Top Practitioners, Rawley Thomas, Benton E. Gup, John Wiley & Sons, 2010
- Financial Management, Rajiv Srivastava and Anil Misra, 2/e, Oxford University Press, 2011.

SEMESTER IV
Human Resources Management

PUBLIC RELATIONS

Subject Code	: 16MBA HR401	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03

Total Number of Lecture Hours : 56
Practical Component : 02 Hours / Week
Exam Marks : 80

Course Objective:

- To provide an understanding of the fundamentals tools of public relations practice
- To provide a multidisciplinary understanding of the emerging trends in the field of public relations.

Course Outcomes:

The students will be able to

- Gain the insights of Public relations principles and practices.
- Learn the various theories of mass communication
- Understand the various issues in crisis management

Unit 1: (8 Hours)

Public Relation: Meaning, Concepts of PR -Proactive and Reactive Approaches – Public Relations Process – Behavioral Public Relations Model – Persuasion Model – Two way symmetrical Communications Model – 20 great truths about Public Relations

Unit 2: (8 Hours)

Theoretical basis for Public Relations –Theories of Relationships –Systems Theory – situational Theory – Theories of Persuasion and Social Influence – Social Exchange Theory – Diffusion Theory – Social Learning Theory – Elaborated Likelihood Theory - Theories of Mass communication – Uses and Gratification Theory – Agenda Setting Theory – Public Relations roles – Models of Public Relations – Approaches to Conflict Resolutions

Unit 3: (10 Hours)

Employee communications – Role of employee communication – concept of Organizational culture – Establishing Communication Policy – Organizational change – Importance of employee communication – Special employee Communication Situations – Media of Employee communications – Objectives of Internal media – Starting internal media – controlling internal media - Occasional and Special media Rules of Effective Employee Relations. Frontline supervisors as the key communicators

Case: Investing in Employees Pays Off (CJSS)

Case: Southwest Airlines – Where Fun, LUV, and Profit Go Hand –in Hand (CJSS)

Case: Employee Retention: It is the employer who is on probation (LLHT)

Case: Maintaining Employee Relationship in a Tragedy (LLHT)

Kodak Communicates One - on - One with All of its Employees (CJSS)

Unit 4: (8 Hours)

Community Relations – Importance of Public Relations – Community Relations Process – Guidelines for Effective Relations Programs -Specific Functions of Public Relations – Criteria for Community relations Activities – Corporate Social Responsibility & Philanthropy-Emerging Challenge of Community Activism

Case: Community Relationships Maintained During Hospital Closing (CJSS)

Unit 5: (8 Hours)

Media Relations – Media Relations –Role of Media in Public Relations – Social Media – working with the media –Media Relations Program Elements –Role of Technology in Public Relations

Case: Fatal Tiger Attack at San Francisco Zoo (LLHT)

Case: There's a Syringe in My Pepsi Can (CJSS)

Unit 6:

(14 Hours)

Issues in Public Relations/Crisis Management – public relations challenges –Types of Issues - target audiences-Public Service as Preventive Public Relations – Special Interests – Importance of Compromise –Issue Anticipation – Scenario Technique.

Crisis Management – Understanding how people typically react to issues – Human Nature – Role of communications – Types of crises – News media influence - Fundamental guidelines

Case: Take your choice – Tobacco or Health (CJSS)

Case: Bhopal – A Nightmare for Union Carbide (CJSS)

Practical Component:

- Related cases for each module to be discussed in the classes and presentation can be done for each case by group of students.
- Team of students can be made and asked to report the media personalities about the event held in the college. Different styles of reporting the same event can be discussed in the class with its possible reactions from the media.
- Collect the newspaper articles about various messages from organizations through spokespersons and analyze the effect of each type of delivery and impact on the audience.
- Conduct a CSR Programme for the college like Blood donation, Eye camps in association with Lions, Rotary clubs etc and gather the information's about various challenges these organizations face during such community oriented programmes.

RECOMMENDED BOOKS

- “Public Relations – The Profession and Practice”, Lattimore, Laskin, Heiman &Toth, third edition, Tata McGraw Hill, 2012 (LLHT)
- “Public Relations Practices – Managerial Case Studies and Problems” Center, Jackson, Smith and Stansbury, Seventh Edition, Prentice Hall of India, 2008 (CJSS).
- Public Relations - Paul Baines, John Egan, Frank Jefkins, Routledge, 3rd edition, 2007.
- Public Relations: Concepts, Practice and Critique, Jacquie L'Etang, SAGE, 2007.
- Public Management – Organizations, Governance and Performance, Laurence J. O' Toole Jr, Kenneth J Meier, 1st edition, Cambridge Publications, 2011.

REFERENCE BOOKS:

- Strategic Planning for Public Relations, Ronald D. Smith, revised edition, Taylor & Francis, 2004.
- Public Relations: A Practical Guide to the Basics, Philip Henslowe, 1st edition, Kogan Page Publishers, 2003.
- An Overview of the Public Relations Function - Shannon A. Bowen, Reprint Edition, Business Expert Press, 2010.
- Public Relations Practices, Managerial Case Studies and Problems, Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, 7th Edition.

WORKPLACE ETHICS AND VALUE SYSTEMS

Subject Code	: 16MBA HR402	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03

Total Number of Lecture Hours : 56
Practical Component : 02 Hours / Week

Exam Marks : 80

Course Objectives:

- To understand the ethical practices at workplace.
- To address the ethical issues which arise in the work environment.
- To acquaint students with various ethical problems at work place.

Course Outcomes:

The students will be able to

- Learn the principles and practices of workplace ethics.
- Understand the concepts of corporate governance and ethics.
- Gain insights of Discrimination and Harassment at Workplace

Unit 1: (8 Hours)

Workplace Ethics: Introduction, Needs, Principles, Development of Personal Ethics, Workplace Ethics for Employees-Ethical behavior in workplace- Professionalism, Ethical violations by employees, Employee Attitude and Ethics, Employee Etiquettes. Benefits of ethics in Workplace-employee commitment, investor loyalty, customer satisfaction, profits

Unit 2; (8 Hours)

Professionalism at Workplace: Unethical Conduct for employees and employers. Factors leading to Unethical Behaviors. Different unethical behaviors. Measures to control unethical behaviors. Rewarding ethical behavior

Unit 3: (10 Hours)

Business Ethics and Corporate Governance: Overview of Business Ethics, Corporate Governance, Ethical issues in human resource management- The principal of ethical hiring, Firing, worker safety, whistle blowing, Equality of opportunity, Discrimination, Ethics and remuneration, Ethics in retrenchment. Ethical Dilemmas at workplace, Ethical issues in global business, corporate responsibility of employers.

Unit 4: (10 Hours)

Workplace Privacy & Ethics: Watching what you say and what you do in the workplace, Hardware, Software and Spyware, Plagiarism and Computer Crimes, Convenience and Death of Privacy, Defence of employee privacy rights.

Unit 5; (12 Hours)

Teamwork in the Workplace, Ethics, Discrimination and Harassment at Workplace & Ethics: Teams, Elements of team, Stages of team development, team meetings, team rules, and teams work and professional responsibility, rules of professional responsibility, ASME code of ethics.Discrimination, sexual harassment, creating awareness about workplace harassment, Vishaka Dutta vs. State of Rajasthan –Supreme Court directions, Compulsory workplace guidelines.

Unit 6: (8 Hours)

Managing Change in Workplace through Ethics: Introduction to Change Management, Models of change, the Ethics of Managing Change, the role of ethics and responsibilities in leading innovation and change, ethics based model for change management, ethics and risks of change management

Practical Components:

- To solve case studies on Workplace Ethics
- To visit organizations and find out the problems and causes for unethical behavior at workplace.
- To visit organizations and find out the measures adopted to control unethical behavior of employees.
- To compare and contrast the various ethical codes of conduct practiced in organizations.
- To study the recent cases on breach of workplace privacy.

RECOMMENDED TEXT BOOKS:

- Ethical Theory and Business, Tom L. Beauchamp, Norman E. Bowie and Denis Arnold, 8th Edition.
- Business Ethics – Ethical Decision making and cases O.C. Ferrell, John Fraedrich, and Linda Ferrell, 9th Edition, Cengage Learning.
- How technology is compromising Workplace Privacy, Fredrick S Lane 111, AMACOM Div American Mgmt Assn, 2003
- Ethics in the Workplace, Dean Bredeson, Keith Goree, Cengage Learning, 2011.

REFERENCE BOOKS:

- Ethics in 21st Century, Mary Alice Trent, Oral Roberts University, longman.
- Ethics in workplace, Elizabeth P Tierney, Oak tree press
- Ethics in Workplace: System Perspective, William F Roth, Pearson, 2014.
- Ethics in the Workplace: Tools and Tactics for Organizational Transformation - Craig E. Johnson - SAGE Publications, 2007
- Business Ethics: Fairness and justice in the workplace - Volume 2 of Business
- Ethics, Fritz Allhoff, ISBN 1412902541, 9781412902540 - SAGE Publications, 2005

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code	: 16MBA HR403	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To analyze the impact of contemporary issues and global imperatives on Human Resource concepts
- To learn the policies and practices in multinational organizations
- To compare, contrast and explain a variety of strategic approaches to the management of Human Resources in multinational organizations.

Course Outcomes:

The students will be able to

- Apply the concepts and knowledge about the range of Human Resource functions.
- Deploy the expatriate employees and expatriate failures on international assignments.
- Evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational organizations

Unit 1: (10 Hours)

Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE's, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.

Unit 2: (7 Hours)

Strategies for International Growth: Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.

Unit 3: (10 Hours)

International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

Unit 4: (7 Hours)

Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit 5: (8 Hours)

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit 6: (14 Hours)

International Compensation and International Employment Laws and HRIS: International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the

countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards, Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's, Non-Union worker representation. HRIS: Meaning, Role of IT in HR, Designing of HRIS, Applications of HRIS in Employee Management, Limitation of HRIS.

Practical Component:

- Study the Socio-Political-Economic System in U.S, U.K, Japan and India and prepare a comparative analysis.
- Visit an MNE organization and study the HR shared services operations performed.
- Solve a case study to understand the challenges faced by organizations in evaluating the performance of international assignees.
- Study and compare Recruitment, Selection and Training practices in various countries.
- Study Indian and US legal aspects involved when deploying an employee on an International Assignment.

RECOMMENDED BOOKS:

- International Human Resource Management - Peter J. Dowling, MavinFesting, Allen D Englesr Cengage Learning.
- International Human Resource Management - Monir H. Tayeb, Oxford University Press, 2005.
- Human Resource Information Systems: Basics, Applications, and Future Directions: Basics, Applications, and Future Directions, Michael J. Kavanagh, Mohan Thite, Richard D. Johnson SAGE, 2011, 2/e.
- Strategic International Human Resource Management: Choices and Consequences in Multinational People Management - Stephen J. Perkins, Susan M. Shortland – Kogan Page Publishers, 2006.
- Strategic Human Resource Management, Schuler, 2/e, Wiley.

REFERENCE BOOKS:

- International Human Resource Management: Text and Cases By P. L. Rao, Excel Books, Reprint
- International Human Resource Management: Policies and Practices By Dennis Briscoe, Randall Schuler, IbraizTarique, Taylor & Francis, 4/e, 2012.
- International Human Resource Management - Anne-Wil Harzing, Joris Van Ruysseveldt - SAGE, 2004.
- International human resource management: think globally, act locally – Derek Torrington - Prentice Hall, 1994.

ORGANISATION CHANGE AND DEVELOPMENT

Subject Code	: 16MBA HR404	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To understand the concepts of change management and to acquire the skills required to manage any change effectively.
- To understand the various components and constraints involved in Change management.
- To learn the various tools & techniques for Organization Development
- To understand the different OD interventions and its effectiveness.

Course Outcomes:

The students will be able to

- Gain insights of change management components, process and its functions
- Enable with various OD diagnosing models
- Ability to handle various OD interventions.

Unit 1: (8 Hours)

Organizational change- Introduction, nature of change, Internal & External changes, types of change, **Models of change-** Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.

Unit 2: (8 Hours)

Resistance to change- reasons for the resistance, overcoming resistance for the change, change and person and manager, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.

Unit 3: (8 Hours)

Organization development-Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups.

Process of Organization Development: Entering into OD relationship, developing a contract.

Unit 4: (8 Hours)

Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions.

Unit 5: (12 Hours)

Human Process Interventions: Human process interventions (individual, group and inter-group human relations): **Individual based:** coaching, counselling, training, behavioral modelling, delegating, leading, morale boosting, mentoring, motivation, etc., **Group based:** conflict management, dialoguing, group facilitation, group learning, self-directed work teams, large scale interventions, team building, and virtual teams.

Inter-group based: Organization mirroring, third party peacemaking interventions.

Unit 6: (12 Hours)

Techno-structural Interventions and Future of OD: Restructuring Organizations, Employee Involvement, work Design, Balanced scorecard; business process reengineering; downsizing and outsourcing; **Strategic Interventions:** Competitive and Collaborative Strategies, Organization Transformation.

The Future of OD: The changing environment, Fundamental strengths of OD, Implications of OD for the client, ethical standards in OD, OD's future. **OD Consultant's role,** issues in consultant-client relationship, Power, Politics & OD, Research on OD.

Practical Component:

- To conduct Force field analysis for MBA department
- Group activity-Identify the need for OD intervention for your college and call the director/principal of your college to the classroom to explore the possibility for OD intervention.
- Presentation by students: Identify and explore the possibility for OD intervention in your college level, group level and individual level.
- Hold a debate in the classroom about downsizing the workforce.
- Organization change questionnaire data collection and analyzation.
- Group Presentation: Health care, FOO, Education, PSU, Retail, Manufacturing Industries.
- Design a role play event for students, so that they will play it out to mobilize support for a change implementation programme.

RECOMMENDED BOOKS:

- Theory of Organization Development and Change. Thomas G. Cummings, Christopher G. Worli, Cengage Learning.
- Understanding the theory and design of organization, Richard L Draft, Cengage Learning.
- Organization Development, behavioral science interventions for Organization Improvement, Wendell French, Cecil H.Bell, Veena, Jr, Pearson, PHI.
- Organization Change and Development, Kavith Singh, Excel BOOKS.

REFERENCE BOOKS:

- Change & Knowledge Management-R.L. Nandeshwar, Bala Krishna Jayasimha, Excel BOOKS, 1st Ed.
- Management of Organizational Change – K Harigopal – Response BOOKS, 2001
- Organizational, Design, and Change-Gareth R. Jones, 5th Edition, Pearson Education

STRATEGIC TALENT MANAGEMENT

Subject Code	: 16MBA HR405	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To aware the challenges of acquisition and retention of talents for the competitive advantage of the organization.
- To develop a conceptual understanding of the management of talents in the competitive environment.
- To understand how important is to develop and retain the best talents in the industry.
- To understand the concepts of competency and its usage in evaluating a person's work.
- To get an idea about different tools in identifying required competencies in a person.

Course Outcomes:

The students will be able to

- Gain the insights of talent management practices in organization.
- Learn the techniques and retail the best talent in industry.
- Prepare competency mapping.

Unit 1: (10 hours)

Basics of Talent Management: Talent- engine of new economy, difference between talents and knowledge workers, leveraging talent, the talent value chain, elements of talent friendly organizations, talent management process, **Talent Management System** – Components and benefits of Talent Management System; creating TMS, challenges of TMS, **Building blocks of talents management:** competencies – performance management, conducting performance reviews, Appraising executive talent, selecting the right appraisal.

Unit 2: (8 hours)

Talent Planning – Concept, succession management process, Integrating succession planning and career planning, designing succession planning program, strategic accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent; building a reservoir of talent, compensation management within the context of talent management, CEO Succession planning,

Unit 3: (6 hours)

Developing and Retaining Talent – Potential identification and development, coaching for sustained & desired change, integrating coaching, training and development with talent management ,employee retention- motivation and engagement, Return on talent; age of analytics, making outplacement as a part of talent strategy, developing talent management information system.

Unit 4: (6 hours)

Competency mapping: Concepts and definition of competency; types of competencies, competency based HR systems, competency and performance, 5 level competency model, developing various competency models, how competencies relate to career development and organizational goals.

Unit 5: (14 hours)

Methodology of competency mapping : competency model development ,competency models, people capability maturity model ,developing competency framework , competency profiling , competency mapping tools , use of psychological testing in competency mapping , competency based interviewing , assessment of competencies through 360 degree feedback, BEI, CIT, validation of competencies.

Unit 6: (12 hours)

Measuring Performance, Assessment and Development Centre: background and approaches to performance assessment, competency based performance assessment, diagnosing reasons for performance problems, designing an effective performance management systems, sources of errors in performance measurement.

Assessment and Development Centre : concepts , importance and uses of assessments centre in selecting employees , difference between assessment and development centre, assessment centre

approach to competence building , profile of the assessors, steps in assessment centre, designing the assessment centre.

Practical Component:

- Students are expected to conduct a study on how talents are acquired and retained – in various industries – and various strategies followed by the respective companies.
- Discussion on “How to have/ evaluate the performance of the MBA students”
- Ask the students to find out the best employer surveys conducted during the past one year and make a presentation.
- Identify the important positions in your college or any other organization and ascertain the measures if any taken to develop second line of leadership
- Ask the students to collect data about the position of principal, director, and other teachers in your college and prepare a competency dictionary for the said positions
- Presentation by students about the competency directory profiling of various positions.
- Ask the students to role play the behavioural event interview to collect data for competency mapping for the position of management professor.
- Presentation by students about the competency directory profiling of various positions.

RECOMMENDED BOOKS:

- The Talent Management Hand Book – Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill
- Competence at work – Lyle M. Spencer, Signe M. Spencer. John Wiley, 1993.
- A Handbook of Competency Mapping – Seema Sangi, Response BOOKS, 2004.
- Competency mapping, Assessment and Growth – Naik G.P, IHRM, 2010.

REFERENCE BOOKS:

- The Talent Era, Chowdhary, Subir, Pearson Education, New Delhi.
- Appraising & Developing Managerial Performance- Rao T. V, Excel BOOKS
- Performance Management – Herman Aguinis, Pearson Education, 2007.
- Performance Management, Rao, Wiley.

PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS

Subject Code	: 16MBA HR406	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

Course Objectives:

- To identify strengths and weaknesses as an individual, as a member of a group/organization using personality types.
- To understand the concepts of self awareness, self esteem, NLP and Locus of Control.
- To understand Interpersonal growth and effectiveness.

Course Outcomes:

The Students will be able to:

- Understand the components of personal growth.
- Gain insights in the aspects of interpersonal growth and handling conflicts, managing time, self analysis to name a few.

Unit 1: (12 Hours)

Personal growth: Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defense mechanisms; developing a self improvement plan.

Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self reflection and practicing new behaviors.

Unit 2: (8 Hours)

Understanding Human Personality: Personality – Meaning & Determinants; Personality theories, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI), Trait theories- Guilford Peogut, PF 16 and Type A and B Personalities; Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations.

Unit 3: (8 Hours)

Attitudes, beliefs, Values and their impact on behavior; Personal change- meaning, nature and requisites. Locus of control. **Habit Formation** - Habits of personal effectiveness. Seven habits of highly effective people.

Unit 4: (8 Hours)

Basic functions of mind: Creativity and innovation. Blocks to creativity. Creativity processes and tools- convergent and divergent thinking. Six thinking Hats, Neuro Linguistic Programming (NLP).

Unit 5: (6 Hours)

Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments

Unit 6: (14 Hours)

Transactional Analysis: Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps

Experiential learning methodologies: T-group sensitivity training, encounter groups and appreciative enquiry.

Practical Components:

- Students are expected to conduct an in depth study about various personality traits & TA and submit a detailed report.
- Students have to undergo psychometric test like MBTI, FIRO-B, Big Five etc , conduct SWOT analysis and prepare a personal growth plan based on the results

- Ask the individual students to seek multisource feedback about their interpersonal effectiveness from peers, teachers, and parents; understand and reflect the feedback and prepare a development plan for interpersonal effectiveness.
- Discuss a Johari Window case in the class to identify how it can help each individual student to promote his/ her personal growth.
- Organize a workshop on MBTI for the students to know their type and to understand the type dynamics.
- Organize a neuro linguistic programming workshop for the participation of all HR students.

RECOMMENDED BOOKS:

- Organizational Behaviour: Human Behavior at work – John W. Newstrom and Keith Davis, 11/e, Tata McGraw Hill, 2003.
- Human Relations in organizations - Robert N. Lussier, 6/e, Mc-Graw Hill Education.
- Development of Management Skills - Whetten& Cameron, 7/e, PHI.
- Competency Mapping Assessment and Growth - Naik G.P, IHRM, 2010.

REFERENCE BOOKS:

- Understanding OB - Udai Pareek, Oxford University Press.
- Theories of Personality- Calvin S Hall, 4/e, Wiley India Pvt. Ltd.
- Seven habits of highly effective people - Stephen R Covey, Pocket Books.
- Training in interpersonal Skills- Stephen Robbins, Pearson Education.

GUIDELINES FOR INTERNSHIP STUDY (16MBAIN307) (BETWEEN 2ND AND 3RD SEMESTER MBA)

OBJECTIVE

To expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the work place for various functions of the organization.

STRUCTURE

The Internship shall consist of Study of an organization for 4 weeks.

GENERAL GUIDELINES

- The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes
- The Subject code of the project work report shall be 16MBAIN307 and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

Format of the internship report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1” margin all sides and 1.5 line spacing. The internship report shall not exceed 60 pages.

Submission of Report: Students shall submit one hard copy of the report to the college and a soft copy in PDF file (Un-editable Format).

Evaluation:

- Internal evaluation will be done by the internal guide.

- **Viva-Voce / Presentation:** A viva-voce examination shall be conducted at the respective institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or internal Guide of the department and an external evaluator drawn from industry. In case of non availability of industry person, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce. Internship work carries 100 marks consisting of 50 marks for internship report (evaluated by internal guide and 50 marks for viva-voce examination)

Contents of the Internship Report

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution(scanned copy) indicating bonafide performance of internship by the student
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

Chapter 1: Introduction about the internship, Industry Profile.

Chapter 2: Organization Profile:

- i. Back ground,
- ii. Nature of business,
- iii. Vision mission, quality policy
- iv. Product/service profile
- v. Ownership pattern
- vi. Achievements/awards if any
- vii. Future growth and prospects

Chapter 3: Mckensy's 7S framework with special reference to organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statement. in brief.

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Internship study such as figures, graphs, photographs etc.,

GUIDELINES FOR 10 WEEK PROJECT WORK (16MBAPR407) (BETWEEN 3RD AND 4TH SEMESTER MBA)

OBJECTIVE

To expose the students to understand the working of the organization/ company / industry and take up an in-depth study of an issue / problem in the area of specialization.

GENERAL GUIDELINES

- The project work shall be for a period of 10 weeks immediately after the completion of 3rd Semester Examinations but before the commencement of the 4th semester classes
- The Subject code of the project work report shall be 16MBAPR407 and shall be compulsory for all the students opting for all specializations.
- The University shall receive 3 copies of project reports prior to the commencement of the 4th semester examination. Copies of the project report should be sent to the concerned Regional Office with an intimation to the Registrar (Evaluation)
- No two students of an institute shall work on the same problem in the same organization
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- On completion of the project work, student shall prepare a report with the following format.
- The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size
- All the reports shall be printed in the A4 size 1” margin on all the sides.

- The report shall be hard bound facing sheet indicating the title of college and month & year of admission (spiral binding not permitted)
- A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.
- An undertaking by the student to the effect that the work is independently carried out by him.
- The certificate from the organization.
- Acknowledgement
- Executive Summary

Schedule to be followed before commencement of Project

Activity	Time line	Remarks
<ul style="list-style-type: none"> • Identifying the organization • Problem identification 	First two weeks	Student individually identifies an organization and identifies problem for his/her study, according to his/her interest.
Problem statement	3rd week	His/ Her interests are discussed with selected guides
Research Design	4th week	Discussion with Internal Guide to decide on suitable design for the research
Synopsis Preparation	5th and 6th week	Preparation of Synopsis* incorporating the objectives

Presentation of Synopsis	7th and 8th week	<p>The student will present the synopsis with the detailed execution plan to the Internal Guide and HOD who will review and may:</p> <ul style="list-style-type: none"> a. Approve b. Approve with modification <p>or</p> <ul style="list-style-type: none"> c. Reject for fresh synopsis
Approval Status	9th and 10th week	<p>The approval status is submitted to HOD who will officially give concurrence for the execution of the Project</p>

*Synopsis: It is a three page document or hard copy to be submitted to the HOD with the signatures of the Guide and the student.

Page 1	Title, Contact Address of student- with details of Internal and External Guide
Page 2	Short introduction with objectives and summary (300 words). Review

	of Articles / Literature about the topic with source of information
Page 3	Time Activity Chart

Schedule to be followed during Project work

Activity	Time Line	Remarks
Understanding Structure, Culture and functioning of the organization	First 2 weeks of Project	Student should understand products/services and the problems of the organization.
Preparation of Research instrument for data collection	3rd and 4th week of Project	Discussion with the guide for finalization of research instrument in his/her domain and present the same to the guide. (First Presentation)
Data collection	5th and 6th week of Project	Data collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. (Second Presentation)
Analysis and finalization of report	7th and 8th week of Project	Students must use appropriate and latest statistical tools and techniques for analyzing the data. (It is must to use Statistical Package whose

		result should be shown in the report) (Third Presentation)
Submission of Report	9th and 10th of Project	Final Report should be submitted to the University before one week of the commencement of theory examination

Evaluation:

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty member of other institute drawn from VTU affiliated institute with minimum of 10 years of experience.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the respective HOD / Senior Professor of the department and an expert drawn from the VTU affiliated institutes with minimum of 10 years of experience as appointed by the University.
- Project work carries 200 marks consisting of 50 marks for internal valuation by the internal guide, 50 marks for external evaluation and 100 marks for viva-voce examination.
- **Format of the project report** shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout

of A4 size with 1” margin all sides and 1.5 line spacing. The Project report shall not exceed 100 pages.

- **Submission of Report:** Students should submit the Project Report in electronic data form only, in **PDF** file (Un-editable Format) to the Institute. The Institute in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to Registrar (Evaluation) one week before the commencement of the Theory Examinations.
- **Plagiarism:** Plagiarism is considered as academically fraudulent, and an offence against University academic discipline. The University considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 25% is allowed in the project work and report should consist 75% of original content/work.
- **Publication of Research Findings:** Students are expected to present their research findings in Seminars/Conferences/Technical/Management Fests or publish their research work in Journals in association with their Internal Guide. Appropriate Weightage should be given to this in the internal evaluation of the project report.

Contents of the Project Report

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy)
- indicating bonafide performance of Project by the student

- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement

Chapter 2: Conceptual background and Literature review

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

Chapter 3: Research Design

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

Chapter 5: Findings, Conclusion and Suggestions

Summary of findings, Conclusion and Suggestions / Recommendations

Bibliography

Annexure relevant to the project such as figures, graphs, photographs etc.,

Marks allocation for IV Semester Project Report

Evaluation by Internal guide

SL. No	Aspects	Marks
01	First Presentation	05
02	Second Presentation	05
03	Third Presentation	10
04	Introduction and Methodology	05
05	Industry and Company Profile	05
06	Theoretical background of study	05
07	Data analysis and interpretation	10
08	Summary of findings, suggestions and conclusion	05
	Total	50

Evaluation by faculty member drawn from VTU institutions.

SL. No	Aspects	Marks
1	Introduction & Relevance of the project	10
2	Conceptual background and literature review	05
3	Research design	05
4	Analysis and interpretation	20
5	Summary of findings, suggestions and	10

	conclusion	
	TOTAL	50

Viva voce conducted by HOD/Internal Guide and an Expert from VTU.

SL. No	Aspects	Marks
1	Presentation skill	10
2	Communication skills	10
3	Subject knowledge	20
4	Objective of the study or methodology	20
5	Analysis using statistical tools and statistical packages	20
6	Findings and appropriate suggestions	20
	TOTAL	100

Formats for Project Report and Evaluation

- Format of Cover Page
- Format of certificate by College/Institution
- Format of Declaration Page
- Format of Contents
- Format of List of Tables and Charts
- Format of Bibliography
- Format for Internal Evaluation, External Evaluation and Viva voce

(Title of the Report)

BY

(Student Name)
(USN)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
(Name)
(Designation)

EXTERNAL GUIDE
(Name)
(Designation)

(Institute Logo)

Department of MBA
(Institute Name with Address)

(Month & Year of submission)

CERTIFICATE

This is to certify that **(Name of the Student)** bearing USN (xxxx), is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgaum. Project report on **“(Title of Report)”** is prepared by Him/her under the guidance of **(Name of the Guide)**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

DECLARATION

I, **(Student Name)**, hereby declare that the Project report entitled “(Title)” with reference to “(Organisation with place)” prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by **(External Guide Name, Designation and Organisation)**. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:
Date:

Signature of the student

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Chapter 3. Theoretical Background of the Study(Page Number)

Chapter .4 Data Analysis and interpretation.....(Page Number)

Chapter .5 Summary of Findings, suggestions and Conclusion.....(Page Number)

Bibliography

Annexure

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Table – 4.2	Table showing FSN Analysis	

Table – 4.3	Table showing EOQ	
Table – 4.4	Table showing stock of Raw materials	

LIST OF FIGURES AND CHARTS

Chart No.	Particulars	Page Nos.
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Chart - 4.2	Graph showing FSN Analysis	
Chart - 4.3	Graph showing EOQ	
Chart - 4.4	Graph showing stock of Raw materials	

BIBLIOGRAPHY

BOOKS:

1. Name of the Author, Title of the Book, Name of the Publisher, Edition, year of Publication.

ARTICLES:

1. Name of the Author, Title of the article, Name of the Journal, Volume Number, Issue Number, Year, Page Number (pp)

WEBLIOGRAPHY

1. Name of the Author, Title of the article, retrieved on mm/dd/yy, from URL

Visvesvaraya Technological University

Internal Evaluation Mark Sheet for Project Report

Name of the Institution: _____

Marks Allocation

SL. No	Aspects	Marks
1	First Presentation	05
2	Second Presentation	05
3	Third Presentation	10
4	Introduction	05
5	Conceptual background	05

	and literature review	
6	Research design	05
7	Analysis and interpretation	10
8	Summary of findings, suggestions and conclusion	05
	TOTAL	50

Marks Sheet:

SL.No	USN		1	2	3	4	5	6	7	8	Total
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Signature of the Guide with Date

Visvesvaraya Technological University

External Evaluation Mark Sheet for Project Report

Name of the Institution: _____

Marks Allocation

SL. No	Aspects	Marks
1	Introduction & Relevance of the project	10
2	Conceptual background and literature review	05
3	Research design	05
4	Analysis and interpretation	20
5	Summary of findings, suggestions and conclusion	10
	TOTAL	50

SL.No	USN	1	2	3	4	5	Total
1							
2							
3							
4							
5							
6							

7							
8							
9							
10							

Signature of External Examiner with affiliation

Signature of HOD

Visvesvaraya Technological University

Viva-Voce examination Mark Sheet for Project Report

Name of the Institution: _____

Marks Allocation

SL. No	Aspects	Marks
1	Presentation skill	10
2	Communication skills	10
3	Subject knowledge	20
4	Objective of the study or methodology	20
5	Analysis using statistical tools and statistical packages	20
6	Findings and appropriate suggestions	20
	TOTAL	100

SL.No	USN	1	2	3	4	5	6	Total
1								
2								
3								
4								
5								

Signature of External Examiner with affiliation

Signature of HOD