



VELS
UNIVERSITY



VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI - INDIA
NAAC ACCREDITED

SCHOOL OF MANAGEMENT STUDIES & COMMERCE

DEPARTMENT OF MANAGEMENT STUDIES

MBA –INTEGRATED
(Five Years Programme after Twelfth Standard)

MBA –INTEGRATED
(Five Years Programme after Twelfth Standard)

PROGRAMME OUTCOMES

Upon completion of MBA Integrated Programme students will be able to:

- PO1: Discuss and apply conceptual business knowledge in practical business Organizations
- PO2: Evaluate global business scenario and proactively think about managing critical Situation
- PO3: Demonstrate critical thinking in coordinating and decision making Process
- PO4: Forecast the opportunities and threats of business in global environment and act according to local customer's expectation
- PO5: Display initiation and responsibility while formulating and implementing business strategies
- PO6: Utilize the core competencies for organizing, synthesizing and analyzing data for appropriate management practice.
- PO7: Recognize ethical and moral values while dealing with human resources
- PO8: Understand customer's complex expectations and delight them by fulfilling their demand
- PO9: Implement time management skills by understanding its criticality in business Scenario
- PO10: Analyze all environmental impact on business and formulate strategic responses to it
- PO11: Exhibit team spirit and leadership capabilities for organizational development
- PO12: Devise appropriate strategies to meet global standards and best quality
- PO13: Cope up with the challenges posed by the competitive business environment

PROGRAMME SPECIFIC OUTCOMES

Upon completion of MBA Integrated Programme students will be able to:

PSO1: Practice life long learning in advanced areas of Management and related fields

PSO2: Adapt to rapidly changing Economical, Social ,Political, Technological and Cultural Environment affecting business organizations

PSO3: Equip for immediate employment in their specialized domain area

PSO4: Disseminate knowledge on critical functions of managing Finance, Human Resources, Operations, Marketing and Systems to earn competitive advantage

PSO5: Exhibit Skills in the tools and techniques used for business decision making

PSO6: Utilize knowledge in strategic management of business

PSO7: Pursue research insights which will aid to face complex business scenario

PSO8: Face competitive examination that offers challenging Career.

PSO9: Disseminate an insight with spoken foreign languages so as to deal the diversified workforce

PSO10: Handle current organizations challenges and possess team spirit

PSO11:Exhibit communication, presentation and interpersonal skills in order to handle events and other situation

PSO12: Adopt virtual learning and enrich competencies by wide exposure to online resources.

PSO13:Practice risk taking behavior so as to explore new ventures as budding entrepreneurs

BOARD OF STUDIES MEMBERS

MBA (INTEGRATED)

Sl.No	Name & Address	Designation
1.	Dr.K.S.Meenakshisundaram Director, School of Management Studies, Vels University,Chennai-600117	Chairperson
2.	Dr.R.Thenmozhi, Professor and Head, Department of Management Studies, Madras University, Chennai	External Expert
3.	Mr.Nambikkai Rama, Executive Director, Srivari Group, Chennai	External Expert
4.	Mr. Prasad Dev Rajan, Associate, Wipro technologies, Chennai	Alumni
5.	Dr.S.Vasantha , Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
6.	Dr.S.Preetha, Associate Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
7.	Dr.G.Rajini Associate Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
8.	Dr.P.G.Thirumagal Assistant Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
9.	Dr.Madhumita.G Assistant Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member



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VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

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NAAC ACCREDITED

PALLAVARAM - CHENNAI - INDIA

MBA
Integrated (5 Years)

Curriculum and Syllabus
(Based on Choice Based Credit System)
Effective from the Academic year
2015-2016
(Modified Version)

Department of MBA
School of Management Studies

**MBA - INTEGRATED (FIVE YEARS)
CURRICULUM**

Total Credits: 240

Category	Code	Title of the Course	Hours per Week			Credits
			Lecture	Tutorial	Practical	
SEMESTER 1						
PART-II						
ENG	15MIN201	English Communication Skills	4	1	0	3
PART-III						
CORE	15MIN001	Principles of Management	4	0	0	4
CORE	15MIN002	Marketing Management	5	0	0	4
CORE	15MIN003	Principles of Accounting 1	4	1	0	4
CORE	15MIN004	Managerial Economics	5	0	0	4
CORE	15MIN005	Business Law	4	0	0	4
PART-IV						
SEC		Skill Enhancement Course I	2	0	0	2
TOTAL			28	2	0	25
SEMESTER – 2						
PART-IV						
AECC	15MIN202	Statistics for Management 1	4	1	0	3
AECC	15MIN203	Computer Applications	4	0	0	3
PART-III						
CORE	15MIN006	Micro Economics	5	0	0	4
CORE	15MIN007	Organizational behavior	5	0	0	4
CORE	15MIN008	Principles of Accounting 2	4	1	0	4
CORE	15MIN009	Business Environment	4	0	0	4
PART-IV						
SEC		Skill Enhancement Course II	2	0	0	2
TOTAL			28	2	0	24

Category	Code	Title of the Course	Hours per Week			Credits
			Lecture	Tutorial	Practical	
SEMESTER – 3						
PART-I						
LANG	15MIN204	Language - Hindi	5	0	0	3
PART – IV						
AECC	15MIN205	Statistics for Management 2	4	1	0	3
PART-III						
CORE	15MIN010	Financial management	4	1	0	4
CORE	15MIN011	Human Resource Management	5	0	0	4
DSE	15MIN----	Elective 1	4	0	0	3
DSE	15MIN---	Elective 2	4	0	0	3
PART-IV						
GE	-----	Generic Elective I	2	0	0	2
TOTAL			28	2	0	22
SEMESTER – 4						
PART-IV						
AECC	15MIN206	Environmental studies	5	0	0	4
AECC	15MIN207	Written and Oral Communication	3	0	2	4
PART-III						
CORE	15MIN012	Production Management	5	0	0	4
CORE	15MIN013	Research Methodology	5	0	0	4
DSE	15MIN---	Elective 3	4	0	0	3
DSE	15MIN---	Elective 4	4	0	0	3
PART-IV						
GE	-----	Generic Elective II	2	0	0	2
Practical	15MIN014	Company Analysis	0	0	0	3
TOTAL			28	0	2	27

Category	Code	Title of the Course	Hours per Week			Credits
			Lecture	Tutorial	Practical	
SEMESTER – 5						
PART-III						
CORE	15MIN015	EntrepreneurshipDevelopment	5	0	0	4
CORE	15MIN016	Organizational Development	5	0	0	4
CORE	15MIN017	International Business	5	0	0	4
CORE	15MIN018	E-Business	5	0	0	4
DSE	15MIN---	Elective 5	4	0	0	3
DSE	15MIN---	Elective 6	4	0	0	3
PART-IV						
SEC	15MIN----	Skill Enhancement Course III	2	0	0	2
TOTAL			30	0	0	24
SEMESTER – 6						
PART-IV						
AECC	15MIN208	Operations Research	4	1	0	3
PART-III						
CORE	15MIN019	Strategic Management	5	0	0	4
CORE	15MIN020	Mercantile Law	5	0	0	4
CORE	15MIN021	Event Management	5	0	0	4
DSE	15MIN---	Elective 7	4	0	0	3
DSE	15MIN---	Elective 8	4	0	0	3
PART-IV						
SEC	15MIN---	Skill Enhancement Course IV	2	0	0	2
Practical	15MIN022	Project	0	0	0	5
TOTAL			29	1	0	28

Category	Code	Title of the Course	Hours per Week			Credits
			Lecture	Tutorial	Practical	
SEMESTER – 7						
PART-IV						
AECC	15MIN209	Business Analytics	4	0	0	3
PART-III						
CORE	15MIN023	Macro Economics	4	0	0	4
DSE		DSE IX	4	0	0	3
DSE		DSE X	4	0	0	3
DSE		DSE XI	4	0	0	3
DSE		DSE XII	4	0	0	3
DSE		DSE XIII	4	0	0	3
PART-IV						
SEC		Skill Enhancement Course V	2	0	0	2
TOTAL			30	0	0	24
SEMESTER – 8						
PART-III						
CORE	15MIN024	Management Information System	4	0	2	4
CORE	15MIN025	Corporate Ethics & CSR	4	2	0	4
DSE		DSE XIV	4	0	0	3
DSE		DSE XV	4	0	0	3
DSE		DSE XVI	4	0	0	3
DSE		DSE XVII	4	0	0	3
PART-IV						
GE		Generic Elective III	2	0	0	2
Practical	15MIN026	Internship	0	0	0	3
TOTAL			26	2	2	25

Category	Code	Title of the Course	Hours per Week			Credits
			Lecture	Tutorial	Practical	
SEMESTER – 9						
PART-III						
CORE	15MIN027	Enterprise Resource Planning	4	0	0	4
CORE	15MIN028	Knowledge Management	4	0	0	4
DSE		DSE XIX	4	0	0	3
DSE		DSE XX	4	0	0	3
DSE		DSE XXI	4	0	0	3
DSE		DSE XXII	4	0	0	3
DSE		DSE XXIII	4	0	0	3
PART-IV						
GE		Generic Elective IV	2	0	0	2
TOTAL			30	0	0	25
SEMESTER – 10						
PART-IV						
AECC	15MIN210	Application of SPSS in research	4	0	2	4
Practical	15MIN029	Project Work	0	0	24	12
TOTAL			4	0	26	16
GRAND TOTAL						240

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES	
PART-III	
15MIN101	Financial Services
15MIN102	Investment Banking
15MIN103	International Finance
15MIN104	Strategic cost management
15MIN105	Advanced financial Statement Analysis
15MIN106	Security Analysis and Portfolio Management
15MIN107	Business Taxation
15MIN108	Risk Management
15MIN109	Equity Research
15MIN110	Valuations, Acquisitions & Mergers
15MIN111	Financial Engineering
15MIN112	Project Analysis
15MIN113	Corporate finance
15MIN114	Industrial Relations
15MIN115	Labour Law
15MIN116	Industrial Psychology
15MIN117	Industrial Law
15MIN118	HR Planning, Recruitment & Selection
15MIN119	Training & Development
15MIN120	Leadership
15MIN121	Compensation Management & Benefits
15MIN122	Performance Management
15MIN123	Employee Welfare Measure
15MIN124	Cross Cultural Management
15MIN125	Negotiation and Counseling
15MIN126	Learning & Development
15MIN127	Information Systems & security Management
15MIN128	Decision Support Systems
15MIN129	Electronic Business Infrastructure
15MIN130	Information systems

15MIN131	IT services
15MIN132	Software project Management
15MIN133	DBMS and Oracle
15MIN134	Systems analysis and design
15MIN135	Internet Technologies
15MIN136	Distribution Management
15MIN137	Brand Management
15MIN138	Advertising Management
15MIN139	Social Marketing
15MIN140	Retail Management
15MIN141	Consumer Behaviour
15MIN142	Services Marketing
15MIN143	Marketing Research
15MIN144	Fundamentals of Logistics
15MIN145	Advanced Operations management
15MIN146	Supply Chain Management
15MIN147	Project Management
15MIN148	Total Quality Management
15MIN149	Transportation and Distribution Management
15MIN150	Warehousing & Inventory Management

LIST OF GENERIC ELECTIVE COURSES	
PART-IV	
15MIN151	Introduction to Financial services
15MIN152	Entrepreneurship Development
15MIN153	Investment management & stock trading
15MIN154	Social responsibilities for managers
15MIN155	Fundamentals of Marketing Management
15MIN156	Event management
LIST OF SKILL ENHANCEMENT COURSES	
15MIN251	Communication skills
15MIN252	Presentation skills
15MIN253	French
15MIN254	German
15MIN255	Group Discussion and Mock test
15NSS255	NSS – 1
15NSS256	NSS – 2
15NSS257	NSS – 3
15NSS258	NSS – 4
15NSS259	NSS – 5
15NSS260	NSS – 6

DSE – DISCIPLINE SPECIFIC ELECTIVES

GE – GENERIC ELECTIVES

AECC – ABILITY ENHANCEMENT COMPULSORY COURSES

SEC – SKILL ENHANCEMENT COURSES

COURSE OBJECTIVE

- Understand the fundamentals, scope and importance of communication in business.
- Develop individual reading and listening skills
- Develop an ability to communicate correctly and effectively on matters having relevance to day-today business operations.
- Transform their communication abilities by honing their oral, written, and non verbal communication skills. Develop effective public relations, write resumes, reports and face interviews.
- Understand the case method of learning.

COURSE OUTCOMES:

CO – 1: Define the basics of communication, its process, directions and importance.

CO – 2: State and list various media and types of the communication.

CO – 3: Describe the concept of formal and informal communication.

CO – 4: Evaluate the role of technology in communication.

CO – 5: Assess the effectiveness of paralanguage and nonverbal communication.

CO – 6: Evaluate the importance of oral presentation.

CO – 7: Display appropriate body language and presentation skills.

CO – 8: Exhibit good listening, speaking and writing skills

CO – 9: Prepare reports and write various types of letters.

CO – 10: Comprehend and summarize various reports.

UNIT I Communication**12**

Communication: Meaning, Significance and Process — Information flow: directions of communication. Media and Types of communication.

UNIT II Formal and informal communication**12**

Formal and informal communication - Reading skills for Business communication- barriers of communication. Role of Technology in Communication. Business Letter-

layout, kinds of business letters – Enquiry, Reply, Sales and orders, Circular Letters, Complaints.

UNIT III Paralanguage

12

Paralanguage – nonverbal communication-visual signs -Audio signals &Audio visual noises-body language and Role play - Presentation Skills

UNIT IV Oral and Aural communication

12

Oral and Aural communication: Oral communication: Telephone conversation, Aural communication; Listening. Face – to – fact – Communication; Writing a summer project report.

UNIT V Reports

12

Reports: structure, Formal and Informal Report, Checklist for compiling reports, Executive summary – Kinds of reports – Comprehension – Agenda, Minutes of Meeting.

Total -60 Hours

TEXT BOOKS:

- 1 .Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar’s, Basic Business Communication, Tata McGraw-Hill, 11th edition, New Delhi, 2007.
2. Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product. Pearson Education, New Delhi, 8th Edition, 2013.
3. Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, Effective Business Communication. 7th ed. Tata McGraw-Hill, New Delhi.

REFERENCE BOOKS:

1. McGrath, E. H., S. J, Basic Managerial Skills for All, Prentice-Hall of India, New Delhi, 8th ed.2011.
2. Raman, Meenakhshi, and Prakash Singh, Business Communication. O U P, New Delhi,2nd Edition, 2012.
3. Stuart Bonne E., Marilyn S Sarow and Laurence Stuart, Integrated Business Communication in a Global Market Place.3rd ed. John Wiley India, New Delhi, 2007.

15MIN001 PRINCIPLES OF MANAGEMENT 4004

COURSE OBJECTIVE

- To understand the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
- To discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
- To Understanding concepts of Ethics, Delegation, Coordination and Team work.
- To study and understand management concepts and styles in Global context.
- To develop understanding about emerging concepts in management thought and philosophy.

COURSE OUTCOMES:

CO – 1: Determine the fundamentals of management concepts and evaluate the role and skills of a manager

CO – 2: Critically apprise the management thought from the inceptions of scientific management to management science theory and its effect on future managers.

CO – 3: Assess the importance of planning and its implementation in the organization.

CO – 4: Explain the concept of MBO and MBE.

CO – 5: Analyze the importance of various organization structures.

CO – 6: Explain the organizational structure and identify the major principles in designing organization structure.

CO – 7: Describe the importance of organizational design.

CO – 8: Demonstrate about the process and techniques of control.

CO – 9: Elaborate on various types of decision and appraise the problem in decision making

CO – 10: Explain about the stress management, employee welfare measures and energy management.

UNIT I	Introduction	12
Management – Concept – Nature –Management as a Science, an Art and Profession – Process – Levels of management – Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo		
Unit II	Functions of Management	12
Functions of Management: Planning – Concept, Nature, Importance, Steps, Limitations, Management by objectives , Management by Exception.		
UNIT III	Organizing	12
Organizing - Concept, Nature, Importance, Principles, Centralization, Decentralization - Organization Structures- Line and Staff Authority, Functional, Product, Matrix, Geographical Customer, New Forms of Organization – Virtual, Organizations as Networks - Types of Network Organizations/Clusters - Self- Organizing Systems. Organizational Designs for Change and Innovation - Designing Principles for New Forms of Organizations		
UNIT IV	Staffing	12
Staffing - Concept, Nature, Importance, Steps, Concept of knowledge worker. Directing – Concept, Nature, Importance. Controlling - Concept, Nature, Importance, Process of controlling, Control Techniques.		
UNIT V	Decision Making	12
Decision making: Concept, Nature, Importance, and Process - Types of decisions, Problems in decision making - Modern view of conflict, Conflict Process - Strategies for resolving destructive conflict - Stress management - employee welfare - energy management and energy audit.		
		Total - 60 Hours

TEXT BOOKS:

1. L.M .Prasad , Principles of Management, Sultan Chand, 2014.
2. Harold Koontz and Heinz Wehrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
3. Charles W.L Hill and Steven L McShane, 'Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.

REFERENCE BOOKS:

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competencybased approach, Thompson South Western, 11th edition, 2008.
2. Heinz Wehrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012

COURSE OBJECTIVE

- To develop understanding of marketing concepts, philosophies and historical background.
- To develop understanding of marketing operations and complexities for students to apply in practical business situations.
- To understand concepts related to STP, product attributes, and pricing strategies prevalent in domestic and international scenario.
- To study various tools and techniques of promoting the products in ethical manner.
- To understand emerging concepts of marketing in the emerging global markets.
- To emphasise the importance of marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction.

COURSE OUTCOMES:

CO – 1: Relate and understand the principles and importance of marketing function.

CO – 2: Evaluate the importance of macro and micro environment and its influence on organization's marketing function.

CO – 3: Compare and contrast the consumer and institutional buyer behavior.

CO – 4: Elucidate the essential characteristics of marketing strategy.

CO – 5: State and define the target segments for the products.

CO – 6: Explain the positioning strategies used by the companies for their products.

CO – 7: Elaborate the importance of product decisions, branding and new product development.

CO – 8: Evaluate the importance of integrated marketing communications.

CO – 9: Apprise the importance of marketing research in decision making.

CO – 10: Estimate current and future demand using various estimation methods.

UNIT I Introduction 12

Understanding the term Marketing-Importance of Marketing-Scope of Marketing-Core Concepts-Company Orientation toward market place - Marketing and Customer Value-Marketing Environment-Micro and Macro Environment.

UNIT II Consumer Markets 12

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets - Characteristics, Industrial Buyer Behavior, Service Marketing-Characteristics-Marketing Strategy.

UNIT III Market Segmentation 12

Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, Market Targeting -Evaluating Market Segments -Product Positioning, Positioning Strategies.

UNIT IV Marketing Programme 12

Marketing Programme: Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product Development, Product Life Cycle. Pricing Products, Strategies, Distribution -Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling.

UNIT V Marketing Research 12

Marketing Research and Control: Marketing Research – Objectives & Scope – Research designs – research procedure – data types & sources, sampling techniques, analysis & reporting. Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control, Marketing Audit, Online Marketing.

CASE STUDY:

- Marketing strategy Implementation.
- Market Segmentation / Targeting / Positioning.
- Product Levels, Pricing

TOTAL - 60 Hours

TEXT BOOKS:

1. Philip Kotler and Kevin Lane, Marketing Management, PHI 13th Edition, 2013
2. Paul Baisen et al, Marketing, Oxford University Press, 13th edition, 2008.

REFERENCE BOOKS:

1. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition, 2001.
2. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 7th edition, 2008.
3. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
4. Boyd Walker, Marketing Management, McGraw Hill, 5th edition, 2006.
5. Dalvymple, Marketing Management, Wiley India Pvt Ltd, 2008.
6. Keith Flether, Marketing Management and Information Technology, Prentice Hall, 1998
7. Ramaswamy V.S. Namakumari S, Marketing Management - The Indian Context, Macmillan India Ltd, 2006,

15MIN003

PRINCIPLES OF ACCOUNTING 1 4104

COURSE OBJECTIVE:

- To know the students know about the different financial accounting concepts and help them to analyze the financial statements of the business.
- To understand the basic accounts for management.

Course Outcomes:

CO – 1: Distinguish between accounting, accountancy and book keeping

CO – 2: List all the users of accounting information

CO – 3: Explain all the accounting concepts and conventions.

CO – 4: List all the rules of debiting and rules of crediting.

CO – 5: Illustrate journal entry through double entry system of book keeping.

CO – 6: Distinguish between journal and ledger and state the utility and format of ledger.

CO – 7: State the steps in location and rectification of errors.

CO – 8: Explain the characteristics and advantages of subsidiary books

CO – 9: Calculate depreciation through SLM and Declining method.

CO – 10: Prepare balance sheet and profit and loss account.

UNIT I Introduction to Accounting

12

Introduction to Accounting Need and Importance – Book-keeping – Accounting Accountancy, Accounting and Book-keeping – Users of accounting information – Branches of accounting advantages & disadvantages – Basic accounting terms – Accounting concepts & conventions

UNIT II Double Entry System

12

Double Entry System of Book-Keeping - Double entry system – Account – Golden rules of accounting- Journal Source documents – Accounting equation – Rules for debiting - and crediting – Books of original entry – Journal – Illustrations.

UNIT III Ledger

12

Ledger - Meaning – Utility – Format – Posting – Balancing an account – Distinction between journal and ledger- Advantages and disadvantages of journal & Ledger

UNIT IV Subsidiary Books

12

Subsidiary Books - Cash Book - Features – Advantages – Kinds of cash books – Trial Balance - Definition – Objectives – Advantages – Methods – Format and Sums – Errors in accounting – Steps to locate the errors – Suspense account – Rectification of errors – Bank reconciliation theory

UNIT V Depreciation Accounting

12

Depreciation Accounting-Straight Line Method-Declining Method-Final Accounts Parts of Final Accounts – Trading account – Profit and loss account— Balance sheet – Preparation of Final Accounts with Sums

TEXT BOOKS:

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 5th edition, 2009.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, NewDelhi, 4th edition, 2011.

REFERENCE BOOKS:

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, TataMcGraw Hill Publishers, 15th edition, 2011.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 16th edition, 2013.
3. Stice & Stice, Financial Accounting Reporting and Analysis, Cengage Learning, 11th edition 2010.
4. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2008.

15MIN004

MANAGERIAL ECONOMICS

5004

COURSE OBJECTIVE

- To enable students to have an understanding of the various issues/components of the Indian economy so that they are able to comprehend and critically appraise current Indian economics problems.

COURSE OUTCOMES:

CO – 1: Identify and state the managerial responsibility for administration, even for the sick unit

CO – 2: Capable to take appropriate business decisions under uncertain business environment.

CO – 3: Predict the future demand for the product by applying statistical method of projection.

CO – 4: To be able to measure the elasticity of price, income and other economics factors related to demand for the product

CO – 5: Construct cost budget feasible for the given type of business after analyzing all types of cost and cost functions

CO – 6: Enumerate all production function variable and frame the production system.

CO – 7: Analyze the investment decision and suggest for the best alternative

CO – 8: Analyze, prepare and implement an appropriate pricing strategy for the business

CO – 9: Demonstrate a basic understanding of managerial theory of firm.

CO – 10: Demonstrate a basic understanding of behavioral theory of firm.

UNIT I Introduction to Managerial Economics 12

Concepts and Techniques: Introduction to Managerial Economics – Incremental principle – equi marginal principle – some decision rules – The risk and uncertainty theory
Demand Decisions – Demand analysis

UNIT II Elasticity of Demand 12

Elasticity of demand – demand overcasting – types & methods of demand forecasting – trend projection method – least square method of demand forecasting limitations & uses.

UNIT III Production Function 12

Input-Output Decisions - Production function – Cost and managerial decision making – Cobb-Douglas production functions – Law of variable proportion – short run cost output – long run cost output – economies and dimensions of scale of production.

UNIT IV Market Environment 12

Price-Output Decisions - Market Environment of Price Output Decisions by the Firm and the Industry – Pricing under perfect competition – digopoly pricing strategies and tactics – pricing – pricing in life-cycle of a product – capital budgeting – investment decisions – pay back period method – NPV method – internal rate of return method.

UNIT V Theory of Firm 12

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Decision Making process in Managerial Economics.

Total - 60 Hours

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGraw Hill, 2006.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2007.

REFERENCE BOOKS:

1. N. Gregory Mankiw, Principles of Economics, 6th edition, Thomson learning, New Delhi, 2011.
2. Richard Lipsey and Alee Charystal, Economics, 12th edition, Oxford University Press, New Delhi, 2011.
3. Karl E. Case and Ray C. fair, Principles of Economics, Pearson Education Asia, New Delhi, 10th edition, 2011.

15MIN005 BUSINESS LAW 4004**COURSE OBJECTIVE:**

- To identify the sources of law and describe their effects.
- To describe the court system and court procedure.
- To describe the nature and classes of contracts.
- To identify the elements needed to create a contract.
- To read, interpret contracts, and cases.
- To identify personal property and bailment.

COURSE OUTCOMES:

CO – 1: Draft a simple employment contract.

CO – 2: Elucidate basic elements and classification of contracts.

CO – 3: Differentiate sale and agreement to sell in terms of conditions and warranties

CO – 4: Comprehend agency act and basic elements of agency contract.

CO – 5: State and list types of negotiable instrument.

CO – 6: Acquainted with the legal aspects of how to deal with information technology.

CO – 7: Explain basic principles of law that apply to business and business transactions.

CO – 8: Identify laws, conditions and regulations in national and international work environment.

CO – 9: Conversant with the various laws of consumer protection.

CO – 10: Distinguish between an agency and independent contractor or employer-employee relationships

UNIT I Introduction to Contract 12

Law of contract; meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements ; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT II Contract of the Guarantee 12

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledger and pledgee.

UNIT III Contract of Agency 12

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal duties towards agents and third parties; termination of agency; power of attorney. Law of sale of goods-definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT IV Negotiable Instrument 12

Negotiable Instrument Act- Meaning and essential elements of a negotiable instrument; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments' dishonour of negotiable instruments.

UNIT V Information Technology 12

Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

Total - 60 Hours

TEXT BOOKS:

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2008.
2. P. K. Goel, Business Law for Managers, Bizentra Publishers, India, 2008.

REFERENCE BOOKS:

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2010.
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2007.

15MIN202 STATISTICS FOR MANAGEMENT - 1 4103**COURSE OBJECTIVE:**

- The aim of this course is to enable a student to have knowledge about application of probability theory and sampling in different areas of commerce, time series analysis and application of multiple correlation and regression analysis.
- To apply the concepts in the area of management

COURSE OUTCOMES:

CO – 1: Acclaim the importance of statistics in management.

CO – 2: State and list different methods of collection of data.

CO – 3: Explain basic statistical concepts such as measures of central tendency.

CO – 4: Select and use correct statistical method for given data analysis requirement.

CO – 5: State and differentiate between dependent variable and independent variable.

CO – 6: Analyze the variables using correlation and regression.

CO – 7: Explain the probability theory and its practical implications.

CO – 8: Develop basic statistical models to provide practical solutions.

CO – 9: Explain scope, methods, and uses of statistics.

CO – 10: Critically evaluate the capability of the manager to “think statistically” using data.

UNIT I Introduction to Statistics	12
Introduction to Statistics – Importance, Functions and Limitations	
UNIT II Collection of Data	12
Collection of Data, Framing Questionnaire, Editing the Data, Classification of Data, Presentation of Data – Diagrams & Graphs, Tabulation of Data	
UNIT III Measures	12
Measures of Central Tendency – Mean Median & Mode, Measure of Dispersion – Mean Deviation & Standard Deviation	
UNIT IV Correlation	12
Correlation – Karl Pearsons and Spearmans Rank,Regression (X on Y & Y on X) .Skewness and Kurtosis	
UNIT V Probability Theory	12
Probability Theory – Definition,Properties and Problems(Coin,Die,Ball and Card)	

TOTAL –60 Hours

TEXT BOOKS:

1. Levin R.I. and Rubin D.S., “Statistics for management”, 7th edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 5th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2009.
3. Anderson D.R., Sweeney D.J. and Williams T.A., “Statistics for business and economics”, 8th edition, Thomson (South – Western) Asia Pte. Ltd., Singapore, 2010.

REFERENCE BOOKS:

1. Levine D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics: A First Course”, Pearson Education Asia, 2nd edition, New Delhi, 5th Edition, 2009.
2. Hooda R.P., “Statistics for Business and Economics”, 2nd edition, Macmillan India Ltd., 2010.
3. Morse L.B., “Statistics for Business and Economics”, HarperCollins college Publishers, NewYork, 1994.

COURSE OBJECTIVE:

- This course introduces the essential concepts necessary to make effective use of the computer. Students achieve an understanding of what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

COURSE OUTCOMES:

CO – 1: Evaluate the fundamentals of internet with regard to its safety.

CO – 2: Explain the basics of hardware and software.

CO – 3: Identify different components of hardware systems, cables & assemblies.

CO – 4: Discuss about the file management, word processing.

CO – 5: Demonstrate working with Graphics & DTP, Document Commands, Mail Merge, Spreadsheets.

CO – 6: Demonstrate the ease to work with MS Word.

CO – 7: Explain the fundamentals of MS EXCEL and manipulate various functions and commands.

CO – 8: Demonstrate the working of MS Excel using filters, templates, preparations of charts & presentations.

CO – 9: Elucidate the need of MS PowerPoint, design & templates

CO – 10: Manipulate records, creating records and web designing using MS PPT.

UNIT I Introduction to Basics**12**

Internet Basics, Internet Safety, Hardware/Software Basics.

UNIT II Identify Components of a Hardware System**12**

Identify Components of a Hardware System, Cables and Assembly. Application vs. Operating Software, File Management Word Processing.

UNIT III Microsoft Word**12**

Microsoft Word, Terminology , Word Basics , Editing , Helpful Word ,Features , Formatting Literacy at the keyboard Word Processing – Microsoft Word – Continued,

Formatting , Working with Graphics & DTP , Document Commands, Mail Merge ,
Spreadsheets .

UNIT IV Microsoft Excel

12

Microsoft Excel , Terminology Excel Basics , Formatting Worksheets , Organizing the
Worksheet ,Formulas/Functions Spreadsheets – Microsoft Excel – Continued ,
Formulas/Functions, Continued , Sorting, Filters, and Templates , Charts , Presentations .

UNIT V Microsoft PowerPoint

12

Microsoft PowerPoint , Terminology , Design Guidelines , PowerPoint Basics , Creating
& Enhancing Presentations, Design Templates/Fonts, Presentations – Microsoft
PowerPoint – Continued ,Group & Individual PowerPoint Projects , Databases –
Microsoft Access ,Terminology , Access Basics , Manipulating Records ,
Creating/Modifying Forms , Finding/Ordering Data (Queries & Filters) , Creating
Reports , Web Design (If Time Permits) Basic HTML ,Web Page Editors.

Total - 60 Hours

TEXT BOOKS:

1.Turban Rainer and Potter – Introduction to Information Technology, John Wiley &
Sons, 2005.

REFERENCE BOOKS:

- 1.Richard D Gitlin, Jeremiah F Hayes, Stephen BWeinstein, Data Communications
Principles, Springer, 1992
- 2.William Stallings, Data and Computer Communications, Prentice Hall, 2007
- 3.Behrouz A. Forouzan, DeAnza College, Data Communications and Networking,
McGraw-Hills, 2007
- 4.N.D.Birrell, M.A.Ould, A Practical Handbook for Software Development, Cambridge
University Press, 1988
- 5.Sanjay Saxena: A first course in computers, Vikas Publishing House Pt. Ltd. 2000

COURSE OBJECTIVE:

- To understand that economics is about the allocation of scarce resources, that scarcity forces
- Choice, tradeoffs exist and that every choice has an opportunity cost. Demonstrate these concepts using a production possibility frontier diagram.
- To understand how comparative advantage provides the basis for gains through trade.
- To List the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price.
- To understand the role of prices in allocating scarce resources in market economies and explain the consequences of price controls.

COURSE OUTCOMES:

- CO – 1: Demonstrate an understanding of cardinal and ordinal approaches of theory of consumer behavior
- CO – 2: Capable to take appropriate business decisions under uncertain business environment.
- CO – 3: Predict the future demand for the product by applying statistical method of projection.
- CO – 4: Measure the elasticity of price, income and other economics factors related to demand for the product
- CO – 5: Enumerate all production function variable and frame the production system.
- CO – 6: Develop cost function for both short run and long run.
- CO – 7: Demonstrate a basic understanding of market structure.
- CO – 8: Analyze and differentiate the monopoly, oligopoly and monopolistic market.
- CO – 9: Demonstrate a basic understanding of remuneration of factors of production land, labour, capital and organisation.
- CO – 10: Demonstrate an understanding of factor pricing and market pricing.

UNIT I Micro Economics	12
Micro Economics-Theory of consumer behaviour–Cardinal and Ordinal approaches- Revealed preference. Hypothesis-Hick’s Revision of Demand Theory-Modern Utility, Analysis of Choice involving risks and uncertainties.	
UNIT II Demand analysis	12
Demand analysis – Meaning of demand – law of Demand – Types of Demand – Determinants of Demand – Demand Forecasting –Elasticity of Demand. Supply Curve	
UNIT III Production function	12
Production function-Linear, Homogeneous, Cobb-Douglas and C.E.S. Production functions-Short Run and Long Run cost curves Derivation of cost functions from productions functions-Least cost combination of factor inputs.	
UNIT IV Market structure	12
Market structure-Perfect competition-Monopoly and price Discrimination- Monopolistic competition-Oligopoly and models of Oligopoly.	
UNIT V Factor Prices and factor market	12
Factor Prices and factor market-Pricing of factors of production-Theories of Rent- Wages- Interest-Profits. Pricing, Different types of Pricing.	
TOTAL - 60 Hours	

TEXT BOOKS:

1. Sen, A. (2010): Micro Economics: Theory and Applications, Oxford University Press, New Delhi.
2. C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010.

REFERENCE BOOKS:

1. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill (India), 2009.
2. Hal R. Varian, Intermediate Microeconomics, a Modern Approach, W.W. Norton and

Company/Affiliated East-West Press (India), 8th edition, 2010. The workbook by Varian and Bergstrom may be used for problems.

3. Varian, Hal (1996): Intermediate Microeconomics, W.W. Norton and Company, New York.
4. Hirschleifer J and A. Glazer (1997): Price Theory and Applications, Prentice Hall of India, New Delhi.
5. Stigler, G (1996): Theory of Price, Prentice Hall of India, New Delhi.
6. Misra S.K. and V.K. Puri (2001): Advanced Microeconomic Theory, Himalaya Publishing House, New Delhi.
7. Kreps, David, M (1990): A Course in Microeconomic Theory, Princeton University Press.

15MIN007 ORGANIZATIONAL BEHAVIOUR 5004

COURSE OBJECTIVE:

- To understand and learn the effective interpersonal, team building and leadership skills.
- To familiarized to adjust better in organizational settings (by developing an understanding of how and why others behave in a particular manner).
- To improve the organizational performance through the effective management of human resources.

COURSE OUTCOMES:

CO – 1: Apply management concept in practice.

CO – 2: Explain the OB Model and its contributing discipline.

CO – 3: Clarify upon the challenges and opportunities for OB

CO – 4: Apply motivational theories to resolve problems related to organizational performance

CO – 5: Analyze the effectiveness of communication systems in a pluralistic, multicultural workforce.

CO – 6: Evaluate the behavior of individual and groups in terms of the key factors that influence organizational behavior.

- CO – 7: Comprehend the organization function, and manage the behavior and interactions in the workplace.
- CO – 8: Identify organizational factors affecting teams and culture in which the group function.
- CO – 9: Assess the potential factors like power, politics, culture, climate and change on organizational behavior.
- CO – 10: Identify and logically articulate the ethical issues and social responsibility involved in business situations.

UNIT I Introduction to Organisational Behavior 12

Concept of Management , Applying Management theory in practice, Evolution of management thought, Management process and Functions – Managerial Roles – OB Model – Contributing disciplines of OB – MBO – MBWA

UNIT II Individual Processes in Organizations 12

Foundations for Individual Behaviour – Learning -Attitudes and Job satisfaction – Personality and values – Perception -Motivation and Organizational performance - Early and contemporary theories of motivation.

UNIT III Interpersonal processes in Organizations 12

Communication in Organization -Communication Process -Methods – Barriers - Grapevine. Group Dynamics: Typology of Groups -Conflicts in groups - Leadership Models and Concepts – leadership theories – Decision making and negotiation - Power and Politics.

UNIT IV Organisational Processes and Characteristics 12

Dimensions of Organization structure – Authority, Responsibility, and Accountability – Delegation – Centralization, Decentralization, Recentralization – Line and Staff Relationship.

UNIT V Organizational Development 12

Resistance to Change - Organizational Change -Organizational development – Stress management – Business ethics and corporate social Responsibility.

TOTAL: 45 Hours

TEXT BOOKS:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2012.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2005.

REFERENCE BOOKS:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 12th Edition, 2011.
2. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2008.
3. Mc Shane & Von Glinov, Organisational Behaviour, 6th Edition, Tata Mc Graw Hill, 2012.
4. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 2010.
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 14th edition, Tata McGraw Hill, 2011.

15MIN008**PRINCIPLES OF ACCOUNTING 2 4104****COURSE OBJECTIVE:**

- To familiarize the students with financial statements and principles underlying them and to develop their skills in reading Annual Reports.
- To acquaint them in brief with accounting mechanics, process and system, but emphasis is laid on sound concepts and their managerial implications.
- To lay a foundation for developing their skills in interpreting financial statements.

COURSE OUTCOMES:

CO – 1: Distinguish between financial accounting, management accounting and cost accounting.

CO – 2: Analyze and interpret the financial statements.

CO – 3: Evaluate the financial performance using ratio analysis.

CO – 4: Analyze and prepare a fund flow statement.

CO – 5: Analyze and prepare a cash flow statement.

CO – 6: Differentiate between fund flow analysis and cash flow analysis.

CO – 7: Categorize and analyze different capital budgeting techniques.

CO – 8: List and explain types of budgeting.

CO – 9: Apply techniques of budgetary control management.

UNIT I Introduction-to-management-Accounting 12

Introduction to management Accounting – Difference between financial accounting, management accounting and cost accounting – Financial Statements: Analysis and interpretation – Techniques of Financial Analysis – Comparative, common size and Trend analysis – Limitations of Financial Analysis.

UNIT II Ratio Analysis 12

Ratio Analysis: Meaning – Classification – Profitability Ratios – coverage Ratios – Turnover ratios – Financial Ratios-Advantages – Limitations.

UNIT III Fund Flow Analysis-and-cash flow Analysis 12

Fund Flow Analysis: Meaning – uses – Preparation of Fund Flow Statement

Cash Flow Analysis: Meaning – uses – Preparation of Cash Flow Statement

Difference between Fund Flow Analysis and cash flow Analysis

UNIT IV Capital-Budgeting 12

Capital Budgeting: Meaning – Different Methods- pay back, NPV, IRR, profitability Index, ARR – Capital Rationing.

UNIT V Budgetary-Control 12

Budgetary Control: Meaning – Budgetary Control as a management Tool – Limitations – Different Types of Budgeting.

CASE STUDY

1. Fund Flow Statement
2. Ratio Analysis
3. Financial Statement Analysis.

TOTAL: 60 Hours

TEXT BOOKS:

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.

REFERENCE BOOKS:

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.

15MIN009 BUSINESS ENVIRONMENT

4 004

COURSE OBJECTIVE:

- Understand the business and related factors; and business's dependency on the interactions with different environmental variables.
- Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.
- Understand the Political, Economic, Legal, Technological, Social and International environment with focus on their impact on business.
- Familiarize with the business environment prevailing in India and in the world understand its implications to business.

COURSE OUTCOMES:

CO – 1: Analyze the environment of business.

CO – 2: Overview the political environment associated with business.

- CO – 3: Examine the cultural environment associated with business
- CO – 4: Compare the impact of socio-cultural impact environment associated with business
- CO – 5: Elaborate the economic environment and its impact on business
- CO – 6: Critically analyze the government regulations related to business
- CO – 7: Visualize the linguistic and religious influence on the business.
- CO – 8: Calculate the GDP and per capita income and its effect upon business.
- CO – 9: List and explain about the commercial banks.
- CO – 10: Describe about the monetary and fiscal policy of government.

UNIT I Concept of Business Environment 12

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT II Political Environment 12

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT III Social Environment 12

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT IV Economic Environment 12

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT V Financial Environment 12

Financial Environment - Financial System –Financial institutions - Commercial banks - RBI – IDBI-NBFC.Fiscal and monetary policy.

TOTAL - 60 Hours

TEXT BOOKS:

1. Misra, S.K. and Puri, V.K.: Indian Economy, Himalaya Publishing House, New Delhi.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House, New Delhi.
3. Morrison J, The International Business Environment, Palgrave

REFERENCE BOOKS:

1. Rudder Dutt and Sundharam, K.P.M.: Indian Economy, S. Chand & Company Limited, New Delhi.
2. Misra, S.K. and Puri, V.K.: Economic Environment of Business, Himalaya Publishing House, New Delhi.
3. Keith-Davis & William Frederick: Business and Society, McGraw- Hill, Tokyo.

15MIN204 HINDI 5003**COURSE OBJECTIVE:**

- Introduction to basic listening, reading, speaking and writing skills in Hindi will be the addressed throughout the course.
- The emphasis of this introductory class is to provide a detailed explanation of the Hindi phonetics and writing system and on pronunciation, vocabulary building, basic grammar, and basic conversation.

COURSE OUTCOMES:

CO – 1: Recognize and pronounce all 52 Hindi sounds and the consonant and vowel combinations.

CO 2. Read and write all basic Hindi characters and their combinations.

CO – 3: Use an active vocabulary of around 500 items and a passive vocabulary of 750 items.

CO – 4: Understand and use a limited range of simple sentences and tenses for everyday situations.

CO – 5: Communicate in everyday written and spoken contexts such as shopping, travel, and interacting with people.

CO – 6: Demonstrate an understanding of the impact of status, age, gender, and religion on communication

Unit I Introduction to the Hindi Language 12

Introduction to the Hindi Language – Importance of Hindi. Vowels , Consonants, Vowel Consonant combination of Letters

Unit II Conjunction Letter 12

Conjunction Letters, Principles of Joining words, Types of Tenses. Identification of Singular and Plural words – Identification of Living and Non-Living Things.

Unit III Sentence Formation 12

Sentence Formation from English to Hindi Language, Framing Question tag sentences, Identify Masculine and Feminine Sentences.

Unit IV Numbers writing 12

Numbers writing, Simple action words, Making and speaking your own sentences for Present, Past, Future actions.

Unit V Translation of sentences 12

Translation of English sentences into Hindi language- Self introduction

TOTAL – 60 Hours

TEXT BOOKS:

1. Kavitha kumar, Saral Hindi Bodhini for non Hindi speaking people, June 1999
2. Krishna Gopal Vikal, Learn Hindi, June 2005

REFERENCE BOOKS:

1. Saral Hindi Bodhini from Hindi Prachar Sabha, Chennai, 2013

COURSE OBJECTIVE

- The aim of this course is to enable a student to have knowledge about application of probability theory and sampling in different areas of Management, time series analysis and application of multiple correlation and regression analysis.

COURSE OUTCOMES:

CO – 1: Express depth knowledge on the statistical concepts.

CO – 2: Explain basic statistical concepts such as measures of central tendency, correlation regression analysis and time series analysis.

CO – 3: Outline the fundamentals of statistics.

CO – 4: Identify and apply various hypotheses testing.

CO – 5: Select and use precise statistical method for a given data analysis requirement.

CO – 6: Review the need and importance of time series analysis.

CO – 7: Develop basic statistical models to provide practical solutions.

CO 8: Critically analyze the different methods in time series analysis.

CO – 9: Solve practical problems related to multivariate analysis.

CO – 10: Assess the role of quality in statistics.

UNIT I Introduction

12

Introduction – Scope and Application. Measures of Central Tendency - Mean, Median, Mode. Measures of Dispersion –Mean Deviation, Quartile deviation and Standard deviation. Correlation – Karl Pearson’s coefficient and Spearman’s coefficient. Regression.

UNIT II Hypothesis Testing

12

Hypothesis Testing –One sample and Two Sample for means of Small Sample(t Test) –F Test for 2 Samples Standard Deviation. Chi-Square test for Association of Attributes. ANOVA(One Way and Two Way).

UNIT III Time Series Analysis

12

Time Series Analysis and Forecasting– Components of Time Series-Types of Time Series-Measurement of Trend

UNIT IV Introduction to Multivariate Analysis

12

Introduction to Multivariate Analysis – Application –Data Reduction and Simplification.
Introduction to Factor Analysis and Cluster Analysis

UNIT V Role of Statistics in Quality Management

12

Role of Statistics in Quality Management – Significance and Introduction.

Total :60 Hours

TEXT BOOKS:

1. Levin R.I. and Rubin D.S., “Statistics for management”, 7th edition, Prentice Hall of India Pvt.Ltd., New Delhi, 2001.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 5th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2009.
3. Anderson D.R., Sweeney D.J. and Williams T.A., “Statistics for business and economics”, 8th edition, Thomson (South – Western) Asia Pte. Ltd., Singapore, 2010.

REFERENCE BOOKS:

1. Levine D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics: A First Course”, Pearson Education Asia, 2nd edition, New Delhi, 5th Edition, 2009.
2. Hooda R.P., “Statistics for Business and Economics”, 2nd edition, Macmillan India Ltd.,2010.
3. Morse L.B., “Statistics for Business and Economics”, HarperCollins college Publishers, NewYork, 1994.

COURSE OBJECTIVE:

- To familiarized with the various sources of finance which a business house can mobilize.
- To Develop the ability to measure the risk and return of the various portfolios.
- To Implement investment decisions, the process and methods of evaluation of various investment proposals.
- To Develop the skills to analyze the impact of various financing alternatives on the wealth maximization/ valuation of the firm.
- To Develop the ability to manage the profit generating (current) assets and strike a balance between liquidity and profitability.

COURSE OUTCOMES:

CO – 1: Identify the theoretical and practical role of financial management in business corporations.

CO – 2: Discuss the ethical constraints that guide a manager in pursuing his/her ultimate goal of maximizing the value of the firm.

CO – 3: Analyze the finances of individual corporations both in terms of their performance and capital requirements

CO – 4: Evaluate different capital budgeting techniques & its application on investment decisions

CO – 5: Assess the importance of risk within the context of financial decision making

CO – 6: Analyze the different pattern of capital structure of the firm & its impact on the shareholders wealth.

CO – 7: Estimate cost of capital for long term source of finance

CO – 8: Identify the different dividend policy and its impact on shareholders wealth

CO – 9: Identify the different factors determine the working capital requirement of the firm

UNIT I Introduction to Financial Management**12**

Introduction to Financial Management -Objectives of financial management - financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan – Sources of finance for companies

UNIT II Investment Decisions**12**

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment- Payback, Accounting rate of return-Net Present Value- Internal Rate of Return-Profitability Index

UNIT III Financing Decisions**12**

Financing Decisions – capital structure – factors influencing capital structure –leverage - Financial-Operating - Combined Leverages -Long term sources of finance -Cost of Capital – Meaning and Significance – Components – Cost of Equity, Cost of Debt, Cost of Preferred capital, Cost of retained earnings and weighted average cost of capital

UNIT IV Dividend decision**12**

Dividend decision – Dividend policy - determinants of dividend policy -Dividend theories – Walter -Gordon and MM theory - forms of dividend – Share split – Buyback of shares.

UNIT V Working Capital Management**12**

Working Capital Management – meaning – importance of adequate working capital- excess or inadequate working capital – determinants of working capital requirement – sources of working capital finance

Total- 60 Hours

TEXT BOOKS:

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill,5th edition, 2008.
2. I. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2007.

REFERENCE BOOKS:

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 3rd edition,2013.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 12th Edition,2008.
3. Brigham, Ehrhardt, Financial Management Theory and Practice, 13th edition, Cengage Learning2010.
4. Prasanna Chandra, Financial Management, 8th edition, Tata McGraw Hill, 2011.
5. Srivatsava, Mishra, Financial Management, Oxford University Press,2nd edition, 2008

15MIN011 HUMAN RESOURCE MANAGEMENT 5004**COURSE OBJECTIVE:**

- To develop the employment relations and knowledge to resolve the issues.
- To Designing the appreciate role of HR specialist for implementing HRM policies.
- To Managing the manpower to motivate and attract them to retain in the organization.
- To develop the responsibility of employer and legal system to manage the employment relations.

COURSE OUTCOMES:

CO – 1: Discuss the history and evolution of HRM.

CO – 2: Explain the importance of HRM in the organization through their roles responsibilities, challenges etc.

CO – 3: Assess the major HRM functions and processes of HRM planning.

CO – 4: Relate strategic HR planning with the organization’s strategic management and decision making process.

CO – 5: Explain how training helps to improve the employee performance.

CO – 6: Discuss and understand the concept of career development and various career stages.

CO – 7: Compare and contrast between coaching and Mentoring

CO – 8: Analyze the emerging trends, opportunities and challenges in performance appraisal.

CO – 9: Apply the Concept of job application and how it is practically applied in the organisation.

CO – 10: Discuss various recent techniques related to HRM.

UNIT I Human Resource Management 12

Meaning, Scope & Objectives of HRM, Evolution of HRM, Difference between PM & HRM, HRM function’s, HR as a Strategic Business Partner, HR Policy & procedures. Competitive challenges influencing HRM Qualities & qualification of HR Manager, Roles and Responsibilities of HR Manager/Departments,

UNIT II HumanResource Process 12

Human Resource Planning – Job Analysis and Design -Recruitment - Selection and placement process – Types of interviews, Placement , Orientation & Induction, Determining training needs, Training Approaches. Separation process & Exit interview.

UNIT III Managing Careers 12

Career Development vs Employee development, Career stages – Career Choices and Preferences, Mentoring and Coaching, Time Management.

UNIT IV Performance Management 12

Purposes of Performance Management, Performance Appraisal Methods, Punishment and Promotion, Job evaluation. Wage & Salary administration – Concepts, Pay structure, Incentives, Bonus, Insurance.

UNIT V Contemporary Issues in HRM**12**

Talent Management, Competency Mapping, Industrial Relations – Health & Safety issues, grievance handling, D Work Life Balance, Quality of Work Life, HRD in India, International HRM.

TOTAL :60 Hours**TEXT BOOKS:**

1. Decenzo and Robbins, Human Resource Management, Wiley, 11th Edition, 2013.
2. Dessler, Human Resource Management, Pearson Education Limited, 13th edition, 2007

REFERENCE BOOKS:

1. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company, 5th edition, 2011
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,6th edition 2012.
3. Eugence Mckenna and Nic Beach, Human Resource Management, Pearson Education Limited, 2nd edition, 2008.
4. Wayne Cascio, Managing Human Resource, McGraw Hill, 8th edition, 2009.
5. Ivancevich, Human Resource Management, McGraw Hill, 7th edition, 2010.

15MIN206**ENVIRONMENTAL STUDIES****5 0 0 4****COURSE OBJECTIVE:**

- Critical Thinking: demonstrate critical thinking skills in relation to environmental affairs
- Communication: demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
- Interdisciplinary Synthesis: demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns.
- Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.

COURSE OUTCOMES:

CO – 1: Elucidate the natural environment and its relationships with human activities.

CO – 2: Design and evaluate strategies, and methods for sustainable management of environmental systems.

CO – 3: Describe and analyze human impact on the environment.

CO – 4: Demonstrate an awareness of the intrinsic values of ecological processes and communities.

CO – 5: Explain core concepts and methods from ecological and physical sciences.

CO – 6: Establish an understanding of current environmental challenges.

CO – 7: Determine a general understanding of the interdisciplinary nature of environmental issues.

CO – 8: Exhibit an understanding of current environmental challenges.

CO – 9: Elaborate on the control measures in Environmental pollution.

CO – 10: Analyse the social Issues and the Environment.

UNIT I Multidisciplinary nature of environmental studies

12

Definition, scope and importance

UNIT II Natural Resources

12

Renewable and non-renewable resources : Natural resources and associated problems. a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Equitable use of resources for sustainable lifestyles.

UNIT III Ecosystems

12

- Concept of an ecosystem. • Structure and function of an ecosystem.
- Producers, consumers and decomposers. • Energy flow in the ecosystem.
- Ecological succession. • Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV Biodiversity and its conservation

12

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

UNIT V Environmental Pollution

12

Definition • Cause, effects and control measures of :-

- a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.

- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

UNIT VI Social Issues and the Environment

12

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.

Unit VII Human Population and the Environment

12

- Population growth, variation among nations.
 - Population explosion – Family Welfare Programme.
- VII
- Environment and human health.
 - Human Rights.
 - Value Education.
 - HIV/AIDS.
 - Women and Child Welfare.
 - Role of Information Technology in Environment and human health.
 - Case Studies.

UNIT VIII Field work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

TOTAL – 60 Hours

TEXT BOOKS:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad - 380013, India, Email: mapin@icenet.net (R).
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
4. Clerk B.S., Marine Pollution, Clarendon Press Oxford (TB).
5. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
6. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
7. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.

REFERENCE BOOKS:

1. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
2. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
3. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
4. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

COURSE OBJECTIVE:

- Understand the fundamentals, scope and importance of communication in business.
- Develop individual reading and listening skills
- Develop an ability to communicate correctly and effectively on matters having relevance to day-today business operations.
- Transform their communication abilities by honing their oral, written, and non verbal communication skills.
- Develop effective public relations, write resumes, reports and face interviews.
- Understand the case method of learning.

COURSE OUTCOMES:

- CO – 1: Define the basics of communication and its process, directions and importance.
- CO – 2: Outline the barriers of the communication.
- CO – 3: Describe the concept of formal and informal communication.
- CO – 4: Identify the various types of non-verbal communication.
- CO – 5: Estimate the effectiveness of paralanguage and non-verbal communication.
- CO – 6: Display appropriate body language and presentation skills
- CO – 7: Exhibit competent skills in various types of oral presentation.
- CO – 8: Exhibit good listening, speaking and writing skills.
- CO – 9: Describe the functions and uses of various communication devices.
- CO – 10: Explain the role of technology in communication.

UNIT I Introduction to Communication

12

Communication – Meaning, Significance & Process - Information Flow: Direction of Communication – Media and types of Communication, Communication Barriers

UNIT II Non Verbal Communication

12

Non Verbal Communication – Kinesics, Paralanguage, Proxemics, Haptics

UNIT III Presentation skills**12**

Presentation skills – Oral and Aural Communication, Telephone Conversation, Listening, ways for Improving Listening Skills

UNIT IV Role of Technology in communication**12**

Role of Technology in communication – Various communication Devices – Telephone – Mobiles – Video Conferencing – Intercom – Fax – email - websites

UNIT V Practicals**12**

UNIT I : Fish bowl, just a minute and dumb charade games

UNIT II: Audio files and listening to audio cassettes

UNIT III : Video files and watching clipping and analyzing communication boosters

UNIT IV : Case Studies , record book.

UNIT V: Student presentation individually and in groups.

Total – 60 Hours**TEXT BOOKS:**

1. Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar's, Basic Business Communication, Tata McGraw-Hill, 11th edition, New Delhi, 2007.
2. Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product. Pearson Education, New Delhi, 8th Edition, 2013.

REFERENCE BOOKS:

1. McGrath, E. H., S. J, Basic Managerial Skills for All, Prentice-Hall of India, New Delhi, 8th ed.2011.
2. Raman, Meenakhshi, and Prakash Singh, Business Communication. O U P, New Delhi, 2nd Edition, 2012.
3. Stuart Bonne E., Marilyn S Sarow and Laurence Stuart, Integrated Business Communication in a Global Market Place.3rd ed. John Wiley India, New Delhi, 2007.
4. Guffey, Mary Ellen., Business Communication: Process and Product, Thomson and South-western, 7th edition, 2010.

15MIN012 PRODUCTION MANAGEMENT 5004

COURSE OBJECTIVE

- To considers the operations from a managerial perspective.
- To consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions. At the end of the course students will have a fair understanding of the role Production/Operations Management plays in business processes.
- To Emphasis both to familiarization of various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.

COURSE OUTCOMES:

- CO – 1: Analyse and appreciate the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO – 2: List and elaborate on various types of production system.
- CO – 3: Evaluate various factors affecting plant location.
- CO – 4: Critically analyse the factors affecting productivity.
- CO – 5: Evaluate various bio-mechanical factors on production performance.
- CO – 6: Explain the principles of supply chain management.
- CO – 7: Develop basic of supply chain.
- CO – 8: Demonstrate the ability to apply basic supply chain concepts
- CO – 9: Develop basic logistics system.
- CO – 10: Explain the supply chain in logistics.

UNIT I Production Management

12

Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point) Meaning and types of Production System; Production to order and production to stock; plant location; factors affecting locations; plant layout; meaning, objectives, characteristics and types; plant layout and materials handling.

UNIT II Production Planning and Control**12**

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control

UNIT III Productivity & Ergonomics**12**

Meaning, Importance, Measurement, Techniques, Factors affecting Productivity, Measures to boost Productivity, Quality Control, Quality Circles. Ergonomics Definition, Importance, Work and Rest cycles, Bio – mechanical factors, Effects of factors – light, ventilation, heat, noise on performance.

UNIT IV Supply-Chain-Management**12**

Meaning and definition- components/participants of SC- concept of SCM- Objectives of SCM- SCM process: Customer relationship management, customer service management, demand management, customer order fulfillment, manufacturing flow management, Procurement management/supplier relationship management, product development & Commercialization, returns management – Factors driving the evolution of SCM – objectives of SCM – supply chain planning.

UNIT V Logistics Management**12**

Meaning and definition – significant of logistics – business logistics- concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics- operating of objectives of integrated logistics:

TOTAL-60 Hours**TEXT BOOKS:**

1. Aswathappa K and ShridharaBhat K, Production and Operations Management, HimalayaPublishing House, 6th Edition, 2010.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.

3. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2006.

REFERENCE BOOKS:

1. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.
2. Russel and Taylor, Operations Management, Wiley, 7th Edition, 2010.
3. Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2008.
4. Chase Jacobs, Aquilano & Agarwal., Operations Management, Tata McGraw Hill, 11th edition, 2006.
5. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2nd edition, 2010.

15MIN013 RESEARCH METHODOLOGY 5004

COURSE OBJECTIVE

- To comprehend the objectives of research and the steps involved in research process.
- To use different data collection methods and sampling design techniques in their own research.
- To analyze the collected and processed data with the help of statistical tools.
- To generalize and interpret the data and prepare a research report.

COURSE OUTCOMES:

CO – 1: To obtain knowledge on various kinds of research questions and research design

CO – 2: Explain qualitative, quantitative and mixed methods research with ethical and philosophical consideration.

CO – 3: Design good quantitative purpose statement, quantitative research questions and hypotheses

CO – 4: Exhibit good practices in conducting a qualitative interview and observation.

CO – 5: Differentiate between a population and sample and determine the sample size.

CO – 6: List various types of quantitative sampling techniques and conditions to use.

CO – 7: Explain various steps involved in coding qualitative data.

CO – 8: Apply various statistical tools to practical problems and use hypothesis testing to draw inferences.

CO – 9: List various types of reports and Outline the steps in writing report.

UNIT I Introduction to Research **12**

Meaning and definition of Research, Objectives, Nature and scope of research, types of research, Research methods Vs. Research Methodology.

UNIT II Concepts of Research **12**

Research Process, Research design: Phases of research design, concepts relating to research design, types - Exploratory, Descriptive, Causal, hypothesis testing .

UNIT III Sources and Collection of Data **12**

Sources and collection of data; Primary and secondary sources, survey observation, experimentation – Questionnaire Vs. Schedule.

UNIT IV Sampling **12**

Sampling: Nature, Simple, Probability and complex probability; Non-probability samples. Scaling techniques. Testing of hypothesis.

UNIT V Report Writing **12**

Interpretation and Report writing, steps in writing report, Layout of research report, types of reports.

TOTAL - 60 Hours

TEXT BOOKS:

1. Donald R. Cooper and Pamela S. Schindler, Business Research methods, 12th Edition, Tata Mc Graw Hill, 2010.

REFERENCE BOOKS:

1. Alan Bryman and Emma Bell, Business Research methods, Oxford University Press, New Delhi, 3rd edition, 2011.
2. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2010.
3. K. N. Krishnaswamy, AppaIyerSivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2009.

15MIN015**ENTREPRENEURSHIP DEVELOPMENT 5 004****COURSE OBJECTIVE:**

- First, an understanding of the concepts of “entrepreneur”, “entrepreneurship” and their development in all forms and shapes;
- Secondly, a deeper understanding of the technological entrepreneurship versus traditional entrepreneurship;
- Thirdly, a discussion of two major components of a new enterprise development namely, (1) the legal issues involved while setting up an enterprise and (2) entrepreneurial financing;
- Fourthly, exploration of an entrepreneurial environment impacted by the social, economic, and cultural conditions;

COURSE OUTCOMES:

CO – 1: Define the need and importance of entrepreneurship concepts.

CO – 2: Identify the qualities, roles and functions of entrepreneur.

CO – 3: Recognise various schemes in commercial banks for start-ups.

CO – 4: Evaluate the role of mentoring in small industries development industries.

CO – 5: Identify, create and compute entrepreneurial opportunities.

CO – 6: Develop and promote entrepreneurial and innovative project report.

CO – 7: Discuss about the various challenges faced by women entrepreneurs.

CO – 8: Evaluate the project with respect to resource mobilisation especially venture capital and start-ups.

CO – 8: Predict the Market demand and determine the feasibility of the project.

CO – 9: Determine the dynamics of Network Techniques for Project management.

CO – 10: Demonstrate about cost overrun in public sector enterprises in India.

UNIT I Foundations of Entrepreneurship Development**12**

Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship
Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business
Idea. Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur –
comparative study - Roles, Responsibilities, Career opportunities. Entrepreneurship as a
career and style of management, The changing role of the entrepreneur.

UNIT II Entrepreneurial Venture**12**

Creating Entrepreneurial Venture - Entrepreneurship Development Cycle Business
Planning Process - The business plan as an entrepreneurial tool Elements of Business
Plan, Objectives, Market Analysis, Development of product / idea, Marketing, Finance,
Organization & Management, Ownership, Critical risk contingencies of the proposal,
Scheduling and milestones.

UNIT III Entrepreneurship Development**12**

Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical,
Personal. Entrepreneurial culture with special reference to Intrapreneurship / Corporate
Entrepreneurship. Entrepreneurial Success and Failure: Reasons and Remedies - Women
Entrepreneurs: Challenges to Woman Entrepreneurs, Achievements of Woman
Entrepreneurs, Role Models of Woman Entrepreneurs.

UNIT IV Project Management**12**

Project Management Generation and Screening of Project idea; Capital Expenditure;
Importance & difficulties. Market demand & situational analysis; technical analysis;
analysis of project risk; social cost benefit analysis.

UNIT V Network Techniques for Project management**12**

Multiple projects & constraints; Network Techniques for Project management, Project
Review & Administrative Aspects. Project Financing in India; problem of time & cost
overrun in public sector enterprises in India.

TOTAL- 60 Hours

TEXT BOOKS:

1. Gupta S.L. and Arun Mittal, "Entrepreneurship Development", International Book House Pvt. Ltd., New Delhi, 2011.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCES BOOKS:

1. Arya Kumar, "Entrepreneurship", Pearson Education, New Delhi, 2012
2. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
3. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
4. P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai 1997.
5. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning. 2012

15MIN016**ORGANISATIONAL DEVELOPMENT 5004****COURSE OBJECTIVE:**

- To enable students to understand organizational development, frame work and dimensions of change which results into better performance.
- To implement the process of organizational development in the companies.
- To make them identify and discuss forces determining factors of change.

COURSE OUTCOMES:

CO – 1: Explain the history of Organizational Development .

CO – 2: Define the values & assumptions of Organizational Development .

CO – 3: Describe the concept of organizational change

CO – 4: Identify the roles of change agent.

CO – 5: Discriminate the operational components of Organizational Development

CO – 6: Identify the various Organizational Development interventions.

CO – 7: Analyze the implementation and assessment of OD

CO – 8: Describe Mechanistic and organic systems and the contingency approach.

CO – 9: Analyze the future of Organizational development.

CO – 10: Apply suggestions to the practical case studies of Organizational development.

UNIT I OD Introduction

12

An introduction to OD – History – factors of change- Concept. Nature and scope – Value and Assumptions – Characteristics – models of change – Impact of change – organizational culture and change.

UNIT II Organisational Change

12

Organisational change – Characteristics – The Nature of planned change – Strategy for managing change – OD as change Agent – Internal Vs external changes – systematic approach to making change.

UNIT III Components of OD

12

Operational components of OD – Diagnostics, Action process – Action Research and OD – OD Interventions – Team interventions – Inter group interventions – Personal, interpersonal – Group process interventions – Comprehensive interventions – Structural interventions.

UNIT IV Implementation Process

12

Implementation and Assessment of OD – The impact of OD – Issues in consultant – Client relationships – Mechanistic and organic systems and the contingency approach.

UNIT V Future and OD Intervention

12

The future of OD – Some Indian experience - Case study for understanding OD efforts in Indian context. Exercises and Mini Project on “OD Intervention strategies in India”.

TOTAL - 60 Hours

TEXT BOOKS:

1. Ahmad, Abad, Developing Effective Organisation, Sri Ram Centre for Industrial Relations, New Delhi, 1980

REFERENCE BOOKS:

1. French, W.L. and Bell, C.H., Organisation Development, Prentice-Hall, New Delhi, 1995.
2. Hackman, J.R. and Suttle, J.L. Improving Life at Work: Behavioural Science, Approach to Organisational Change, Goodyear, California, 1977.
3. Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, Prentice-Hall, Englewood Cliffs, N.J., 1990
4. Hersey P., and Blanchard, H.B., Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi, 1989

15MIN017**INTERNATIONAL BUSINESS****5004****COURSE OBJECTIVE:**

- To discuss current conceptual and theoretical models, issues, and concerns in international business administration.
- To describe current practices, issues, and concerns in international business administration.
- To apply current business practices to the management of international businesses.
- To summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.

COURSE OUTCOMES:

- CO – 1: Define the concept of International Business environment.
- CO – 2: Evaluate the models & theories of international trade.
- CO – 3: Describe the concept of country risk analysis and responsibilities of International business.
- CO – 4: Analyse the economic crisis of developing countries.

- CO – 5: Explain the international finance management.
- CO – 6: Identify the various import and export procedures.
- CO – 7: Outline the trade laws of international business.
- CO – 8: Evaluate the functions of WTO, GATT and World banks.
- CO – 9: Describe the International marketing strategies.
- CO – 10: Explain global sourcing and its impact on Indian industries.

UNIT I International Business Environment 12

International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization - KenchiOhmae Model - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler - Trading Environment of International Trade - Tariff and Non-tariff Barriers - Trade Blocks - Rise of new economies like Japan, South East Asia and China

UNIT II Risk Analysis 12

Country Risk Analysis - Political, Social and Economic - Cultural and Ethical practices - Responsibilities of International Business - Economic crisis of Brazil, Mexico, India, South East Asia and Argentina. Managing Multinational Enterprises - Problems and Potential - Multinational Service Organizations - Indian companies becoming multinationals - Potential, Need and Problems.

UNIT III Introduction to International Financial Management 12

Introduction to International Financial Management - Balance of Trade and Balance of Payment - International Monetary Fund, Asian Development Bank and World Bank - Financial Markets and Instruments - Introduction to Export and Import Finance - Methods of payment in International Trade

UNIT IV Trade Laws 12

Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness.

UNIT V International Marketing**12**

International Marketing - Entry strategies - Market selection – Barriers. Global sourcing and its impact on Indian Industry - Globalization and internal reform process - India's competitive advantage in industries like IT, Textiles, Gems & Jewelry etc. - Potential and threats

TOTAL 60 Hours**TEXT BOOKS:**

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, 2009.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 13th edition, 2010.

REFERENCE BOOKS:

- 1.K. Aswathappa, International Business, Tata Mc Graw Hill, 2008.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 8th edition, 2009.
3. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill, 2nd edition, 2008.
4. Oded Shenkar and Yaong Luo, International Business, John Wiley Inc, Noida, 2nd edition, 2007.

COURSE OBJECTIVE:

- To Discusses e-commerce from an enterprise point of view.
- To Evaluate key aspects of B2B e-commerce;
- To Discuss emerging e-commerce topics;
- To understand business applications of wireless and mobile technologies.

COURSE OUTCOMES:

CO – 1: Outline the foundations and importance of E-Business.

CO – 2: Demonstrate an understanding of retailing in E- Business

CO – 3: Analyse the impact of E-business on business models and strategy

CO – 4: Describe the infrastructure needed for E-business.

CO – 5: Explain the key features of internet, intranets and extranets and how they are related to each other.

CO – 6: State various issues and privacy in E-commerce.

CO – 7: List and outline various electronic payment systems.

CO – 8: Evaluate the trading relationships including business to consumer, business to business and intra organization.

CO – 9: Determine and utilize the effectiveness of market research.

CO – 10: Describe the web based business and technologies involved in E-business.

UNIT I Telecommunication Networks**12**

Telecommunication Networks : Introduction - LAN - WAN- Internet - What is Electronic Commerce - Brief history of Electronic Commerce - Advantages and Limitations of Electronic Commerce - Types of Electronic commerce - Integrating Electronic Commerce- Key questions for Management- Internet Architecture - World Wide Web - Concepts and Technology - Creating Web pages - Launching a Business on the Internet.- benefits and limitations of e-commerce- Basics of data mining, data warehousing and network infrastructure requirements - Overview of IP, TCP, HTML, OLAP and cryptography.

UNIT II Retailing in E-commerce**12**

Retailing in E-commerce –Market research on internet customers – e-commerce for services sector-Advertising in e-commerce –B2B e-commerce. Intranet, internet & extranet- Structure, Architecture, Applications & Business models.

Unit III Electronic Payment Systems**12**

Electronic Payment Systems: Overview of the Electronic payment Technology - Requirements for Internet Based payments - Electronic payment Medias – Electronic commerce and banking. E-payments and protocols-Security schemes against internet fraud. Principles of e-fund transfer, credit and debit card usages, E-check

Unit IV E-security**12**

E-security: Security in the cyberspace - Designing for security - Virus – Security Protection and Recovery - Encryption - The Basic Algorithm System – Authentication and Trust - Key management - Internet Security Protocols and Standards – Other Encryption issues.

Unit V Web Based Business**12**

Web based Business: Business-to-Business Electronic Commerce-Intranets and Extranets - Intranets and Supply Chain Management – Legal, ethics and privacy issues –Protection needs and methodology –Consumer protection, Cyber laws, contracts and warranties, Taxation and Encryption polices. Case studies.

TOTAL: 60 Hours**TEXT BOOKS:**

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-Business and e-Commerce for Managers, Pearson, 2011.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban, ElectronicCommerce –A Managerial Perspective, Pearson Education Asia, 2010.

REFERENCE BOOKS:

1. Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e-Business, Oxford University Press, 2012.

2. Hentry Chan & El, E-Commerce – Fundamentals and Applications, Wiley India Pvt. Ltd.,2007.
3. Gary P. Schneider, Electronic Commerce, Thomson Course Technology, Fourth AnnualEdition, 2012.
4. Bharat Bhasker, Electronic Commerce – Frame Work Technologies and Applications, Tata McGraw Hill Publications, 3rd Edition, 2009.
5. Kamlesh K. Bajaj and Debjani Nag, e-Commerce- The Cutting Edge of Business, Tata McGraw-Hill Publications, 7th Reprint, 2009.
6. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004
7. Micheal Papaloelon and Peter Robert, e-Business, Wiley India, 2006.

15MIN208

OPERATIONS RESEARCH

4103

COURSE OBJECTIVE:

- Upon completion of the subject, students will be able to
- Recognize the importance and value of Operations Research and mathematical modeling in solving practical problems in industry.
- Formulate a managerial decision problem into a mathematical model.
- Understand Operations Research models and apply them to real-life problems.
- Able to design new simple models, like: CPM, PERT to improve decision making and develop critical thinking and objective analysis of decision problems.

COURSE OUTCOMES:

- CO – 1: Apply research techniques in a quantitative and qualitative aspects.
- CO – 2: Schedule the projects and find the early ways of finishing it.
- CO – 3: Develop simulation models.
- CO – 4: Minimize the resource allocation for project.
- CO – 5: Maximize the productivity with help of least cost techniques.
- CO – 6: Minimize the waiting hours of simultaneous projects undertaken.
- CO – 7: Sequence and prioritize the daily activities of a project.
- CO – 8: Build the best fit route of transportation for carrying schedule of activities.
- CO – 9: Graphically locate the optimum peak point in completing the project.

CO – 10: Apply the operations techniques in reality to market scenario.

UNIT I Introduction to Operation Research

12

Origin, Nature, Definition, Managerial applications & Limitations of OR. Linear programming – Formulation - Graphical Method.

UNIT II Transportation Model

12

Transportation Model - Initial Solution - NW Corner Rule, Least Cost Method, Vogel's Approximation method - Assignment Problem - Sequencing Problem

Unit III PERT & CPM

12

PERT & CPM – Project scheduling-Critical Path and Critical Time

Unit IV Replacement Problem

12

Replacement Problem– Game Theory – Pure & Mixed Strategy – Maximin and Minimax – Dominance Property.

Unit V Introduction to simulation

12

Introduction to simulation – Definition and Limitation. Introduction to Monte Carlo

Case study: Unit II – Optimum Solution in Transportation and Assignment problem

Unit III – PERT / CPM

TOTAL – 60 Hours

TEXT BOOKS:

1. Problems in Operations Research by P.K.Gupta and Manmohan.
2. Problems in Operations Research by P.K.Gupta, S.P.Gupta and Manmohan.
3. A. Ravindren, Don T. Phillips and James J. Solberg, 2000, Operations Research Principles and Practice, John Wiley and Sons, 2nd edition.

REFERENCE BOOKS:

- 1.J.K. Sharma, 2005, Operations Research Theory and Applications, Macmillan.
2. Pannerselvam, R, 2006, Operations Research, 3rd Edition, PHI.
3. Hamdy A. Taha, 2002, Operations Research -An introduction, Pearson Education, 7th Edition / Prentice Hall of India.

COURSE OBJECTIVE:

- Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
- Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
- Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
- Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.

COURSE OUTCOMES:

CO – 1: Analyse the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition.

CO – 2: Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.

CO – 3: Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage.

CO – 4: Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

CO – 5: Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation] advantage.

CO – 6: Analyze dynamics in competitive rivalry including competitive action and response, and first-mover advantage.

CO – 7: Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.

CO – 8: Explain how to formulate strategies that leverage a firm's core competencies.

CO – 9: Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.

CO – 10: Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

UNIT I Introduction to Strategic Management 12

Strategic Management, Developing a strategic Vision, Mission Statement, Establishing Objectives, the concept of strategic Intent, Crafting a Strategy.

UNIT II Environmental analysis 12

Environmental analysis - The external environment -opportunities, threats, Industry Competition, Competitor analysis, the internal environment - Resources, capabilities and core competencies.

Unit III Strategic formulation 12

Strategic formulation &Implementation , Grand Strategy - stability - expansion:- Diversification,integration,concentration,Internationalisation,cooperation and digitalization & global corporate strategies.

Unit IV Strategy and Competitive advantage 12

Strategy and Competitive advantage -Generic Strategies, Co-operative strategies, Merger and Acquisition strategies, Vertical integration strategies, Unbundling and Outsourcing strategies, using offensive and defensive strategies. Outsourcing.

Unit V Diversification Strategies 12

Strategy to fit specific industry and company situations -Strategies for competing in Emerging industries, Turbulent and high velocity markets, Maturing Industries, Stagnant industries, and Fragmented industries. Strategies for Industry leaders, Runner -up firms, weak and crisis ridden Business. Diversification Strategies.Entrepreneurs and Corporate Social responsibility.

TOTAL – 60 Hours

TEXT BOOKS:

- 1.Strategic Management and business policy 2011 by Tata McGraw-Hill.
2. A.thompson,Jr. and A.J.Strickland III,Strategic Management3rd Ed.,Business publication,1984.
- 3.Ramaswamy&Namakumary, 2001,Strategic planning and Corporate Strategy, Macmillan India,
4. G.Saloner, A Shepaid J. Podolny, 2001, "Strategic Management", John Wiley.
5. WheelenandHunger, 2001, "StrategicManagementandBusinessPolicy",Pearson Edn.
6. Mintzberg H, 2005, Strategy Safari, Pearson education.

REFERENCE BOOKS:

1. Pearce and Robinson, 2005, Strategic Management, TMH.
2. Banerjee, 2005, Corporate Strategies, Oxford University Press.
3. Stuart L Hart, 2005, The unlimited Business Opportunities in solving the World's Most Difficult Problems, Wharton-Pearson ed.
4. Robert Mittelstaedt, 2005, Will Your Next Mistake Be Fatal ?Wharton-Pearson Ed.
5. R.A.Burgelman, M.A. Maidique and S C Wheel Wright, 2001, Strategic Management of Technology and Innovation, McGraw - Hill Edn.
6. Jauch, Gupta and Glueck, 2005, Business Policy & Strategic Management, frank Bros & Co.
- 7.Day & Reibstein, 2005, Dynamic Competitive Strategy, Wiley India

COURSE OBJECTIVE:

- The study about main principles of law relating to Agreements; Contracts; Bailment; Pledge; Sale of Goods Act; Agency; Partnership Act; Indemnity and Guarantee; Negotiable Instruments Act; Companies Ordinance 1984; Contract Act; Life, Fire and Marine Insurances, Law of Arbitration.
- To enable the students to understand the laws related to business.

COURSE OUTCOMES:

CO – 1: Draft a simple employment contract

CO – 2: Define the basic elements of contracts, classify contract, breach contract and remedies for breach contract

CO – 3: Differentiate sale and agreement to sell, conditions and warranties

CO – 4: Comprehend agency act in perspective of budding managers.

CO – 5: Elaborate on different type of negotiable instrument in practice.

CO – 6: Define the practical aspects information technology act.

CO – 7: Explain basic principles of law that apply to business and business transactions.

CO – 8: Identify laws, conditions and regulations in national and international work environments

CO – 9: Conversant with the law related consumer protection.

CO – 10: Distinguish between an agency and independent contractor or employer-employee relationships

UNIT I Law of Contracts**12**

Law of Contracts: Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer -Acceptance -Consideration –Capacity to Contract -Free consent – Legality of Object -Performance of Contract -Remedies for breach of Contract - Quasi Contracts.

UNIT II Sale of Goods Act**12**

Sale of Goods Act – Distinction between Sale and agreement to sell, sale and bailment - Conditions and Warranties – Document used for sales of goods act,

UNIT III Contract of Agency**12**

Contract of Agency, Definition of agency, principal , creation of agency , classification of agency , delegation of authority , Agencies, what are duties un paid seller, what are duties and rights of principal, termination of agency

UNIT IV Negotiable Instruments Act**12**

Negotiable Instruments Act – Definition and Characteristics of a Negotiable Instrument Definitions, Essential elements and distinctions between Promissory Note, Bill of Exchange, and Cheques - Types of crossing, what are reasons for dishonor of cheque

UNIT V Companies Act**12**

Companies Act : Definition of company – Characteristics -Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus Share holders meetings -Board meetings -Law relating to meetings and proceedings-Company Management - Qualifications, Appointment, Powers, and legal position of Directors -Board -M.D and Chairman - Their powers.

TOTAL 60 Hours**TEXT BOOKS:**

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2008.
2. P. K. Goel, Business Law for Managers, Bizentra Publishers, India, 2008.

REFERENCE BOOKS:

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2010.
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
3. AkhileshwarPathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2007.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning,

COURSE OBJECTIVE:

- To acquire an understanding of the role and purpose(s) of events management in organizations.
- To acquire an understanding of the techniques and strategies required to plan successful
- To acquire the knowledge and competencies required to promote, implement and conduct events.
- To acquire the knowledge and competencies required to assess the quality and success of events.

COURSE OUTCOMES:

CO – 1: Discuss on the fundamentals of event management.

CO – 2: Evaluate about the various tools of event planning.

CO – 3: Predict about the negotiating and contracts marketing.

CO – 4: Review the negotiating skills.

CO – 5: Explain about the event operations and ways to set up parking and maintenance.

CO – 6: Determine about the show production; assessing and measuring about the event success.

CO – 7: Discuss about the customer satisfaction and client service.

CO – 8: Assess the vendor relations, safety and risk management.

CO – 9: Analyze the steps in event evaluation.

CO – 10: Determine about the evaluation of event management

UNIT I PRINCIPLES OF EVENT MANAGEMENT**12**

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing, Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis

UNIT II EVENT PLANNING & TEAM MANAGEMENT**12**

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics

UNIT III EVENT BUDGETING MARKETING AND ADVERTISING**12**

Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system. Nature of Marketing, Process of marketing, marketing mix, Sponsorship, Image, Branding, Advertising, Publicity and Public relations

UNIT IV EVENT LEADERSHIP**12**

Leadership skills, Managing team, Group development, Managing meetings, Written communications, (Official, demi-official, Invoice). Verbal communications

UNIT V EVENT SAFETY AND SECURITY**12**

Security, Occupational safety, Crowded management, Major risks and emergency planning, Incident reporting, emergency procedures

TOTAL 60 Hours**TEXT BOOKS:**

1. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003
2. Allison Saget, The Event Marketing Handbook : Beyond Logistics & planning, Kaplan Publishing, 2006.

REFERENCE BOOKS:

1. Shannon Kilkenny, The complete guide to successful Event Planning : A guide book to producing Memorable Events, Atlantic Publishing Company.
2. Judy Allen, Event Planning, Wiley India,

COURSE OBJECTIVE:

- To understand the role of business analytics within an organization.
- To analyse data using statistical and data mining techniques and understand relationships between the underlying business processes of an organization.
- To Use advanced analytical tools to analyse complex problems under uncertainty.
- To manage business processes using analytical and management tools.

COURSE OUTCOMES:

- CO – 1: Analyze the data using tools and techniques to provide meaningful business insights.
- CO – 2: Integrate information technologies with data science methods to extract value from data sets.
- CO – 3: Critically analyse about the business implications, meaningfulness and applicability of observed data patterns and analytical inferences.
- CO – 4: Identify opportunities, needs and constraints for data analytics within organizational contexts.
- CO – 5: Select appropriate analytic tools for specific managerial issues.
- CO – 6: Compose data-analytic tools and concepts to create innovative data-analytic solutions.
- CO – 7: Demonstrate proficiency with several data-analytic tools.
- CO – 8: Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.
- CO – 9: Apply principles of data science to the analysis of business problems.
- CO – 10: Understand the various strategies and techniques used in business analytics.

UNIT I Business Analytics**12**

Business Analytics – Meaning - Overview of business analytics – Importance of analytics in business – Deployment of business analytics

UNIT II Strategy**12**

Strategy – Meaning – Link between strategy and business analytics – Data, information and knowledge - Prioritizing the information for better judgment

UNIT III Business Analyst**12**

Business analyst – Role of business analyst in structuring the BA model – Data warehousing – tips and techniques of data warehousing

UNIT IV Business Intelligence**12**

Collecting the data for compiling the BA model – Business intelligence – Adoption of business analytics in centralized and decentralized organization

UNIT V Strategic Project**12**

Assessing the BA model – Strategic project – Uncovering the value creation of the business project – Future of business analytics

TOTAL:60 Hours**TEXT BOOKS:**

1. Business Analytics for Managers by Gert Laursen, Edition 1

REFERENCE BOOKS:

1. E.Turban, R.Sharda, J.Aronson, and D.King , Business Intelligence : A Managerial Approach, Pearson Prentice Hall, 9th edition, 2011
2. Darren George and Paul Mallery, "SPSS for Windows STEP BY STEP-A simple guidance and Reference 17.0 UPDATE", PEARSON, First Impression 2011
3. Dean P. Foster, Robert A. Stine, Richard P. Waterman, "Business Analysis using Regression – A Casebook", Springer International Edition
4. Computer Applications in Business by S. V. Srinivasa Vallabhan – Sultan Chand & Sons

COURSE OBJECTIVE:

- To learn basic economic concepts related to macroeconomics.
- To use basic economic principles to analyze the macro-economy.
- To use basic economic principles to be able to predict how changes in policy are expected to impact the economy.

COURSE OUTCOMES:

CO – 1: Demonstrate an understanding of fundamental problems of an economy

CO – 2: Construct the Production Possibility Frontier (PPF) for the given type of business

CO – 3: Demonstrate the basic understanding of economic growth and price stability.

CO – 4: Analyze the market fluctuation and show the idea of government provisions related macroeconomic issues.

CO – 5: Demonstrate an understanding of the elements of National income accounting.

CO – 6: Analyze and differentiate the aggregate demand and aggregate supply.

CO – 7: Demonstrate a basic understanding of macroeconomic equilibrium.

CO – 8: Demonstrate a basic knowledge about taxation and provision of fiscal policy.

CO – 9: Express basic knowledge about unemployment problem and inflation problem

CO – 10: Demonstrate a basic knowledge about money supply and provision of monetary policy.

UNIT I INTRODUCTION**12**

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontier (PPF) – Productive efficiency Vs economic efficiency

UNIT II MACRO AND MICRO ECONOMICS**12**

economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT III PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS 12

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply

UNIT IV NATIONAL INCOME AND FISCAL POLICY 12

Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – fiscal policy

UNIT V UNEMPLOYMENT AND MONETARY POLICY 12

Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation -Phillips curve –short- run and long-run the role of monetary policy.

TOTAL 60 Hours

TEXT BOOKS:

1. Paul A. Samuelson and William D. Nordhaus, Economics, 18th edition, Tata McGraw Hill,2005.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2005.

REFERENCE BOOKS:

1. N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi, 2007.
2. Richard Lipsey and Alee Charystal, Economics, 11th edition, Oxford University Press, New Delhi,2008.
3. Karl E. Case and Ray C. fair, Principles of Economics, 6th edition, Pearson Education Asia, New Delhi, 2002

COURSE OBJECTIVE:

- The MIS course is designed to help students comprehend:
- Building blocks of MIS
- The role of MIS in the effective functioning of an organization
- The basic principles of MIS
- Cost-Benefits analysis of Communication flow
- The need for harnessing IT for effective MIS.
- Information systems are so important today for business and Management
- Evaluate the role of the major types of information systems in a business environment and their relationship to each other
- Assess the impact of the Internet and Internet technology on business-electronic commerce and electronic business
- Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges
- Define an IT infrastructure and describe its components
- Learn the core activities in the systems development process
- Cultivate skills and experience in the development and implementation of information systems projects
- The MIS course is designed to help students comprehend:
- Building blocks of MIS
- The role of MIS in the effective functioning of an organization
- The basic principles of MIS
- Cost-Benefits analysis of Communication flow
- The need for harnessing IT for effective MIS.

COURSE OUTCOMES:

CO – 1: Describe the role of information technology and information systems in business

CO – 2: Reproduce a working knowledge of concepts and terminology related to information technology

- CO – 3: Explain the role and significance of effective management information systems, and describe how they contribute to optimizing organizational performance.
- CO – 4: Record the current issues of information technology and relate those issues to the firm
- CO – 5: Analyze how information technology impacts a firm
- CO – 6: Interpret how to use information technology to solve business problems
- CO – 7: Develop and program a graphic user interface (GUI)
- CO – 8: Interpret problems into models using mathematical, statistical and numerical techniques
- CO – 9: Demonstrate technical knowledge of computer networks, information security and information assurance.
- CO – 10: Demonstrate programming skills to solve common business problems and Web development techniques

UNIT I Data and Information

12

Data and Information. MIS- need and concepts, factors influencing MIS and characteristics of MIS. Technology of MIS. Structure of MIS. Decision Making and role of MIS. Data communication. Foundation of information systems ; System concept - Organisation as a system - components of Information systems - IS Activities - Types of IS.

UNIT II Concept of Is

12

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage.

UNIT III DSS and AI

12

DSS and AI: DSS models and software: The decision making process - Structured, semi structured and Unstructured problems; What if analysis, sensitivity analysis, Goal seeking Analysis and Optimizing Analysis. Overview of AI, Neural networks Fuzzy logic Systems, Genetic Algorithms - Expert systems.

UNIT IV Planning for MIS**12**

Planning for MIS; System Development Methodologies; Conceptual and detailed designs of MIS. Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools-CRM-ERP.

UNIT V Security and Ethical Challenges**12**

Security and Ethical Challenges : IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology .

TOTAL – 60 Hours**TEXT BOOKS:**

1. Amrit tiwana,'The essential guide to knowledge management,' Pearson education-2001.
2. Ratnaja gogula,'Knowledge management', A new dawn- ICFAI-2002
3. Gordon B. Davis, Margrethe H. Olson, Management Information Systems: Conceptual foundations, Structure and development –2nd Edition – Tata-Mc Graw hill InternationalBook Company, 2000.

REFERENCE BOOKS:

1. E.Wainright Martin, Carol V. Brown, Danial W. DeHayes, Jeffrey A. Hoffer, William C. Perkins, "Managing Information Technology" 3rd Edition, Prentice Hall International edition 1999.
2. Harold Koontz, Heinz Weihrich, "Essentials of Management", 5th Edition, Tata Mc GrawHill 1998.

COURSE OBJECTIVE:

- To introduce students the key themes, theories & frameworks of CSR & corporate governance.
- To study about the situation will be picked up from a range of cultural & national contexts.

COURSE OUTCOMES:S

- CO – 1: Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.
- CO – 2: Explain the relationship between ethics, morals and values in the workplace.
- CO – 3: Formulate ethical philosophy to explain how it contributes to current practice.
- CO – 4: Analyse some of the competing demands on business when scrutinising the ethics of business activity.
- CO – 5: Critically apply understanding of ethics to real-world contexts
- CO – 6: Analyse information by way of undertaking a research project on a topic relevant to business ethics
- CO – 7: Sustainability concept in business practices
- CO – 8: Assess the positive impact on the stakeholders of business
- CO – 9: Apply the knowledge of ethics to everyday situations and social debates.
- CO – 10: Apprise the influence of culture on ethics

UNIT I Importance of Business Ethics**12**

The Importance of Business Ethics - Stakeholder Relationships, Social Responsibility and Corporate Governance -Emerging Business Ethics Issues Values concepts, types and formation; principles and concepts of managerial ethics; relevance of ethics and values in business; corruption in businesses; values of Indian managers; factors influencing business ethics.

UNIT II Institutionalization of Business Ethics

12

The Institutionalization of Business Ethics - Ethical Decision Making and Ethical Leadership - Individual Factors: Moral Philosophies / Values - Organizational Factors: Cultures / Relationships

UNIT III Developing an Effective Ethics Program

12

Developing an Effective Ethics Program - Implementing and Auditing Ethics Programs - Business Ethics in a Global Economy -Meaning and difference between knowledge and wisdom; wisdom workers, wisdom based management; modern business ethics and dilemmas.

UNIT IV Social responsibility

12

Social responsibility of a business firm; Social responsibility of business stakeholders (owners, employees, consumers and community); response of Indian firms towards CSR - Social and/or community entrepreneurship, non-profit organizations - CSR in history - The approach to CSR in academia (accounting, marketing, business ethics, international management, sustainability, corporate governance) - Theories to explain the CSR phenomenon

UNIT V Consumerism

12

Consumerism, unethical issues in sales, marketing and technology; competitive strategy.

TOTAL 60 Hours

TEXTBOOKS:

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, SagePublications Inc., 2011
3. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.

REFERENCE BOOKS:

1. W.H. Shaw, Business Ethics, Cengage Learning, 2007.
2. Beeslory, Michel and Evens, Corporate Social Responsibility, Taylor and Francis, 1978.
3. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
4. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the ugly, Edward Elgar Publishing, 2007.
5. Satheesh kumar, Corporate governance, Oxford University, Press, 2010.
6. Bob Tricker, Corporate governance- Principles, policies and practices, Oxford University Press, 2009.
7. Larue Tone Hosmer and Richard D., The Ethics of Management, Irwin Inc., 1995.
8. Joseph A. Petrick and John F. Quinn, Management Ethics - integrity at work, Sage, 1997.

15MIN027

ENTERPRISE RESOURCE PLANNING

4 0 0 4

COURSE OBJECTIVE:

- To make student able to build an understanding of the fundamental concepts of ERP systems, their architecture, and working of different modules in ERP. Students will also able to develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- Information technology is fundamental to the practice of general management.
- To understand and able to build an understanding of the fundamental concepts of ERP system.
- Business process knowledge has become a prerequisite to conducting sound business using the computer system as a tool to aid decision making.
- To learn ERP architecture, and working of different modules in ERP.
- To understand to develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- Core activities in the systems development process; To learn about BPR concepts.

- Cultivate skills and experience in the development and implementation of ERP projects.
- To provide an understanding of the managerial issues involved in the design and implementation of Enterprise Resource Planning Systems.
- The focuses on the benefits that may be realized from an ERP system and on the management of benefits from the ERP system.

COURSE OUTCOMES:

CO – 1: Describe how an integrated information system can support effective and efficient business processes.

CO – 2: Comprehend the technical aspects of ERP systems.

CO – 3: Describe the modules distinguishing the characteristics of ERP software

CO – 4: Map business processes using process mapping techniques;

CO – 5: Explain the concepts of reengineering and how they relate to ERP system implementation.

CO – 6: elaborate the steps and activities in the ERP life cycle.

CO – 7: Identify and describe typical functionality in an ERP system.

CO – 8: Identify and describe typical functionality in an ERP system.

CO – 9: Identify the factors that led to the development of ERP systems.

CO – 10: Critically evaluate the ERP implementation packages

UNIT I Introduction to ERP

12

Introduction to ERP, Evolution of ERP, What is ERP? Reasons for the growth of ERP, Scenario and Justification of ERP in India, Evaluation Of ERP, Various Modules Of ERP, Advantage of ERP.

UNIT II Overview of Enterprise12

An overview of Enterprise, Integrated Management Information, Business Modelling, ERP for Small Business, ERP for make to order companies, Business Process Mapping for ERP Module Design, Hardware Environment and its Selection for ERP Implementation.

UNIT III ERP and Related Technologies12

ERP and Related Technologies, Business Process Reengineering (BPR), Management Information System (MIS), Executive Information System (EIS), Decision support System (DSS), Supply Chain Management (SCM)

UNIT IV ERP Modules¹²

ERP Modules, Introduction, Finance, Plant Maintenance, Quality Management, Materials Management, ERP Market, Introduction, SAP AG, Baan Company, Oracle Corporation, People Soft, JD Edwards World Solutions Company. A Comparative Assessment and Selection of ERP Packages and Modules.

UNIT V ERP implementation¹²

ERP implementation lifecycle, issues in implementing ERP packages, pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation, team training, testing, going live, end-user training, post implementation (Maintenance mode).

TOTAL – 60 Hours



TEXT BOOKS:

1. Annetta Clewto and Dane Franklin Guide to Planning ERP application – Mc Graw Hill, 1997

REFERENCE BOOKS:

1. Alexis Leon – Enterprise Resource Planning, Tata McGraw Hill, 1999
2. Ravi Shankar & S. Jaiswal Enterprise Resource Planning – Galgotia, 2006



COURSE OBJECTIVE:

- To understand the fundamental concepts in the study of knowledge and its creation, acquisition, representation, dissemination, use and re-use, and management.
- To appreciate the role and use of knowledge in organizations and institutions, and the typical obstacles that KM aims to overcome.
- To know the core concepts, methods, techniques, and tools for computer support of knowledge management.
- To understand how to apply and integrate appropriate components and functions of various knowledge management systems.

COURSE OUTCOMES:

CO – 1: Define the nature and topology of knowledge and knowledge management

CO – 2: Identify technologies for managing knowledge and challenges and opportunities posed by them.

CO – 3: Evaluate the impacts of knowledge management on process, employee and organization

CO – 4: Explain how the knowledge management strategy is linked with the organization strategy.

CO – 5: Explain various tools and techniques for knowledge capture.

CO – 6: List and state the importance and application of knowledge sharing systems

CO – 7: Identify major requirements and issues for designing enterprise knowledge architecture

CO – 8: Implement various knowledge management projects.

CO – 9: Discuss the importance of leadership and culture in knowledge management.

UNIT I Understanding Knowledge**12**

Understanding Knowledge - Knowledge Management Systems Life Cycle - Knowledge Creation & Knowledge Architecture - Capturing Tacit Knowledge - Knowledge Codification - System Testing/Deployment - Transferring and Sharing Knowledge - Knowledge Transfer in E - Learning from Data - KM Tools and Knowledge Portals - Managing Knowledge Workers

UNIT II Overview of Knowledge Management**12**

Overview of Knowledge Management - The Nature of Knowledge - Knowledge Management Solutions - Organizational Impacts of Knowledge Management - Factors Influencing Knowledge Management - Knowledge Management Assessment of an Organization

UNIT III Technologies to Manage Knowledge**12**

Technologies to Manage Knowledge: Artificial Intelligence, Digital Libraries, Repositories, etc. - Preserving and Applying Human Expertise: Knowledge-Based Systems - Using Past History Explicitly as Knowledge: Case-Based Systems - Knowledge Elicitation: Converting Tacit Knowledge to Explicit.

UNIT IV Knowledge Discovery**12**

Knowledge Discovery: Systems that Create Knowledge - Knowledge Capture Systems: Systems that Preserve and Formalize Knowledge; Concept Maps, Process Modelling, RSS, Wikis, Delphi Method, etc. - Knowledge Sharing Systems: Systems that Organize and Distribute Knowledge; Ontology Development Systems, Categorization and Classification Tools, XML-Based Tools.

UNIT V Leadership and management**12**

Leadership and Management of Knowledge Creation - The Effective Management of Knowledge Creation and Transfer - Xion Exercise - Hierarchy Exercise - Technologies for Knowledge Management (2) - Knowledge Networks - Knowledge Networks and Communities of Practice - Global Organizational Knowledge Creation and Management - Global Organizational Knowledge Creation and Management.

Total – 60 Hours**TEXT BOOKS:**

- 1.Elias M. Awad, Hassan M. Ghaziri. Knowledge Management. Prentice Hall, (2004)
- 2.Madanmohan Rao Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions. Butterworth-Heinemann. (2004).

REFERENCE BOOKS:

1. Stuart Barnes. Knowledge Management Systems Theory and Practice. Thomson Learning, (ed) (2002).
2. Christopher D. Manning, Hinrich Schuetze, Foundations of Statistical Natural Language Processing. MIT Press. (1999).
3. Thomas H. Davenport, Laurence Prusak, Working Knowledge. Harvard Business School Press. (2000)

15MIN210 APPLICATION OF SPSS IN RESEARCH 4024

COURSE OBJECTIVE:

- To understand how to enter and reorganize information within SPSS.
- To be able to use SPSS output to produce scientifically sound research reports.

COURSE OUTCOMES

- CO – 1: Recall the basic workings of SPSS, and perform basic statistical analyses.
- CO – 2: Familiarize the statistical concepts and techniques of Quantitative data analysis used in Social Sciences.
- CO – 3: Duplicate the procedure to enter and reorganize information within SPSS.
- CO – 4: Elaborate the basic inferential statistics for comparisons and correlations.
- CO – 5: Critically apprise the effectiveness of summarized research findings using SPSS.
- CO – 6: Perform a wide range of data management tasks in SPSS application.
- CO – 7: Visualize the data using different plots.
- CO – 8: Outline and reproduce descriptive and exploratory data analysis techniques.
- CO – 9: Manipulate data using parametric and non-parametric tests
- CO – 10: Use SPSS output to produce scientifically sound research reports.

UNIT I Introduction to Statistics

12

Introduction to Statistics-Types of Data. Introduction to SPSS-opening a data file and viewing its contents-Creating new variables and entering data

UNIT II Manipulating data	12
Manipulating data - Creating grouped variable from a continuous Variable - Selecting Case -Weighting. Tests for normality.	
UNIT III Descriptive analysis	12
Descriptive analysis Univariate (one variable at a time) - Describing a continuous variable: measures of central tendency and dispersion; histogram - Describing a categorical (ordinal) variable: frequency table; bar chart	
UNIT IV Bivariate contingency tables	12
Bivariate (exploring relationships between pairs of variables) - Contingency tables: Describing the association between two categorical variables - Correlation coefficients: Describing the association between two continuous variables - Drawing a scatter plot: Visualizing the association between two continuous variables - Box plots, stem-and-leaf plots: Visualizing the association between a continuous and a categorical variable; or comparing the distribution of a continuous variable between two groups	
UNIT V Inferential statistical analyse	12
Inferential statistical analyses with a continuous responses or dependent variable Independent samples t-test: Comparing the means of two groups (continuous response variable, binary explanatory variable), ANOVA (One way and two way analysis). Simple linear regression: Testing the linear association between two continuous variables (continuous response variable, continuous explanatory variable). Multiple linear regression: Testing the linear association between a continuous response variable and more than one explanatory variable (continuous response variable, explanatory variables various levels of measurement)	
TOTAL – 60 Hours	

TEXTBOOKS:

1. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dream tech, 2011.

REFERENCE BOOKS:

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson, 2010
2. David R. Anderson, et al, ‘An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub, 2011.
3. William J. Stevenson, Ceyhun Ozgur, ‘Introduction to Management Science with Spreadsheet’, Tata McGraw Hill, 2009.
4. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.

SYLLABUS**DISCIPLINE SPECIFIC ELECTIVE COURSES****15MIN101****FINANCIAL SERVICES****4003****COURSE OBJECTIVE:**

- Indian Financial system as a subject is to give a clear understanding and knowledge of financial system in the present scenario.

COURSE OUTCOMES:S

- CO – 1: Outline the concepts of financial services.
- CO – 2: Apply different procedures as to merchant banking activities.
- CO – 3: Utilize the guidelines provided by various legal and regulatory framework.
- CO – 4: Analyze the different elements as to leasing and hire-purchasing concepts.
- CO – 5: Assess the different trends of the leasing industry..
- CO – 6: Assess the concepts as to insurance industry.
- CO – 7: Recount the legal aspects of insurance.
- CO – 8: Identify various kinds of financial services.
- CO – 9: Demonstrate understanding concepts of online trading activities.
- CO – 10: Employ knowledge on mutual funds.

UNIT I Introduction to Financial Services	9
Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.	
UNIT II Merchant banking	9
Merchant banking, functions, issues management, managing new issues, underwriting capital market, stock exchanges, Role Of SEBI- Merchant Banking- SEBI guidelines for merchant bankers – Issue Management – Equity issues – Rights issues – Debenture issues – Book building – Private Placements – Pre & Post issues activities – Raising capital from International markets: ADRs, GDRs , ECB etc. - Lease and Hire purchase- – Meaning and Types of leasing – Legislative frameworks – Hire Purchasing- Concepts & features	
UNIT III Factoring	9
Factoring, functions of factor, consumer finance, venture capital, mutual funds and credit rating - Credit rating and Securitization of debts - Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies – Rating symbols of different companies Securitization of debt- Meaning- Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of Securitization Issues in Securitization.	
UNIT IV Concepts of insurance	9
Insurance different types, life, marine, fire, motor, health, pension plan, annuity, rural insurance laws and regulations (A brief introduction to IRDA Act. Insurance Act,1938) – Players in life and non life insurance- Essentials of insurance contracts- Risk appraisal and selection- Life and non life insurance products including unit linked plans - Mutual Funds – Structure of Mutual Funds- Types Mutual Funds – Advantages of mutual funds – Exchange traded.	
UNIT V Money Market Instruments	9
Money Market Instruments – Treasury Bill – Commercial bill – Commercial paper – Certificate of deposit – REPO/Reverse REPO – Call money- Notice money – Term money – Credit card – Bill discounting – Factoring – Forfaiting – Consumer finance – Reverse mortgage service	

TOTAL - 45 Hours

TEXT BOOKS:

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008
2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2008.

REFERENCE BOOKS:

1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2002.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
4. Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 1st Edition, 2008.

15MIN102 INVESTMENT BANKING 4003**COURSE OBJECTIVE:**

- To give an overall understanding of investment banking.
- To provide students a detailed introduction to the products offered by an investment bank as well as related regulations governing the practices of investment banking.

COURSE OUTCOMES:

- CO – 1: Describe various concepts related to investment management.
- CO – 2: Apply knowledge on the various aspects of stock trading in the present scenario.
- CO – 3: Interpret interest rate risk regarding its yield curve and term structure
- CO – 4: Analyse various principles portfolio theories.
- CO – 5: Analyze the different portfolio techniques.
- CO – 6: Interpret the legal aspects of insurance.
- CO – 7: Identify various kinds of financial services.
- CO – 8: Outline the concepts of online trading activities.
- CO – 9: Employ knowledge on mutual funds.
- CO – 10: Assess the current challenges and scenario.

UNIT – I Financial Markets	9
Financial Markets: Financial institutions – impact of economy on financial markets – types of markets – debt and equity underwriting –Market making, trade and invest.	
UNIT – II Euro bond markets	9
Euro bond markets –interest rate risk – yield curve and term structure.	
UNIT – III Credit market and credit derivatives	9
Credit market and credit derivatives: credit markets – Evaluation of corporate credit risk – financial ratio analysis – role of rating agencies	
UNIT – IV Overview financial instruments	9
Overview financial instruments: swaps – forward and futures – equity markets – Equity portfolio management.	
UNIT – V Derivatives market	9
Derivatives market: understanding the option market – trading the options market – Approaches to managing risk – Regulatory environment.	

TOTAL 45 Hours

TEXTBOOKS:

1. Donald E.Fischer& Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011.
2. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.
3. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
4. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.
5. V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012.

COURSE OBJECTIVE:

- To study the role that international trade and investment, currency movements, derivative instruments, hedging strategies, international financial markets
- International agreements and institutions play in the management of multinational corporations.

COURSE OUTCOMES:

CO – 1: State international capital and foreign exchange market.

CO – 2: Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.

CO – 3: Outline the accounting components of BOP

CO – 4: Identify factors affecting International Trade flows.

CO – 5: Identify the documents and process required for completing export and import transactions

CO – 6: Explain the role of key government organizations in facilitating export transactions.

CO – 7: List financing methods for Export and Import.

CO – 8: Describe the organization and mechanism of Foreign Exchange Market

CO – 9: Illustrate the determination of foreign exchange rate and forecasting.

CO – 10: Identify and analyze various foreign exchange management exposure.

UNIT I International Financial Environment 9

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 II International Flow Of Funds 9

Balance of Payments (Bop), Fundamentals of Bop, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows.

UNIT III Exim Finance, Documentation and Promotion Schemes **9**

INCO terms (FOB, CIF, etc.,) – Payment terms – Letter of credit – Pre shipment and post shipment finance – Forfeiting – EXIM bank – ECGC and its schemes – Import licensing – Financing methods for import of capital goods. Export trade documents - Government organizations promoting exports – Export incentives: Duty exemption – IT concession – Marketing assistance – EPCG, DEPB – Advance license – Other efforts in export promotion – EPZ – EQU – SEZ and export house.

UNIT IV Forex Management **9**

Foreign exchange markets – Spot prices and Forward prices – Factors influencing exchange rates – The effects of exchange rates in foreign trade- Tools for hedging against exchange rate variations – Forward, Futures and currency options – FEMA – Determination of foreign exchange rate and forecasting.

UNIT V Foreign Exchange Exposure **9**

Management of Transaction exposure-Management of Translation exposure- Management of Economic exposure-Management of political Exposure- Management of Interest rate exposure.

TOTAL 45 Hours

TEXTBOOKS:

1. Apte P.G., International Financial Management, Tata McGraw Hill, 2011.
2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.

REFERENCE BOOKS:

1. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
2. Eun and Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2011.

COURSE OBJECTIVE

- To analyze various cost issues of companies via strategic point of view.
- To implement the SCM in management perspective.

COURSE OUTCOMES:

CO – 1: Demonstrate strategic cost management and strategic management accounting.

CO – 2: Apply process control and activity-based costing concepts.

CO – 3: Define and contrast activity-based costing systems with traditional volume-based costing system

CO – 4: Evaluate the role of responsibility centers in budgeting.

CO – 5: Apply Zero based budgeting and budgetary control.

CO – 7: Develop balance score card for performance management system.

CO – 8: Measure and control productivity for performance management system.

CO – 9: Develop audit strategy for strategic cost management.

CO – 10: Prepare comprehensive reporting of audit for the stakeholders.

UNIT I Introduction to SCM**9**

Conceptual framework of SCM-environmental influence on cost management practices-role of SCM in strategic positioning-cost management tools-life cycle costing-target costing-JIT and bench marking

UNIT II Nature of Activity Based costing**9**

Nature of Activity Based costing (ABC)-Nature and benefits of ABC-Limitation of volume based costing-indicates of ABC-Activity hierarchies-cost drivers-designing of ABC system activity based management-strategic and operational application of ABC-Customer profitability analysis-process value analysis-financial measures activity efficiency.

UNIT III Functional based planning and control **9**

Functional based planning and control-budgeting – nature-administration and effectiveness-budgeting cycle-ZBB-Performance budgeting – human aspects of budgeting-responsibility centers and financial control-nature and role of responsibility centers-accounting and evaluation of responsibility centers-measuring the performance of investment centers.

UNIT IV Performance management system **9**

Strategic based performance management system-balance score card-prospective and limitations-establishing objectives and performance measures in different perspective of balance score card-productivity measurement and control-productivity efficiency-partial and total productivity measurement-measuring changes in activity and process efficiency-quality cost management and reporting system

UNIT V Overview of audit strategy **9**

Introduction-Overview of audit strategy-prerequisites of developing audit strategy-identifying audit coverage- the audit tool box-Audit reporting-audit opinion- audit coverage-developing a strategic approach to audit coverage

TOTAL 45 Hours

TEXTBOOKS:

1. Donald E.Fischer& Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011.
2. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.
3. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
4. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.
5. V.K.Bhalla, Investment Management, S.Chand& Company Ltd.,

15MIN105 ADVANCED FINANCIAL STATEMENT ANALYSIS 4003

COURSE OBJECTIVE:

- To map financial metrics into stock price.
- To enable the students for estimating fundamental values or intrinsic values.
- To analyse the companies financial statements and its valuation.

COURSE OUTCOMES:

- CO – 1: List and review tools for financial statement analysis.
- CO – 2: Manipulate earnings management to get desired results.
- CO – 3: Analyze and interpret ROA and ROE.
- CO – 4: List all the operating and financial risks.
- CO – 5: Predict risk through application of various models for decision making.
- CO – 6: Analyze the debt paying ability through profitability and CVP analysis.
- CO – 7: Apply forecasting techniques to prepare projected financial statements.
- CO – 8: Use spreadsheet to analyze financial statements.
- CO – 9: Explain the process of comprehensive security analysis.
- CO – 10: Analyze the performance of security analysts and fund managers .

UNIT I Financial statements introduction 9

Financial statements introduction – Defining a framework for analysis and review of tools of analysis – commonly used earning management and manipulation technique

UNIT II ROA and ROE analysis 9

Return on assets- and the value chain – Return on equity analysis – Return on share holders network.

UNIT III Risk analysis 9

Risk analysis – Operating and financial risks – Risk prediction models – Market based and book based approaches to measure risk. Analysis of debt-paying ability - Profitability Analysis - Cost Volume Profit analysis

UNIT IV Forecasting techniques**9**

Forecasting techniques – Preparing projected financial statements – Spreadsheet applications

UNIT V Valuation**9**

Valuation – Cash flow based approaches – Linking cash flows to financial statements – Earning based approaches – Equity security analysis – Approaches to fund management and security analysis – The process of comprehensive security analysis – Performance of security analysts and fund managers

TOTAL – 45 Hours**TEXT BOOKS:**

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.
3. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.

REFERENCE BOOKS

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
3. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2010.
4. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
5. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009.

COURSE OBJECTIVE:

- To understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments.
- To understand and appreciate the Fundamental and Technical analysis tools for analyzing financial securities.
- To Well versed with the concept of a Portfolio and understand the principle portfolio theories.
- To Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques.
- To understand the basic concept of Derivates.

COURSE OUTCOMES:

- CO – 1: Illustrate and outline the concept of investment.
- CO – 2: Design the investment management and planning.
- CO – 3: Demonstrate wide knowledge on security valuation.
- CO – 3: Measure portfolio risk using standard deviation and beta.
- CO – 4: Discuss the Capital Assets pricing models and its applicability.
- CO – 5: Analyse portfolio using fundamental analysis and technical analysis
- CO – 6: Compare the various investment, liquidity and growth of securities.
- CO – 7: Identify various sources of risk for a portfolio.
- CO – 8: Apply the theories on investment analysis.
- CO – 9: Demonstrate beta application in portfolio analysis.
- CO – 10: Evaluate the portfolio performance using Sharp & Treynor & Jensen's measure

UNIT I Concepts of investment

9

Concepts of investment- Characteristics and objectives of Investment – Types of Investment - Meaning and process of Investment Management – Speculation - Investment Avenues in India- - Objective of the Security Analysis

UNIT II Concept of Risk and Return	9
Concept of Risk and Return- Sources of Risk- systematic and unsystematic risk- - measurement and analysis of mean - variance - Portfolio risk – Measurement and significance of Beta - Capital Asset Pricing Model (CAPM)	
UNIT III Security Valuation	9
Security Valuation – Bond-Equity - preference share valuation – Yield to maturity- Bond valuation theorems.	
UNIT IV Fundamental and Technical Analysis	9
Fundamental and Technical Analysis – Economy, Industry and Company analysis – Tools for Technical analysis	
UNIT V Portfolio analysis	9
Portfolio analysis- Portfolio performance evaluation – Sharp & Treynor & Jensen’s measure-Portfolio revision -- Formula plans.	
TOTAL – 45 Hours	

TEXTBOOKS:

1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011.
2. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.
3. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
4. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.

COURSE OBJECTIVE:

- To Compare and contrast sole proprietorships, partnerships, and corporations to advise clients in organizing a new business
- To describe how choice of entity relates to the type of records to keep, noting issues related to substantiation and documentation.
- To outline the available accounting periods and methods and the methods for identifying and valuing inventory items.

COURSE OUTCOMES:

CO – 1: Describe the tax system prevailing in India

CO – 2: List and state various taxes available in India

CO – 3: Explain the concept of income tax act 1961

CO – 4: Demonstrate the procedure for income tax assessment

CO – 5: Explain the concept of excise duty and customs duty

CO – 6: Demonstrate the understanding of concept of service tax

CO – 7: Calculate VAT Liability including input Tax Credits.

CO – 8: Describe the procedure of tax audit.

CO – 9: List the tax incentives and exports promotions

UNIT I Concept of taxation

9

Objectives of taxation-canons of taxation-tax systems in India-Direct and Indirect taxes-meaning and types

UNIT II Introduction To Tax

9

Income tax act 1961-Basic concepts and definitions-income, Assessee person, previous year Assessment year. Income Tax authorities-Return of Income-Procedure for assessment-Types of assessment-Appeals-Deduction of Tax at Source-Advance payment of Tax-Interest and penalties-Prosecution-Refund of Tax

UNIT III Concepts of duty

9

Excise duty-customs duty-Advalorem duty and specific duties-Entry tax-service tax

UNIT IV Net Wealth

9

Definitions-Net Wealth-Deemed Wealth-Exempted wealth valuation of asset-Assessment penalties .Service tax – concepts and general principles - Charge of service tax and taxable services -Valuation of taxable services -Payment of service tax and filing of returns - VAT – concepts and general principles -. Calculation of VAT Liability including input Tax Credits -. Small Dealers and Composition Scheme - VAT Procedures.

UNIT V An overview of tax audit

9

An overview of tax audit- tax incentives and exports promotions deductions and exemptions

TOTAL 45 Hours

TEXT BOOK:

1. Bhatia H L - Public Finance, Vikas Publishing, 1999, 20th Ed.

REFERENCE BOOKS:

1. Lakhotia R N - How to Save Wealth Tax ,Vision Book 2001, 9th Ed.
2. Prasad Bhagwati - Income Tax Law & Practice ,Vishwa Prakashan
3. Singhania V K - Direct Taxes, Law & Practice ,Taxmann, 40th Ed

COURSE OBJECTIVE:

- To understanding of the Types of risk and types of controls available to counter them Cryptology and encryption theory and practice
- To Key elements of a Risk Management program
- To Technical controls for risks in networks and e-mail
- To Legal, moral and ethical concerns in Risk Management.

COURSE OUTCOMES:

- CO – 1: List and state various types of risk in the business environment.
- CO – 2: Analyze market data using probability and distributions of asset prices
- CO – 3: Measure return and risk through various models
- CO – 4: Estimate volatility using EMWA approach, ARCH ,GARCH etc
- CO – 5: Measure risk using covariance method, historical method, parametric and non-parametric VaR.
- CO – 6: Calculate VaR for one asset and portfolio
- CO – 7: Forecast correlation and volatility in stock market
- CO – 8: State methods in measuring financial risk and measure risk
- CO – 9: Describe issues related to risk – management such as operational supervisory, legal, Accounting

UNIT I Risk management**9**

Risk management – meaning – overview – definition – types of risk – market risk – credit risk – liquidity risk - evolution of risk in business – Environment

UNIT II Market Data Analysis**9**

Market Data Analysis - Probability and distributions of asset prices - Measuring return and risk – Volatility – meaning – approaches to estimate volatility – EMWA approach – ARCH – GARCH etc

UNIT III Risk measurement**9**

Risk measurement - Value at risk – concept - methods – variance – covariance method - historical method – parametric var – non parametric var – calculation of VaR for one asset – calculation of VaR for portfolio

UNIT IV Stress testing**9**

Stress testing – Meaning – Uses – Methods – Forecasting correlation and volatility in stock markets – Extreme value theory – basic principles – methods in measuring financial risk

UNIT V Integrated Risk Management**9**

Integrated Risk Management framework – Operational - An integrated approach to risk - management considering issues such as operational, supervisory, legal, Accounting - Issue of governance ratings and risk in institutions - The role of risk management offices (front, middle and back offices)- Risk reporting & Budgeting

TOTAL 45 Hours**TEXTBOOKS:**

1. Harrington and Niehaus, 'Risk management and Insurance, Tata Mcgraw Hill Publishing, New Delhi, 3rd Edition, 2010.
2. Trieschman, Hoyt, Sommer, 'Risk management and Insurance, Cengage Learning, 3rd Edition, 2011.

REFERENCE BOOKS:

1. Mark S. Dorfman, Introduction to Risk management and Insurance, 10th Edition, Prentice hall of India, 2011.
2. Stulz, Risk management and Derivaties, Cengage Learning, 2nd Edition, 2011.
3. Skipper and Kwon, Risk management and Insurance, Blackwell Publishing, 2009.
4. Nalini Prave Tripathy, and Prabir Pal, Insurance – Theory and Practice, Prentice hall of India, 2010.
5. George E Rejda, Principles of Risk Management and Insurance, Pearson Education, 8th Edition, 2009.

COURSE OBJECTIVE:

- To covers both qualitative (Economy, Industry & Company) & quantitative analysis (Financial Statements, Ratio analysis & valuation).
- To apply the concepts of equity management in various fields of investments.
- To covers both qualitative (Economy, Industry & Company) & quantitative analysis (Financial Statements, Ratio analysis & valuation).
- To apply the concepts of equity management in various fields of investments.

COURSE OUTCOMES:

CO – 1: Analyse the main structural features of equity research

CO – 2: Recognize the different stages of equity evolution and recommend strategies appropriate to each stage.

CO – 3: Demonstrate knowledge on different shares and its prices.

CO – 4: Design and recount the concept of competitive advantage and its sources

CO – 5: Distinguish the two primary types of competitive advantage and formulate strategies to create a cost and/or a differentiation advantage.

CO – 6: Analyse dynamics in competitive rivalry including competitive action and response

CO – 7: Illustrate and interpret share price charts.

CO – 8: Design plans to leverage a firm's core competencies.

CO – 9: Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.

CO – 10: Design and recognize strategic decisions on cash flows.

UNIT I Equity research**9**

Equity research – Meaning – overview – purpose of equity research in industry – understanding basic financial concepts – business cycle – income statement – balance sheet – ratio analysis

UNIT II Fundamental Analysis**9**

Fundamental Analysis – EIC approach – Porters Five force model in Industry analysis – Preparation of company reports – Technical analysis – ROC, RSI, MACD, Bollinger Bands etc.

UNIT III Data collection**9**

Data collection – understanding company profile – Time value of money - preparation of financial summary – Different share price charts – Pitch book - Calculation of growth rates – Forecasting cash flow using growth rates

UNIT IV Basic valuation methods**9**

Basic valuation methods – Discounted cash flow valuation – calculating equity value – Understanding enterprise value of share – Calculating trailing twelve months cash flow using Microsoft excel – Calculating free cash flow to equity – free cash flow to firm

UNIT V Relative valuation**9**

Relative valuation - Multiples – PE ratio, PEG ratio, Price to Book value ratio – Equity research reports

TOTAL 45 Hours**TEXT BOOKS:**

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill,5th edition, 2008.
2. I. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2007.

REFERENCE BOOKS:

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 3rd edition,2013.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 12th Edition, 2008.
3. Brigham, Ehrhardt, Financial Management Theory and Practice, 13th edition, Cengage Learning 2010.
4. Prasanna Chandra, Financial Management, 8th edition, Tata McGraw Hill, 2011.

15MIN110 VALUATIONS, ACQUISITIONS AND MERGERS 4003

COURSE OBJECTIVE:

- To understand about portfolio related strategic responses of the organisation.
- To inter-link the subject of finance with the major strategic decisions of a proactive firm.
- To learn about the consequences of environmental challenges on the structure and process related changes of the organisation.

COURSE OUTCOMES:

CO – 1: Describe the process and economic rationale for M&As.

CO – 2: State the characteristics and types of mergers

CO – 3: Analyze the M & A through SWOT, BCG matrix and Porter's Five forces model

CO – 4: State the legal and regulatory frame work of M & A

CO – 5: List and elaborate different methods of restructuring

CO – 6: Explain the process and dynamics of merger

CO – 7: Describe the process of merger integration in relation to organisational and human aspects.

CO – 8: Apply valuation techniques for evaluation of M & A

CO – 9: Identify and explain methods of merger financing.

UNIT I Concept of Mergers

9

Mergers- in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – 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 .

UNIT IIM & A

9

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, Porter's Five forces model. Legal and regulatory frame work of M & A – provisions of

company's act 1956, Indian Income Tax act 1961 – SEBI take over code, Provisions of Competition Act.

UNIT III Corporate Restructuring

9

Corporate restructuring – different methods of restructuring – joint ventures –sell off and spin off – divestitures – equity carve out – leveraged buy outs(LBO) – management buy outs – master limited partnerships – employee stock ownership plans(ESOP)

UNIT IV Merger Process

9

Merger Process: Dynamics of M&A process- identification of targets negotiation-closing the deal. Five-stage model – due diligence (detailed discussion). Process of merger integration – organizational and human aspects – managerial challenges of M &A

UNIT V Valuation

9

Valuation – valuation approaches – discounted cash flow valuation – relative valuation – valuing operating and financial synergy – valuing corporate control – valuing of BO. Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision. Accounting for amalgamation – pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956

TOTAL 45 Hours

TEXT BOOKS:

1. Fred Weston, Kwang S Chung, Susan E Hoag – Mergers, Restructuring And Corporate Control–Pearson Education, 4/e 1990.
2. Mergers acquisitions and Business valuation – Ravindhar Vadapalli – Excel books, 1/e 2007
3. Ashwath Damodaran – Corporate Finance-Theory And Practice – John Wiley & Sons 2001
4. Shukla & Grewal- Advanced Accounts Vol 2 – S.Chand & Sons, Recommended book for module-6 2014
5. Company Law & Practice – Taxmann – Recommended book for module-8 2015

REFERENCE BOOKS:

1. Sudi Sudarsanam – Value Creation From Mergers And Acquisitions – Pearson Education, 1/e,2003
2. Valuation for mergers Buyouts & Restructuring – Arzak Wiley India (P) Ltd.2011
3. Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath.S.RSagePublication.2007
4. Weston, Mitchel And Mulherin - Takeovers, Restructuring And Corporate Governance PearsonEducation,4/e, 2003
5. Shiv Ramu – Corporate Growth Through Mergers And Acquisitions – Response Books2004
6. P.Mohan Rao – Mergers And Acquisitions – Deep And Deep Publications,2003
7. Machiraju – Mergers And Acquisitions – New Age Publishers,2011
8. Handbook of International Mergers & Acquisitions – Gerard Picot- Palgrave Publishers Ltd.2010

15MIN111

FINANCIAL ENGINEERING

4 0 03

COURSE OBJECTIVE

- This course will prepare the students to handle more complex financial instruments with uncertain cash flows such as stocks, options and futures.
- To develop more innovative financial products.

COURSE OUTCOMES:

CO – 1: State financial engineering theory for management strategy

CO – 2: Analyze deterministic cash flow to minimize risk.

CO – 3: Differentiate future and forward contract and identify the similarities.

CO – 4: Explain the interest rate curve and yield curve.

CO – 5: Apply Black–Scholes Model for option pricing

CO – 6: Modeling stock price behavior through various methods.

CO – 7: Apply synthetic replication and hedging of options

CO – 8: Differentiate Historical versus implied Volatility

CO – 9: State volatility through implied volatility and implied distribution

UNIT I Introduction to Financial Engineering	9
Introduction to Financial Engineering – Financial engineering theory – Financial engineering for management strategy - Financial engineering and taxation – Financial engineering and home equity protection	
UNIT II Financial engineering	9
Financial engineering to offer loss protection for employee share purchases, to minimize transaction costs and meet risk management needs - Analysis of deterministic cash flow. Probability review. - Forward and Futures contracts - Arbitrage arguments - Pricing by Arbitrage - Investing, trading, hedging, and arbitrage applications - Foreign exchange, equity, and commodity markets- Interest Rate Review. Interest rate curve. Compounding period - Forward interest rate- Swaps.	
UNIT III Introduction to Options	9
Introduction to Options. Option basics. Model–free properties of option prices. Arbitrage relationship. The binomial model of asset price dynamics. Risk neutral valuation - The Black–Scholes Model . Modeling stock price behavior. Geometric Brownian motion. Lognormal distribution. Risk–neutral valuation. The Black–Scholes– Merton option pricing formula.	
UNIT IV Concepts of options	9
Synthetic replication of options. Option hedging. Greeks . Synthetic replication and hedging of options. Option hedging. Delta hedging. Greeks. Portfolio Insurance.	
UNIT V Volatility	9
Volatility. Implied volatility. Implied distribution. FX and equity smiles The volatility surface and term structure. Historical versus implied Volatility - Structured products. Principal Protected Note. Callable Bonds. CDO - Credit Linked note (CLN).	
TOTAL 45 Hours	

TEXT BOOKS:

1. Paul Wilmott, Derivatives, The Theory and Practice of Financial Engineering, John Wiley & Sons, 1998.

REFERENCE BOOKS:

1. Salih Neftci, Introduction to the Mathematics of Financial Derivatives, Third Edition by Ali Hirsu 2003
2. J. Michael Steele, Stochastic Calculus and Financial Applications, Springer Publications, 2006.
3. Jamil Baz and George Chacko, Financial Derivatives, Cambridge University Press; 1 edition 2008

15MIN112 PROJECT ANALYSIS 4003**COURSE OBJECTIVE:**

- To enable students to plan, analyze, implement and monitor projects.
- To understand the concepts, tools and techniques of project management.

COURSE OUTCOMES:

- CO – 1: Apply project management principles in business situations to optimize resource utilization and time optimization
- CO – 2: Conduct project planning activities that accurately forecast project costs, timelines, and quality.
- CO – 3: Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
- CO – 4: Recognize team-building skills required to support successful performance.
- CO – 5: Develop critical-thinking and analytical decision-making capabilities to investigate complex business problems to propose project-based solutions.
- CO – 6: Recount the planning and execution phases of a project
- CO – 7: Implement processes for successful resource communication, risk and change management
- CO – 8: Explain the relationship between costs and schedules / the need for time based estimates

CO – 9: Highlight the importance of relationships with the team, functional managers, customer and all stakeholders.

CO – 10: Appreciate the complexities attendant to management of a global project, with special emphasis on linguistic and cultural elements and challenges

UNIT I Introduction to Project 9

Introduction to Project – Definitions – classifications of project – project risk – types of project risk – scope of project analysis in business

UNIT II Principles, Risk Management 9

Project management – Definitions – overview of project management – project plan – management principles applied to project management – project management life cycles – Uncertainty, risk and management – Motives for formal risk management

UNIT III Project planning 9

Project planning – scope – problem statement – project goals – objectives – success criteria – assumptions – risks – obstacles – approval process – projects and strategic planning - Project implementation – project resource requirements – types of resources – men – materials – finance etc

UNIT IV Project monitoring 9

Project monitoring – evaluation – control – project network technique – planning for monitoring and evaluation – project audits – project management information system – project scheduling – PERT & CPM – project communication – post project reviews

UNIT V Project team management 9

Project team management – various forms of project organizations – project organization charting – project contracts –global tender – negotiations – insurance - Closing the project – types of project termination – strategic implications – project in trouble – termination strategies – evaluation of termination possibilities – termination procedures

TOTAL 45 Hours

TEXT BOOKS:

1. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
2. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.

REFERENCE BOOKS:

1. Gido and Clements, Successful Project Management, Second Edition, Thomson Learning, 2003.
2. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.

15MIN113 CORPORATE FINANCE 4003**COURSE OBJECTIVE:**

- To help participants understand and analyze financial statements
- To appraise long term investment decisions
- To know how to raise funds for large projects
- To know the process and benefits of corporate restructuring
- To expose participants to the concepts of financial risk management
- To explain the linkage between corporate finance and firm objective.

COURSE OUTCOMES:

CO – 1: Demonstrate knowledge on rules and regulations to determine the behaviour of the companies to the accounting information system.

CO – 2: Outline the legal, organisational and financial principles of undertaking and running a business.

CO – 3: Estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions

CO – 4: Describe the financial markets and instruments, investment strategies and critically evaluate investment advice from brokers and the financial press.

CO – 5: Assess the risk and return of assets; estimate a company's cost of capital; evaluate investment projects

- CO –6: Calculate a company’s optimal mix of debt and equity financing; and compensate shareholders in the most convenient way.
- CO – 7: Identify legal issues that impact financial and other risks affecting business.
- CO – 8: Use sources and tools of financial management.
- CO – 9: Demonstrate knowledge on leasing financing and derivatives.
- CO – 10: Evaluate the role of national and international financial institution in foreign collaboration.

UNIT I Corporate finance **9**

Corporate finance – Nature and Scope. Financial decisions and objectives of financial management - Sources of finance – Long, medium and short term source of finance – Business failures, Mergers, Takeover, Consolidation and Liquidation – Finance for rehabilitation of sick units.

UNIT II Dividend valuation model **9**

Dividend valuation model – Dividend policies – Walter model – Gordon model – MM irrelevance doctrine
Investment decision - Investment analysis – methods - Benefits and limitations & capital rationing

UNIT III Capital markets in India **9**

Capital markets in India – Role of SEBI – Stock market – different stock exchanges in India and World – Government regulation affecting capital markets – Money Market – Functions – Instruments.

UNIT IV Lease financing **9**

Lease financing - types, Venture capital, Process and Mutual funds –types - measuring performance of mutual funds. Introduction to Derivatives – Basics of Futures and Options – types of options

UNIT V Foreign collaboration**9**

Foreign collaboration – Business ventures abroad – Role of financial institutions - Domestic and International financial institutions – Multinational corporations – Role of EXIM bank and commercial bank. Corporate Governance – Corporate social responsibility.

Problems: Dividend models, Capital budgeting,

TOTAL 45 Hours**TEXT BOOKS:**

1. I.M.Pandey, 'Financial Management', Vikas Publishing house Pvt., Ltd., 9th Edition.2011

REFERENCE BOOKS:

1. Prasanna Chandra, Financial Management Theory and Practice – Tata McGraw Hill2008.
2. Pike & Neale, Corporate finance & Investments, 2nd Edition, PHI 2002.
3. Machiraju, Indian Financial System, Vikas Publishing house.2002
4. Bhalla.V.K, International Financial management – Text and cases, Anmol publications, New Delhi.2004
5. P.V.Kulkarni, Corporate finance, Himalaya Publishing house.2001
6. S.C.Kuchhal, Corporate finance, Chaitanya Publishing house.2001

15MIN114 INDUSTRIAL RELATIONS 4003

COURSE OBJECTIVE:

- This course will help the student to get exposure on Industrial Relations.
- To understand the relations ship between the employee, employer, union and government.

COURSE OUTCOMES:

- CO – 1: Demonstrate conceptual understanding of industrial relations and to learn Industrial relations concepts, approaches and conflict.
- CO – 2: Rexamine the functions of trade union and their role in the context of technological changes, management values and globalization.
- CO – 3: Demonstrate awareness regarding government machinery to settlements of industrial dispute
- CO – 4: Critically analyze the causes of grievance and procedure to handle the situation.
- CO – 5: Conversant with the various techniques of Industrial Relations and futuristic issues in era of dynamic technological changes.
- CO – 6: Describe the trade union and ILO extensively.
- CO – 7: Comprehend the workers participation in management.
- CO – 8: Identify all the essential factor in the productivity of workers which contribute to industrial progress.
- CO – 9: Discuss techniques to eliminate or minimize the number of strikes, lockouts and gheraos.
- CO – 10: Demonstrate understanding on labour problems and remedial measures in the country

UNIT I IR Overview

9

Industrial Revolution – IR Concept, Importance & Scope – Factors affecting IR – Approaches to IR – IR Policy Pre Independence & Post Independence – ILO – Changing Scenario of Industrial unrest – Case Studies

UNIT II Trade Union**9**

Trade Union Movement in India – Aim, objectives, structure and governing of trade unions Theories of trade unionism - Disputes – Impact – Causes – Strikes – lockouts - layout Prevention - Industrial harmony - Government Machinery – Conciliation – Arbitration – Adjudication - Grievance procedure – Case Study

UNIT II I Labour Welfare**9**

Labour Welfare works – concepts, need, importance, scope & Features – Approaches to Labour Welfare – Worker’s Education – Concept, Objectives – Workers Education in India – Levels of Workers Education – Workers Training – Case Studies

UNIT IV Bargaining**9**

Collective Bargaining – Concept, Features, Importance – Principles of Collective Bargaining – Forms of Collective Bargaining – Process of Negotiation during Bargaining

UNIT V Workers Participation in Management**9**

Worker’s Participation in Management – Concept, Objective – Forms of participation – Levels of participation – Functions of Joint Council – Condition necessary for effective working – Case Studies

TOTAL – 45 Hours**TEXT BOOKS:**

1. Dynamics of Industrial Relations, Memoria, Memoria & Gankar (2008), Himalaya Publishing House
2. Industrial Relations in India, Ratan Sen (2010) MacMillan

REFERENCE BOOKS:

1. Industrial Relations Emerging Paradigms, B.D.Singh (2010), Excel Books

COURSE OBJECTIVE

- In this course, the students are to be acquainted with the Industrial relations framework in our country. Further, the importance of the maintenance of Industrial peace and efforts to reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasized.
- The main theme underlying the Programme is to critically examine the provisions in the Trade Unions Act, 1926; the machineries contemplated under the provisions of the Industrial Disputes Act for the prevention and settlement of Industrial Disputes. Further, the objectives underlying the Industrial Employment (Standing Orders) Act, 1946 and Disciplinary Enquiry for Misconduct are to be studied with a view to acquaint misconduct and the procedure to be followed before imposing punishment for misconduct alleged and established.

COURSE OUTCOMES:

- CO – 1: Outline various laws related to the industry.
- CO – 2: Explain factory act' regarding health, safety and welfare measures
- CO – 3: Demonstrate awareness in wages act's deductions
- CO – 4: State the purpose and types of compensation act
- CO – 5: Outline and interpret gratuity and wages act.
- CO – 6: Discuss techniques to eliminate or minimize the number of strikes, lockouts and gheraos
- CO – 7: Examine the theoretical aspects, problems and issues in arbitration and bargaining
- CO – 8: State conflict management from legal perspective and explain judicial system pertaining to labour management relations.
- CO – 9: Appreciate how employment legislation affects the content of employment contracts
- CO – 10: Reexamine the functions of trade union and their role in the context of technological changes, management values and globalization .

UNIT I Factories Act**9**

The Factories Act, 1948 – Definition, Objective, Provision of Welfare of workers, Security of workers & Health Measures of the workers, power of Inspector, Employment of women worker, employment of young person, offences and punishment. Fitness certificate from medical officer, working hours of adult

UNIT II Trade Unions Act**9**

The Trade Unions Act, 1926 – Definition, Objective, Rights and Privilege of trade union, duties and liabilities, dissolution of Trade unions, Factors affecting Trade Union. Registration of trade union, Cancellation of trade unions, penalties.

UNIT III Industrial Disputes Act**9**

The Industrial Disputes Act, 1947 – Definition, Objective, what is ID, causes, types, strike, lockout, retrenchment layoff, procedure for redressal machinery, difference between award and settlement, works committee, conciliation officer, boards of conciliation, court of enquiry, labour court, industrial tribunals, national tribunals, procedure, power and duties of authorities, illegal strike and illegal lockout, offences and penalties.

UNIT IV Payment of Gratuity Act**9**

The Payment of Gratuity Act, 1972 – Definition, Objective, amount of gratuity, forfeiture of gratuity, nomination, determination of gratuity, recovery of gratuity, inspectors, Eligibility, offences and penalties.

UNIT V Minimum Wages Act**9**

The Minimum Wages Act, 1948 – Definition, Objective, minimum wage board, Fixation and Revision of minimum wage, enforcement of act and offences and penalties, The Payment of Wages Act, 1936 – Definition, Objective, rules of payment of wages, deduction from wages, maintenance of register, records, inspectors, enforcement of act, types of payment, offences and penalties.

TOTAL-45 Hours

TEXT BOOKS:

1. Kapoor N.D.'Elements of Industrial Law', Sultan Chand, 1998.
2. Srivastava, 'Industrial Relations and Labour Laws', Vikas, 4th edition, 2000.

REFERENCE BOOKS:

1. Dhandapani, 'Commercial and Industrial Law', Sultan Chand, 1998.
2. Das Gupta, Maintaining Industrial Discipline, Response Books, 2002.

15MIN116 INDUSTRIAL PSYCHOLOGY 400 3

COURSE OBJECTIVE

- This course focuses on the application of psychological principles and research methods to a variety of personnel issues, and their relevance to settings and situations of particular interest to students.
- It utilizes scientifically-based psychological principles and research methods to improve the effectiveness and fairness of human resources management decisions.
- Thus, industrial psychology is an applied field relevant to virtually all work settings (and many non-work settings).

COURSE OUTCOMES:

- CO – 1: Identify major theoretical concepts in psychology, trace their historical development, and integrate theory, research, and domain-specific knowledge to explain and interpret how the field of psychology currently advances knowledge.
- CO – 2: Critique and synthesize theoretical and empirical articles from peer-reviewed Scholarly journals in terms of theory, methods, data analyses, and conclusions in order to compose novel perspectives and ideas.
- CO – 3: Develop testable research questions, identify the strengths and limitations of research designs and data analysis techniques, conduct appropriate research and analytic strategies, and interpret the findings to situate them within the extant research literature.

- CO – 4: Describe and discuss the ethical issues associated with human subjects/participant protection and the sequence of procedures needed for IRB approval of research projects, and apply these ethical practices in research.
- CO – 5: Exhibit effective communication skills for presenting at professional conferences and publishing in professional journals.
- CO – 6: Develop strategies for planning and engaging in professional development to acquire new skills and refresh and consolidate knowledge in accord with department, university and APA standards of professionalism.
- CO – 7: To learn how the science of human behavior is used to select, develop, and manage employees & learn how organizations can create a supportive work environment
- CO – 8: To develop an understanding of how theory and research are applied to work settings
- CO – 9: To begin to think and write critically about Industrial psychology theory, research, and application
- CO – 10: Begin to apply what you've learned about Industrial psychology to your own and others' work

UNIT I Introduction:

9

Introduction to General and Industrial Psychology – Concept and Definitions- nature and scope industrial Psychology- Sigmund Freud's contributions - Scientific management and Human relation schools- Hawthorne Experiments- Personality and its types and traits.

UNIT II Individual and Group behaviour in the Workplace:

9

Attitude- individual and group attitudes and behaviour- Perception- Unions- Strikes- Motivation and Job Satisfaction- Industrial culture and Climate- Leadership theories & group dynamics- Organisational Citizenship Behaviour- morale- ethics and values- Emotional intelligence- IQ- Secured and unsecured feeling of an employees.

UNIT III Work Environment and Situation:**9**

Work Environment & Engineering Psychology- fatigue- Boredom- accidents and safety – trial and error test method- Occupational health and safety- Power and politics- Authority- roles and responsibility- Centralisation and Decentralisation- colleagues relationship- Corporate- social responsibility.

UNIT IV Performance Management and Motivation**9**

Performance –meaning and definition- Performance Appraisal Report (PAR)-Definition and concept of instinct, needs, drives and motives theories of motivation and their application- Work life balance- Welfare and warfare psychology- Remuneration and compensation- absenteeism- Attrition and retention of employees- Stress management- Psychometrics- Organisational change and development (OD)- resistance to change.

UNIT V Organisational counselling and Guidance:**9**

Counselling and Guidance - Meaning- principles and types of counselling- Counsellor and his role in organisations- foundations of counselling- methods- Psychotherapy- Mal adaptive behaviour and adjustments- Psychological illness and disorders of employees- Client-Counsellor relationship.

TOTAL – 45 Hours**TEXT BOOKS:**

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGrawHill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Aamodt- M.G. (2007) Industrial/Organizational Psychology : An Applied

REFERENCE BOOKS:

1. Approach (5th edition) Wadsworth/Thompson : Belmont- C.A.
2. Aswathappa K. (2008). Human Resource Management (fifth edition) New Delhi : Tata McGraw Hill.
3. David Capuzzi Douglas R. Gross (Fourth Edition) Counselling and Psychotherapy.

COURSE OBJECTIVE:

- The principal objectives of this course are to provide the students a fair degree of exposure on how to deal with employment relations with employees when they negotiate as individuals, as members of a union and when such negotiations are highly restricted by a strong legal framework.

COURSE OUTCOMES:

- CO – 1: Identify methods to comply with labour law legislations with adequate compliance management
- CO – 2: Employ resolution techniques to resolve and prevent labour disputes effectively.
- CO – 3: Identify various implications of labour laws/policies which help the manufacturing industry and start-ups in getting government incentives.
- CO – 4: Discuss procedures to settle industrial disputes and welfare of workers
- CO – 5: State methods to ensure timely payment of wages, gratuity, bonus, overtime, compensation etc of the workers. & to draft offer letters, structure pay packages, working conditions and employee
- CO – 6: Apply the creation, incidents and termination of the individual employment contract
- CO – 7: Apply statutory employment standards
- CO – 8: Apply the different means of setting and maintaining minimum working conditions, including the operation and enforcement of awards and agreements
- CO – 9: Critique the policy behind and operation of laws concerning industrial action
- CO – 10: Critique the development of Australian labor law in an international

UNIT I Apprentices Act

9

The Apprentices Act, 1961 – Definition – Provisions related to Apprentices Act, Eligibility, hours of work, over time , leave, holidays, obligation of employer, authorizes , penalties and offences.

UNIT II Payment of Bonus Act**9**

The Payment of Bonus Act, 1965 – Definition, Objective, minimum and maximum bonus, eligibility disqualification of bonus, determination of bonus, inspectors, offences and punishment. The Equal Remuneration Act, 1976 – Definition – Objective - Provisions related to Equal Remuneration Act.

UNIT III Compensation Act**9**

The Workmen’s Compensation Act, 1923 – Definition, Objective, types, eligibility, amount of compensation , distribution of compensation, enforcement of the act,.
The Employees State Insurance Act, 1948 – Definition – Purpose, medical benefit council, contribution – ESI Fund benefit available under ESI Act, adjudication, offences and penalties.

UNIT IV Industrial Employment**9**

The Industrial Employment (Standing Orders) Act, 1946 – Definition, Objective – Procedure & Provisions under Industrial Employment Act, enforcement of act, penalties

UNIT V Maternity Benefit Act**9**

The Maternity Benefit Act, 1961 – Definition – Objective, leave and nursing breaks, inspectors– What are the benefits available under Maternity Benefit Act – Eligibility, penalties and offence.

TOTAL 45 Hours**TEXT BOOKS:**

1. P.K. Padhi, Industrial Laws, PHI, 2008.
2. Kapoor N. D , Elements of Mercantile Law, Sultan Chand, 2008.

REFERENCE BOOKS:

1. Tax Mann, Labour Laws, 2008.
2. D. R. N. Sinha, Indu Balasinha & Semma Priyadarshini Shekar, Industrial Relation, Trade unions and Labour Legislation, 2004.

3. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012
4. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.

15MIN118HR PLANNING, RECRUITMENT & SELECTION4003

COURSE OBJECTIVE:

- To teach the basic principles of human resource management.
- To provide a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

COURSE OUTCOMES:

- CO – 1: Analyse the legal concepts of Human resources planning, recruitment and selection.
- CO – 2: Predict the structuring of team patterns in organizations.
- CO – 3: Apply wide knowledge on various laws related Human resources planning, recruitment and selection.
- CO – 4: Implement different hiring decisions followed by organizations.
- CO – 5: Analyze the human resources development and human resources management.
- CO – 6: Compare the various types of jobs existing in organizations.
- CO – 7: Identify HR trends.
- CO – 8: Apply the effective interviewing guidelines.
- CO – 9: Demonstrate HR chain.
- CO – 10: Predict the skills demanded by the organizations in future.

UNIT I Introduction**9**

HRP Meaning, Objectives of HRP Importance of HRP, Process of Human Resource Planning, Formulating HR Plans, Responsibility for HRP, Effective Human Resource Planning, Job analysis & design.

UNIT II Recruitment**9**

Meaning of Recruitment, Definition of Recruitment, Process of Recruitment, Recruitment policies & procedures, Sources of Recruitment, Techniques of Recruitment, Recruitment practices in India. Various skills demanded by an Organization

UNIT III Selection**9**

Meaning of Selection, Definition of Selection, Difference between Recruitment & Selection, Purpose of Selection, Steps in Selection process. Selection Interviewing – Types of Interview, Steps in Interview process, Limitations of Interview. Guidelines for Effective Interviewing – Guidelines for Interviewer & Interviewees, Interviewing mistakes.

UNIT IV Hiring Decision**9**

Quality hiring as a source of competitive advantage, Talent Hunting & Talent Acquisition.

UNIT V Human Resource Development**9**

Concept of HRD, Difference between HRM & HRD, Employee Counselling/mentoring, Total Quality Management, Quality circles. HR value chain.

TOTAL 45 Hours**TEXT BOOKS:**

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 2007.
2. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011

REFERENCE BOOKS:

1. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, South western 2007.
2. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
3. Monir Tayeb. International Human Resource Management. Oxford. 2007

15MIN119 TRAINING& DEVELOPMENT 4003**COURSE OBJECTIVE:**

- It identifies the needs and conditions for training and development.
- It provides knowledge about various types of training programs and management development methods.
- It overcame and facilitates training designing programs.
- It gives estimation of overall development and program budget.

COURSE OUTCOMES:

- CO – 1: Explain the role of training and development in human resources management.
- CO – 2: Discuss the learning process on which training is based.
- CO – 3 Prepare training need assessment to determine whether training is necessary.
- CO – 4: Evaluate and create conditions to ensure employees' readiness for training
- CO – 5: Assess, design, access and implement various methods, techniques and sources of training.
- CO – 6: Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.
- CO – 7: Select appropriate training outcomes and evaluation design to determine training program effectiveness.
- CO – 8: Identify how assessment, relationships, courses, and job experiences can be used for development.
- CO – 9: Prepare various activities that companies should engage in to effectively manage a diverse workforce.
- CO – 10: Analyze various strategies to prepare employees for international job assignments.

UNIT I Introduction to training concept**9**

Introduction to training concept- Definition – meaning – need for training –Importance of training – Objectives of training, Concepts of education, training and development – overview of training functions. Learning Curve, Learning Principles. Roles of a trainer

UNIT II Training Needs Assessment**9**

Phases of Training: Training Needs Assessment - Methods of Training, Needs Assessment. Use of various training methodologies and their impact on training effectiveness. Methods of training - on the job training - off the job training - choosing optimum method - Transactional analysis, expectation analysis.

UNIT III Training Evaluation**9**

Training Evaluation - Need for evaluation, Concept of Return on Investment, Cost-Benefit Analysis, Developing Models of Training Evaluation for Technical and Behavioral Training. KirkPatrick model of evaluation – CIRO model

UNIT IV Concept of management development**9**

Concept of management development : - need and importance of Management development - management development process - Components of md programmes - requirements for the success of management development Programs. – resistance to training, Technology in training - CBT – Multimedia training – e-learning/online, learning- distance learning.

UNIT V Learning Organizations**9**

Concept and Need for Learning Organizations. Training for – Trainers-Trainer Certifications-Creativity- Managing differences at workplace - Managing Cultural Diversity- need for training in India - government policy on training - training institutes in india -Management development programmes in public sector and private, Sector organization - management development institutes.

TOTAL 45 Hours

TEXTBOOKS:

1. Dessler Human Resource Management, Pearson Education Limited, 2007
2. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.

REFERENCE BOOKS:

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.

15MIN120**LEADERSHIP****4003****COURSE OBJECTIVE:**

- To Identify and Describe the relationship between leader character and competence with an understanding of how core values affect leadership
- To Identify and Describe the four basic phases of team building
- To Illustrate significant traits and behaviors of historical leaders
- To Understand and explain the situational, transformational, and adaptive leadership theories

COURSE OUTCOMES:

- CO – 1: Analyse various concepts as to leadership.
- CO – 2: Design the structuring of team patterns in organizations.
- CO – 3: Apply wide knowledge on various traits and behavior of leaders of the past, present and future.
- CO – 4: Predict the different leadership theories.
- CO – 5: Analyze the role of leaders in transforming the organizations.
- CO – 6: Compare the various investment, liquidity and growth of securities.
- CO – 7: Identify the strengths in strategic leadership.
- CO – 8: Apply the theories on behavior and motivation, and contingency leadership.

CO – 9: Demonstrate ethical leadership and its results.

CO – 10: Predict the outcomes of leadership programs conducted by organizations

UNIT I Introduction to Leadership 9

Definition, Importance of Leadership, Qualities of a Leader, Roles of a Leader, Leadership theory paradigms. Traits of effective leaders, Leadership attitudes, ethical leadership,

UNIT II Leadership behavior and motivation, and contingency leadership 9

Leadership behavior 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 III Team Leadership 9

The use of teams in organizations, Types of teams, Decision making in teams, Leadership skills for effective team meetings, virtual and self managed teams, the changing role of leadership in self managed teams.

UNIT IV Organizational Leadership 9

Charismatic and transformational leadership, Stewardship and servant leadership, Leadership of culture and diversity, Creating high performance culture, Strategic leadership

UNIT V Leadership development and succession 9

Development through self awareness and self discipline, Development through education, experience, and mentoring, succession, Leadership development programs, Evaluation of leadership development efforts, Indian cases on leadership

TOTAL 45 Hours

TEXT BOOKS:

1. Dubrin, Leadership, Research Findings, Practices & Skills, Biztantra, 2008.
2. Richard L.Daft, Leadership, Cengage, 1 st Indian Reprint 2008.

REFERENCE BOOKS:

1. Joe Tidd , John Bessant, Keith Pavitt , Managing Innovation ,Wiley 3rd edition,2006.
2. T.V.Rao,Appraising and Developing Managerial Performance, Excel Books,2000.
3. R.M.Omkar, Personality Development and Career Management, S.Chand1stedition,2008.
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
5. Dessler Human Resource Management, Pearson Education Limited, 2007
6. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.

15MIN121 COMPENSATION MANAGEMENT & BENEFITS 4003**COURSE OBJECTIVE:**

- This course examines how compensation and benefits programs are changing.
- The course looks at how the total rewards system is becoming more popular and assesses how organizations need to revisit their compensation and benefits program to better fit their strategic goals and objectives.

COURSE OUTCOMES:

- CO – 1: Illustrate management approach as an art and science of compensation practice and its role in promoting a company's competitive advantage.
- CO – 2: State basic compensation concepts and the context of compensation practice
- CO – 3: Illustrate different ways to strengthen the pay-for-performance link.
- CO – 4: Outline the concepts of Payment and employee benefits issues for contingent workers.
- CO – 5: State the legally required employee benefits.
- CO – 6: Analyze the implications for strategic compensation and possible employer approaches to managing legally required benefits
- CO – 7: Demonstrate how the component parts of reward strategy fit together
- CO – 8: Explore issues surrounding the effective management of the human resource
- CO – 9: Describe why staff are the most expensive resource of the organization

CO – 10: Evaluate new practices that might benefit their organization

UNIT I Introduction 9

Introduction: Compensation meaning, objectives, nature of compensation, types of compensations, compensation- base to pay, individual Vs team rewards, Perceptions of pay Fairness, legal constraints on pay systems.

UNIT II Compensation Structure and Differentials 9

Managing Employee Benefits: Benefits- meaning, nature and types of benefits, Employee benefits programs- security benefits, retirement security benefits, health care benefits, Theories of wages - wage structure - wage fixation - wage payment - salary administration.

UNIT III Reward System, Incentives and Pay Restructuring 9

Design of Performance-linked Reward System, Incentives for Blue and White Collars, Allowances and Benefits, Bonus, Profit Sharing, Downsizing and Voluntary Retirement Scheme

UNIT IV Legal Framework of Wage And Salary Administration 9

Law relating to Payment of Wages, Salary and Bonus, Regulation of Minimum Wages and Equal Remuneration, Law Relating to Retiral Benefits

UNIT V Emerging Issues and Trends 9

Tax Planning, Overview of Future Trends in Compensation Management – International compensation – Expatriate compensation.

TOTAL 45 Hours

TEXTBOOKS:

1. Performance Management , Herman Aguinis, Prentice Hall, 2nd Edition

REFERENCE BOOKS

1. Compensation & Reward Management, BD Singh, Excel Books, 2012
2. Compensation, Milkovich & Newman, McGraw-Hill Education, 10th edition, 2010
3. Strategic Compensation: A Human Resource Management Approach, Joe Martocchio, Prentice Hall, 6th Edition
4. Compensation Management in a Knowledge-Based World, Richard I Henderson, Prentice Hall, 10th Edition.

15MIN122

PERFORMANCE MANAGEMENT4003

COURSE OBJECTIVE:

- The benefits of using a performance development plan and the consequences of not having one in place.
- Distinguish the elements of an effective, integrated performance development articulate system.
- Devise “SMART” annual performance objectives (e.g., objectives that are specific, measurable, attainable, relevant, and trackable).
- Understand the roles of manager and staff in the performance development process.
- Identify best practices for handling challenging situations in performance management.

COURSE OUTCOMES:

CO – 1: Design an organizations performance management process that is compliant with law and supports organizational mission and strategy.

CO – 2: Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.

CO – 3: Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.

- CO – 4: Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.
- CO – 5: Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.
- CO – 6: Identify some common myths associated with workplace conflicts, common reasons that conflicts arise, and types of workplace conflict
- CO – 7: Distinguish between conflict management and conflict resolution
- CO – 8: Identify conflict resolution styles, resolve workplace conflicts, including team conflicts, and identify the communication skills required
- CO – 9: Incorporate evidence based outcomes in performance management
- CO – 10: Set appropriate behavioral targets as well as other more quantifiable targets.

UNIT I Introduction

9

Definition, concerns and scope - Historical developments in Performance Management - aims and role of PM systems, characteristics of an ideal PM systems, performance management process, Performance appraisal Vs performance management –

UNIT II Performance appraisal System implementation

9

Setting objectives - Organisational and individual performance plans - determinants of performance Components of Managing performance and development plan - setting mutual expectations and performance criteria. approaches to measuring performance, diagnosing the causes of poor performance.

UNIT III Conducting Staff Appraisals

9

Purpose of Appraising - Methods of appraisal, objectives, skill required, the role of the appraiser, job description & job specification, appraisal methods, raters errors, data collection, conducting an appraisal interview, follow up & validation.

UNIT IV Performance management & employee development: 9

Personal Development plans, 360 degree feed back as a developmental tool performance management & reward systems; performance linked remuneration system, performance linked career planning & promotion policy.

UNIT V Current trends in performance management system 9

Performance Consulting, concept, organizing performance improvement department, Potential appraisal use of technology, issues and concern in performance management. Building and leading High performing teams - team oriented organizations - developing and leading high performing teams.

TOTAL – 45 Hours

TEXT BOOKS:

1. Appraising & Developing Managerial Performance: T.V.Rao, Excel Books
2. 360 degree feedback & assessment & development centres, Volume I, II and III, TV Rao, Et all, Excell Books
3. Performance Management, Dixit Varsha, Ist edition, Vrinda Publications Ltd.
4. Performance Management, Herman aguinis, Peasson Education, 2007.
5. Prem Chadha: Performance Management, Macmillan India, New Delhi, 2003.
6. Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2002.

REFERENCE BOOKS:

1. T.V.Rao, Appraising amd Developing Managerial Performance, TV Rao Learning Systems Pvt Limited, Excel Books, 2003.
2. David Wade and Ronad Recardo, Corporate Performance Management, Butter Heinemann, New Delhi, 2002.
3. Henderson: Compensation Management in a Knowledge Based World 9/e Pearson Education.

COURSE OBJECTIVE:

- The course aims at providing the students an understanding of the theoretical , applied and legal aspects of labour welfare with special reference to India.
- This helps to understand the welfare measures for the employees.

COURSE OUTCOMES:

CO – 1: Outline various laws related to the industry.

CO – 2: Analyze the various welfare measures in the organization.

CO –3: State methods to improve the loyalty and morale of the employees.

CO – 4: Demonstrate the legal aspects of how to deal with social security measures as well as working conditions of factories.

CO – 5: Identify the various welfare measures provided to the employees.

CO – 6: Demonstrate awareness regarding safety and welfare facilities among the employees provided by the organization.

CO – 7: Explain the utilization of welfare facilities by the employees

CO – 8: Measure the job satisfaction level of employees by providing welfare measures.

CO – 9: Recognize various factors influencing the employee welfare activities

UNIT I Labour Welfare**9**

Labour Welfare : Meaning , Scope , Objectives , Principles , Theories . Agencies for labour Welfare : State , Employers , Trade unions . Necessity and importance of Labour Welfare in India .

UNIT II Welfare Measures**9**

Welfare Measures : Labour welfare officer, Consumer Co-operative stores , Counseling services Educational Facilities , Transport Facilities , Recreational Facilities , Family Planning , Workers' Education scheme .

UNIT III Welfare Special Categories of labour**9**

Welfare Special Categories of labour ; Female labour , Child labour , Contract labour , Constructional labour, Bonded labour , Inter-State Migrants labour , Handicapped and Disabled labour

UNIT IV Labour Legislation and labour Administration**9**

Labour Legislation and labour Administration : Meaning , Objectives , Need , principles . Classification of Labour Legislation . Control Machinery of Labour Administration . Labour Administration at the State Level .

UNIT V Legislation**9**

Main Provisions of the following Labour Welfare and Social Security Legislation : The Factories Act , 1948 . The Workmen's Compensation Act 1923. The ESI Act , 1948. The Employes' provident Fund (and Misc. Provisions) Act, 1952 . The Payment of Gratuity Act, 1972 . The maternity Benefits Act, 1961 . The Contract labour (Regulation and Abolition) Act, 1970 .

TOTAL 45 Hours**TEXT BOOKS:**

1. A. M. Sarma Aspects of labour welfare and Social Security,oxford press,1987
2. T.N. Bhagoliwal Economics of Labour and Industrial Relations,PHI,1990.

REFERENCE BOOKS:

1. B.P.Tyagi Labour Economics and Social Welfare,Himalaya Publishing House,1989
2. R.C. Saxena Labour Problems and Social Welfare,Sage publications,1998
3. S.N. Mehrotra Labour problems in India,Vikas publications,1994
4. V.V. Giri Labour problems in Indian Industry,Mc graw hill,1982

COURSE OBJECTIVE:

- To provide conceptual framework of global business environment
- To understand the cross culture and its effects on organizations
- To highlight the culture-communication link
- To understand negotiation styles and manage negotiation
- To learn about developing international and global strategies
- To understand the nuances of staffing for global operations and building global management teams.

COURSE OUTCOMES:

CO – 1: Explain the values of tradition in spheres of culture.

CO – 2: Develop cross cultural competencies required for managers to work in MNC'S.

CO – 3: Adjust with new cultural settings in a cross cultural work environment.

CO – 4: Adapt with various culture at the work place.

CO – 5: Effectively handle negotiations among various cultural groups.

CO – 6: Provide cross cultural training to expatriates while taking overseas assignments.

CO – 7: Create awareness about linguistic differences prevailing in cross cultural environment.

CO – 8: Demonstrate acceleration in adaptability skills to new culture.

CO – 9: Inculcate behavioral dynamics to enhance organizational performance.

CO – 10: Manage the cross cultural teams to achieve the goal of the organization.

UNIT I Cross Cultural Management**9**

Cross cultural management – meaning, definition – Scope,– anthropology – Cultural Synergy – National culture – cross culture and philosophy - tradition and its values – interdisciplinary orientation.

UNIT II Culture and Behaviour**9**

Culture and behaviour - An effect of culture on behavior, Adjusting to the New Culture, Cultural relativity of management Theory, Competencies for Global Manager - Cultural competence – job dissatisfaction.

Unit III Organisational cross culture**9**

Organisational cross culture – International culture - Leadership - Motivation – behavioural dynamics – Inter-culture exposure – religion – caste & sub-caste methods – superstitious procedures.

Unit IV Linguistics and related issues**9**

Linguistics and related issues – communication barriers – misunderstanding – difference in practices, attitude, perception, communication – working modes and styles.

Unit V Psychological solutions**9**

Psychological solutions – mal adaptive behaviour – translation - counselling, training and development - psychological disorders and illness formed from cultural negative adaptability and affecting personal and organisational performance.

Total – 45 Hours**TEXT BOOK:**

1. Harold Koontz and Heinz Weihrich, Essentials of Management, 2007.

REFERENCE BOOKS:

1. Mary Ellen Guffey, Kathy Rhodes, Patricia Rogin. "Communicating Across Cultures." Mary
2. Ellen Guffey, Kathy Rhodes, Patricia Rogin. Business Communication Process and Production. Nelson Education Ltd., 2010. 68-89.
3. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter, Management, Pearson, 2006.
4. Bill Curtis, William E. Hefley, Sally A Miller, The People Capability Maturity Model - Pearson 2006.

COURSE OBJECTIVE:

- To inculcate the understanding about the process of Negotiation & Counseling.
- To develop skills of Negotiation and Counseling among the students.

COURSE OUTCOMES:

CO – 1: Review of arbitration, adjudication machinery.

CO – 2: Importance of collective bargaining concepts in industry.

CO – 3: Demonstrate the conciliation process carried by Govt. Machinery.

CO – 4: Compare the fair and unfair labor practices in industry.

CO – 5: Learn the advantages of trade unions and its impact in industry.

CO – 6: Deploy the counselling and guidance to employees in an organization

CO – 7: Point out the maladaptive behavior and practices in an organization.

CO – 8: Boost the client-counsellor relationship in an organization

CO – 9: Thorough understanding of types of counselling.

CO – 10: Explain the roles of counselor in organization

UNIT I Industrial Conflicts & Negotiation

9

Definition of Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

UNIT II Negotiation

9

Collective Bargaining, Concept, Main features of Collective Bargaining – Importance of Collective Bargaining - Principles of Collective Bargaining – Forms of Collective Bargaining – Process of Negotiation during bargaining - Attitude of parties – Collective Bargaining in India – Collective Bargaining at different level – Pre-requisition of Collective Bargaining – National committees for Collective Bargaining.

UNIT III Trade Union**9**

Concept-Objectives and Aim –Problem of Trade Union – Trade Union Fund Workers participation in management –Advantages and privilege of Trade Union, Trade Union Practices in India. Fair and unfair labour practices,

UNIT IV Organizational Counseling**9**

Counselling and Guidance - Meaning, Definitions, principles and types of counselling, Counsellor and his role in organisations, foundations of Counselling,

UNIT V Guidance**9**

Methods and procedures to counsel and guide the employees, Psychotherapy, Mal adaptive behaviour and adjustments, Psychological illness and disorders of employees, Client-Counsellor relationship

TOTAL 45 Hours**TEXT BOOK:**

1. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.

REFERENCE BOOKS:

1. Mamoria C.B. and Sathish Mamoria, 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.
2. Dwivedi.R.S. 'Human Relations & Organizational Behaviour', Macmillan India Ltd., New Delhi, 1997.
3. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.
4. C.S.Venkata Ratnam,'Globalisation and Labour Management Relations', Response Books, 2001.
5. Personality Development and Career Management by R.M. ONKAR , Sultan Chand & company, New delhi, 2008 edition

15MIN126 LEARNING & DEVELOPMENT 4003

COURSE OBJECTIVE:

- The course is about the training and employee development and human performance improvement in organizations.
- To make the students to know about learning and development.

COURSE OUTCOMES:

CO – 1: Determine the forces influencing learning process.

CO – 2: Paraphrase the Learning cycle and its phases

CO – 3: Aligning the need theories and develop the gaps in attaining them.

CO – 4: Implement the training practices and its feedback is evaluated.

CO – 4: Match the needs with the sources of assessment and incorporate the right training.

CO – 5: Compare and contrast the different types of learning methods.

CO – 6: Conceptualize the systems for training delivery.

CO – 7: Designing the training evaluation models.

CO – 8: Implementing the change model perspective in training.

CO – 9: Appraising the technology in advanced training.

CO – 10: Effective learning in virtual work arrangements.

UNIT I Introduction to Employee learning and Development 9

Introduction to Employee learning and Development, The Forces Influencing and Learning, learning theories- Reinforcement Theory, Social Learning Theory, Goal Theories, Need Theories, Need Theories, Need Theories, Expectancy Theory, Adult Learning Theory, Information Processing Theory; The basic principles of learning, The Learning cycle,

UNIT II Training & Learning 9

Training and Learning: Introduction, Relationship, meaning, Designing Effective Training, Forces influencing working & learning, Training Practices. Strategic Training, Training Needs Assessment Training Design Implementation of the training programme.

UNIT III Training methods**9**

Traditional 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, , 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.

UNIT IV Evaluation of Training**9**

Training Evaluation: Reasons for Evaluating Training, Overview of the Evaluation Practices, Evaluation Designs, Threats to Validity, Types of Evaluation Designs, Considerations in Choosing an Evaluation Design, Measuring Human Capital and Training Activity.

Employee Development: Introduction, Approaches to Employee, Development, The Development Planning Process, Company Strategies for Providing Development, Special Issues in Training and Employee Development. Managers, Human Resource Managers, and Company in Career Management,

UNIT V Future of Learning & Development**9**

The Future of Learning and Development: Introduction, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Emphasis on Speed in Design, Focus in Content & Use of Multiple Delivery Methods, Increased Emphasis on Capturing and Sharing Intellectual Capital, Increased Emphasis on Performance Analysis and Learning for Business Enhancement, Increased Use of Training Partnerships & Outsourcing Training, Training and Development from a Change Model Perspective.

TOTAL 45 Hours**TEXT BOOKS:**

1. G. Pandu Naik - HRD Solutions for excellence - T & D, Text Research & Cases, Excel Books,2001.
2. Noe A Raymond - Employee Training & Development, Mc. Graw Hill Publication,2005

REFERENCE BOOKS:

1. Effective training-Systems, strategies and practices, 2nd edition, Blanchard, Pearson education,2009.
2. Training for organizational transformation – Rolf Lynton & Udai Pareek, Sage Publications, N Delhi,2012.
3. Effective HR Training Development Strategy – Dr. Ratan Reddy, HPH, 2005.
4. Training in organizations, Goldstein, 4th edition, Cengage learning,2009

15MIN127 INFORMATION SYSTEMS & SECURITY MANAGEMENT 4003**COURSE OBJECTIVE:**

This course is intended to provide the student with the knowledge and tools to protect systems and networks from threats and vulnerabilities thus providing the highest level of information system assurance.

COURSE OUTCOMES:

- CO – 1: Paraphrase the concepts, methods and practices in securing information systems.
- CO – 2: Restate the layers of Information systems in organization
- CO – 3: Inspect the risk management approach to information assets security with respect to operational and organizational goals.
- CO – 4: Categorize the physical and logical security controls and the automated approaches in information system security.
- CO – 5: Distinguish the contemporary information system auditing practice, techniques and methods of auditing computerized information system.
- CO – 6: Synthesis internal control in an Information system environment.
- CO – 7: Describe the risk involved in information system security.
- CO – 8: Report the policies and practices involved in information systems
- CO – 9: Select the legal & ethical aspects involved in information systems
- CO – 10: Infer about the various control systems involved in information systems.

UNIT I Concepts of security	9
History, What is Information Security?, Critical Characteristics of Information, NSTISSC Security Model, Components of an Information System, Securing the Components, Balancing Security and Access, The SDLC, The Security SDLC	
UNIT II Security and professional ethics	9
Need for Security, Business Needs, Threats, Attacks, Legal, Ethical and Professional Issues	
UNIT III Risk Management	9
Risk Management: Identifying and Assessing Risk, Assessing and Controlling Risk	
UNIT IV Blueprint for Security	9
Blueprint for Security, Information Security Policy, Standards and Practices, ISO 17799/BS 7799, NIST Models, VISA International Security Model, Design of Security Architecture, Planning for Continuity	
UNIT V Security Technology	9
Security Technology, IDS, Scanning and Analysis Tools, Cryptography, Access Control Devices, Physical Security, Security and Personnel.	
TOTAL – 45 Hours	

TEXT BOOK:

1. Michael E Whitman and Herbert J Mattord, “Principles of Information Security”, Vikas Publishing House, New Delhi, 2003.

REFERENCE BOOKS:

1. Micki Krause, Harold F. Tipton, “Handbook of Information Security Management”, Vol 1-3 CRC Press LLC, 2004.
2. Stuart Mc Clure, Joel Scrambray, George Kurtz, “Hacking Exposed”, Tata McGraw-Hill, 2003
3. Matt Bishop, “Computer Security Art and Science”, Pearson/PHI, 2002.

15MIN128 DECISION SUPPORT SYSTEMS 4 003

COURSE OBJECTIVE:

- To review and clarify the fundamental terms, concepts and theories associated with Decision Support Systems, computerized decision aids, expert systems, group support systems and executive information systems.
- To examine examples and case studies documenting computer support for organizational decision making, and various planning, analysis and control tasks.
- To discuss and develop skills in the analysis, design and implementation of computerized Decision Support Systems.
- To examine user interface design issues and evaluate the user interfaces and capabilities of Decision Support Systems.

COURSE OUTCOMES:

CO – 1: Identify the decision support models and support systems

CO – 2: Review the concept of knowledge management systems.

CO – 3: Experiment different kinds of decision support systems and explain their function.

CO – 4: Select the appropriate modelling techniques for supporting semi-structured business decision making.

CO – 5: The ability to identify and select appropriate decision support systems for generating innovative business solutions.

CO – 6: Recognize the relationship between business information needs and decision making

CO – 7: Appraise the general nature and range of decision support systems.

CO – 8: Support the issues related to the development of DSS

CO – 9: Analyse, design and implement DSS

CO – 10: Synthesis the appropriate modelling techniques.

UNIT I Introduction

9

Management Support systems, Decision making, Models, DSS Overview, Data, Model, Knowledge Management system.

UNIT II Data and Model Management Systems	9
Data Collection, Data Warehousing, Data Mining, Data visualization, Modeling, Static and dynamic, Optimization, Heuristic, Simulation, Multidimensional modeling.	
UNIT III Gss, Enterprise Dss, Kms	9
Group support system, Technologies, Enterprise DSS, MRP II, ERP, SCM , Knowledge management methods, Technologies, Tools.	
UNIT IV Knowledge Based Dss	9
Artificial Intelligence, Expert System, Knowledge Acquisition and validation, Knowledge representation, Inference techniques.	
UNIT V Advanced Intelligent Systems	9
Neural Computing, Fuzzy Logic, Intelligent Agents, Implementation, Integration, Intelligent DSS.	

TOTAL – 45 Hours

TEXT BOOKS:

1. Efraim Turban and Jay E. Aronson, Decision Support System and Intelligent Systems,
Systems,
2. Prentice Hall International, 2002

REFERENCE BOOKS:

1. Janakiraman V. S and Sarukesi K, Decision Support Systems, Prentice Hall of India, 1999.
2. Lofti, Decision Support System and Management, McGraw Hill Inc, International Edition, New Delhi 1996.
3. Marakas, Decision Support System, Prentice Hall International, Paperback Edition, New Delhi, 1998.

COURSE OBJECTIVE:

- To introduce students to the development of mathematical modelling and solution tools for logistics and supply chain management.
- To teach students to use these tools to analyze strategic, tactical, and operational decisions including facility location, vehicle routing, and inventory management.
- To engage students in case studies based on real world logistics and supply chain decisions.

COURSE OUTCOMES:

CO – 1: Categorise the key features of web server architecture

CO – 2: Formulate the business and related technologies

CO – 3: Demonstrate the impact of the internet and internet technology on business electronic commerce and electronic business

CO – 4: Organise an IT infrastructure and describe its components

CO – 5: Recall the fundamental concepts of ERP systems, their architecture, and \ working with different modules of ERP

CO – 6: Classify the steps and activities in the ERP life cycle.

CO – 7: Differentiate the internet based supply chain management of a firm.

CO – 8: Schedule logistics and purchasing concepts to improve supply chain operations.

CO – 9: Formulate action plans for knowledge intensive organizations.

CO – 10: Describe and work with intangibles.

UNIT I E-Business Infrastructure**9**

Moving Toward an E-Business Infrastructure, Turning E-Commerce into E-Business, Spotting Trends Designing E-Business: It's More than Technology , Building E-Business: It's All about Architecture ,Integrating Customer Relationship Management Processes, Supporting Requirements for CRM Core Competencies ,Meeting Organizational Challenges to CRM Implementation, Spotting Trends Related to CRM Infrastructure Implementation, Plotting a Course for Implementing the CRM Infrastructure

UNIT II Enterprise Resource Planning**9**

Integrating Enterprise Resource Planning Processes, Business Drivers for ERP, Determining ERP, Architecture and Its Effect on the Company, ERP Applications in Industry, Approaches to Implementing ERP, Future Trends in ERP

UNIT III Supply Chain Management**9**

Integrating Supply Chain Management Processes Internet-based SCM: The Extended Enterprise Internet-based SCM: Supply Chain Planning and Execution , Internet-based SCM: Supply Chain Fusion, Managing SCM , Plotting a Course for Implementing the SCM Infrastructure.

UNIT IV E-Procurement Processes**9**

Integrating E-Procurement Processes, Business Drivers for E-Procurement, Defining Operating, resource Procurement, Solving the Procurement Business Problem , Buy-side, Sell-side, All around the Web, Plotting a Course for Implementing an E-Procurement Infrastructure, Integrating Knowledge Management Processes .

UNIT V Knowledge management process**9**

Emerging Knowledge Management Classes, Drivers for Knowledge Management Integration, the Architectural Framework for Knowledge Management Processes, Plotting a Course for Implementing a Knowledge Management Infrastructure.

TOTAL-45 Hours**TEXT BOOKS:**

1. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 7th edition, 2006.
2. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2012.
3. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th edition, 2009.

4. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.

REFERENCE BOOKS:

1. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2010.
2. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – A Roadmap to Information Security, Tata McGraw Hill, 2007.
3. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th edition, 2012.

15MIN130

INFORMATION SYSTEMS

4003

COURSE OBJECTIVE:

- Building blocks of MIS
- The role of MIS in the effective functioning of an organization
- The basic principles of MIS
- Cost-Benefits analysis of Communication flow
- The need for harnessing IT for effective MIS.

COURSE OUTCOMES:

CO – 1: Arrange end user support including identifying and implementing solutions to user requests.

CO – 2: Identify and define the requirements that must be satisfied to address user needs.

CO – 3: Relate current computing techniques, skills, and/or technologies.

CO – 4: Summarize effectively as a member of a development team and undertaken leadership roles when appropriate.

CO – 5: Design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs.

CO – 6: Analyze common business functions and identify, design, and develop appropriate information technology solutions (in web, desktop, network, and/or database applications)

CO – 7: Engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

CO – 8: Practice current technical concepts and practices in the core information technologies.

CO – 9: Demonstrate decisions related to work that demonstrate understanding of the importance of being an ethical computing professional

CO – 10: Restate communication skills to effectively promote ideas, goals or products

UNIT I Information Systems 9

Why information systems – contemporary approaches to information systems – new role of information systems- major types of systems in organizations – systems from a functional perspective – enterprise applications – organizations and information systems – managers decision making and information systems – information systems and business strategy.

UNIT II Organizational change 9

Systems as planned organizational change – business process re-engineering and process improvement – overview of systems development – alternate system – Building approaches – Understanding the business value of Information Systems - The importance of change management in information system success and failure – Managing Implementation.

UNIT III Systems analysis and design 9

Systems analysis and design – System development life cycle – Limitation – End User Development – Managing End Users – off-the shelf software packages – Outsourcing – Comparison of different methodologies.

UNIT IV Knowledge Management 9

Knowledge Management in the organization – Information and Knowledge base systems – Decision -support systems – Understanding ethical and Social issues packed to systems – Ethics in an Information society – The moral dimensions of Information Systems –

System vulnerability and abuse – Creating a control environment – Ensuring System Quality.

UNIT V Information Architecture

9

Defining Information Architecture – why Information Architecture matters – Practicing Information Architecture in the Real world – Information Ecologies – User needs and Behavior – The anatomy of Information Architecture – Organizing Systems – Search Systems.

Total 45 Hours

TEXT BOOKS:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.[Unit – 1, 2, 4]
2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998. [Unit – 3].
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002. [Unit – 5].

REFERENCE BOOKS

1. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
2. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
3. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.

COURSE OBJECTIVE:

- Networks connect the world in various forms and the most important of all is the internet.
- This subject explains the concepts of networking and also the challenges faced.

COURSE OUTCOMES:

CO – 1: Demonstrate an understanding of the foundations and importance of E-commerce

CO – 2: Assess electronic payment systems

CO – 3: Examine the basic functions of online payment systems

CO – 4: Categorize fundamental web site tools including design tools, programming tools, and data processing tools.

CO – 5: Design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs

CO – 6: Criticize security issues and explain procedures used to protect against security threats.

CO – 7: Evaluate the critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

CO – 8: Summarize the impact of the Internet and Internet technology on business electronic commerce and electronic business

CO – 9: Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges

CO – 10 Recognize and discuss global E-commerce issues

UNIT I Electronic Commerce Framework

9

Electronic Commerce Framework, Electronic Commerce and media Convergence, The anatomy of E-commerce Applications

UNIT II I-Way**9**

Market Forces Influencing the I-Way, Components of the I-Way, network Access Equipment, Global Information Distribution networks, public policy Issues Shaping the I-Way.

UNIT III Architectural Framework for Electronic Commerce**9**

Architectural Framework for Electronic Commerce, World Wide Web (WWW) as the Architecture, Web Background: Hypertext publishing, Technology behind the Web, Security and the Web.

UNIT IV Electronic Payment Systems**9**

Types of Electronic Payment Systems, Digital Token – Based Electronic Payment Systems, Smart Cards and Electronic payment Systems, Credit Card-Based Electronic Payment Systems, Risk and Electronic payment Systems, Designing Electronic Payment Systems.

UNIT V Electronic Data Interchange**9**

Electronic Data Interchange, EDI Applications in Business, EDI: Legal, Security and Privacy Issue, EDI and Electronic Commerce.

IT Act 2000: Laws related to IT security, data communication, digital signatures etc.

IT Enabled Services: Call Centre, Medical Transcription, technical writing, tele-marketing.

Total 45 Hours**TEXT BOOKS:**

1. Andrew S. Tanenbaum, Computer Networks, Prentice Hall, 2003
2. Vishwanathan Suresh T., "The Indian Cyber Law", Bharat Law House, 2000.

REFERENCE BOOKS:

1. Wayne Tomasi, Introduction to Data Communication and Networking, Pearson Prentice Hall, 2005
2. Information Technology Law and Practice by Vakul Sharma, Universal Law Publishing Co. Pvt. Ltd., 2007.
3. Prasad T.V.R. Satya, : "Law Relating to Information Technology (Cyber Laws), Asia Law House, 2001

4. Syed Shakil Ahmed and Reheja Rajiv, “ A Guide to Information Technology” (Cyber Laws & E-commerce), Capital Law House, 2001
5. Kamath Nandan, "Law Relating to Computers Internet & E-commerce (A guide to Cyber Laws & the Information Technology Act, 2000 with Rules & Notification)", Universal Book Traders, 2002

15MIN132 SOFTWARE PROJECT MANAGEMENT 4003

COURSE-OBJECTIVE

- In this course, we will focus on the issues that are crucial to the development of good quality software.
- To look at several approaches to the process of software development and issues they attempt to address. We will understand what the important steps in the development of software are and how to perform them.
- To learn how to perform the task of software project management. Since any project management task is incomplete without cost and time estimation, we will learn some of the approaches, which have been developed to do so.

COURSE OUTCOMES:

- CO – 1: Gaining depth knowledge on the concepts on software projects.
- CO – 2: Schedule basic Project Life Cycle Models for software development.
- CO – 3: Expertise in the fundamentals of Activity Planning.
- CO – 4: Experiment risk management and to understand its nature.
- CO – 5: Interpret, select and use the correct software design.
- CO – 6: Report the need and importance of resource allocation.
- CO – 7: Achieve a practical level of competence in building prototype models.
- CO – 8: Critically analyze the need for Software Configuration Management.
- CO – 9: Develop understanding on software maintenance.
- CO – 10: Sketch the role, purpose and benefits of project management.

UNIT I Introduction to Software Projects**9**

Introduction to Software Projects : Introduction- software projects - Project Life Cycle Models for software and Process MODELS-software projects versus other types of projects - Projects Management - Requirements specification – An overview of project planning - Project evaluation: Strategic and technical assessment – Risk evaluation - Project Analysis and Technical planning - Software Estimation.

UNIT II Activity Planning**9**

Activity planning: Project Initiation, Project Planning and Tracking, Project Closure. Objectives- Project schedules and activities-Different Planning models - sequencing and Scheduling projects - Network planning model - shortening project duration - Identifying critical activities - Risk Management: Nature of risk-Management risk-Evaluation risk-Software requirements gathering, estimation, design and development phase. Project management in the testing and maintenance phase

UNIT III Resource Allocation**9**

Resource Allocation: Nature of resources-Resource requirements-Creating Critical path and counting the cost- Monitoring and control: Responsibility-assessing progress setting check points- taking snap shots- collecting data - visualizing progress – Cost monitoring - Priority monitoring - Managing people and organizing teams -Software Quality Views & Standards

UNIT IV Software Configuration Management**9**

Software Configuration Management: Basic Functions - Responsibilities - Standards - Configuration management - Prototyping - Models of Prototyping -Planning for small projects: Introduction - Some problem with student projects - Content of project plan.

UNIT V Software Maintenance and Configuration Management**9**

Software maintenance and configuration Management: Maintenance characteristics - Management tasks - Maintenance side effects - Maintenance issues – Configuration Management - Source code metrics - Case study - PRINCE project management.

TOTAL 45 Hours

TEXT BOOK:

1. Mike Cotterell, Bob Hughes, "Software project management", Inclination/ThomasComputer press, 1995.

REFERENCE BOOK:

1. Darrel Ince, H.Sharp and M.Woodman, "Introduction to software project management"

15MIN133**DBMS AND ORACLE****4003****COURSE OBJECTIVE:**

- Perform effectively as entry level software professionals.
- Writing different Queries to access the database.
- Develop and maintain programs in the platform they have studied.

COURSE OUTCOMES:

- CO – 1: Differentiate database systems from file systems by enumerating the features provided by database systems and describe each in both function and benefit.
- CO – 2: Summarize the terminology, features, classifications, and characteristics embodied in database systems.
- CO – 3: Analyze an information storage problem and derive an information model expressed in the form of an entity relation diagram and other optional analysis forms, such as a data dictionary.
- CO – 4: Demonstrate an understanding of the relational data model.
- CO – 5: Inspect an information model into a relational database schema and to use a data definition language and/or utilities to implement the schema using a DBMS.
- CO – 6: Formulate using relational algebra, solutions to a broad range of query problems.
- CO – 7: Detect using SQL, solutions to a broad range of query and data update problems.
- CO – 8: Experiment an understanding of normalization theory and apply such knowledge to the normalization of a database.

CO – 9: Revise an SQL interface of a multi-user relational DBMS package to create, secure, populate, maintain, and query a database.

CO – 10: Synthesis a database package to create, populate, maintain, and query a database.

UNIT I Basics Concepts Of DBMS 9

Basic concepts-Database and Need for DBMS-Characteristics of DBMS-3-tier architecture of DBMS (its advantages over 2-tier), Data Models

UNIT II Introduction to oracle Architecture 9

Relational Model, Codd's rules, Relational data model & relational algebra, 3 Introduction to oracle Architecture 2 7, Overview with tool of Oracle, Sql *plus, PL/SQL

UNIT III Introduction to SQL 9

Introduction to SQL, Data types, DDL create, alter, drop, DML insert, update, delete, select with all, clauses, Sub queries, DCL statements

UNIT IV Operators 9

Operators (arithmetic, comparison & logical) Predicates such as in, between, like, any, all, exists, Null , Query Expression operators.

UNIT V Union Intersect 9

Union, Intersect, minus, SQL Functions, Date functions, Numeric functions String functions, Conversion functions, Group functions

TOTAL 45 Hours

TEXT BOOKS:

1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and Management, 7 th edition, Cengage Learning,
2. Ramez Elmasri and Shamkant B. Navethe, Fundamentals of Database Systems, 4th , Pearson Education, 2004.
3. Jeffrey A Hoffer et al, Modern Database Management, 10th Edition, Pearson Education, 2012,

REFERENCE BOOKS:

1. Thomas M. Connolly and Carolyn E. Begg, Database Systems – A Practical Approach to Design, Implementation and Management, 3rd edition, Pearson Education, 2003.
2. Jeffrey D. Ullman and Jenifer Widom, A First Course in Database Systems, Pearson Education Asia, 1st impression 2007.
3. Stefano Ceri and Giuseppe Pelagatti, Distributed Databases Principles and Systems, McGraw-Hill International Editions, 2008.

15MIN134 SYSTEMS ANALYSIS AND DESIGN 4003

COURSE OBJECTIVE:

- Develop an understanding of the role of information systems in modern organizations.
- Become familiar with a variety of information systems analysis and problem solving tools and approaches.
- Gain practical experience with information systems analysis and design, working as part of a project team.

COURSE OUTCOMES:

- CO – 1: Explain the principles and tools of system analysis and design
- CO – 2: Define and describe the phases of the system development life cycle.
- CO – 3: Summarise the ways in which information systems support business requirements
- CO – 4: Develop data flow chart and decision tables.
- CO – 5: Evaluate systems development alternatives
- CO – 6: Solve realistic systems analysis problems.
- CO – 7: Determine methods for evaluating the effectiveness and efficiency of a system
- CO – 8: State the expected benefits from system projects.
- CO – 9: Describe how system analysts interacts with users, management, and other information systems.
- CO – 10: Sketch to perform a feasibility study.

UNIT I System Concepts & Information System Environment 9

System Concepts & Information System Environment : System concepts - definition, characteristics of a system, Elements of a system, Types of a System, introduction to System Analysis and Design - System Analysis, System Design, System Development Life Cycle.

UNIT II Information System Analysis 9

The Information System Analysis : Introduction - where does the system analysis come from? - What does it do? - Preparing for Career as a System Analyst - General Business Knowledge - Technical Skills - Communication skills - Role of System Analyst – Change Agent - Investigator and Monitor - Psychologist, Sales Person, Motivator, Politician, and Place of the System analyst position in the MIS organization.

UNIT III System Analysis 9

System Analysis: Problems, who System Development Life Cycle approaches, Need for a Structured approach, Information Gathering. A problem solving approach - Data Flow Diagrams, Data modeling with logical entity relationship. Process modeling with logical data flow diagram, Data dictionary, Decision Tree, Decision tables and Structured English.

UNIT IV System Design 9

System Design : Introduction, The Process of Logical & Physical design – Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization. Computer outputs and controls, computer inputs and controls, Code design, Computer based methods, procedures and controls.

UNIT V System Implementation 9

System Implementation : System testing Conversion Comparing resistance to change Post Implementation review Software maintenance Hardware/Software Selection Security disaster/ recovery and ethics in System development.

TOTAL 45 Hours

TEXT BOOKS:

1. James A. Senn.2007. ANALYSIS AND DESIGN OF INFORMATION SYSTEMS; McGraw Hill International Edition, Singapore.
2. Alan Dennis , Barbara Haley Wixom and Roberta M. Roth ,2009 . Systems
3. Analysis and Design, John Wiley & Sons Inc, USA.

REFERENCE BOOKS:

1. Igor Hawryszkiewycz, 2001. Introduction to Systems Analysis and Design,Prentice-Hall of India, New Delhi.
2. Jeffrey L Whitten and Lonnie D Bentley.2007. ANALYSIS AND DESIGN; Tata McGraw Hill Publishing Company Limited, New Delhi.
3. John W. Satzinger, Robert B.Jackson and Stephen D.Burd.2007. SYSTEM ANALYSIS AND DESIGN, Cengage Learning India Pvt. Ltd, Delhi.

15MIN135 INTERNET TECHNOLOGIES 40 03

COURSE OBJECTIVE:

- To describe the important features of the Web and Web browser software
- To evaluate e-mail software and Web-based e-mail services.

COURSE OUTCOMES:

- CO – 1: Review the current topics in Web & Internet technologies
- CO – 2: Describe the basic concepts for network implementation.
- CO – 3: Learn the basic working scheme of the Internet and World Wide Web.
- CO – 4: Understand fundamental tools and technologies for web design.
- CO – 5: Specify design rules in constructing web pages and sites.
- CO – 6: Effectively deal with programming issues relating to VB Script, JavaScript, J
java, ASP, Front Page and Flash
- CO – 7: Figure out the various security hazards on the Internet and need of security
measures.

CO – 8: Comprehend the technologies for Hypertext Mark-up Language (HTML)

CO – 9: Comprehensive knowledge of Internet, its applications and the TCP/IP protocols widely deployed to provide Internet connective worldwide

CO – 10: Learn the widespread usefulness has become an integral part of the Internet.

UNIT I Introduction

9

Introduction – Network concepts – Web concepts – Internet addresses – Retrieving data with URL –HTML – DHTML cascading style sheets – Scripting languages JavaScript – Script.

UNIT II Server side programming

9

Server side programming – Active server pages – Java server pages – Java servlets – Servlet container – Exceptions – Sessions and session tracking – Using servlet context – Dynamic content generation –Servlet chaining and communications.

UNIT III XML

9

XML – Benefits – Advantages of XML over HTML – EDI – Databases – XML based standards – DTD– XML Schemas – X – Files – XML processing – DOM – SAX – Presentation technologies – XSL –XFORMS – XHTML – voice XML – Transformation – XSLT – XLINK – XPATH – XQ.

UNIT IV Overview of SOAP

9

Overview of SOAP – HTTP – XML – RPC – SOAP – Protocol – Message structure – Intermediaries –Actors – Design patterns and faults – SOAP with attachments.

UNIT V Overview OF Internet technologies

9

Overview – Architecture – Key technologies – UDDI – WSDL – ebXML – SOAP and web services in E–Com.

TOTAL – 45 Hours

TEXT BOOKS:

1. Marty Hall, “Core Web Programming”, 2nd Edition, Sun Microsystems Press, 2001.
2. Frank P. Coyle, “XML Web Services and the Data Revolution”, Pearson Education, 2002.

REFERENCE BOOKS:

1. Eric Ladd and Jim O’Donnell, “Using HTML 4, XML, and JAVA1.2”, PHI Publications, 2003.
2. Sandeep Chatterjee and James Webber, “Developing Enterprise Web Services”, Pearson Education, 2004.
3. McGovern, “Java Web Services Architecture”, Morgan Kaufmann Publishers, 2005.

15MIN136 DISTRIBUTION MANAGEMENT 4003**COURSE OBJECTIVE:**

- To develop understanding and appreciation of the Sales & Distribution processes in organizations.
- To familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.

COURSEOUTCOME

CO – 1: Appraise major Logistics will be able to evaluate both domestic and international transportation problems and effectively develop and present actionable solutions.

CO – 2: Logistics majors will be able to apply inventory models and techniques to create and recommend appropriate stocking solutions in various business settings.

- CO – 3: Analyze the Logistics majors will evaluate and recommend warehouse and DC strategies, tactics, and systems to ensure companies efficiently and effectively manage their distribution processes at the regional, national, and international levels.
- CO – 4: Appropriate Logistics will be able to identify and assess tradeoffs between the three key areas of transportation, inventory, and warehouse/DC management and recommend actionable plans and strategies.
- CO – 5: The distribution function is one of the four Ps of the marketing mix, that provides essential services to end-customers
- CO – 6: Experiment of the course is to inculcate the ability to develop, implement, critically evaluate, and homelike. the “go to market” strategy for a firm.
- CO – 7: Relate the course includes the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.
- CO – 8: Schedule the tremendous application in the practical work life, the emphasis will be on assimilating the learning through application of the theoretical inputs on real life cases and situations.
- CO – 9: Provide clear cut views on the avenues for successful conduct of these two crucial channels that engage with ultimate consumers
- CO – 10: Summarize the nuances of sales force and channel management.

UNIT I Marketing intermediaries

9

Marketing intermediaries-Types of channels-Direct marketing channel-indirect Marketing channel-objectives of channel selection-Functions of marketing channels-Role of channel intermediaries.

UNIT II Channel strategy decisions

9

Channel strategy decisions—Understanding consumer behavior in designing channel strategy-Relationship between manufacturer and channel partners—channel selection criteria----Market factors---Product factors—Producer manufacturer factors-Key issues in determining channel requirement.

UNIT III Wholesaling**9**

Wholesaling - wholesaler-selecting wholesalers-issues in using wholesalers-Strategic management of wholesalers-Retailing – role of retailing- classification of retail formats- types of retail stores-evolution of retailing-motivation of intermediaries-performance evaluation of channel members.

UNIT IV Distribution**9**

Controlling the distributor-sales persons job at the distributors place-distributors objections-controlling the retailer-kinds of controlling devices-reports and budgets-distribution costs control-analysis and control of distribution costs

UNIT V Mix-strategic**9**

Physical distribution in marketing mix-strategic importance of physical distribution Objectives-role of logistics in production and sales-types of logistics.

TOTAL – 45 Hours**TEXT BOOKS:**

1. Distribution Management-S.Eliton,
2. Sales &Distribution Management-Krishna k.Havalder.

REFERENCE BOOKS:

1. Marketing management-R.L Varshney and S.L. Gupta
2. Marketing management-Arun kumar and Meenakshi

15MIN137**BRAND MANAGEMENT****4003****COURSE OBJECTIVE:**

- Define the main concepts and explain the purpose of branding.
- Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
- Describe the process and methods of brand management, including how to establish brand identity and build brand equity.

- Formulate effective branding strategies for both consumer and business products/services ü Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
- Compose, assess, and incorporate individual input to produce effective team project output.

COURSE OUTCOMES:

CO – 1: Assess the fundamentals of brand, its types and brand building.

CO – 2: Identify the ways to build brands without using mass media.

CO – 3: Discuss the concepts of branding decisions and brand name strategies.

CO – 4: Determine about the National & Private brands.

CO – 5: Explain about the Brand Identity, brand loyalty.

CO – 6: Predict about the brand ambassadors and brand positioning.

CO – 7: Evaluate about the brand associations.

CO – 8: Issues of Brand equity.

CO – 9: Assess about the global brand.

CO – 10: Summarize about the roles of brand manager.

UNIT I Concepts of brand management

9

Understanding a brand-selecting a brand-Brand building-advantages and disadvantages of branding-Brand Attributes-Types of Brands-building a corporate brand-building a brand without using mass media.

UNIT II Branding decisions

9

Branding decisions-whether to brand or not to brand-National brands or private brands-influencing factors brand values, promise personality-brand name strategies.

UNIT III Brand identity

9

Brand identity-What does it comprise-Brand identity prism-Brand loyalty, brand image-brand personality—Brand ambassadors—Brand positioning—Brand Extension.

UNIT IV Brand associations**9**

Brand associations-Brand equity—issues in managing brand equity-Brand equity measurement.

UNIT V Global Branding**9**

Global Branding—Branding services sector—Brand rejuvenation---Role of Brand Manager—Branding in industrial and consumer products.

TOTAL-45 Hours**TEXT BOOKS:**

1. Brand Portfolio Management by David Aaker (Free press, 2007)
2. Building strong brands by David Aaker (free press, 1996)
3. Philip Kotler, Kevin Lane Keller, Marketing Management. 13th edition – pretice – Hell Inc.
4. Brand Asset Management by Scott Davis (Jossey – Bass, 2006)

REFERENCE BOOKS:

1. Building Brand Identity by Lynn Upshaw (John Witey, 1995)
2. Creating Powerful Brands by Les Lie de Chenratony and Malcolm Mc Donald, 3rd Edition.

15MIN138 ADVERTISING MANAGEMENT 4003**COURSE OBJECTIVE:**

- To identify advertising decision areas.
- To apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
- To research and evaluate a firm’s marketing and promotional situation.
- To develop effective marketing communication strategies and programs.
- To understand the implications of current trends in advertising and promotion.
- To use critical marketing factors that influence advertising decisions.
- To develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective.

COURSE OUTCOMES:

- CO – 1: Identify the nature and scope of advertising, understand the fundamentals of advertising.
- CO – 2: Develop a advertising campaign.
- CO – 3: Determine the marketing media plan, advertising planning cycle.
- CO – 4: Determine, analyze and respond integrated marketing communications (IMC) and web advertising.
- CO – 5: Plan and develop advertising message, advertising production.
- CO – 6: Evaluate about the testing the validity and reliability of ads, ways to understand the impact of advertisement.
- CO 7 : Plan media strategy, scheduling, vehicle selection and advertising agency.
- CO – 8: Assess strategic uses of types of media like print, TV, cinema , outdoor and other forms of media.
- CO – 9: Impact of advertising copywriter, media principles and styles of advertising.
- CO – 10: Assess and evaluate the ways of advertisement, advertisement visualization and advertising production.

UNIT I Introduction

9

Definition of Advertising- Nature & Scope of Advertising- types of Advertising - Social, Economic and Legal Implications of advertisements – Ad. Agencies – Selection and remuneration – Advertisement campaigns.

UNIT II Media in Advertising:

9

Marketing media plan – media strategy & scheduling - Communication Process, the Communication mix - The advertising planning cycle - the advertising strategy – Integrated Marketing Communication (IMC) Strategy– Web Advertising.

UNIT III Design Sign and Execution of Advertisements

9

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

UNIT IV Media Planning & Advertising Agency**9**

Print, Radio, TV, Cinema outdoor and Other forms - advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling. Advertising language – Media strategy & tactics – the campaign, Advertising Agency.

UNIT V Advertising Creativity**9**

Advertising Copywriting for print and Broadcast Media-Principles, Styles, Advertising visualization and Design production of Print, Broad and other Advertisements, Evaluation of advertising.

CASE STUDY

1. Budgeting Decision
2. Ethics & Social Responsibility
3. Sales Promotion
4. Celebrity advertising Decision

TOTAL-45 Hours**TEXT BOOKS:**

1. Batra, Myers & Aaker, Advertising Management, Prentice Hall of India, 2002.
2. Belch, Advertising and Promotion, Tata McGraw Hill, Roderick White, Advertising, Mc Graw Hill.
3. Frank Jefkins, Advertising, Macmillan India Ltd, 2000.

REFERENCE BOOKS:

1. Kneglar Jr. Web Advertising and Marketing, Prentice Hall of India. Guinn, Advertising, Thomson Learning.
2. Semenik, Promotion and integrated marketing communication, Thomson Learning, 2001.

COURSE OBJECTIVE:

- Basic concepts of social marketing, including definitions of key terms and how social marketing is different from traditional public health planning.
- Create a problem description for a social marketing plan.
- Formative research process and how to use it to understand a target audience.
- Use formative research to select an audience segment, secondary audiences, behavior (s) to change, and an appropriate marketing mix.
- Develop a detailed intervention design based on chosen strategies and audience research.
- Evaluation plan for a social marketing program.
- Process of implementing a program.

COURSE OUTCOMES:

- CO – 1: Discuss the evolution of social media marketing.
- CO – 2: Review the importance of social marketing and to communicate its impact on businesses.
- CO – 3: Describe the social media goals to achieve successful online campaigns.
- CO – 4: State the work cooperatively within a social media community by observing and listening critically with openness, and build positive reputation within the community.
- CO – 5: Match and explain how to develop effective social media marketing strategies for various types of industries and businesses.
- CO – 6: Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.
- CO – 7: Evaluate a company's current situation, isolate social media issues and provide solutions to influence consumer and improve the company's reputation.
- CO – 8: Formulate a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
- CO – 9: Insight into the various types of social forums including crowd-sourcing.

CO – 10: Comprehend how to integrate social media into marketing plans strategically including various social marketing strategies.

UNIT I Introduction to Social media marketing 9

Definition of social marketing – Importance , scope & focus of social marketing – the social side of internet – benefits of using social network – social marketing approach-challenging & future scope in social marketing.

UNIT II Social marketing Environment 9

Social marketing evolution - Social marketing planning —understanding social media as a part of marketing communication mix .

UNIT III Social marketing media 9

Types of social marketing – social media tactics – blogging – twitter – face book - Mechanics of face book, twitter , blogging - LinkedIn –Social environment

UNIT IV Types of social forums 9

Mobile social marketing – Social gaming – communities – Social media – crowd sourcing - mobile & email marketing – video & audio marketing

UNIT V Integrated Marketing Effort 9

Strategic integration of social media into marketing plan - Presentation of social marketing presentations – social marketing strategies – Strategic action & Planning - online marketing metrics.

Total - 45 Hours

TEXT BOOKS:

1. The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly- David Meerman Scott
2. The Social Media Marketing Book -Dan Zareella

REFERENCE BOOKS:

1. Evans, Dave and Susan Bratton. Social Media Marketing: An Hour a Day, (Sybex, October 13, 2008)
2. Kabani, Shamba and Chris Brogan. The Zen of Social Media Marketing, (BenBella Books, 2010), 200 pp.

15MIN140

RETAIL MANAGEMENT

4003

COURSE OBJECTIVE:

- To introduce the basic concepts of retail management and the latest developments in retailing in the Indian context.
- To provide a strategic perspective of the retailing industry.
- To introduce to the framework of Retail mix and each of its elements.

COURSE OUTCOMES:

- CO – 1: State the various types of retailing formats.
- CO – 2: Analyse the growth of retail sector in India.
- CO – 3: State the retail industry in India –a complete region wise analysis.
- CO – 4: Reproduce the career growth prospects in retail industry.
- CO – 5: Identify the importance of retail location.
- CO – 6: Sketch the importance of retailers and manufacturers brands.
- CO – 7: Enumerate the importance of store interiors and maintenance of SKU's i.e. retail mix.
- CO – 8: Dramatize and invest on retail communication.
- CO – 9: Outline the retailer strategies to improve on the loyalty to the stores.
- CO – 10: Identify about the shopping mall growth in India.

UNIT I Introduction to retail marketing

9

Introduction to retail marketing and retail Environment-The wheel of Retailing-Retail Formats-store and non- store Retailing, Factors affecting retailing in India. Prospects of retailing in India. Trends in retailing. Retail environment. FDI in retail in India.

UNIT II Consumer behavior**9**

Consumer behavior in the retail context- Retail strategy- Region wise analysis of Indian Retailing. The buying function- buying methods and control.

UNIT III Retail store planning**9**

Retail site selection and issues of location, Retail store planning, design and layout, Merchandising, Category management, Role of private label- supply chain management in retailing

UNIT IV Retail Operations**9**

Pricing, Promotion and advertising in retail marketing- Retail Operations- Customer service management in Retail. Role of personal selling in retailing.

UNIT V Emergence and customer perception**9**

Store image and display, purchasing, negotiating purchases, consumerism and moral values in retailing. Patronage and generating loyalty. Malls in India- emergence and customer perception.

Total - 45 Hours**TEXT BOOKS:**

1. Swapna pradhan, Retailing Management : Text and Cases. Tata McGraw hill, New Delhi- 2 nd edition, 2006
2. M.Chael hevly and barton.A Weitz,Retail Management, Irwin Mcgraw hill,international editition,U.S,1798.
3. Judith . W.Kincaid,Customer Relationship Management: Getting it right,Pearson Education, New Delhi, 2003.

REFERENCE BOOKS:

1. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi
2. Marketing Channel- Bert Rosenbloom- South Western -Thomson

COURSE OBJECTIVE:

- Explain the Historical background and concepts vital for understanding Consumer Behavior.
- Identify the role of various variables that determines Consumer Behavior in cross cultural domain.
- Identifying the innovative ethical practices adopted by organizations to enhance the Consumer Behavior.
- Study various techniques of communication adopted by the organization to reach and enhance Consumer base.
- Study recent developments in the field of Consumer Behavior.

COURSE OUTCOMES:

- CO – 1: Recognise the use of digital technologies in formulating marketing strategies brand on consumer behaviour.
- CO – 2: Report the social psychological concepts in understanding the consumer decision making process.
- CO – 3: Infer various methods to do consumer research process.
- CO – 4: Interpret the various segments in the markets for products and services.
- CO – 5: Produce out the factors that have an impact on the consumer as an individual.
- CO – 6: Employ how the personality, Learning, Attitude, and Communication have an impact on individual consumer behaviour.
- CO – 7: Contrast the various concepts in social psychology to understand the behaviour of consumers.
- CO – 8: Recognize how new differences among the population.
- CO – 9: Demonstrate the concept of consumerism.
- CO – 10: Sketch the various research methods in consumer survey.

UNIT I Introduction of Consumer Behaviour**9**

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Nature & Characteristics of Indian Consumers, Consumer segmentation-bases of segmentation. Its origin, strategic application, relationship of consumer Behaviour to strategy.

UNIT II Behaviour Change**9**

Beliefs, Attitudes, and Behaviour Change: Persuasion, Personality and Consumer behaviour, Social class, Group dynamics, Households and Families ,Cultural and Subculture. [Consumer motivation, personality, perception and learning]

UNIT III Consumer Decision Making Process**9**

Consumer Decision Making Process- High and Low Involvement, Pre-purchase Processes, Purchase, Post Purchase processes, Consumption and evaluation, Communication and Consumer Behavior - Components of communications process - Brand Loyalty and Repeat Purchase Behavior. Opinion leadership dynamics of opinion leadership, the situational environment of opinion leadership.

UNIT IV Consumer modeling**9**

Consumer modelling-Economic model-psychoanalytical model – sociological Model-Howard Seth model-Nicosia model-Engel Blackwell model, VALS2 Stanford model.

UNIT V Consumer Rights**9**

Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers in India, Benefits of consumerism Consumer research-Primary and secondary methods-tools used-survey, focus groups, personal interviews, projective techniques.

TOTAL - 45 Hours

TEXT BOOKS:

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002.
2. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi, 2003
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Bizttantra, New Delhi, 2003.

REFERENCE BOOKS:

1. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
2. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.

15MIN142**SERVICES MARKETING****4003****COURSE OBJECTIVE:**

- Develop understanding among students about various concepts and importance of Services Marketing.
- Understand the contribution of service sector in solving marketing problems.
- Identify the role and impact of services on the customers and employees.
- Understand the communication strategies adopted by the organizations at Global front.
- Enhance knowledge about emerging issues in the service sector.

COURSE OUTCOMES:

CO – 1: Differentiate between product and service characteristics, understand service quality management as the basis for developing customer satisfaction and develop skills in service quality problem diagnosis and service improvement.

CO – 2: Develop an understanding of the links between the service providers (people), the procedures (processes), and the physical evidence of the service offering

- CO – 3: Classify the application of customer service philosophy, fundamentals of customer satisfaction
- CO – 4 : Understand the importance of customer retention, service recovery, relationship development, and the role of internal marketing.
- CO – 5: Compile the impact of service product, service life cycle and new service development.
- CO – 6: Discuss the roles of channel selection, service process and distribution, communication mix.
- CO – 7: Formulate the strategies pertaining to health, hospitality, tourism sector.
- CO – 8: Formulate the strategies pertaining to educational, entertainment, public utility services.
- CO –9: Explain the framework of service scopes & its types of service scopes,
- CO –10: Elucidate the guidance of physical evidence.

UNIT I Introduction to Services Marketing 9

Services economy – evolution and growth of service sector – nature and scope of services – characteristics – classification – service market potential – expanded marketing mix for services – service quality – introduction to GAPS model.

UNIT II Focus On Customers 9

Creating the Right Service Philosophy – Fundamental of Customer satisfaction, Understanding Customer Service – Monitor & Measuring Customer satisfaction, Service Recovery.

UNIT III Marketing Mix In Service Marketing 9

Level of service product – service life cycle – new service development – service blueprinting – physical evidence – People in services – service process and distribution – channel functions, channel selection – designing communication mix for promoting services.

UNIT IV Marketing Strategies for Different Services 9

Formulating service marketing strategies for health, Hostel and hospitality, tourism, logistics, financial, information technology, educational, entertainment and public utility services.

UNIT V Service productivity**9**

Efficiency vs. effectiveness, Elements of service quality, Service quality gaps , Physical evidence in services: Types of service scopes, Role of service scapes, Frame work for understand service scapes & its effect on behaviour, Guidance for physical evidence strategies

TOTAL - 45 Hours**TEXT BOOKS:**

1. Halen Woodroffe, "Service Marketing", Macmillan Publishing Co, New Delhi, 2003.
2. Christropher H. Lovelock, Jochen Wirtz, "Services Marketing", Pearson Education, New Delhi, 2004.
3. Nimit Chowdhary and Monika Choudhary, "Text book of marketing of services", The Indian experience, Macmillan publishing house, New Delhi, 2005.

REFERENCE BOOKS

1. Kenneth E Clow, et. Al "Services Marketing Operation Management and Strategy" Biztantra, New Delhi, 2004.
2. Christian Gronroos, :Services Management and Marketing a 'CRM Approach", John Wiley and sons England 2001.
3. Bhattacharjee, "Services Management, An Indian Perspective" Jaico publishing house, Chennai, 2005.
4. M.K.Rampal, S.L.Gupta – Galgotia Publishing.

COURSE OBJECTIVE:

- To understand and appreciate the concept of marketing in theory and practice.
- To evaluate the environment of marketing and develop a feasible marketing plan, process.
- To understand and apply the STP of marketing (segmentation, targeting, positioning).
- To have an elementary knowledge of consumer behaviour and marketing research.
- To understand and appreciate the concept of marketing strategy formulation and implementation

COURSE OUTCOMES:

- CO – 1: List of market research theories and concepts and use this knowledge to design research studies in response to managerial problems.
- CO – 2: Explain the methods, techniques and process of marketing research and Choose and apply appropriate research methods and techniques in each marketing research stage
- CO – 3: Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique research question.
- CO – 4: Design and implement a research tool in response to a client brief within a team or individually.
- CO – 5: Paraphrase marketing research process and to train the students to use SPSS effectively and interpret SPSS outputs
- CO – 6: Relate an opportunity to identify the marketing problems faced by companies and provide solutions that are supported by good marketing research, and
- CO – 7: Plan sampling procedures and use appropriate sampling methods to select samples
- CO – 8: Summarize a market research project and reflect on constructive feedback to improve the summary.

CO – 8: Develop a report that critically analyses market research data and provides a recommendation.

CO – 9: Appropriate data analysis techniques and interpret research findings

CO – 10: Produce a marketing research report in a well-organized, professional manner and effectively communicate its contents verbally

UNIT I Nature and scope of marketing research 9

Definition of marketing Research—Nature and scope of marketing research-Marketing research and the user-importance of marketing information system(MIS) and decision support system (DSS) in marketing research. Importance of marketing research-significance.

UNIT II Research process 9

Assessing information needs-the research process-types of research-role of research in global marketing-international marketing research and business ethics.

UNIT III Data collection methods 9

Primary and secondary data collection methods-Qualitative research methods, projective techniques. Research problem and the major steps in designing a research project

UNIT IV Techniques for analyzing data 9

Techniques for analyzing data-simple statistical summarizing techniques-Hypotheses development and testing-Attitude measurement and scaling-types of rating scales-Chi-square analysis-correlation analysis-Analysis of variance (Anova). Report writing-significance bibliography.

UNIT V Internet marketing research 9

Internet marketing research-researching for new products-distribution research-Advertising research-marketing segmentation and consumer satisfaction research.

TOTAL 45 Hours

TEXT BOOKS:

1. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004
2. Levin R., and Rubin D, Statistics for Managers, Prentice Hall of India, New Delhi, 2006 (7th Edition)

REFERENCE BOOKS:

1. Cooper and Schindler, Business Research Methods, Tata McGraw Hill, New Delhi, 2006.
2. Boyd, Westfall & Stasch, Marketing research Text & Cases, AITBS, New Delhi 2004.
3. Hair, Andersen, Black and Tatham, Multivariate Data Analysis, Pearson India Ltd, New Delhi, 2008 (7th edition)
4. Festinger. L & D. Katz: RESEARCH METHODS IN BEHAVIOURAL SCIENCE.2010.
5. Sellitz., et al: RESEARCH METHODS IN SOCIAL RELATIONS, John Wiley, London.2003

15MIN144**FUNDAMENTALS OF LOGISTICS****4003****COURSE OBJECTIVE:**

- To understand the major aspects of transportation and logistics in the context of the current business environment.
- To have a general sense of the various historical, legislative and practical issues associated with the movement of freight within the United States.
- To develop a familiarity with the issues involved in the transport of cargo internationally.

COURSE OUTCOMES:

- CO – 1: Define the concept of logistics, its importance & significance.
- CO – 2: Describe the role of logistics in organization and its contribution towards Indian economy.
- CO – 3: Identify the concept of integrated logistics management.
- CO – 4: Explain the principles of packaging and its role and importance.
- CO – 5: Interpret and define the concept of global in logistics.
- CO – 6: Summarize the process of containerization.
- CO – 7: Analyze the financial issues in logistics performance.
- CO – 8: Infer the vendor managed inventory (VMI) in logistics.
- CO – 9: Operate planning and designing techniques in organization for effective logistics.
- CO – 10: Contrast about role customer service in logistics.

UNIT I Introduction of Logistics

9

Meaning& Significance of Logistics-Logistics activities, Role of Logistics in Economy/Organization, Functions of the Logistics system, In-bound and Out-bound logistics

UNIT II Integrated Logistics Management

9

Procurement and Outsourcing, Integrated Logistics Management, Routing- role of physical delivery, Concept of Packaging-History, Customer Service and its need& importance, Principles of Packaging--Role, Cost, Latest Trends, Economics, Packaging Materials

UNIT III Global Logistics

9

Global Logistics, Logistics Strategy and Information Systems, Containerization/material handling devices, Cargo security / Dangerous goods handling

UNIT IV Logistics performance

9

Financial issues in Logistics performance, Role of 3 PL and 4 PL, Logistics and Customer Service-Expectations &Fulfillment levels, Retail Supply Chain Administration, Vendor managed inventory (VMI)

UNIT V Logistics Planning

9

Logistics Planning and Design Techniques, Organization for Effective Logistics Performance, Logistics in different industries (FMCG, Pharma etc.)

TOTAL 45 Hours

TEXT BOOKS:

1. Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill, 2010
2. Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education, 3rd Edition, 2012.

REFERENCE BOOKS:

1. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
2. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005.
3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.
4. Pierre David, International Logistics, Biztantra, 2003.
5. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007..

15MIN145 ADVANCED OPERATIONS MANAGEMENT 4003

COURSE OBJECTIVE:

- To develop a conceptual framework for analyzing operations management problems focusing upon inventory management and production planning.
- To become familiar with the mathematical modeling and optimization tools useful in developing and executing tactical and short term plans in inventory and production management.
- To obtain hands on experience in using the materials management (MM) and production planning (PP) modules in the ERP system SAP ECC 6.04.

COURSE OUTCOMES:

- CO – 1: Understand and appreciate the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO – 2: Demonstrate the managerial responsibility for Operations, even when production is outsourced, or performed in regions far from corporate headquarters
- CO – 3: To describe the boundaries of an operations system, and recognize its interfaces with other functional areas within the organization and with its external environment.
- CO – 4: Demonstrate a basic understanding of the problems of waiting lines and just in times.
- CO – 5: Report an understanding of quality issues and solve them.
- CO – 6: Translate the ability to apply some mathematical forecasting techniques.
- CO – 7: Develop basic materials requirement schedules.
- CO – 8: Determine an understanding of the concepts of operations scheduling.
- CO – 9: Evaluate the legal, social, and economic environments of business.
- CO – 10: Demonstrate ability for purchasing decisions and acumen on material sourcing.

UNIT I Introduction of advanced operations management 9

Introduction – Importance of Advanced operations management – Role & responsibilities of operations managers - Role of operations strategy – Elements – role of advanced manufacturing technology in the formulation of strategy.

UNIT II Introduction to Advanced Manufacturing Technology 9

Introduction to Advanced Manufacturing Technology – AMT Implementation Issues – Basic concepts of TQM – Experience success factors for implementing TQM.

UNIT III Total productive maintenance 9

Concept of Total productive maintenance – Basic issues new techniques – Increasing productivity through TPM – steps in TPM program – Imperatives for trust in time – critical elements for successful JIT implementation – Planning for JIT – Issues in JIT.

UNIT IV Flexibility**9**

Basic definition flexibility – sources of variability – installation, implementation of FMS – Agile manufacturing – Agility (know-why) – agility (know-what) Agility towards a community of practice – agility directed innovative behavior – bounding through a discipline.

UNIT V Purchase management**9**

Purchase management – introduction – purchasing cycle – right price – right time – Negotiations – legal aspects of buying (sale of Goods act, law of agency, law of carriage of goods) import substitution.

TOTAL - 45 Hours**TEXT BOOK:**

1. Advanced operations management – R.P.Mohanty & S.G.Deshmukh – Pearson education (Singapore) P.Ltd.

REFERENCE BOOKS:

1. Production & operation Management (manufacturing and service) – chase, Aquila no, Jacobs – Tata - Mc Graw – Hill publishing Co., New Delhi.
2. Purchase & Materials Management – P.Gopalakrishnan Tata McGraw – Mill Pub.co., New Delhi

15MIN146 SUPPLY CHAIN MANAGEMENT 4003**COURSE OBJECTIVE**

- To introduce students to the development of mathematical modeling and solution tools for logistics and supply chain management.
- To teach students to use these tools to analyze strategic, tactical, and operational decisions including facility location, vehicle routing, and inventory management.

- To engage students in case studies based on real world logistics and supply chain decisions.

COURSE OUTCOMES:

CO – 1: Understand fundamental supply chain management concepts.

CO – 2: Apply knowledge to evaluate and manage an effective supply chain.

CO – 3: Review the management of a supply chain with corporate goals and strategies.

CO – 4: Demonstrate the importance of collaborative planning among supply chain partners & how improve the coordination

CO – 5: Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.

CO – 6: Translate the knowledge on integration of IT solutions for Logistics and Supply Chain and customer relationship Management

CO – 7: Assess and analyze operational and supply chain situations and data in order to identify opportunities for process improvement.

CO – 8: Identify the principles of customer and supplier relationship management in supply chains

CO – 9: Demonstrate knowledge of the supply chain management concepts including facility location and capacity allocation, supplier relationships, and optimization approaches.

CO – 10: Develop strategies that will lead to productive relationships and efficient processes to connect supply chain members and customers.

UNIT I Introduction to Supply chain management

9

Introduction to Supply chain management and the role of operations management, Supply chain integration – Managing demand and supply, Definition, objectives and functions of Logistics and Supply chain, Customer service and order processing

UNIT II Demand forecasting

9

Demand forecasting, Purchasing and Supply chain management – Strategic sourcing, Manufacturing and Supply chain management, Inventory management and Supply chain management, Warehousing and Supply chain management

UNIT III Returns Management 9

Returns Management, Order Fulfillment, Financial Flow in Supply Chain

UNIT IV Supply chain performance 9

Measuring Supply chain performance, Logistics performance, cost and value measures, Reverse Logistics design and management

UNIT V Global Logistics 9

Strategies to enter global market – Barriers to global Logistics, Logistics strategy – Logistics information systems, Organization for effective Logistics performance

TOTAL – 45 Hours

TEXT BOOKS:

1. Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson Education, Third Indian Reprint, 2004.

REFERENCE BOOKS:

1. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, Second Indian Reprint, 2004.
2. Altekar Rahul V, Supply Chain Management – Concept and cases, Prentice Hall India, 2005.
3. Shapiro Jeremy F, Modeling the Supply Chain, Thomson Learning, Second Reprint, 2002

COURSE OBJECTIVE:

- To create an awareness of the need for systematic management of projects.
- To provide the skill in executing various projects, starting from project identification till project termination.

COURSE OUTCOMES:

- CO – 1: Understand the business case for a project, the scope and constraints involved in a specific opportunity.
- CO – 2: Describe the function in a project management environment successfully.
- CO – 3: Apply the skills immediately to the efficiency of the business operation.
- CO – 4: Describe a project life cycle and skill fully map each stage in the cycle
- CO – 5: Identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials
- CO – 6: Describe the time needed to successfully complete a project, considering factors such as task dependencies and task lengths
- CO – 7: Provide internal stakeholders with information regarding project costs by considering factors such as estimated cost, variances and profits.
- CO – 8: Select work as an efficient team member in a project environment with optimal productivity.
- CO – 9: Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.
- CO – 10: Utilize technology tools for communication, collaboration, information management, and decision support.

UNIT I Project Management

9

Project Management -Frame Work: Concept of a Project, Capital Expenditure, Importance & Difficulties, Phases of Capital Budgeting, Feasibility Study: Overview.
Resource Allocation: Elementary Investment strategy, Portfolio Planning tools, Strategic position & Action Evaluation.

UNIT II Project Identification & Formulation**9**

Project Identification & Formulation -Scouting for Project Idea, Preliminary Screening, and Project Rating Index. Market & Demand Analysis - Market Survey, Characterization of Market, Forecasting & Planning, Profit potential of Industries ; Porter Model. Technical Analysis - Analysis of Inputs, Technology, Product Mix, Capacities, Location, Civil Works, Charts, Layouts, Work Schedule.

UNIT III Financial Analysis**9**

Financial Analysis & Appraisal -Cost of Project, Means of Financing, Cost of Production, Working Capital Requirement & its Financing, Estimates of Net Cash Accruals over a period.

Project Risk Analysis: NPV, Benefit-Cost Ratio, IRR, Payback Period, ARR (Qualitative Treatment only) Their assessment. Investment Appraisal - Indian & International Practices.

UNIT IV Measures Of Risk**9**

Analysis of Risk - Types & Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Monte Carlo simulation, Certainty equivalent, Risk Adjusted Discount Rate, Decision Tree Analysis, Selection of Project, Special Decision Situation. Risk Analysis: Firm Risk & Market Risk (Quantitative Aspect).

UNIT V Project Organization**9**

Implementation Monitoring & Control -Project Organization, Project Scheduling: Network Techniques for Project Management, Administrative aspects of Capital Budgeting Special Issues in Project Management (brief introduction only) :Social Cost Benefit Analysis - Rationale, UNIDO & L.M. approach. Multiple Project Analysis: Portfolio Theory - CAPM Technique.

Total - 45 Hours

TEXT BOOKS:

1. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
2. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.

REFERENCE BOOKS:

1. Gido and Clements, Successful Project Management, Second Edition, Thomson Learning, 2003.
2. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.

15MIN148 TOTAL QUALITY MANAGEMENT 4003**COURSE OBJECTIVE:**

- To introduce the students to the basic concepts of total quality management
- To focus the importance of TQM in all companies.

COURSE OUTCOMES:

CO – 1: Define the quality based on the quality gurus.

CO – 2: Understand the implementation of PDCA cycle based on the problem solving method.

CO – 3: Gain knowledge on the various techniques of TQM

CO – 4: Demonstrate the ISO system based on the implementation.

CO – 5: Obtain the knowledge on the management tools.

CO – 6: Interpret the implementation of SPC tools.

CO – 7: Measure of variation, defect and opportunity based on six sigma.

CO – 8: Summarize the Six Sigma methodologies based on the implementation and

tools.

CO – 9: Translate the implementation of SPC tools using Six Sigma methodologies

CO – 10: State the DMAIC based on the implementation of tools and techniques.

UNIT I TQM - History and Evolution 9

Core concepts, Definition, Frame work, Learning's from Quality Gurus – Stewart, Deming, Juran, Feigenbaum, Ishikawa, Crosby, Conway, Imai Taguchi. Customer satisfaction, customer satisfaction model, Customer satisfaction measurement, Customer perception of quality, Service quality, Customer satisfaction determinants, Continuous process improvement, PDCA cycle.

UNIT II Tools for Quality 9

Bench marking, quality function deployment (QFD), quality by Design, FMEA, Total Productive Maintenance, ISO- 9000, ISO -14000, COPC – 2000. HRM in TQM

UNIT III Management Tools 9

Management Tools: Forced field analysis, Affinity diagram, AQL, Deming wheel, Poka-yoke, Gantt Charts, JIT, Kaizen, Pareto analysis, Quality Circles, Cost-benefit analysis, Flow charts, Run and control charts, Check sheets, Histogram, Scatter diagrams, Cause and Effect analysis, Process simulation.

UNIT IV Six Sigma 9

Definition, Competitive advantages, Setting business metrics, Implementation of six sigma, core of six sigma, Design for six sigma (DFSS) and Tools.

UNIT V Business Process Reengineering: Introduction, principles and method 9

Methodology for Reengineering business, the matrix of change, process Reengineering, Measurement issues, Redesign organization for time based management, creating customer value, reengineering for revenue, Beyond Reengineering, Operational aspects, Reengineering methodologies and tools, creating robust work processes.

TOTAL - 45 Hours

TEXT BOOKS:

1. Dale H. Besterfield, Carol Besterfield-Michna, Glan H Besterfield and Mary Besterfield-sacre, 2006, Total Quality Management; 3rd edition, PHI / Pearson.
2. Evans R.James, Total Quality Management organization and strategy, 4th Edition, Thomson
3. Pande PS, Neuman, RP & Cavanagh RR: The Six Sigma Way, TMH, 2nd Edition, 2003

REFERENCE BOOKS:

1. Sunil Sharma: Total Engineering Quality Management, Macmillan India Ltd. 2003.
2. Gopalan, MR & Bicheno John: Management guide to quality and productivity, 2nd Edition, Biztantra, 2005.
3. Dey, BR., Business Process Reengineering & Change Management, Biztantra, 2005.

15MIN149 TRANSPORTATION AND DISTRIBUTION MANAGEMENT 4003**COURSE OBJECTIVE:**

- To understand the core concepts and techniques important to analyzing business logistics problems
- To understand how the various components of logistics systems (e.g., transportation, warehousing, and inventory) are related to and interact with each other.

COURSE OUTCOMES:

- CO – 1: Define the concept of distribution in supply chain management.
- CO – 2: Identify the various distribution network models
- CO – 3: Describe the concept of distribution network planning.
- CO – 4: Explain the distribution requirements and decision making skills.
- CO – 5: Assess the role of transportation in logistics.

- CO – 6: Describe the trends in international transportation.
- CO – 7: Analyze the rate negotiation skills.
- CO – 8: Calculate the rate of transportation management systems.
- CO – 9: Demonstrate the usage of IT applications in transportation systems.
- CO – 10: Summarize about communication systems & automatic vehicle location systems.

UNIT I Introduction to Distribution 9

Distribution: Role of Distribution in Supply chain, Distribution channels – Functions, resources and operations in Distribution, Designing Distribution network models and its features, advantages and disadvantages.

UNIT II Distribution network planning 9

Distribution network planning – Distribution network decisions, Distribution requirement planning (DRP)

UNIT III Transportation in Logistics and Business 9

Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling

UNIT IV International transportation 9

International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation and trends in transportation

UNIT V IT applications 9

Usage of IT applications-E commerce-ITMS, Communication systems-Automatic vehicle location systems-Geographic information systems

TOTAL - 45 Hours

TEXT BOOKS:

1. Introduction to Operations & Supply Chain Management-Cecil Bozarth, Robert B Handfield,2007
2. Supply Chain Logistics Management- D Bowersox,D Closs,M B Cooper,20012
3. Designing&Managing Supply Chain- David Simchilevi,Philip Kaminsky,Ravi Shankar,2000

REFERENCE BOOKS:

1. Business Logistics&Supply Chain Management – Ronald H Ballou,2007
2. E Commerce Logistics & Fulfillment – John Fernie, Leigh Sparks,2004
3. Logistics & Supply Chain Management – G.Raghuram,N.Rangaraj,2001
4. Supply Chain Strategy - E H Frazelle,1997

15MIN150 WAREHOUSING & INVENTORY MANAGEMENT 4003

COURSE OBJECTIVE:

- Optimize Inventory Levels
- Build an Inventory Management Plan
- Design & Manage Warehouse Operations
- Increase Accuracy, Traceability & Reduce Parts Variety

COURSE OUTCOMES:

CO – 1: Understand the basics of warehousing.

CO – 2: Illustrate about the various warehouse operations.

CO – 3: Manipulate the various warehousing decisions.

CO – 4: Contrast about the various types of warehouses.

CO – 5: Infer the various costs involved in a warehouse.

CO – 6: Test about the storage systems used in a warehouse.

CO – 7: Report about the various types of warehouses.

CO – 8: Solve about inventory management in the supply chain.

CO – 9: Compare the various inventory control techniques.

CO – 10: Contrast the use of warehouse management systems to manage warehouse operations.

UNIT I Introduction to Warehousing	9
Introduction to Warehousing--- Types, Decisions & Operations Selection of location for a Warehouse, Layout of a Warehouse	
UNIT II Warehouse and Inventory Operation	9
Warehouse and Inventory Operations, Role of Warehouse in Distribution system, Using WMS for Managing Warehouse Operations	
UNIT III Inventory Management	9
Importance of role of inventory, Inventory Management Systems Replenishment of Inventory Forecasting Techniques	
UNIT IV Inventories Material Requirement	9
Costs associated with Inventories Material Requirement Planning Accounting for Inventories	
UNIT V Work-in-Process Inventories	9
Work-in-Process Inventories Finished Goods & Spare Parts Inventories Multi-Echelon Inventory Systems	
TOTAL - 45 Hours	

TEXT BOOK:

1. Basics of Inventory Management: From Warehouse to Distribution Center, by J.David Viale

REFERENCE BOOKS:

1. Coyle et al., The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
2. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005.
3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005.

4. Pierre David, International Logistics, Biztantra, 2003.
5. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.

SYLLABUS
GENERIC ELECTIVE COURSES

15MIN151 INTRODUCTION TO FINANCIAL SERVICES 2002

COURSE OBJECTIVE:

- To give a clear understanding and knowledge of financial system in the present scenario.
- To make the students know the various financial services, working and the usefulness to business and industry.

COURSE OUTCOMES:

- CO – 1: Prepare the concepts of financial services.
- CO – 2: Apply different procedures as to merchant banking activities.
- CO – 3: Utilize the guidelines provided by various legal and regulatory framework.
- CO – 3: Analyze the different elements as to leasing and hire-purchasing concepts.
- CO – 4: Assess the different trends of the leasing industry..
- CO – 5: Demonstrate the concepts as to insurance industry.
- CO – 6: Learn the legal aspects of insurance.
- CO – 7: Identify various kinds of financial services.
- CO – 8: Report the concepts of online trading activities.
- CO – 9: Employ knowledge on mutual funds.
- CO – 10: Assess the current challenges and scenario.

UNIT I Financial services

6

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.

UNIT II Merchant banking **6**

Merchant banking, functions, issues management, managing new issues, underwriting, capital market, stock exchanges, Role Of SEBI.

UNIT III Leasing and Hire purchase: **6**

Leasing and hire purchase, concepts and features, types of lease accounts

UNIT IV Factoring **6**

Factoring, functions of factor, consumer finance, venture capital, mutual funds and credit rating.

UNIT V Insurance **6**

Insurance different types, life, marine, fire, motor, health, pension plan, annuity, rural insurance laws and regulations(A brief introduction to IRDA Act. Insurance Act,1938)

TOTAL – 30 Hours

TEXT BOOKS:

1. M.Y.Khan, 'Financial Services' – Tata McGraw-Hill, 3rd Edition, 2005.
2. Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002.:

REFERENCE BOOK:

1. J.C.Verma, 'A Manual of Merchant Banking', Bharath Publishing House, New Delhi,

15MIN152

ENTREPRENEURSHIP DEVELOPMENT 2002

COURSE OBJECTIVE:

- First, an understanding of the concepts of “entrepreneur”, “entrepreneurship” and their development in all forms and shapes;
- Secondly, a deeper understanding of the technological entrepreneurship versus traditional entrepreneurship;

- Thirdly, a discussion of two major components of a new enterprise development namely, (1) the legal issues involved while setting up an enterprise and (2) entrepreneurial financing;
- Fourthly, exploration of an entrepreneurial environment impacted by the social, economic, and cultural conditions

COURSE OUTCOMES:S

CO – 1: Define the need and importance of entrepreneurship concepts.

CO – 2: Identify the qualities, roles and functions of entrepreneur.

CO – 3: Recognise various schemes in commercial banks for start ups.

CO – 4: Evaluate the role of mentoring in small industries development industries.

CO – 5: Identify, create and compute entrepreneurial opportunities.

CO – 6: Develop and promote entrepreneurial and innovative project report.

CO – 7: Discuss about the various challenges faced by women entrepreneurs.

CO – 8: Evaluate the project with respect to resource mobilisation especially venture capital and start ups.

CO – 9: Predict the Market demand and determine the feasibility of the project.

CO – 10: Demonstrate about cost over run in public sector enterprises in India.

UNIT I ENTREPRENEURAL COMPETENCE6

Entrepreneurship concept – Entrepreneurship as a career – Entrepreneur – Personality characteristics of successful entrepreneur – Knowledge and skills required for an entrepreneur.

UNIT II BUSINESS ENVIRONMENT

6

Business environment – Role of family and society – Entrepreneurship development training and other support organizational services – Central and State Government industrial policies and regulations – International business.

UNIT III BUSINESS PLAN PREPARATION

6

Sources of product for business – Pre feasibility study – Criteria for selection of product – Ownership – Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS

6

Finance and human resource mobilization operations planning – Market and channel selection – Growth strategies – Product launching.

UNIT V MONITORING AND EVALUATING BUSINESS

6

Monitoring and evaluation of business –Preventing sickness and rehabilitation of business units. Effective management of small business.

TOTAL – 30 Hours

TEXT BOOKS:

1. Hisrich,"Entrepreneurship", Tata McGraw Hill, New Delhi, 2001.
2. P.Saravanavel,"Entrepreneurship Development",ESS PEE Kay Publishing House, Chennai – 1997.
3. S.S.Khanka,"Entrepreneurial Development", S.Chand and company limited, New Delhi, 2001.

REFERENCE BOOKS:

1. Prasanna Chandra, Projects – 'Planning, analysis, selection, implementation and reviews', Tata McGraw-Hill publishing company limited, 1996.
2. P.C.Jain(ed.),'Handbook for new entrepreneurs', EDII, Oxford university press, New Delhi, 1999.

15MIN153 INVESTMENT MANAGEMENT AND STOCK TRADING 2002

COURSE OBJECTIVE:

- To understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments.
- To understand and appreciate the Fundamental and Technical analysis tools for analyzing financial securities.

- To Well versed with the concept of a Portfolio and understand the principle portfolio theories.
- To Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques.

COURSE OUTCOMES:S

CO – 1: Design various concepts as to investment management.

CO – 2: Apply gain knowledge on the various aspects of stock trading in the present scenario.

CO – 3: Create wide knowledge on various Fundamental and Technical analysis.

CO – 4: Analyze various principles portfolio theories.

CO – 5: Analyze the different portfolio techniques.

CO – 6: Learn the legal aspects of insurance.

CO – 7: Identify various kinds of financial services.

CO – 8: Summarize the concepts of online trading activities.

CO – 9: Employ knowledge on mutual funds.

CO – 10: Assess the current challenges and scenario.

UNIT I INVESTMENT

6

Meaning of investment – speculation – gambling and investment – invest process – objectives – policy – investment alternatives.

Management of Stock Exchanges in India – Evolution – Regulation and Supervision – Role of SEBI – Membership, Listing, Types of Exchanges – National, Regional, Local.

UNIT II PRIMARY AND SECONDARY MARKET

6

New Issue Market – Secondary Market – Listing of securities – BSE, NSE, ISE, OTCEI and NSDL – Stock market in circles – types of orders – Indian Money Markets and recent reforms in call money market, treasury Bills Market, commercial Bills Market, Markets for Commercial paper & certificate of Deposits.

UNIT III SOCIAL-RESPONSIBILITY-OF-EXCHANGES

6

Social responsibility of exchanges – Management of Mutual Funds – Study of functions of BSE and NSE – Role of RBI as controller of Money Market.

UNIT IV DEPOSITORY SYSTEM

6

Indian Deposit System – Need – Paperless Trading – Benefits – Need for Educating Investors – Derivatives Trading in Stock Markets, NIFTY Futures and Options.

UNIT V BROKERS:

6

Meaning – Requirements for stock trading – Brokers – Sub brokers- types of brokers – DEMAT – REMAT – Methods of trading – Day trading – Characteristics of successful trader – Online trading requirements – Procedure for online trading.

TOTAL – 30 Hours

TEXT BOOK:

1.Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011

REFERENCE BOOK:

1.V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012

15MIN154 SOCIAL RESPONSIBILITIES FOR MANAGERS 2002

COURSE OBJECTIVE:

- To introduce students the key themes, theories & frameworks of CSR & corporate governance.
- To study about the situation will be picked up from a range of cultural & national contexts.

COURSE OUTCOMES:

CO – 1: Reflects the major contemporary trends in corporate citizenship, social and environmental responsibility and accountability.

CO – 2: Communities and governments now require organization's to be responsible and

accountable for their performance in relation to their social and environmental responsibilities, and these responsibilities have increasingly formed part of organization's ethical values and strategic agendas.

CO – 3: Describe the consideration of the enlarged spectrum of corporate stakeholders; corporate social responsibilities, citizenship and reputation; business-government relationships and political environmental management.

CO – 4: Sustainable development; environmental management and accountability; social investing and corporate philanthropy; community and employee relationships; and public affairs and media management.

CO – 5: Accordingly, this course focuses on understanding and implementing enhanced organizational performance that includes social, environmental and ethical performance indicators in addition to the traditional financial performance indicators.

CO – 6: Reflect about how global business face responsibility for more than just the policies and practices that occur within its own walls.

CO – 7: Ethical challenges related to varying norms and conditions throughout the world and challenges related to managing value chains that stretch across the world.

CO – 8: Discuss how globalization is changing the way we do business and we will set the basic questions of the course.

CO – 9: Explain a responsible corporation manages its different stakeholders and analyze concretely some cases of stakeholder engagement such shareholders and the responsible investment; managers; employees and responsible restructuring processes and the media and social media.

CO – 10: Companies are confronting transparency challenges. We will talk about the transition from measuring the Financial Line to measuring the Triple Bottom Line.

UNIT I SOCIAL RESPONSIBILITY

6

Introduction to Social responsibility – Role of managers in the society – Social responsiveness

UNIT II ISSUES IN SOCIAL RESPONSIBILITY

6

Key issues in social responsibility – Impact of Social responsibility on the profits of the company

UNIT III FACTORS AND SOCIAL AUDIT **6**

Factors impacting the management and the society – Social involvement of business – Argument for and against assuming social responsibilities – Social Audit – Types of social audit

UNIT IV OBLIGATIONS OF MANAGERS **6**

Obligations of managers towards – Customers, Employees, Government, Society

UNIT V ETHICS **6**

Ethics in effective managing – Ways of institutionalizing ethics – Code of ethics – Importance of implementing ethics.

TOTAL – 30 Hours

TEXT BOOK:

1. Corporate Social Responsibility by Philip Kotler & Nancy Lee

REFERENCE BOOK:

1. Introduction to Corporate Social Responsibility by Guler Aras & David Crowther, 2008.

15MIN155 FUNDAMENTALS OF MARKETING MANAGEMENT 2002

COURSE OBJECTIVE:

- The overall objective of this course is to introduce you to the fundamental principles and concepts of marketing.
- To provide a structure for applying marketing in a decision making framework.

COURSE OUTCOMES:

- CO – 1: Describe the basics of marketing and core concepts.

- CO – 2: Organise the evolution of marketing philosophies
- CO – 3: Importance of macro and micro environment in moulding the company marketing function.
- CO – 4: Learner will understand and differentiate the consumer and institutional buyer behaviour.
- CO – 5: Outline of marketing will be able to define the target segments for the products.
- CO – 6: The positioning strategies used by the companies for their products.
- CO – 7: Importance of products, branding and new product development.
- CO – 8: Inspect the importance of integrated marketing communications.
- CO – 9: Infer the importance of marketing research in decision making.
- CO – 10: Reflect about how global business face responsibility for more than just the policies and practices that occur within its own walls.

UNIT-I BASICS OF MARKETING 6

Basics: Marketing, Market, Marketing Management, Tasks, Philosophies, Marketing Mix, Marketing Program and Marketing Strategy,

UNIT II MARKETING ENVIRONMENT 6

Marketing Environment -Company's Micro and Macro Environment , Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, Market Targeting -Evaluating Market Segments, Product Positioning,

UNIT III MARKETING DECISIONS 6

Marketing Programed: Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product Development, Product Life Cycle. Pricing Products, Strategies, Distribution -Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling.

UNIT IV CONSUMER MARKET 6

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Marketing Research and Control:

UNIT V MARKETING RESEARCH: 6

Marketing Research – Objectives & Scope – Research designs – research procedure – data types & sources, sampling techniques, analysis & reporting. Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control, Marketing Audit, Online Marketing.

TOTAL – 30 Hours

TEXT BOOKS:

1. Kotler Philip, Keller, Koshy and Jha , 2006, Marketing Management , 12th Edition, Pearson Education / Prentice Hall of India.
2. Lamb, Hair and Mc Daniel, 2005, Marketing, 8th Edition, Thomson Learning.

REFERENCE BOOK:

1. Rajan Saxena, 2006, Marketing management, TMH.

15MIN156

EVENT MANAGEMENT

2002

COURSE OBJECTIVE:

- To acquire an understanding of the role and purpose(s) of events management in organizations.
- To acquire an understanding of the techniques and strategies required to plan successful
- To acquire the knowledge and competencies required to promote, implement and conduct events.
- To acquire the knowledge and competencies required to assess the quality and success of events.

COURSE OUTCOMES:

CO – 1: Discuss on the fundamentals of event management.

CO – 2: Evaluate about the various tools of event planning.

CO – 3: Predict about the negotiating and contracts marketing.

- CO – 4: Review the negotiating skills.
- CO – 5: Explain about the event operations and ways to set up parking and maintenance.
- CO – 6: Determine about the show production, assessing and measuring about the event success.
- CO – 7: Discuss about the customer satisfaction, client service.
- CO – 8: Assess the vendor relations, safety and risk management.
- CO – 9: Analyze the steps in event evaluation.
- CO – 10: Determine about the evaluation of event management.

UNIT I INTRODUCTION 6

Introduction to Event Management - Types of Events - Tools for Event Planning - and Management

UNIT II NEGOTIATION 6

Dollars and Common Sense - Negotiating the Best Deal - Contracts Marketing

UNIT III OPERATIONS 6

Event Operations - Setting Up - Parking, Maintenance, Ticketing, Food and Beverage, Show Production - Assessing and Measuring Event Success

UNIT IV CUSTOMER SATISFACTION 6

Customer Satisfaction, Client Service, Vendor Relations, Safety and Risk Management.

UNIT V EVALUATION 6

Event Evaluation - Shutting Down – Evaluation

TOTAL – 30 Hours

TEXT BOOKS:

1. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003
2. Allison Saget, The Event Marketing Handbook : Beyond Logistics & planning, Kaplan Publishing, 2006.

REFERENCE BOOKS:

1. Shannon Kilkenny, The complete guide to successful Event Planning : A guide book to producing Memorable Events, Atlantic Publishing Company.
2. Judy Allen, Event Planning, Wiley India,

SYLLABUS SKILL ENHANCEMENT COURSES

15MIN251 COMMUNICATION SKILLS 2002

COURSE OBJECTIVES:

- To understand the fundamental principles of effective business communication;
- To apply the critical and creative thinking abilities necessary for effective communication in today's business world;
- To organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
- To demonstrate clarity, precision, conciseness and coherence in your use of language.

COURSE OUTCOMES:-

- CO – 1: Define the concept of Personal communication.
- CO – 2: Criticize SWOT analysis.
- CO – 3: Explain in detail about the social communication.
- CO – 4: Demonstrate the social communication skills in tweeting, blogging ,posting
Comments & cross cultural communication.
- CO – 5: Describe the importance of non verbal skills in communication .
- CO – 6: Identify the communication process through facial expression, gestures and

body postures.

CO – 7: Apply the listening skills and improve their learning standards.

CO – 8: Analyze the presentation skills by practicing mock interviews and group discussions.

CO – 9: Demonstrate the characteristics and structure of project proposals.

CO – 10: Evaluate various types of project report and appraisal reports.

UNIT I PERSONAL COMMUNICATION: 6

Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information, SWOT Analysis.

UNIT II SOCIAL COMMUNICATION 6

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III NON-VERBAL AND INTERCULTURAL COMMUNICATION 6

Importance of non-verbal communication - personal appearance - facial expressions- movement posture – gestures - eye contact –voice - beliefs and customs- worldview and attitude.

UNIT IV ORAL COMMUNICATION 6

Listening - types and barriers to listening - speaking - planning and audience awareness - goals - attending and conducting interviews-participating in discussions, debates – and conferences - presentation skills -. paralinguistic features -fluency development strategies

UNIT V BUSINESS PROPOSALS AND REPORTS 6

Project proposals- characteristics and structure- Project reports – types- characteristics,- structure-Appraisal reports .

TOTAL – 30 Hours

TEXT BOOKS:

1. Lesikar, Raymond V., John D Pettit, and Mary E Flatly Lesikar's, Basic Business Communication, Tata McGraw-Hill, 11th edition, New Delhi, 2007.
2. Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product. Pearson Education, New Delhi, 8th Edition, 2013.
3. Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, Effective Business Communication. 7th ed. Tata McGraw-Hill, New Delhi.
4. Bovee, Courtland and John V Thill, Business Communication Today, , Pearson Education, New Delhi, 11th edition, 2012.

REFERENCE BOOKS:

1. McGrath, E. H., S. J, Basic Managerial Skills for All, Prentice-Hall of India, New Delhi, 8th ed. 2011.
2. Raman, Meenakhshi, and Prakash Singh, Business Communication. O U P, New Delhi, 2nd Edition, 2012.
3. Stuart Bonne E., Marilyn S Sarow and Laurence Stuart, Integrated Business Communication in a Global Market Place. 3rd ed. John Wiley India, New Delhi, 2007.

15MIN252

PRESENTATION SKILLS

2002

COURSE OBJECTIVE:

- understand the fundamental principles of effective business communication;
- apply the critical and creative thinking abilities necessary for effective communication in today's business world;
- organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
- Demonstrate clarity, precision, conciseness and coherence in your use of language.

COURSE OUTCOMES:

- CO – 1: Define the concept of presentation skills.
- CO – 2: Create the corporate and academic presentations.
- CO – 3: Identify the reading and speaking skills.
- CO – 4: Create power point presentation and prepare for various types of interviews.
- CO – 5: Summarize the presentation skills by using audio & video visuals.
- CO – 6: Identify the writing skills in paper presentation.
- CO – 7: Describe about body language, postures and gestures, effective delivering techniques.
- CO – 8: Summarize the guest lectures and minutes of meetings.
- CO – 9: Prepare the company reports efficiently.
- CO – 10: Analyze the company reports and give suggestions and conclusions for the problems.

UNIT I

6

Presentation skills - definitions, importance and usages of presentation skills , creating presentations skills , creating corporate and academic presentations , personal grooming for presentation skills.

UNIT II

6

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT III

6

Presentation skills by using visual aids and audio visuals , how to plan a presentations skills , handout , writing skills .

UNIT IV

6

Presentation delivery – body language , postures and gestures ,effectiveness delivering techniques , summarizing and signaling the end,.

UNIT V

6

Create presentations elements – effective presentations of company analysis and reports .

TOTAL – 30 Hours

TEXT BOOK:

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.

REFERENCE BOOKS:

1. “Value Education”, VISION for Wisdom, Vethathiri Publications, Erode, 2009.
2. Ashraf Rizvi , “ Effective technical communication “ , Tata Mc Graw , 2005.
3. Gangal JK , “ A practical course in effective English speaking skills “ , PHA Publishing house , 2012.

15MIN253

FRENCH

2002

COURSE OBJECTIVE:

- To familiarize the French language for the students in order to compete in the international market

COURSE OUTCOMES:

- CO – 1: Converse in a culturally appropriate manner about everyday topics such as greetings and personal description within the limits of vocabulary and structures appropriate to a situation.
- CO – 2: Read and demonstrate comprehension of a short paragraph in French about other people, places or everyday topics.
- CO – 3: Write a 5-10 sentence paragraph in French about themselves and everyday topics.

UNIT I La salle de classe

6

La salle de classe: Genre des noms, Article defini, le, la, l', les. Article indefini, un, une. Indicatif present de ' etre,, avoir, Aller, preferer.Devoirs en utilisant l' article defini le,la,l', les..

UNIT II Indicatif present des verbes parler

6

Indicatif present des verbes parler,regarder, demander, preferer.Indicatif present des verbes finir, choisir., vendre, entendre. Devoirs en utilisant l' Indicatif present des verbes.

UNIT III La famille

6

La famille , pluriel, Interrogatif, traduisez, devoirs , les saisons,les jours, les mois de l'annee.,Adjectifs, petit, joli, belle,les verbes pronominaux,se lever,se promener, se taire,se coucher.

UNIT IV L' Indicatif present negatif des verbs

6

L' Indicatif present negatif des verbes, ne pas, present Interrogatif des verbes, Interrogatif par inversion,est-ce que vous parlez, parlez-vous.,devoirs en utilisant l'indicatif present negatif., et l'interrogatif.

UNIT V Preposition

6

Preposition,au, a la, a l', aux, du, de la, des, partitif article, pronominaux complements direct, moi, lui, nous, ,Adjectifs possessive,mon, ton,son, mes, tes, ses. Devoirs

TOTAL - 30 Hours

TEXT BOOK:

1. Mahitha Ranjit & Monica Singh ,Apprenons Le Francais – 2, New Saraswathi House Pvt.Ltd.

REFERENCE BOOK:

1. Dondo ,Dondo, Mathurin, Oxford University Press ,EDITION: 37th impression

COURSE OBJECTIVE:

- To familiarize the German language for the students in order to compete in the international market

COURSE OUTCOMES:

CO – 1: Demonstrate their ability to recognize, identify, extract and/or differentiate key information conveyed in spoken announcements, instructions, audiovisual material (including radio plays and video segments) and in interactions between native speakers on familiar topics.

CO – 2: Demonstrate effective speaking and listening skills in German on informal and some formal topics related to personal, professional, academic and leisure activities and

CO – 3: Appropriately navigate situations of a pragmatic or transactional nature, often with complications or an unexpected turn of event (exchanging technical information, making reservations or appointments, negotiating appointments, interviewing for a position, etc.).

CO – 4: Apply linguistic concepts related to the German language and German-speaking cultures across the four modalities of speaking, listening, reading and writing to demonstrate their awareness of the language

CO – 5: Able to utilize situationally-appropriate vocabulary in German

UNIT I Artikel deklination des bestimmten 6

Artikel deklination des bestimmten, Artikels der/die/das ; Beispiele

UNIT II Artikels deklination des unbestimmten 6

Artikels deklination des unbestimmten, Artikels ein/eine, Beispiele

UNIT III Die vier Falle 6

Die vier Falle, Nominativ -wer, was, Akkusativ - wen, was, Datif - Wem, Genetif - Wessen, Beispiele

UNIT IV Negation	6
Negation, nicht, kein, Er liest das Buch nicht, Ich will keinen apfel essen	
UNIT V Preposition	6
Preposition, bis, durch, entlang, fur, gegen, ohne, um, wider.	
TOTAL – 30 Hours	

TEXTBOOK:

1. GiorgioMotta,Hallo Deutsch, , Goyal publishers

REFERENCE BOOKS:

1. Paul Coggle ,Complete German,Heiner Schenke PublishersQ
2. Collins ,German Grammar & practice, Goyal publishers

15MIN255 GROUP DISCUSSION & MOCK TEST 2002

COURSE OBJECTIVE:

- To equip students facing selection process
- To inculcate confidence during conversation
- To train in public speaking
- To convey the thoughts in uninterrupted flow
- To facilitate the need for vocabulary skills in English

COURSE OUTCOMES:

CO – 1: Demonstrate their ability to recognize, identify, extract and/or differentiate key information conveyed in interactions on any topics.

CO – 2: Demonstrate effective speaking and listening skills in professional, academic and leisure activities

CO – 3: Appropriately navigate situations in a effective and constructive way

CO – 4: Apply linguistic concepts related to the English language and English -speaking

cultures with proper tone ,accent and body language .

CO – 5: Able to utilize situationally-appropriate vocabulary in English

UNIT I Introduction to Group Discussion: 6

Group discussion – definition , importance , need for GD in business scenario , process of GD , communication pattern in GD- self introduction , voice modulation , best language to adopt , body language .

UNIT II Structure of GD : 6

Structure of GD, GD Techniques, Debate, panel discussion, anchoring / master of ceremony , process of welcome address & vote of thanks.

UNIT III Group communication: 6

Ways to introduce the speaker , conducting meetings , making announcements , JAM , Block and tackle , ship wreck, conducting quiz, role play and team games.

UNIT IV Mock Test: 6

Aptitude test- various levels of aptitude tests, verbal ability, numerical ability, analytical analysis , decision making and problem solving skills .

UNIT V Mental ability: 6

General mental ability, English language skills, logical reasoning, awareness of persons, building , materials .

TOTAL – 30 Hours

TEXT BOOKS:

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.
2. R.S Awargal , “Quantitative aptitude “ , Sultan chand Publishing , 2015.
3. R.S Awargal, “ Verbal and Non-verbal reasoning “,Sultan Chand Publishing , 2012.

REFERENCE BOOKS:

1. Francis Soundararaj, “ Speaking and Writing for Effective Business Communication, MacMillan Publication,2009
2. “Value Education”, VISION for Wisdom, Vethathiri Publications, Erode, 2009

15MIN255 NSS – 1 2002

COURSE OBJECTIVE:

- To inculcate service skills amongst young students.
- To induce the motto of NSS “Not Me But You”.

COURSE OUTCOMES:

CO – 1: Understand basic concepts of NSS

CO – 2: Participate in programmes and activities

CO – 3: Define profile of youth

CO – 4: Identify community mobilisation

CO – 5: Accept Volunteerism

UNIT I Introduction and Basic Concepts of NSS 6

History, Philosophy, aims & objectives of NSS,Emblem, flag, motto, song, badge etc.Organizational structure, roles and responsibilities of various NSS functionaries

UNIT II NSS Programmes and Activities 6

Concept of regular activities, special camping, Day Camps. Basis of adoption of village/slums, Methodology of conducting survey, Financial pattern of the scheme, Other youth prog./schemes of GOI,Coordination with different agencies. Maintenance of the Diary

UNIT III Understanding Youth 6

Definition, profile of youth, categories of youth, Issues, challenges and opportunities for youth.Youth as an agent of social change

UNIT IV Community Mobilization 6

Meaning and types of leadership, Qualities of good leaders; traits of leadership, Importance and role of youth leadership

UNIT II Life of Competencies 8

Definition and importance of life competencies, Communication, Inter Personal, Problem-solving and decision making

UNIT III Social Harmony and National Integration 8

Indian history and culture, Role of youth in peace building and conflict resolution, Role of youth in Nation building

UNIT IV Youth Development Programmes in India 8

National Youth policy, Youth development programmes at National level, State level and Voluntary level Youth-focused and Youth-led organizations

Total: 30 Hours

TEXT BOOK:

1. University of Mumbai National Service Scheme Manual 2009.

REFERENCES:

1. NSS Cell, Dept. of Higher and Technical Education, Mantralaya, UTKARSHA- Socio and cultural guidelines

2. <http://en.wikipedia.org/wiki/national-service-scheme>

15NSS257 NSS – 3 2 00 2

COURSE OBJECTIVE:

- To inculcate citizenship behaviour

1. Avhan Chancellor's Brigade – NSS Wing, Training camp on Disaster Preparedness Guidelines, March 2012

REFERENCES:

1. Case material as a Training Aid for Field Workers, Gurmeet Hans.

2. <http://nss.nic.in/adminstruct>

15NSS258 NSS – 4 2 0 0 2

COURSE OBJECTIVE:

- To inculcate importance of environmental
- To induce saving of nature .

COURSE OUTCOMES:

CO – 1: Familiarise and follow environmental issues

CO – 2: Understand and tackle disaster management

CO – 3: Implement project cycle management

CO – 4: Prepare documents and reports

UNIT I Environment Issues 9

Environment conservation, enrichment and Sustainability- Climate change- Waste management- Natural resource management- (Rain water harvesting, energy conservation, waste land development, soil conservations and afforestation).

UNIT II Disaster Management 6

Introduction to Disaster Management, classification of disasters- Role of youth in Disaster Management

UNIT III Project Cycle Management 8

Project Planning- Role of youth in Disaster Management-Role of youth in Disaster

Management-Project Implementation- Project Monitoring-Project Evaluation:
impact
assessment

UNIT IV Documentation and Reporting 7

Collection and analysis of data- Preparation of documentation/reports- Dissemination of documents/reports

Total: 30 Hours

TEXT BOOK:

1. Rashtriya Seva Yojana Sankalpana – Prof. Dr. Sankay Chakane, Dr. Pramod\ Pabrekar, Diamond Publication, Pune

REFERENCES:

1. Social service opportunities in hospitals, Kapil K. Krishnan, TISS
2. <http://nss.nic.in/propexpan>

15NSS259

NSS - 5

2 0 0 2

COURSE OBJECTIVE:

- To enhance employment potential of students.
- To induce risk taking behavior

COURSE OUTCOMES:

CO – 1: Develop entrepreneurship skills

CO – 2: Built brotherhood

CO – 3: Prevent crime

CO – 4: Identify anti ragging concepts

COURSE OUTCOMES:

CO – 1: Understand self defence

CO – 2: Participate in symposiums and draft business plan

CO – 3: Prepare project proposal

CO – 4: Exhibit life skills

UNIT I Vocational Skill Development 18

This Unit will aim to enhance the employment potential of the NSS volunteers or, alternately, to help them to set up small business enterprises. For this purpose, a list of 12 to 15 vocational skills will be drawn up, based on the local conditions and the opportunities. Each volunteer will have the option to select two skill-areas out of this list – one such skill in each semester. The education institution (or the university) will make arrangements for the developing these skills in collaboration with established agencies that possess the necessary expertise in the related vocational skills.

UNIT II Civil/Self Defense 4

Civil defense services, aims and Objectives of civil defense- Needs for Self defense training

UNIT III Resource Mobilization 2

Writing a Project Proposal- Establishment of SFUs

UNIT IV Additional Life Skills 6

Positive Thinking - Self Confidence and Self Esteem- Setting Life Goals and working to achieve them- Management of Stress including Time Management

Total: 30 Hours

TEXT BOOK:

1. National Service Scheme Manual for NSS District Coordinators, National Service Scheme Cell, Dept. of Higher and Technical Education, Mantralaya,

REFERENCES:

1. ANOOGUNJ Research Journal, published by NSS Unit C. K. Thakur College
2. Training Manual for Field Work published by RGNIYD, Shreeperumbudur
3. <http://socialworknss.org/about.html>