# P.K.R ARTS COLLEGE FOR WOMEN

(Accredited with 'A' Grade by NAAC)
An autonomous institution – Affiliated to Bharathiar University
No.;21 Pariyur Road, GOBICHETTIPALAYAM – 638476.

# MASTER OF BUSINESS ADMINISTRATION

Item 8: Course Scheme and Scheme of Examinations (For students admitted from 2017-18)

Part	C-1	Course	♦ Title of the Course	Contact Hrs/ week	Exam Duration hrs.	Max.Marks			Credits
Pa	Category	Code	· Time of the country	Conta	Dur	CIA	ESE	Total	0
			SEMESTER – I						
111	Core: I	17BAP01	Management Principles and Practice	5	3	25	75	100	4
m	Core :II	17BAP02	Organisational Behaviour	5	3	25	75	100	4
III	Core : III	17BAP03	Managerial Economics	4	3	25	75	100	4
Ш	Core : IV	17BAP04	Financial and Management Accounting	5	3	25	75	100	4
ш	Core : V	17BAP05	Quantitative Methods for Management	5	3	25	75	100	4
III	Core : VI	17BAP06	Corporate Communication	4	3	25	75	100	4
III	Core : VII	17BAP07	Computer Applications in Management using SAP*	2	-	-	-	-	-
			TOTAL	30				600	24
			SEMESTER – II						
III	Core :VIII	17BAP08	Operations Management	4	3	25	75	100	4
III	Core : IX	17BAP09	Financial Management	4	3	25	75	100	4
III	Core : X	17BAP10	Marketing Management	4	3	25	75	100	4
Ш	Core : XI	17BAP11	Human Resource Management	4	3	25	75	100	4
III	Core : XII	17BAP12	Quantitative Techniques	4	3	25	75	100	4
III	Core : XIII	17BAP13	Business Research Methods	4	3	25	75	100	4
Ш	Core: XIV	17BAP14	Social Immersion Project (Group Project)	2	-	100	-	100	2
III	Core :VII	17BAP07	Computer Applications in Management using SAP*-Practical	2	3	40	60	100	2
Ш	Core: XV	17BAP15	Comprehension in Management (Self Study - Online Exam)	-	1 1/4	-	100	100	2
IV	Skill Enhancement Course	17SEP01	Cyber Security	2	-	100	-	100	2
			TOTAL	30				1000	32

	T		SEMESTER – III						
Ш	Core : XVI	17BAP16	Strategic Management (Open Source Exam)	5	3	25	75	100	
Ш	Core : XVII		Elective - 01	4	3	25	75	100	
III	Core: XVIII		Elective – 02	4	3	25	75	100	
III	Core : XIX		Elective - 03	4	3	25	75	100	
III	Core: XX	1 1 1 1 1 1 1	Elective – 04	4	3	25	75	100	
III	Core: XXI	17BAP21	Research Immersion Project	3	-	20	80	100	_
III	Core: XXII	**	Optional	3	-	-	-	100	_
III	Core: XXIII	17BAP22	Comprehension in Management-II (Self Study- Online Exam)	-	1 1/2	-	100	100	
IV	Employability Enhancement Course	17EEPBA1	Corporate Employability Skills	3	-	100	-	100	
V	Proficiency Enhancement	17PEPBA1	Women and Leadership(Self Study)	-	3		100	100	-
			TOTAL	30				1000	2
			SEMESTER - IV						,
Ш	Core :XXIV	17BAP23	Business Ethics and Global Business Management	5	3	25	75	100	4
Ш	Core: XXV	17BAP24	Management of Intellectual Property Rights	5	3	25	75	100	4
III	Core : XXVI		Elective – 05	4	3	25	75	100	3
Ш	Core : XXVII		Elective – 06	4	3	25	75	100	3
III	Core : XXVIII		Elective – 07	4	3	25	75	100	3
III	Core: XXIX		Elective – 08	4	3	25	75	100	3
111	Core: XXX	17BAP29	Entrepreneurship Immersion Project (Group Project)	4	-	100	-	100	1
III	Core: XXXI	17BAP30	Comprehension in Management-III (Self Study- Online Exam)		1 1/2		100	100	1
			TOTAL	30				800	22
,	Competency On-line Course / Learning Object Repository II – IV SEMESTER				2				
	Enhancement		Certificate Course		Π-	IV SEMI	ESTER		2
					Tota	l Marks &	& Credits	- 3400	10

<sup>\*</sup> A course instructor shall adopt Brain Storming, Lectures, Power Point Presentation, Assignment, Group Discussion, Seminar, Experiential Learning, Role play, Problem Solving exercises, Case Discussion, Games, Quiz, Links to Research, and Corporate Connections as pedagogies for knowledge transfer based on the nature of the course.

<sup>\*</sup> The Course will be taught during Semester: I and Semester: II.

# Item 9: STUDENTS CAN CHOOSE ANY FOUR OF THE FOLLOWING

**ELECTIVES for Semester: III** 

S.No.	Course Code	Specialisation	Courses
and the same of th	17BAPH1		Managerial Behaviour and Effectiveness
1.	17BAPH2	Human Resource	Legal Aspects of Business
	17BAPH3	Management	Strategic Human Resource Management
2.	17BAPF1		Security Analysis and Portfolio Management
	17BAPF2	Finance	Merchant Banking and Financial Services
	17BAPF3		Modern Banking
	17BAPM1	Marketing	Integrated Marketing Communication
3.	17BAPM2		Brand Management
	17BAPM3		Rural Marketing
	17BAPS1		System Analysis and Design
4.	17BAPS2	Systems	Knowledge Management
	17BAPS3		Enterprise Resource Planning and Management
	17BAPP1		Supply Chain Management
5.	17BAPP2	Production	Integrated Materials Management
	17BAPP3		Managing Service Operations
	17BAPE1		Entrepreneurship Development
6.	17BAPE2	Entrepreneurship	Project Management
	17BAPE3		Startup Launch Pad

<sup>\*</sup> No. of Hours and Credits for each course: 4 Hours and 3 Credits

# STUDENTS CAN CHOOSE ANY FOUR OF THE FOLLOWING

# **ELECTIVES for Semester: IV**

S.No.	Course Code	Specialisation	Courses
	17BAPH4		Labour Welfare and Industrial Relations
1.	17BAPH5	Human Resource	Employee Training and Development
	17BAPH6	Management	Career Management
2.	17BAPF4		International Financial Management
2.	17BAPF5	Finance	Risk and Insurance Management
	17BAPF6		Financial Derivatives
	17BAPM4	Marketing	Retail Marketing
3.	17BAPM5		Social Marketing
	17BAPM6		Services Marketing
	17BAPS4		E-Business Management
4.	17BAPS5	Systems	Data Base Management System
	17BAPS6		Business Intelligence
	17BAPP4		Lean Manufacturing and Six Sigma
5.	17BAPP5	Production	Total Quality Management
	17BAPP6	Section 1	World Class Manufacturing
	17BAPE4	Maria Na	Innovation Management
6.	17BAPE5	Entrepreneurship	Social Entrepreneurship Management
	17BAPE6		Managing Franchise Businesses

<sup>\*</sup> No. of Hours and Credits for each course: 4 Hours and 3 Credits

# Skill Enhancement Course:

	The state of the s		
Course Code	Course	Hours per Week	Credits
17SEP01	Semester II : Cyber Security	2	2

# Employability Enhancement Course:

Course Code	Course	Hours per Week	Credits
17EEPBA1	Semester III: Corporate Employability Skills	3	1

# **Proficiency Enhancement Course:**

Course Code	Course	Hours per Week	Credits
		_	2
17PEPBA1	Semester III: Women and Leadership(Self Study)		

# Item10: List of Core-Optional Courses

CNo	Course Code	Department	Course
S.No.		-	Novel Literature(Kallikaatu Ithikasam)
1.	17TAPC01	Tamil	Business Communication
2.	17ENPC01	English	
3.	17MAPC01	Mathematics	Statistical Methods
	17PHPC01	Physics	Concepts of Electrical Appliances
4.			Animation Practicals
5.	17CSPC01	Computer Science	Elements of Taxation
6.	17CGPC01	Commerce	
7	17BAPC01	Management	Agri- Entrepreneurship

Total Credits: 108

Total Marks: 3400

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# **Item 11:SYLLABUS**

## **SEMESTER: I**

17BAP01	MANAGEMENT PRINCIPLES AND	CATEGORY	L	P	CREDIT
	PRACTICE	Core - I	60	-	4

#### **Preamble**

To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding how an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Observe and evaluate the influence of historical forces on	K1,K5
	the current practice of management.	
CO2	Recognize and apply the skills necessary for carrying out	K3
	strategic management planning and effective management decision-making	
CO3	Understand organisation structures and ensure that the	K2
	organization performs its vital tasks and goals	
CO4	Describe various theories related to the development of	K2,K6
	leadership skills, motivation techniques, team work and	
	effective communication and apply them in real time	
	situations as per needs	
CO5	Ensure that the overall directions of individuals and	K4
	groups are consistent with the short and long range plans	
	of an organisation	

# UNIT I: EVOLUTION OF MANAGEMENT

**(12 Hours)** 

Management: Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society: The External Environment, Social Responsibility and Ethics - Global and Comparative Management: The Basis of Global Management.

## UNIT II: PLANNING AND DECISION MAKING

(12 Hours)

The Nature and Purpose of Planning - Objectives – Strategies- Policies and Planning Premises - Decision Making - Global Planning.

## UNIT III: ORGANIZING AND ENTREPRENEURING

(12 Hours)

The Nature of Organizing and Entrepreneuring -Organizational Structure: Departmentation ,Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

# UNIT IV: CO-ORDINATION AND GLOBAL LEADING

(12 Hours)

Co-ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

#### UNIT V: CONTROLLING AND OPERATIONS MANAGEMENT

(12

**Hours**) The System and Process of Controlling:control techniques and Information Technology Productivity and Operations Management: overall control and toward the future through Preventive Control - Global Controlling and Global Challenges – Case studies.

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Koontz & Weihrich	Essentials of Management	Tata McGraw Hill	2013
2	Rao VSP,Hari Krishna V	Management: Text and Cases	Excel Books	2012
3	Stoner & Wankai	Management	Prentice Hall of India	2011
4	Robert Krcitner	Management	ATTBS	2013
5	Weirich & Koontz	Management - A Global perspective	McGraw Hill	2012
6	Hellireger	Management	Thomson Learning	2013
7	Robbins.S.P	Fundamentals of Management	Pearson	2003

17BAP02	ORGANISATIONAL BEHAVIOUR	CATEGORY L P	CREDIT	
	ORGANISATIONAL DEHAVIOUR	Core - II	60	1

## **Preamble**

To understand the behaviour of employees and the way they behave in organizations paving way for mutual growth and prosperity

# **Course Outcomes**

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

CO	CO Statement	Knowledge
Number		Level
CO1	Understand the dynamics of individual and group behaviour in	K1
	organizations	
CO2	Predict the potential of employees and mold their traits to create a	K2, K3
	better workplace	
CO3	Enhance the organisational culture to be conducive for team work	K4
	and motivate the employees to achieve the best results	
CO4	Predict the need for organizational change and suggest measures to	K3,K5
	handle change	
CO5	Understand the diversity of culture and its bearing on the employees	K4,K6
	behaviour in organizations	

# UNIT I: ORGANISATIONAL BEHAVIOUR AND PERSONALITY (12 Hours)

Organisational Behaviour: History, evolution, challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Personality: determinants, structure, behaviour, assessment, psycho-analytical, social learning, job-fit and trait theories.

# UNIT II: EMOTIONAL INTELLIGENCE AND PERCEPTION (12 Hours)

Emotions and Emotional Intelligence as a managerial tool-Implications of EI on managers and their performance. Attitude: relationship with behaviour, sources, types, consistency, work attitudes-values: importance, sources, types- ethics and types of management ethics. Perception: - process,

selection, organisation errors, managerial implications of perception- Learning : classical, operant and social cognitive approaches, implications of learning on managerial performance.

# UNIT III: STRESS MANAGEMENT AND GROUP BEHAVIOUR (12 Hours)

Stress: Nature, Sources, Effects, influence of personality, managing stress-Conflict: management, levels, sources, bases, conflict resolution strategies, negotiation- Foundations of group behaviour: linking teams and groups, stages of development, influences on team effectiveness, team decision making, issues in Managing teams.

## UNIT IV: ORGANISATIOANL CHANGE AND POLITICS (12 Hours)

Organisational change:managing planned change,resistance to change ,approaches to managing organisational change - Organisational Development:interventions-Organisational politics: political behaviour in organisation-Impression management-Self monitoring. Organisational culture:dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

# UNIT V: GLOBAL AND CULTURAL DIVERSITY

**(12 Hours)** 

Organisational Behaviour responses to Global and Cultural diversity:challenges at international level, homogeneity and heterogeneity of national cultures, differences between countries, the challenges of work force diversity and managing diversity ,cases.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Robbins.S	Organisational Behaviour	Prentice-Hall, India	2014
2	Hellinegal Slocum, Woodman	Organisational Behaviour	Thomson learning	2013
3	Umasekaran	Organisational Behaviour	Tata McGraw Hill	2004
4	Robbins S.P	Concepts contrivances and applications	Prentice Hall	2012
5	McShane & Glinow	Organisational Behaviour	Tata McGraw Hill	2015
6	Harris & Hartman	Organisational Behaviour	Jaico	2012

17BAP03	MANACEDIAL ECONOMICS	CATEGORY	L	P	CREDIT
17DAF03	MANAGERIAL ECONOMICS	Core -III	48		4

## **Preamble**

To facilitate students, learning the application of economic principles and policies in managerial decision making.

# **Course Outcomes**

CO	CO Statement	Knowledge
Number		Level
CO1	Understand the economic concepts and strategies and their	K1
	contribution to business decisions	
CO2	Determine a cost efficient method of production, the relationship	K2,K3
	between demand and supply and the managerial implications	
CO3	Develop an insight into the different kinds of competition at the	K3,K4

	market place and the techniques adopted thereon		
CO4	Design competitive strategies including pricing and product	K5, K6	
	differentiation in accordance with the nature of market		
CO5	Determine the implications of government policy on industry and	K6	
	industrial business		

## UNIT I: MANAGERIAL ECONOMICS AND DEMAND ANALYSIS (10 Hours)

Managerial Economics:meaning, nature and scope -Managerial Economics and Business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics-Demand Analysis: meaning, determinants and types of demand, elasticity of demand.

# **UNIT II: SUPPLY AND COST CONCEPTS**

(10 Hours)

Supply: meaning and determinants - production decisions - production functions:isoquants, expansion path - Cobb-Douglas function- Cost concepts :cost ,output relationship , economies and diseconomies of scale , cost functions.

## UNIT III: MARKET STRUCTURE AND PRICING

**(10 Hours)** 

Market structure :characteristics - Pricing and output decisions : methods of Pricing ,differential pricing ,Government intervention and pricing.

## **UNIT IV: PROFIT POLICIES**

**(10 Hours)** 

Profit:Meaning and nature - Profit policies - Profit planning and forecasting - Cost Volume profit analysis - Investment analysis.

# **UNIT V: NATIONAL INCOME**

(8 Hours)

National Income :business cycle, inflation and deflation, balance of payments, monetary and fiscal Policies.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Joel Dean	Managerial Economics	Prentice Hall/ Pearson.	2012
2	Rangarajan	Principles of Macro Economics	Tata McGraw Hill	2012
3	Atmanand	Managerial Economics	Excel	2012
4	P.L.Mehta	Managerial Economics- Analysis,Problems and Cases	Sultan Chand & Sons	2010
5	Mankar.V.G	Business Economics	Macmillan	2010

17BAP04	FINANCIAL AND MANAGEMENT	CATEGORY	L	P	CREDIT
	ACCOUNTING	Core - IV	60	ı	4

# **Preamble**

To understand the concepts of accounting and its application for Managerial decision making

## **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		

CO1	Understand the fundamental principles of accounting	K1
CO2	Prepare and analyze a financial statement and assist in	K2
	management decision making	
CO3	Apprehend various tools of management and cost	K3,K4
	accounting necessary for effective decision making	
CO4	Develop the skills needed to apply the knowledge on the	K5, K6
	tools of management and cost accounting in varied	
	situations	
CO5	Analyse the relevance of their skill and knowledge for	K6
	business at turbulence	

# **UNIT I: FINANCIAL ACCOUNTING**

(12 Hours)

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance - Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method, Sinking fund method.

# UNIT II: FINANCIAL STATEMENT ANALYSIS

**(12 Hours)** 

Financial Statement Analysis - Objectives - Reorganizing the Financial Statement Information - Techniques of Financial Statement Analysis: Comparative Statements, Common - Size statement, Trend Percentage - Accounting Ratios: construction of balance sheet using ratios (problems)-Dupont analysis.

# UNIT III: FUND FLOW AND CASH FLOW STATEMENT

**(12 Hours)** 

Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis - Computation of Cash from Operations - Simple Problems - Distinction between Fund Flow and Cash Flow Statement. Basic Problems.

## UNIT IV: COST TERMINOLOGY AND BUDGETING

**(12 Hours)** 

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet - Simple Problems. Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Simple Problems - Zero Base Budgeting.

# **UNIT V: MARGINAL COSTING**

**(12 Hours)** 

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Breakeven point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Simple Problems.

**Questions:** 80% of the questions shall be basic problems

20% of the questions shall be theory based.

S.No	Authors	Title	Publishers	Year of Publication
1	R.L.Gupta and Radhaswamy	Advanced Accountancy	Sultan chand& sons	2015
2	Brown and Howard	Management Accounting	Prentice Hall	2014
3	Khan and Jain	Management Accounting	Tata McGraw Hill	2009
4	S.N.Maheswari	Management Accounting	Sultan Chand and sons	2013

5	J.Batty	Management Accounting	Mac donald& Evans	2013
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17D A DOZ	CODDODATE COMMUNICATION	CATEGORY	L	P	CREDIT
17BAP06	CORPORATE COMMUNICATION	Core - VI	48	ı	4

## **Preamble**

To enable the students to learn the basic communication skills and the usage of contemporary communication technology in the modern workplace.

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Demonstrate competency in verbal and non-verbal forms	K1, K2
	of communication both one-on-one and in groups	
CO2	Understand the rudiments of corporate communication	K2,
CO3	Think strategically, present creative ideas and attempt to	K3, K6
	become leaders in the digital era	
CO4	Endeavor in the corporate word so that they can gain a	K3, K4
	cutting edge over their other counterparts within the	
	country and across the globe	
CO5	Thrive in a dynamic world by equipping with the skills	K5, K6
	needed to respond ethically and confidently, to any	
	corporate communications challenge on a global	
	perspective	

## **UNIT I: COMMUNICATION BASICS**

**(10 Hours)** 

Business Communication: components ,types - formal communication network,- Work team communication:variables ,goal - conflict resolution - non - verbal communication - Cross cultural communication - Business meetings - Business Etiquette.

## UNIT II: UNDERSTANDING CORPORATE COMMUNICATION (8 Hours)

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

## **UNIT III: CORPORATE COMMUNICATION**

(10 Hours)

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

## **UNIT IV:REPORT WRITING**

(10 Hours)

Characterizing & business reports :types and forms & reports ,project proposals ,collection of data ,tables constitution charts ,writing the report ,documenting the sources , proof reading.

# **UNIT V: BUSINESS PRESENTATION**

**(10 Hours)** 

Written and oral presentation – work – team presentation – Delivering the business presentation: visual aids, slides, electronic presentation, hand-outs, delivering the presentation – career planning :preparing resume, job applications, preparation for a job interview , employment interviews , follow-up.

S.No	Authors	Title	Publishers	Year of Publication
1	Scot Ober	Contemporary Business	Biztantra	2009

		Communication		
2	Lesiker & Flat lay	Basic Business Communication	Tata Mc Graw Hill	2008
3.	Jaishri Jethwaney	Coporate Communication: Principles & Practices	Oxford University Press	2013

	COMPUTER APPLICATIONS IN	CATEGORY	L	P	CREDIT
17BAP07	MANAGEMENT USING SAP -	Core - VI	-	48	2
	PRACTICAL				

## **Preamble**

To enable the students to work effectively with a range of current standard, Office productivity and Software applications

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Imbibe the basic operations in MS-word, MS-Excel,	<b>K</b> 1
	Power Point Presentations, Tally-ERP	
CO2	Understand the procedures in MS-word, MS-Excel,	K1,K2
	Power Point Presentations, Tally-ERP and the pitfalls	
CO3	Demonstrate expertise in handling certain basic exercises	K3,K6
	and assert to develop small operative modules	
CO4	Apply the understanding of basic concepts and principles	K4,K5
	in different business scenarios	
CO5	Apprehend the knowledge to create small business	K6
	applications and manage data	

**Components of a Computer** - Hardware and Software – Operations Systems – Directories and File properties.

## MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT

**WORD**:Creating a new document with templates & Wizard, Creating own document, Opening/modifying a saved document, converting files to and from other document formats, Using keyboard short-cuts & mouse, Adding symbols & pictures to documents, header and footers, Finding and replacing text, spell check and Grammar check, Formatting text, paragraph formats, adjusting margins, line space, character space, changing font type, size, bullets and numbering — Tables: adding, editing, deleting tables, working within tables, adding, deleting, modifying rows and columns, merging & splitting cells.

**EXCEL:**Working with worksheets, cells, entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets:switching between worksheets, moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – working & entering a Formula – Formatting a worksheet – Creating and editing charts:elements of an Excel Chart – selecting data to a chart, types of chart, chart wizard, formatting chart elements, editing a chart, Printing charts- Excel Function:mathematical, logical, lookup & Reference, financial, statistical and other functions-Rudimentary data analysis:sort, filtering, conditional formatting and pivot tables etc.

**POWERPOINT:**Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations:adding, editing, deleting, copying, hiding slides – Presentations:applying new design,adding graphics,using headers and footers,animations text, Special effects to create transition slides,Controlling the transition speed, adding sounds to slides,using action buttons.

**TALLY:**Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation- Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of accounts, Cash book, Bank books, Ledger accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

**ERP & SAP**: Introduction, Need for ERP, Advantages, Major ERP Packages, SAP: features, ABAP: logon to SAP Environment, ABAP Dictionary, functions, objects, managing SAP Application.

**Practicals**: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above-mentioned topics with more emphasis on EXCEL to develop simple business applications.

### **Books for Reference:**

DOORS	for Kererence.			
S.No	Authors	Title	Publishers	Year of Publication
1	Stephen L.Nelson	OFFICE 2000 Complete	Tata Mc Graw Hill	2013
2	John R.Levine	Windows 98 Complete	Prentice Hall India	2013
3	Jane Calabria and Dorothy Burke	Windows 98 6 in one	Prentice Hall India	1998
4	Ed, Bott	Using Microsoft Office 2000	Prentice Hall India	2013
5	Murthy, C S V	Enterprise Resource planning (ERP): Text and case studies	Himalaya Publishing House	2012
6	George Anderson; Danielle Larocca	Teach yourself SAP in 24 hours	Pearson Education	2013

# **SEMESTER II**

17BAP08	OPERATIONS MANAGEMENT	CATEGORY	L	P	CREDIT
17DAI 00	OI ERATIONS MANAGEMENT	Core -VIII	48	1	4

# **Preamble**

This course is designed to prepare the learners in addressing the key operations issues in service and manufacturing organizations that have strategic as well as tactical implications.

# **Course Outcomes**

CO	CO Statement	Knowledge
Number	CO Statement	Level

CO1	Articulate the fundamental principles of operations management and identify the underlying processes, tools and principles	K1
CO2	Develop an understanding of the operations management functions in a manufacturing or service industry and demonstrate a range of skills to identify and resolve problems	K2,K3
CO3	Establish and measure the performance of different operations related decision problems, such as facility layout, capacity planning, facility location, forecasting, inventory, quality, etc and review their contribution to profit	K3,K4
CO4	Enhance their own competence to apply the tasks, tools and underlying principles of operations management in the manufacturing and service sectors for improving organizational performance	K3,K6
CO5	Identify future challenges and directions that relate to operations management to effectively and efficiently respond to market changes.	K5,K6

# UNIT I: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT (10 Hours)

Operations Management: nature, importance, functions, historical development, process-Differences between services and goods,-Functions and Challenges of an operations manager - Operations strategy and competitiveness - System view of OM - Types of production systems - Continuous Flow and Intermittent systems.

# UNIT II: PRODUCT DESIGN AND PROCESS LAYOUT (10 Hours)

Product design and process selection-Evaluation and Selection of appropriate Production and Operations technology-Operations layout :factors affecting the choice of layout, types , process, product, fixed Position and combined layout - Assembly line balancing (Concept and Simple problems).

## UNIT III: PRODUCTION PLANNING AND CONTROL

(10 Hours)

Production Planning and Control: meaning, functions – Aggregate Planning – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Capacity Requirement Planning (CRP) (Concepts and Simple Problems) – Bill of Materials - Overview of MRP II and ERP.

## UNIT IV: MATERIALS MANAGEMENT AND INVENTORY MANAGEMENT (8 Hours)

Materials management: functions, material planning and budgeting – Value Analysis - Purchase functions and procedure – Inventory: objectives, cost, types - inventory control , P & Q Inventory system, deterministic and probabilistic models, Static inventory models -Inventory control systems :perpetual, periodic – Overview of JIT and KANBAN systems.

# UNIT V: QUALITY CONTROL AND ASSURANCE

(10 Hours)

Total Quality Management: Concept ,statistical quality control for acceptance sampling and process control, control charts (Variables, Attributes), Quality circle-ISO Quality Certifications :meaning, importance and few types — Quality assurance — Six Sigma concept - Practices in Indian organisations - Overview on the use of computers in operations management : Lean, Agile, CIM, CAM, CAD Systems - Cases.

Questions: 20% of the questions shall be simple problems. 80% of the questions shall be theory based.

S.No	Authors	Title	Publishers	Year of Publication
------	---------	-------	------------	------------------------

1.	Paneer Selvam. R	Production and Operations Management	Prentice Hall India Learning Private Limited	2012
2.	Krajewski, J. Lee, Ritzman, P. Larry and Malhotra K. Manoj	Operations Management: Processes and Value Chains	Pearson Education	2016
3.	Mahadevan B.	Operations Management, Theory and Practice	Pearson Education	2015
4.	Chary S.N.	Productions and Operations Management	Tata McGraw- Hill Education Pvt. Ltd	2012
5.	Aswathappa K and Shridhara Bhat K	Production and Operations Management	Himalaya Publishing House	2010

17BAP09	FINANCIAL MANAGEMENT	CATEGORY	L	P	CREDIT
1/DAPU9	FINANCIAL MANAGEMENT	Core - IX	48	-	4

## **Preamble**

To familiarizing the participants with the skills related to basic principles, tools and techniques of financial management

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Have an understanding about the varied functions of	K1,K2
	financial management and the managerial implications	
CO2	Equip themselves with an overview and interpret the	K2
	impact of capital structure, investment projects, working	
	capital management and capital budgeting	
CO3	Organise their knowledge on various aspects of financial	K3,K6
	management and prepare to handle real-time business	
	situations	
CO4	Discover strategies and recommend feasible solutions to	K4,K5
	handle business at financial crisis	
CO5	Elaborate on the strategic need for financial management	K6
	and the managerial implications of the tools	

# UNIT I: FINANCIAL MANAGEMENT-OVERVIEW

**(10 Hours)** 

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship-Time value of money concepts - Indian Financial system: - legal, regulatory and tax framework-Sources of Long term finance - Features of Capital market development in India - Role of SEBI in Capital Issues.

# UNIT II: COST OF CAPITAL AND LEVERAGE

(8 Hours)

Cost of Capital : meaning,importance,computation for each source of financeequity shares,preference shares,debentures and weighted average cost of capital-Leverage:meaning,types,operating leverage, financial leverage, problems.

## UNIT III: CAPITAL STRUCTURE AND DIVIDEND POLICY

**(10 Hours)** 

Capital Structure:meaning,factors affecting capital structure,capital structure theory ,net income approach, net operating income approach ,MM theories – Dividend:meaning,types -Dividend Policy:meaning, types of divided policy,determinants of dividend policy-CAPM.

# **UNIT IV: WORKING CAPITAL MANAGEMENT**

(10 Hours)

Working Capital Management: definition and objectives ,working capital policies, factors affecting working capital requirements ,sources of working capital, computation for working capital requirements (Basic problems) - Cash Management: meaning, motives for holding cash-objectives-Receivables Management: meaning, importance, steps, implications of various committee reports.

## **UNITY: CAPITAL BUDGETING**

**(10hours)** 

Capital Budgeting :methods of appraisal ,conflict in criteria for evaluation - Capital Rationing : problems - Risk analysis in Capital Budgeting - Cases.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Dr.S.N.Maheswari	Finacial Management	Sultan Chand	2012
2.	Shashi.K.Gupta & Sharma K.Gupta	Finacial Management	Kalyani Publishers	2015
3.	M.Y.Khan & P.K.Jain	Financial Management	Tata McGraw Hill	2010
4.	James C.Van Horne	Financial Management & Policy	Prentice Hall of India (P) Ltd	2002
5.	Pandey I.M	Financial Management	Vikash Publishing	2011

17BAP10	MARKETING MANAGEMENT	CATEGORY	L	P	CREDIT
1/BAF10	WARRETING WANAGEMENT	Core – X	48	-	4

# **Preamble**

To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function

## **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Recall and outline the key marketing concepts, theories	K1,K2
	and techniques used for analyzing a variety of marketing	
	situations	
CO2	Demonstrate an understanding of market segmentation	K2, K3
	and targeting to build knowledge on consumer behaviour	
CO3	Infer marketing strategies based on product, price, place	K4
	and promotional objectives	
CO4	Inspect the marketing environment and distribution	K5, K6
	channels in order to derive timely decisions on marketing	
	mix	
CO5	Elaborate on the emerging trends in marketing in a global	K6
	perspective and apply newer concepts for business	
	development	

## UNIT I: MARKETING AND MARKETING ENVIRONMENT

**(10 Hours)** 

Introduction to marketing:nature and scope, perspectives, philosophies, marketing Vs selling, Value perspective-Role in economic development - Marketing Process - Roles and responsibilities of a marketing manager - Marketing environment :micro and macro environment.

# UNIT II: MARKET SEGMENTATION AND BUYING BEHAVIOUR (8 Hours)

Market segmentation:bases, benefits, philosophies, targeting and positioning - Buying Behaviour:definition, buying population, buying motives, buying decision, buying participants, buying process.

# UNIT III: PRODUCTS, PRICING AND BRANDING

(10 Hours)

Managing Products: classification of products, product levels, product life cycle, avoiding product failure, product line and product mix - Pricing Strategy: objectives-methods-factors, adopting price, Responding to competitor's price changes - Overview of Branding: elements, reasons for branding, types and benefits - New product development - Packaging.

# UNIT IV: MARKETING CHANNELS AND SALES PROMOTION (10 Hours)

Marketing channels: levels, functions, channel flows, channel design decisions - Distribution Management: objectives, functional areas, Value chain - Overview of Retailing: direct marketing and wholesaling - Sales promotion: purpose, types, effectiveness, limitations - Personal selling: Science or art?, duties types of salesman, theories

## UNIT V: MARKETING OF NON- BUSINESS ORGANIZATION (10 Hours)

Marketing of Non- business organization —Issues in Marketing:social, ethical and legal aspects of marketing — Overview on the Developments in Marketing:International marketing, Green marketing, Cyber marketing, Relationship Marketing, Rural Marketing—Cases.

## **Books for Reference:**

Books for Reference.						
S.No	Authors	Title	Publishers	Year of Publication		
1.	Kotler, Keller, Koshy, Jha	Marketing Management: A South Asian Perspective	Pearson	2013		
2.	Ramaswamy, Namakumari	Marketing Management: Global Perspective in India	Macmillan	2013		
3.	Willam, Ferell	Marketing	South Western Educational publishing	2016		
4.	Philip Kotler	Marketing Management	Pearson Education	2012		
5.	Rajan Saxena	Marketing Management	Tata McGraw Hill	2012		

17D	15D A D11	HUMAN RESOURCE	CATEGORY	L	P	CREDIT
17BAP11	MANAGEMENT	Core - XI	48	1	4	

# **Preamble**

To provide an understanding to the students by focusing on practical insights of the human resource management process

# **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Demonstrate proficiency in fundamental human resource	K1,K2
	theories and concepts and how they relate to an	
	organisation	
CO2	Analyze the role of recruitment & selection in relation to	K4, K5
	the organisations's business and interpret the salary and	
	wage structure	
CO3	Experiment with various forms of performance	K3,K4
	measurement rubrics and simplify employee performance	
	management	
CO4	Assess the need for goal alignment and prioritise goals	K5
	on par with industry expectations thereby attempting to	
	establish a career path	
CO5	Predict the upcoming trend in human resources	K6
	management and plan to operate in a global context	

## UNIT I: HUMAN RESOURCE MANAGEMENT-OVERVIEW

**(12 Hours)** 

Introduction:nature, scope, functions, objectives, evolution of HRM- Importance of Human Factor – Roles and responsibilities of HR Manager - Human Resource Planning: importance, factors, process - Job Analysis: Process and Outcomes, Job description, Job specification, Job rotation, Job enlargement & Job enrichment.

#### UNIT II: RECRUITMENT AND SELECTION

(8 Hours)

Recruitment and Selection: sources of recruitment,methods of selection ,induction and placement - Training need Analysis: designing training programme ,types of training,difference between training and development,importance,assessment of training effectiveness,improving the effectiveness of training.

# UNIT III: WAGE AND SALARY ADMINISTRATION

(10 Hours)

Wage and Salary administration: principles and techniques of wage fixation, job evaluation ,incentive schemes - Performance Appraisal: objectives, developing performance appraisal system ,Key Result Areas ,types of appraisal system ,360 degree appraisal,managing performance through reward systems , methods to improve performance.

# UNIT IV: CAREER PLANNING AND DEVELOPMENT

(8 Hours)

Career Planning and Development :overview of promotion, demotion, transfer and separation – implication of job change-Control Process: importance,grievances,methods,causes, implications, redressal mechanism - Management of employee turnover and retention.

# UNIT V: RECENT TRENDS IN HR

**(10 Hours)** 

Recent Trends in HR: HR outsourcing, competency mapping, Human Resource Accounting, Knowledge Management, Learning organization – Practices in Indian organisations - Role of HR in Internationalization of Business - Staffing Global Organizations - Training and Maintaining Expatriates - Implementing Global HR System - Overview on the applications of IT in various HRM functions - Cases.

DOUNDI	or Reference.			
S.No	Authors	Title	Publishers	Year of Publication
1.	Dessler, Gary and Biju Varkkey	Human Resource Management	Pearson Education	2016
2.	Bernardin, John H	Human Resource	McGraw-Hill	2013

		Management: An		
		Experiential Approach		
		Human Resource		
3.	Aswathappa, K	Management: Text and	McGraw-Hill	2013
		Cases,		
		Human Resource		
4.	Rao VSP	Management: Text and	Excel Books	2010
		cases		
5.	David A.De Cenzo&	Personnel/Human	PHI/Pearson	2010
3.	Stephen P. Robbins	Resource Management	r m/rearson	2010

17BAP13	150 A D12 DEIGINIEGG DEGE A DGU METUODG	CATEGORY	L	P	CREDIT
17 <b>DAF13</b>	BUSINESS RESEARCH METHODS	Core - XIII	48	ı	4

# **Preamble**

To familiarize the students with methodology of research and its application in managerial decision making

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the scope and significance of research in	K1,K2
	business decisions	
CO2	Translate their understanding about hypotheses,	K2,K3
	scaling, and the research tools in order to experiment	
	in different business situations	
CO3	Discover the pitfalls in business research and the	K4
	methodology adopted and inspect the rudiments for	
	improvement	
CO4	Determine the relative importance of variables in a	K5
	business research and measure their impact on the core	
	issue investigated	
CO5	Design reports that propose alternative solutions and	K6
	test their feasibility	

# UNITI: INTRODUCTION TO RESEARCH

(8 Hours)

Research:meaning,scope and significance,types of research research process ,characteristics of good research,scientific method, problems in research,-Identifying research problem :concepts, constructs and theoretical framework.

# UNIT II: RESEARCH DESIGN AND SCALING TECHNIQUES (8 Hours)

Hypothesis:- meaning , sources , types - Formulation Research design :types , case study,,features of good design - Measurement : meaning ,need ,errors in measurement tests of sound measurement ,techniques of measurement - Scaling Techniques : meaning - types of scales ,scale construction techniques.

# UNIT III: SAMPLINGDESIGN, DATA COLLECTION AND PROCESSING (10 Hours)

Sampling design: meaning, concepts-, steps in sampling, criteria for good sampledesign, types of sample designs, probability and non-probability samples- Data collection: types of data, sources, tools for data collection, methods of data collection – constructing Questionnaire, pilot study, case study- Data processing: coding, editing and tabulation of data, data analysis.

# **UNIT IV: TESTING AND HYPOTHESIS**

(12 Hours)

Test of Significance:assumptions about parametric and non-parametric tests- Parametric Test: t test, F Test and Z test - Non Parametric Test:U Test, Kruskal Wallis, sign test-Multivariate analysis:factor, cluster, MDS, discriminant analysis. (NO Problems).-SPSS and its applications.

# UNIT V: INTERPRETATION AND REPORT WRITING

(10 Hours)

Interpretation: meaning, techniques of interpretation - Report writing: significance, of report writing, steps in report writing, layout of report, types of reports, oral presentation, executive summary, mechanics of writing research report, precautions for writing report, norms for using tables, charts and diagrams, appendix, norms for using index and bibliography.

Questions: 20% of the questions shall be problems 80% of the questions shall be theory based.

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Donald R.Cooper and Pamela S.Schindler	Business Research Methods	Tata McGraw Hill	2010
2.	Naresh K Malhotra	Marketing Research: An Applied Orientation	Pearson Education	2010
3.	Uma Sekaran	Research Methods for Business	Wiley Publications	2011
4.	Kothari C.R	Research methodology	Wishwa Prakashan	2013
5.	T.N.Srivastava & Shailaja Rego	Business Research Methodology	Tata McGraw Hill	2013

	CYBER SECURITY	CATEGORY	L	P	CREDIT
17SEP01	CIDER SECURITI	Skill Enhancement	24	ı	2

# **Preamble**

To understand the basics of cyber security and the security threats in day-to-day activities.

# **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the basic concepts of information security	K1
	and its types	
CO2	Outline their knowledge on the need for cyber security	K2
	and the underlying principles	
CO3	Make use of the knowledge acquired to handle cyber	K3
	security risks and threats even during situations of higher	
	uncertainity	

CO4	Dissect the security issues in handling information and social media	K4
CO5	Estimate the risk involved in the cyber world and ensure preventive and control measures at times of security breaches or threats	K5,K6

### **UNIT I: INFORMATION SECURITY**

(5 Hours)

History of Information Security - Need for Security-Types of Security: Physical Security - Network Security - Personal Security - Operation Security - Communication Security - Information Security Threats.

# UNIT II: INTRODUCTION TO CYBER SECURITY

(5 Hours)

Cyber Security: Objectives- Roles- Differences between Information Security and Cyber Security. Cyber Security Principles: Confidentiality- Integrity – Availability.

## **UNIT III: RISKS & VULNERABILITIES**

(5 Hours)

Risk Meaning: Risk Management —Problems of Measuring Risk -Risk Levels-Risk Analyzes-Risk Assessment —Response to Risk Terminology- Threats: Components of Threats-Types of Threats-Vulnerabilities: Computing System Vulnerabilities —Hardware Vulnerabilities-Software Vulnerabilities-Data Vulnerabilities-Human Vulnerabilities.

## **UNIT IV: SOCIAL MEDIA**

(5 Hours)

Introduction to social media: What, Why –Pros and cons- Security issues in social media: Mail-Facebook-Whatsapp-Twitter-Preventive and control measures.

**UNIT V: CASE STUDY** 

(4 Hours)

Impact of social media: Education -Business- Banking-Mobile -Human Life- Present generation-Indian scenario.

#### WEB REFERENCES

- 1. https://m.youtube.com/watch?v=o6pgd8gLFHg
- 2. https://m.youtube.com/watch?v=3rl4ZjZpcHU
- 3. https://blog.barkly.com/10-fundamental-cybersecurity-lessons-for-beginners
- 4. https://5social media security risk and how to avoid them.html
- 5. https://10 cyber security twitter profiles to watch.html
- 6. https://cyber security in banking 4 trends to watch in 2017.html
- 7. https://gmail hacking security tips-indian cyber security solutions.html
- 8. https://why social media sites are the new cyber weapons of.html

EBook: A complete guide to Staying Ahead in the Cyber Security Game

## **SEMESTER III**

17BAP16	STRATEGIC MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XVI	60	-	4

#### **Preamble**

To integrate the knowledge gained in various functional areas for making business decisions, from the executive's point of view in the global and Indian context.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	To impart the basics of strategy and its implications in an organization and community	K1,K3
CO2	Discuss importance of business scenario in the competitive arena by doing environment analysis	K3,K4
CO3	Understand the stability and durability of different strategic alternatives under various levels	K2
CO4	Demonstrate implementation strategies and matching the strategy with organizational structure and control systems	K5
CO5	Construct the strategies to adopt the current trends and face new challenges in the environment	K6

## UNIT I: INTRODUCTION

**(12 Hours)** 

Concept of Strategy -Levels of strategy- Strategic Management- Characteristics – Process – Stakeholders in business and their roles in Strategic Management - Meaning of Strategic Intent, Vision, Mission , Objectives, Goals and its characteristics - Hierarchal levels of planning - Strategic planning process.

## **UNIT II: ENVIRONMENT ANALYSIS**

(12Hours)

Analyzing Company's Internal Environment: Evaluating company's Resources, Capabilities, Core Competencies, Distinctive Competencies, Competitive advantage and its sources, Building Blocks of Competitive advantage.

Analyzing Company's External Environment: Analyzing Macro environment – Porters Five Force Model-ETOP. Value Chain: - Primary and Secondary activities - Portfolio analysis :- Business Portfolio analysis – BCG Matrix – GE 9 Cell Model.

## UNIT III: STRATEGY FORMULATION

(12 Hours)

Functional Strategies:- Efficiency, Quality, Innovation and Customer Responsiveness - Business Strategies: - Low cost, Differentiation, Focus. Corporate Strategies:- Stability, Growth Strategies - Diversification - Joint Venture - Merger- Acquisition - Takeover - Vertical and Horizontal Integration - Strategic alliances- Exit Strategies - Retrenchment Strategy - Turnaround Strategy.

## **UNIT-IV: STRATEGY IMPLEMENTATION**

(12 Hours)

Strategy Implementation: – Process – Barriers,7S Framework – Organizational Structure and Control System: – Functional, Divisional, SBU, Matrix, Network – Levels of control system - Matching Structure and Control to Strategy:- Functional level, Business level, Global level and Corporate level - Strategy Evaluation:- Use of Balance Scorecard approach for evaluation.

#### UNIT V: STRATEGIC BUSINESS MODELS

**(12 Hours)** 

Business Models:-Meaning and Components of business models, New business model and Strategies for Internet economy - Non-Profit-Organization:- Various forms of Non- profit-organization- Popular Strategies.

S.No	Authors	Title	Publishers	Year of Publication
1.	Charles W.L.Hill & Gareth R.Jones	Strategic Managment Theory An Integrated approach	Biztantra	2015
2.	John A Pearce II and Richard B Robinson	Strategic Management: Formulation, Implementation and Control	Tata MC Graw Hill	2010
3.	John A.Parnell	Strategic Management, Theory and practice	Biztantra	2012
4.	Azar Kazmi	Strategic Management & Business policy	Tata Mcgraw Hill	2009
5.	John Pearce & Richard Robinson	Strategic Management	Tata Mc Graw Hill	2012

## I.ELECTIVE COURSES -HUMAN RESOURCE MANAGEMENT

17BAPH1	MANAGERIAL BEHAVIOUR AND	CATEGORY	L	P	CREDIT
1/БАРП1	EFFECTIVENESS	Core-Elective-H	48	ı	3

## **Preamble**

To examine managerial styles of students in assessing different systems of management and relate systems to organizational characteristics.

## **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Dissimilitude different attitudes and assumptions of	K1
	managers about human nature and behaviour at work	
CO2	Appraise different systems of management and relate	K3,K4
	systems to organisational characteristics	
CO3	Review the basic and underlying philosophies for	K2,K3
	successful management of people	
CO4	Advocate criteria's for evaluating the effectiveness of	K4,K5
	managers	
CO5	Acclaim the importance of organisational and managerial	K5,K6
	efforts in fostering innovation and creativity	

## UNIT I: DEFINING THE MANAGERIAL JOB

(10Hours)

Managerial job: Definition-Descriptive Dimensions of Managerial Jobs. Methods: Heuristic methods, Androgynous methods. Model: Henry Mintzberg model, Role dimensions. Time Dimensions in Managerial Jobs: principles of time management, time wasters, process.

# UNIT II: DESIGNING THE MANAGERIAL JOB

**(10 Hours)** 

Effective and Ineffective Job behaviour: Characteristics, difference between effective and ineffective job behaviour. Functional and level differences in Managerial Job behaviour: top, middle and first levels, skills required by managers at each level.

UNIT III: THE CONCEPT OF MANAGERIAL EFFECTIVENESS

**(10 Hours)** 

Managerial effectiveness: Definition, methods- the person, process, product approaches, bridging the gap – Global measures for managerial effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

# UNIT IV: ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS (10Hours)

Organisational Processes: Organisational Development, OD values, OD intervention techniques, results. Job Challenge: meaning, experiencing a job transition, creating change, dealing with diversity. Competition: meaning, strategies adopted by organisations to overcome competition—Managerial Styles.

## UNIT V: DEVELOPING THE MANAGERIAL SKILLS

(8 Hours)

Self-Development: meaning, stages, SWOT analysis, Activities focussing on teamwork, leadership, relationship building— Negotiation Skills. Development of the Competitive Spirit: models .Knowledge Management: definition, five stages of KM .Fostering Creativity and innovation: steps to improve creativity and innovation.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Peter Drucker	Management	Harper Row	2005
2	Milkovich and Newman	Compensation	McGraw-Hill	2005
3	Blanchard and Thacker	Effective Training Systems, Strategies and Practices	Pearson	2006
4	Dubrin	Leadership, Research Findings, Practices & Skills	Biztantra	2008
5	Joe Tidd , John Bessant, Keith Pavitt	Managing Innovation	Wiley	2006
6	R.M.Omkar	Personality Development and Career Management	S.Chand	2008

17BAPH2	LEGAL ASPECTS OF BUSINESS	CATEGORY	L	P	CREDIT
	LEGAL ASPECTS OF BUSINESS	Core- Elective-H	48	-	3

# **Preamble**

To contrive the knowledge of various legal aspects relevant to business and to future its practices for the improvement of business.

# **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	Understand the key concepts of business law relating to contract formation, the selection of business assignment, etc	K1,K2
CO2	Ability to analyse legal issues faced by company with the knowledge gained	K3, K4
CO3	Become proficient in the ways to minimize legal risk in	K3

	business and safeguard their rights	
CO4	Familiarize in the concepts of income tax, GST and its impact	K5,K6
CO4	on business in global scenario	NJ,NO

## **UNIT I: THE INDIAN CONTRACT ACT 1872**

(10Hours)

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts.

## **UNITII: THE SALE OF GOODS ACT 1930**

**(10 Hours)** 

Meaning of goods, sale and agreement to sale, difference between sales and agreement to sale-Rights of an unpaid seller - Negotiable Instruments: Nature and requisites of negotiable instruments, Types of negotiable instruments: Promissory notes, Cheques, Bill of exchange.

## **UNIT III: COMPANY LAW**

**(10 Hours)** 

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

# UNIT IV: INDUSTRIAL LAW

**(10 Hours)** 

Factories Act-Payment of wags Act-Payment of Bonus Act-Industrial Disputes Act

## UNIT V: INCOME TAX AND GST

(8 Hours)

Income tax: Computation of individual's income and tax liability.

GST: Introduction-GST rate cards, GST slabs, Benefits of GST, Impact of GST on business.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	N. D. Kapoor	Elements of mercantile Law	Sultan Chand	2006
2	P. K. Goel	Business Law for Managers	Biztantatara	2008
3	Akhileshwar Pathack	Legal Aspects of Business		
4	Dr. K.Vinod	Direct Taxes Planning and Management	Singhania	2008
5	V.S.Datey	GST Ready Reckoner	Taxmann	2017
6	Richard Stim	Intellectual Property- Copy Rights, Trade Marks, and Patents, Learning	Cengage	2008

17BAPH3	STRATEGIC HUMAN RESOURCE	CATEGORY	L	P	CREDIT
17DAI IIS	MANAGEMENT	Core-Elective-H	48	-	3

#### Preamble

To understand the transformation of HR functions from being a support function to strategic function.

## **Course Outcomes**

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

CO Number	CO Statement	Knowledge level
CO1	Accustom the basic concepts and models in SHRM	K1,K2
CO2	Understand the key areas of human behaviour in sustained organisation performance	K2
CO3	Evaluate HR Programs and its implications in current business world	K3,K4
CO4	Demonstrate the ability to explain the importance of strategic options in the achievement of strategic change	K4,K5
CO5	Ascertain the impact of Strategic International HRM in promoting the development of an organisation in global scenario	K6

## UNIT I: STRATEGIC HUMAN RESOURCE MANAGEMENT

**(10 Hours)** 

SHRM:Definition of HRM and SHRM, importance of SHRM, shift from traditional HRM to SHRM, steps, models-strategic role of HR during business cycle.

## UNIT II: FUNCTIONAL HUMAN RESOURCE STRATEGIES

(10 Hours)

Recruitment strategies: meaning, online recruitments, outsourcing, headhunting, assessment centres, work life balance, autonomous work teams. Training & Development strategies: competencies, cross cultural training, multi-skilling, succession planning, creating a learning organization.

# UNIT III: ENVIRONMENTAL INFLUENCES AND EVALUATION OF HR PROGRAMS (10 Hours)

Environmental influences: meaning, environmental scanning sources and methods, techniques of scanning, challenges, environmental factors.

Evaluation of HR programs: Introduction, importance, scorecard, 5C model of HRM impact, approaches for measuring HR practices, challenges in measuring the impact of HRM.

# UNIT IV: STRATEGIC OPTIONS AND HR DECISIONS

(10 Hours)

Downsizing and Restructuring:meaning, need for downsizing, workforce reduction and restructuring methods, financial performance and downsizing, consequences, effective downsizing strategies.

# UNIT V: STRATEGIC INTERNATIONAL HR

(8 Hours)

Strategic International HRM: Definition-Corporate International business strategies- Linking HR strategy with business - SHRM issues in business -Strategic IHRM fits with corporate international business strategies-Comparative analysis between role of HR manager in Indian and International Companies -Strategic IHRM flexibility- Recent trends in SHRM-Case studies.

S.No	Authors	Title	Publishers	Year of Publication
1	Paul Boselie	Strategic Human Resource Management	Tata McGraw Hill	2011
2	Monica Belcourt, &Kenneth J.Mcbay	Strategic Human Resource Planning	Pearson	2009

3	Monir Tayeb	International Human Resource Management	Oxford	2007
4	Robert L. Mathis and John H. Jackson	Human Resource Management	Cengage Learning	2007
5	Jeffrey A Mello	Strategic Human Resource Management	Cengage Learning	2007

## II. ELECTIVE COURSES-FINANCE

17BAPF1	SECURITY ANALYSIS AND	CATEGORY	L	P	CREDIT
	PORTFOLIO MANAGEMENT	Core-Elective-F	48	1	3

# **Preamble**

To familiarize the students on the modes of selecting investment opportunities, and analyzing the securities for investment.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Recollect the Investment, Investment products and Risk	<b>K</b> 1
	Return Concepts	
CO2	Know the working of Securities Market Exchange and	K2
	Regulators	
CO3	Get acquainted with the fundamental analysis and	K3,K5
	valuations of Securities	
CO4	Analyze the share prices using technical charts	K4
005		T/C
CO5	Make use of tools to evaluate portfolio performance	K6

## **UNIT I: INVESTMENT**

(8 Hours)

Investments: Concept and objectives – Nature – Scope-Process – Stages-Types of Investment and Investors-Sources of investment information –Investment Alternatives- Risks of investment.

# **UNIT II: SECURITIES MARKET**

(12Hours)

Securities Market: Types - Participants - Regulatory Environment, Stock exchanges in India - Regulations of stock exchanges - Trading system in stock exchanges. Debt instruments valuation model: Constant, Two stage and three stage growth model- Asset pricing theories: APT, Option pricing theory

# **UNIT III: FUNDAMENTAL ANALYSIS**

**(10 Hours)** 

Economic Analysis: Economic forecasting and stock Investment Decisions – Forecasting Techniques. Industry Analysis: Industry classification, Industry life cycle. Company Analysis:

Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodd's investor ratios

# **UNIT IV: TECHNICAL ANALYSIS**

**(10 Hours)** 

Technical Analysis: Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators - Trend - Trend reversals - Patterns - Moving Average - Oscillators - Testing of Efficient Market theory.

#### UNIT-V: PORTFOLIO MANAGEMENT

(8 Hours)

Portfolio – Objectives – Construction- Selection – Revision- Portfolio Evaluation: Sharpe's, Treynor's and Jensen's Performance Index- Practical applications in selection of securities. Capital Asset Pricing Model: SML,CML - Case Analysis

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Preeti Singh	Security Analysis and Portfolio Management	Himalaya Publishers	2012
2.	V.K.Bhalla	Investment Management	S.Chand & Company Ltd.	2012
3.	Prasanna Chandra	Investment Analysis and Portfolio Management	Tata McGraw Hill	2010
4.	S.Kevin	Security Analysis and Portfolio Management	PHI Learning	2012
5.	Donald E.Fischer & Ronald J.Jordan	Security Analysis & Portfolio Management	PHI Learning	2011

17BAPF2	MERCHANT	BANKING	AND	CATEGORY	L	P	CREDIT
	FINANCIAL S	ERVICES		Core- Elective-F	48	-	3

# **Preamble**

To make the students understand the various financial services and its usage and applications in business and industry

# **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Recollect and understand the functions of merchant	K1,K2
	banking and SEBI activities	
CO2	Understand the leasing, hire purchase activities and apply	K2,K3
	its uses in various activities of business	
CO3	Analyse the concept of mutual funds and various types of	K4
	MF's and credit ratings	
CO4	Construct broad picture of mergers and acquisitions	K6
	related activities	
CO5	Evaluate Venture capital, Credit Rating and depositories	K5
	_	

## **UNIT I: MERCHANT BANKING**

(8 Hours)

Merchant Banking - Functions — Categories of merchant bankers-Modes of raising capital from Domestic and foreign markets -Raising short term funds - SEBI guidelines on Obligations & responsibilities of Merchant bankers-Issue management: Pre & Post issue activities, E-IPO, Private Placement — Bought out Deals — Off - Shore Issues

## UNIT II: HIRE PURCHASING AND LEASING

(12Hours)

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing -overview - tax aspects - Lease Accounting - Types of leases - Benefits of leasing- Rights & Obligations of Lessor & Lessee-Evaluation of leasing proposals.

# **UNIT III: MUTUAL FUNDS**

**(10 Hours)** 

Mutual Funds: Types - Operations-Mutual fund Calculations -Regulations - SEBI Guidelines for mutual funds.

## **UNIT-IV: MERGERS AND ACQUISTIONS**

(8 Hours)

Mergers and Acquisitions: Types, Process- SEBI code on Take-over's - Business Failures and reorganizations: Causes, Types, and Symptoms.

## **UNIT V: OTHER SERVICES**

**(10 Hours)** 

Venture Capital:Objectives,Forms,Process,Methods - Bill Discounting:Types,Working of bill discounting - Credit rating:Objectives,Types,Process, - Asset securitization - Securitisation in India.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	M.Y.Khan	Financial Services	Tata McGraw-Hill	2015
2.	Shanmugam, R.	Financial Services	Wiley India	2014
3.	Punivathy Pandian	Management of Financial Services	Vikas Publishing House	2010
4.	Gurusamy	Financial Services	Tata McGraw-Hill	2010
5.	Tripathy	Financial Services	PHI Learning	2010

17BAPF3		Core-Flective-F 48	L	P	CREDIT
	MODERN BANKING	Core-Elective-F	48	1	3

## Preamble

To familiarize the students in advanced banking concepts and enable them to work with modern banking system.

## **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		

CO1	Understand the basic functions of banking operation and	K1,K2
	its regulation	
CO2	Discuss various products offered by the bank for its customers	K3
CO3	Analyze the impact of technology in banking industry	K4
CO4	Evaluate the bank payment and settlement system from	K5
	the customer view.	
CO5	To study the financial inclusion and issues in banking	K6
	system.	

#### **UNIT I: INTRODUCTION**

(8 Hours)

Introduction-Scheduled and Non-scheduled banks, Evolution of banks in India - Pre & Post Nationalization of banks - Functions of Banks - Types of Banking - RBI Functions - Banking Regulation act - Negotiable Instruments Act.

# **UNIT II: BANKING TRANSACTIONS**

(12Hours)

Types of customers-KYC guidelines – Different Deposit products – Principles of Lending – Various Credit products – Fund Based loans :- Cash Credit, Overdraft, Demand loan , Term Loan – Non Fund Based Loans:- Letter of Credit

## UNIT III: BANKING TECHNOLOGY

**(10 Hours)** 

Indian banking transformation – Electronic Banking – Core banking – Back office processing – Branch computerization – Online banking – Internet and mobile banking - Electronic Distribution channels – Onsite ATMs , Offsite ATMs, Stand alone ATMs, Networked ATMs - Core banking solutions – POS terminals – Home Banking

# UNIT-IV: BANK PAYMENT & SETTLEMENT SYSTEM

(8 Hours)

Evolution of Payment system in India – IFSC code - Payment Methods -Cheque – MICR – Cheque Truncation – ECS Debit & Credit – RECS – EFT – NEFT – SWIFT – CFMS – RTGS – Electro Magnetic Cards.

# **UNIT IV: RECENT TRENDS**

**(10 Hours)** 

Financial Inclusion – Cross Selling – Private Banking – Personal Finance– CRM in Banking - Contemporary issues in bank management.

S.No	Authors	Title	Publishers	Year of Publication
1.	Indian Institute of Banking & Finance	Principles Practices of Banking	Macmillan Publishers India Limited	2012
2.	Vijayaragavan Iyengar	Introduction to Banking	Excel Books	2011
3.	Clifford Gomez	Banking & Finance Theory, Law and Practice	PHI Learning	2011
4.	K.P.M. Sundharam & Varshney	Banking Theory Law & Practice	Sultan Chand & sons	2014
5.	Kanhaiya Singh, Vinay Dutta	Commercial Bank Management	Tata McGraw Hill Education	2010

### **III.ELECTIVE COURSES-MARKETING**

1 <b>7</b> BAPM1	INTEGRATED MARKETING	CATEGORY	L	P	CREDIT
1/DAFWII	COMMUNICATION	Core-Elective-M	48	1	3

## **Preamble**

This course introduces students to the basic concepts of advertising and sales promotion which helps firm to promote products in the market.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO 1	Understanding the marketing communication and	K1,K2
	environment.	
CO 2	Applying communicational methods for marketing.	К3
CO3	Analysing advertisement media and tactics at corporate and	K4
	marketing level.	
CO4	Understanding the sales promotion, public relations tools	K2,K5
	and techniques.	
CO5	Creating publicity for marketing communication.	K6

## **UNIT I: INTRODUCTION**

(9 Hours)

Introduction to Integrated Marketing Communication: Definition— Characteristics— Elements of Integrated Marketing Communication—Developmental view—Approaches to planning Integrated Marketing Communication.

## **UNIT II: ADVERTISEMENT**

(10 Hours)

Concept – Definition – Scope and objectives – Functions – Principles of Advertisement – Social, Economic and legal Implications of Advertisements – Setting Advertisement Objectives – Advertisement Agencies – Selection and Remuneration – Advertisement Campaign.

# **UNIT III: ADVERTISEMENT MEDIA**

**(10 Hours)** 

Introduction – Media Planning and scheduling – Types of Advertisement – Layout – Design appeal – Print media – Broadcast media – out-of-home media – Radio, T.V and Web advertisements – Media Research – Testing validity and Reliability of ads - Measuring impact of advertisements.

## UNIT IV: SALES PROMOTION AND PUBLIC RELATIONS

**(10 Hours)** 

Sales Promotion: Definition – Objectives of Sales promotion – Sales Promotion Techniques – Involvement of Salesmen and Dealers – Online sales promotion. Public Relations: Meaning – Objectives – Scope and Functions – Public Relations in Promotional Mix- Public relations tool and techniques – Pros and Cons of Public Relations.

## **UNIT V: PUBLICITY**

(9 Hours)

Publicity - Introduction - Meaning , Objectives , Tools , Goals of Publicity , Scope and importance of Publicity . Difference between Marketing, Public Relations and Publicity - Social publicity - Web Publicity and Social media - Publicity Campaigns.

S.No	Authors	Title	Publishers	Year of
				Publication

1.	Sirgy, Rahitz	Integrated Marketing	Cengage Learning	2008
		Communications, A		
		Strategic Approach.		
2.	Kenneth Clow,	IntegratedAdvetisemen	Prentice Hall Of	2003
	Donald Baack	ts,Promotionand	India	
		Marketing		
		Commuication		
3.	George E Belch,	Advertising and	Tata McGraw Hill	2010
	Michel A belch	Promotion		
4.	S.H.H Kazmi	Advertising and Sales	Excel Books	2001
	and Satish K	Promotion		
	Batra			

17BAPM2	BRAND MANAGEMENT	CATEGORY	L	P	CREDIT
17 <b>DAI</b> W12	DRAND MANAGEMENT	Core-Elective-M	48	-	3

## **Preamble**

To familiarize the students to the methods of managing brands and framing new strategies for successful business

# **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand brand management concepts and careers in	K1,K2
	the areas of brand management.	
CO2	Identify different Brand strategies adopted by different	K3,K4
	companies.	
CO3	Develop successful interfaces with sales, advertising &	K6,K2
	channel functions.	
CO4	Understanding different brand extension and identify the	K2,K3
	factors deciding it.	
CO5	Evaluate performance of well known brands	K5

# **UNIT I: INTRODUCTION**

(8 Hours)

Concept of a brand – Evolution, types of brand names, Brands Vs Products, Brand elements: Components & choosing brand elements, Branding challenges & opportunities.

## **UNIT II: BRAND STRATEGIES**

**(10 Hours)** 

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour, Building a strong brand – Method & Implications.

# **UNIT III: BRAND COMMUNICATIONS**

(8 Hours)

Brand Image, image dimensions, brand associations & image, Managing Brand image. Brand identity – perspectives, levels, and prisms. Brand Equity – Sources of Equity. Brand Equity models, Brand audits. Brand Loyalty & cult brands.

**UNIT IV: BRAND EXTENSION** 

(9 Hours)

Brand Extension, Line extensions, Line Trap-Co branding & Licensing Brands. Reinforcing and Revitalisation of Brands—need, methods. Brand Architecture-Brand portfolio management.

# **UNIT V: BRAND PERFORMANCE**

**(10 Hours)** 

Brand valuation – Methods of valuation, Branding industrial products, services and Retailers – Building Brands online, creation of blog, online brand promotion, process for appraisal.

## **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Kevin Lane Keller	Strategic Brand Management	PHI/Pearson	2014
2.	Harsh Varma	Brand Management	Excell Books.	2012
3.	Majumdar	Product Management in India	PHI	2010
4.	Sengupta	Brand Positioning	Tata McGraw Hill	2012
5.	Rameshkumar	Managing Indian Brands	Vikas	2011

17D A DM2	RURAL MARKETING	CATEGORY	L	P	CREDIT
17BAPM3	RURAL MARKETING	Core- Elective-M	48	1	3

## **Preamble**

The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for production of Rural Products.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the nature and scope of rural marketing.	K2
CO2	Recognise product and Appling pricing strategy	K1,K3
CO3	Analysing promotional and distribution strategy.	K4
CO4	Evaluating the consumer behaviour in the rural marketing.	K5
CO5	Creating trends in rural marketing.	K6

# UNIT I: OVERVIEW OF RURAL MARKETING

(9 Hours)

Introduction of Rural marketing - Evolution of Rural Marketing in Indian and Global Context – Definition - Nature, Scope and Characteristics of Rural Marketing - Importance of Rural Marketing, - Rural Vs Urban marketing - Attractiveness of Rural marketing.

# **UNIT II: PRODUCT & PRICING STRATEGY**

**(10 Hours)** 

Ruralproduct Strategy: Concepts and Classifications - Product mix decisions - Product Item decisions and Competitive product strategies. Pricing for rural marketing- Concepts - Pricing polices--pricing strategies.

#### UNIT III: CONSUMER BEHAVIOUR

(10Hours)

Consumer Buyer Behaviour Model in Rural Marketing – Buyer Characteristics – Factors influencing rural consumers during purchase of a product- Life style of Rural Consumer.

Rural Marketing Research: Process – Data Collection approaches in rural areas – Limitations and Challenges in Rural marketing.

# UNIT IV: PROMOTION AND DISTRIBUTION STRATEGY (10Hours)

Consumer Education and Consumer Methods in Promotion of Rural Marketing: Exploring media, Target audience, Designing right promotion strategy. Distribution in Rural Markets: Evolution of Rural Distribution Channels - Channel Dynamics – Rural Channel Members.

# UNIT V: ROLE OF TECHNOLOGY IN RURAL MARKETING (9 Hours)

e -Rural Marketing - CRM and e -CRM in Rural Marketing - Advanced Practices in Rural Marketing, Social Marketing, Network Marketing, Green Marketing in Indian and Global Context - Co-operative Marketing.

## **Books for References:**

S.No	Authors	Title	Publishers	Year of		
				Publication		
1.	C.G Krishnamacharyulu	Rural Marketing, Text	Pearson Education	2003		
	& Lalitha Ramakrishnan	and Cases				
2.	Pradeep Kashyap	Rural Marketing	Pearson	2012		
3.	Balram Dogra and	Rural Marketing,	Tata McGraw-hill	2008		
	Karminder Ghuman	Concepts and Practices				
4.	Ramkishen Y	New Perspectives in	Jaico Publishing	2008		
		Rural and Agricultural	House			
		Marketing				

## IV.ELECTIVECOURSES-SYSTEMS

17BAPS1	SYSTEM ANALYSIS AND DESIGN	CATEGORY	L	P	CREDIT	
	SISTEM ANALISIS AND DESIGN	Core- Elective-S	48	-	3	

## Preamble

To make the students understand and analyze about the system. Its function and the components of the system to be implemented.

## **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	Gather data to analyse and to specify the requirements of a system.	K1
CO2	Build general and detailed models that assist programmers in implementing a system.	K3,K4
CO3	Design a database for storing data and a user interface for data input ,output & its controls to protect the system and its data.	K2,K6
CO4	Demonstrate the issues in implementation process and the ethics to be followed in system development process.	K5
CO5	Develop the basic skills required to design system components and environments in an organisation.	K4,K6

#### UNIT I:-SYSTEM CONCEPTS & INFORMATION SYSTEM ENVIRONMENT

(9 Hours)

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: SYSTEM ANALYSIS**

(9 Hours)

System Analysis: System Development Life Cycle approach, 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 III: SYSTEM DESIGN**

**(10 Hours)** 

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- Case analysis

## **UNIT IV: SYSTEM IMPLEMENTATION**

**(12 Hours)** 

System Implementation: Need of Testing, Test Plan, Quality Assurance, Trends in Testing, Audit Trail, Post Implementation Review, , Selection of Hardware and Software Security and Recovery in System Development: System Security: Definition, Threats to system security, Control measures, Disaster/Recovery Planning, Ethics in System Development.

# **UNIT V: INFORMATION SYSTEM ANALYST**

(8 Hours)

The Information System Analysis: Introduction - - 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, Place of the System analyst position in the MIS organization

## **Books for Reference:**

BOOKS TOT RETERENCE.						
S.No	Authors	Title	Publishers	Year of Publication		
1.	Elias M.Awad	System Analysis and Design	Galgotia Publications	2007		
2.	Jerry L.Whitten, Lonnie D.Bently & Victor M.Bar	System Analysis and Design	Galgotia Publications	1998		
3.	Robert J.Thierauf	System Analysis and Design - A case study approach	CBS Publishers	2000		
4.	Henry F.Korth,Abraham Silberchatz& sudharshan	Database system concepts	Mc.Graw Hill	1991		
5.	Kendall	System Analysis and Design	Pearson	2002		

17BAPS2	KNOWLEDGE MANAGEMENT -	CATEGORY	L	P	CREDIT
2.212.22		Core-Elective-S	48	-	3

## **Preamble**

To focus on knowledge creation, capture, representation, storage and reuse to fully leverage the intellectual assets of a firm.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Define the nature and topology of knowledge and	K1,K2
	knowledge management within a business context	
CO2	Identify technologies that are most useful for	K2
	capturing/acquiring, organizing, distributing, and sharing	
	knowledge within an enterprise	
CO3	Analyze & apply the knowledge of management solutions,	К3
	which refer to the variety of ways in which information	
	and knowledge management can be facilitated	
CO4	Demonstrate a thorough understanding of different types	K2,K4
	of knowledge assets in an organisation and to be able to	
	design and implement successful strategies for leveraging	
	them	
CO5	Explain and evaluate major KM issues such as ethics,	K5,K6
	knowledge ownership vs. authorship, copyright,	
	intellectual property and knowledge sharing incentives	

## **UNIT I: INTRODUCTION**

(8 Hours)

Knowledge:Definition , Nature of knowledge, types of knowledge, - Alternative views of knowledge -Differences between data, Information and knowledge.

Knowledge management : Definition, Forces driving knowledge management, -Issues in knowledge management -The five Ps of strategic knowledge management.

# UNIT II: KNOWLEDGE MANAGEMENT PROCESSES

(10Hours)

10 step knowledge management roadmap -Knowledge discovery systems -Knowledge capture systems -Knowledge sharing systems -Knowledge application systems -Knowledge management Infrastructure

# UNIT III: TECHNOLOGIES FOR KNOWLEDGE MANAGEMENT (10Hours)

Knowledge based system: Introduction, Definition - Advantages and disadvantages - Artificial Intelligence: Definition, Other artificial intelligence technologies - Automated reasoning process - Case based reasoning system

# UNIT IV: KNOWLEDGE CODIFICATION AND IMPLEMENTATION (10Hours)

Knowledge codification – Definition – Reasons for codifying knowledge - Modes of knowledge conversion - Codification tools and procedures - Data management - Knowledge portals

## UNIT V: IMPACT OF KNOWLEDGE MANAGEMENT IN ORGANIZATION (10 Hours)

Attributes of a Knowledge leader -Enablers of knowledge culture -Ownership of knowledge: Ethical and legal issues. - Managing knowledge workers -Future of knowledge management

S.No	Authors	Title	Publishers	Year of Publication
1.	Becerra, Fernandez	Knowledge management: Challenges, solutions and technologies	Pearson	2010
2.	Debowski	Knowledge Management	Wiley India	2012

3.	Jawadekar	Knowledge Management	Tata McGraw Hill	2010
4.	Warier	Knowledge Management	Vikas Publishing House	2010
5.	Awad, Ghaziri	Knowledge Management	PHI Learning	2011

17BAPS3	ENTERPRISE RESOURCE	CATEGORY	L	P	CREDIT
1721130	PLANNING AND MANAGEMENT	Core- Elective-S	48	ı	3

# **Preamble**

To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Identify the factors that lead to the development and	K1
	implementation of ERP systems	
CO2	Describe an integrated information system to support for	K2,K3
	an effective and efficient business processes	
CO3	Analyse and evaluate the critical stage of implementation	K4,K5
	in the development of enterprise wide systems	
CO4	Evaluate and debate the need for linking enterprise	K5
	mission & goals with the implementation of ERP	
	systems	
CO5	Figure out the various emerging trends which will	K6
	support business process.	

#### **UNIT I: INTRODUCTION**

(8 Hours)

Overview of enterprise systems – Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning ,design and implementation of cross functional integrated ERP systems.

#### UNIT II: ERP SOLUTIONS AND FUNCTIONAL MODULES (10 Hours)

Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting and Finance, Materials and Production management.

#### **UNIT III: ERP IMPLEMENTATION**

(10 Hours)

Planning, Evaluation and selection of ERP systems-Implementation life cycle - ERP implementation, Methodology and Framework -Training. People Organization in implementation-Consultants, Vendors and Employees.

# **UNIT IV: POST IMPLEMENTATION**

**(10 Hours)** 

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation.

# UNIT V: EMERGING TRENDS ON ERP

(10Hours)

Extended ERP systems and ERP add—ons -CRM,SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing

### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication	
1.	Alexis Leon	ERP demystified	Tata McGraw-Hill	2007	
2.	Jagan Nathan Vaman	ERP in Practice	Tata McGraw-Hill	2008	
3.	Alexis Leon	Enterprise Resource Planning	Tata McGraw-Hill	2008	
4.	Sinha P. Magal and Jeffery Word	Essentials of Business Process and Information System	Wiley India	2012	
5.	Jagan Nathan Vaman,	ERP in Practice	Tata McGraw-Hill	2008	
6.	Vinod Kumar Grag and N.K. Venkitakrishnan	ERP-Concepts and Practice	Prentice Hall of India	2006	

# **V.ELECTIVE COURSES-PRODUCTION**

17BAPP1	SUPPLY CHAIN MANAGEMENT	CATEGORY	L	P	CREDIT
1/DAFF1	SUFFLI CHAIN MANAGEMENT	Core-Elective-P	48	-	3

# **Preamble**

This course is designed to recognize the elements of supply chain and its impact on overall performance of the organization and also to impart the metrics for assessing the supply chain performance.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamentals of supply chain and network	K2
	design	
CO2	Evaluate the demand through forecasting. Recognise and	K5,K1
	review the aggregate plan	
CO3	Create design and plan transportation networks	K6
CO4	Analyse the model for strategic benchmarking and setting	K4
	priorties.	
CO5	Apply IT for SCM with various techniques involved in	К3
	supply chain.	

# **UNIT I: Building a Strategic Framework to Analyse Supply Chain**

**(10 Hours)** 

Understanding the Supply Chain – Supply Chain Performance – Supply Chain Drivers and Metrics – Designing the Supply Chain Network – Network Design in Supply Chain.

**UNIT II: Planning Demand and Supply in a Supply Chain** 

(10 Hours)

Demand Forecasting in a Supply Chain – Aggregate Planning - Sales and Operations Planning – Planning and Managing Inventories – Managing Uncertainty in a Supply Chain.

# **UNIT III: Designing and Planning Transportation Networks**

**(10 Hours)** 

Transportation in a Supply Chain - Managing Cross Functional Drivers in a Supply Chain- Pricing and Revenue Management in Supply Chain.

# **Unit IV: Bench Marking in SCM**

(8 Hours)

Benchmarking the SCM-forms of bench marketing—significance of benchmarking -Setting Benchmarking Priorities in SCM.

# **UNIT V: Information Technology in a Supply Chain**

**(10 Hours)** 

The role of IT in a supply chain – Supply chain IT framework – Future of IT in the supply chain – Risk management in IT – Supply chain IT in practice – coordination in a supply chain.

#### **Books For Reference**

S.No	Authors	Title	Publishers	Year of Publication
1.	Chopra, Sunil, Meindl, Peter, Kalra, D.V	Supply chain Management: Strategy, planning and operation	Pearson Education	2015
2.	G.Raghuram and N. Rangaraj	Logistics and Supply Chain Management (Cases and Concepts)	Macmillan publishers	2010
3.	Shah, Janat	Supply Chain Management - Text and cases	Pearson Education	2009
4.	Sahay, B.S.	Supply Chain Management for Global Competiveness	Macmillan Publishers	2012
5.	Martin Chirstopher	Logistics and Supply Chain Management	Pitman Publishing, Financial times public	2001

17BAPP2	INTEGRATED MATERIALS	CATEGORY	L	P	CREDIT
1/DAFF2	MANAGEMENT	Core-Elective-P	48	1	3

### **Preamble**

Integrated Materials Management will enable the students to know the complete cycle of material flow, work in process, warehousing, shipping and distribution of finished product.

#### **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	Understand various functional areas of Materials Management planning, budgeting with relevant applications.	K2
CO2	Recognise and analyse EOQ model and ABC analysis in inventory	K1, K4

CO3	Apply the knowledge of warehouse management.	К3
CO4	Evaluate the purchase planning process including the transportation management.	K5
CO5	To assimilate the requirement of materials management in industrial perspective.	K6

#### **UNIT I: INTRODUCTION**

**(10 Hours)** 

Concept -3 basic segments- Aims and Advantages of integrated materials Management– Material planning – Budgeting and Applications.

#### UNIT II: INVENTORY MANAGEMENT

**(10 Hours)** 

Inventory control – Functions, Need, Importance.-Deterministic model –Probablistic Models– EOQ –EBQ models – Inventory systems – Inventory control methods – ABC analysis- XYZ classification.-Problems and techniques.

#### **UNIT III: STORES MANAGEMENT**

(10 Hours)

Storekeeping- Materials handling Equipments -Materials receipt -Stores Accounting -Stores records - Standardization and Codification - Warehouse management- Functions- Types.

# **UNIT IV: PURCHASING**

(10 Hours)

Purchasing – Importance- Purchasing principles – Procedure – Ethics in Buying and selling–Purchasing Research and value analysis- Import Purchasing.

# UNIT V:MATERIALS MANAGEMENT INFORMATION SYSTEM

(8 Hours)

Information systems and computer in material management- Evaluation of materials management- Operation Research techniques in Materials management.

Distribution of Marks: Theory 80% and Problems 20%

#### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	Gopalakrishnan	Integrated materials management	Tata McGraw Hill.	2015
2	Aquitano ,Jacobs	Production and operations management:  Manufacturing and services Chase	Tata McGraw Hill.	2013
3	A.K.Chitale and R.C.Gupta,	Materials Management	PHI Learning, 2nd Edition	2016
4	Dr.O.P.Khanna	Industrial Engineering and Management	Dhanpat Rai Publication (p) Ltd.	2000
5	P.Saravanavel and S.Sumathi	Production and Materials Management	Margham Publication	2014

17D A DD2	MANAGING SERVICES	CATEGORY	L	P	CREDIT
17BAPP3	<b>OPERATIONS</b>	Core –Elective-P	48	_	3

#### **Preamble**

It helps to understand role of service operations and method of managing the operation.

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of services under different competitive environment.	K2
CO2	Design a service with its key dimension on retail design strategy.	K5
CO3	Recognise into SERQUAL methods with service guarantee and Research service recovery.	K1,K4
CO4	Analyse the managing of service operations	K4
CO5	Applying various insights into parameters for assessing quality.	K3

#### UNIT I: UNDERSTANDING SERVICES

(10 Hours)

Services – Importance, role in economy, service sector – growth - Nature of services, Service Classification, Service Package, Distinctive characteristics, Open-systems view. Service Strategy – Strategic service vision, competitive environment, Generic strategies, winning customers.

#### UNIT II: DESIGNING THE SERVICE ENTERPRISE

**(10 Hours)** 

New Service Development – Design elements – Service Blue-printing - process structure – –Value to customer - Retail design strategies – store size – Network configuration - Managing Service Experience – Experience economy, Key dimensions - Vehicle Routing and Scheduling - Front-office Back-office Interface – Service decoupling.

# **UNIT III: SERVICE QUALITY**

(10 Hours)

Service Quality- Dimensions, Service Quality Gap Model - Measuring Service Quality - SERVQUAL - Walk-through Audit - Quality service by design - Service Recovery - Service Guarantees - Service Encounter - creating service orientation, Service profit chain. Six sigma for service process improvement.

### **UNIT IV: MANAGING SERVICE OPERATIONS**

**(10 Hours)** 

Forecasting demand for service- Method of forecasting – Managing capacity and demand-Strategies for managing demand.

#### UNIT V: GLOBALIZATION OF SERVICES

(8 Hours)

Generic International Strategies - Global service strategies - Role of information technology - Inventory Management in Services.

S.No	Authors	Title	Publishers	Year of Publication
1.	James A. Fitzsimmons	Service Management – Operations, Strategy, Information Technology	Tata McGraw-Hill	2006
2.	Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton	Successful Service Operations Management	Cengage Learning	2010
3.	Cengiz Haksever, Barry Render, Roberta S. Russell,Rebert	Service Management and Operations	Pearson Education	2007

	G.Murdick,				
4.	Bill Hollins and Sadie Shinkins	Managing Service Operations	Sage	2006	
5.	J.Nevan Wright and Peter Race	The management of service operations	Thomson	2004	

#### VI.ELECTIVE COURSES-ENTREPRENEURSHIP

17RAPE1	ENTREPRENEURSHIP	CATEGORY	L	P	CREDIT
17BAI EI	DEVELOPMENT	Core-Elective-E	48	1	3

### **Preamble**

To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understanding the concept of Entrepreneur, Entrepreneurship and Intrapreneur	K2,K4
CO2	Identify the developmental Opportunities and the Institutional Support to Entrepreneurs	K5
CO3	To inculcate Entrepreneurial attitude in the young minds	К3
CO4	Analyse the different Entrepreneurial Sectors in India	K4
CO5	Understand and analyse the success and failure of Entrepreneurs	K2,K4

# UNIT I: THE ENTREPRENEURIAL DEVELOPMENT PERSPECTIVE (10 Hours)

Entrepreneur: Meaning, Definition, Characteristics, Classification of Entrepreneurs, factors affecting Entrepreneurial growth- Entrepreneurship: Meaning, Definition, Functions, Factors influencing Entrepreneurship, Types, Role of Entrepreneurship in the economic development-Intrapreneur: Meaning, Definition, Characteristics, Classification, Role of Intrapreneurs, Entrepreneurs Vs Intrapreneurs.

### UNIT II: ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT (10 Hours)

EDP: Concept, Need for EDP, Role of EDP, Course Content and Curriculum, Phases, Evaluation of EDPs. Institutional Support to Entrepreneurs: Central and State Level Institutions- Entrepreneurial Motivation: Introduction, Factors, model for Entrepreneurial Motivation, Motivation Theories: Maslow's Need Theory and McClelland's Needs Theory of Motivation.

# UNITI III: WOMEN ENTREPRENEURSHIP

**(10 Hours)** 

Women Entrepreneurs: Reasons for Low / No Women Entrepreneurs, Role, Problems and Prospects of Entrepreneurship in Informal Sector, Schemes for the Promotion of Women Entrepreneurship in India, Organisations Promoting Women Entrepreneurs in India, Women Entrepreneurs around the World, Future of Women Entrepreneurs.

#### UNIT IV: ENTREPRENEURSHIP SECTORS

**(10 Hours)** 

Rural Entrepreneurship: Meaning, Need, Problems, Development of Rural Entrepreneurship, NGOs and Rural Entrepreneurship - Tourism Entrepreneurship: Meaning, Perspective, Policy Measures for Tourism in India, Eco-Tourism/Nature Tourism/Rural Tourism, Tourism in Indian Economy - Agri-Preneurship:Introduction, Need for developing Agri-preneurship in India, Opportunities for Developing Agri-preneurship, Challenges, Suggestions for Developing Agri-preneurship.

#### **UNIT V: CASE STUDIES**

(8 Hours)

Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures.

#### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Kuratko., Donald F &Hodgetts, Richard M	Entrepreneurship	Thomson	2007
2.	Hisrich, D. Robert, Peters, P. Michael, and Shepherd, A. Dean	Entrepreneurship	McGraw Hill Education	2017
3.	Kuratko, F. Donald, Rao, T. V	Entrepreneurship	Cengage Learning	2015
4.	Holt, H. David	Entrepreneurship	Pearson Education	2016

17BAPE2	17BAPE2 PROJECT MANAGEMENT	CATEGORY	L	P	CREDIT
175711122	TROUBET WITH VIOLATED VI	Core-Elective-E	48	İ	3

#### **Preamble**

Graduates are prepared to serve as project leaders and team members who add value through innovation, customer focus, prudence, and professional responsibility, consistent with the objectives of the projects in which they are involved and the organizations they support.

#### **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of project and steps in project management.	K2
CO2	Recollect and apply techniques of project planning and project control	K1,K5
CO3	Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.	K4
CO4	Recognise and apply techniques of project risk management	K1,K3
CO5	To evaluate the task (pre & post analysis) and Forecast and set procedures for subsequent years	K5,K6

#### UNIT I: BASICS OF PROJECT MANAGEMENT

(10 Hours)

Project: Meaning, Concepts, Categories, Project Lifecycle Phases, Characteristics of a Project-Project Manager: Qualities, Role and responsibilities- Project Management: Meaning, Definition, Functions, Process of Project Management- Challenges of Managing a Project, the relationship between project Management and line management, system approach to project management.

#### UNIT II: PROJECT IDENTIFICATION AND SELECTION

(10 Hours)

Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point - Project Planning: Introduction, Project Planning, Need of Project Planning, Project Planning Process, Work Breakdown Structure (WBS).

### **UNIT III: PERT AND CPM**

(10 Hours)

Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System - Project Management Information System: Introduction, Project Management Information System (PMIS), Planning of PMIS, Design of PMIS

#### UNIT IV: RESOURCES CONSIDERATIONS IN PROJECTS

**(10 Hours)** 

Introduction, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts-Project Risk Management: Introduction, Role of Risk Management in Overall Project Management, Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks-Project Quality Management and Value Engineering: Introduction, Quality Concepts, Value Engineering.

UNIT V: PROJECT PERFORMANCE MEASUREMENT AND EVALUATION (10 Hours)

Introduction, Project Performance Evaluation Techniques, Benefits and Challenges of Performance Measurement and Evaluation - Project Execution and Control: Introduction, Project Control Process, Purpose of Project Execution and Control - Introduction to Project Close-out, Steps for Closing the Project, Project Termination, Project Follow-up.

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Clements, James P	Effective project	Cengage Learning,	2006
1.	& Gido Jack	Management	NewDelhi	2000
2.	Newton, Richard	The practice and theory of project management creating value through change	Hampshire, Palgrave Pub	2009
3.	Meredith, Jack.R& Mantel Samuel.J,	Project Management: A managerial approach	New Delhi, John Wiley & Sons	2006
4.	Nicholas, John.M & Steynl	Project Management for business, engineering & technology: principles & practice	Hermann	2009

17BAPE3	START UP LAUNCH PAD	CATEGORY	L	P	CREDIT
		Core- Elective-E	48	-	3

#### **Preamble**

To provide a experiential learning opportunity for establishment of a new venture

# **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Develop and test ideas by gathering massive amounts of	K1,K4
	customer opinion and marketplace feedback	
CO2	Validate ideas with real-life customers	K3
CO3	Evaluate the distribution channels for effective distribution	K2,K3
CO4	Design revenue models and resources for establishing a suitable business model	K5
CO5	Identify key resources for successful establishment of a new venture	K6

#### UNIT I: CUSTOMER DEVELOPMENT

**(10 Hours)** 

Customer Development: Meaning-Process of customer development-Value proposition-Key metrics for customer development-Revenue streams-Customer processes minimum viable product, Market opportunity analysis

# **UNIT II: CUSTOMER SEGMENTS**

(10 Hours)

Customer segments: Product market fit, Rank and Day in the life, multiple customer segments-Market types introduction: Existing, Re-segmented, New, Clone-Consequences of not understanding a market

# UNIT III: DISTRIBUTION CHANNELS

(9 Hours)

Overview of channels of distribution-web distribution-physical distribution-Direct channel fit-Indirect channel economies-Original Equipment Manufacturers - Channel economies

# UNIT IV: REVENUE MODELS AND RESOURCES FOR START -UP'S (10 Hours)

Revenue streams and price- Direct and ancillary models- Common start up mistakes-market types and pricing- Single and multiple side markets-Revenue first companies-market size and market share of companies. Four critical resources: An overview of financial resources, Human resources, qualified employees and culture, Intellectual property

# UNIT V: ENTREPRENEUR INTERFACE

(9 Hours) Real

time investigation for starting new venture-Case Studies

S.No	Authors	Title	Publishers	Year of Publication
1	Steve blank	Four steps to the	K&S Ranch	2013
		Ephipany		
2	Alexander Osterwalder	Business model	Wiley	
	& Yves Pigner	Generation		2011
3	Jessical Livingston	Founders at work	Apress	2008
4	Eic Ries	The Lean Start-up	Pengiun Uk	2011
5	Steve Blank and Bob	The startup owner's	K&S Ranch	
	Dorf	manual:The step by step		2012
		guide for building a		
		great company		

17BAP21	RESEARCH IMMERSION	CATEGORY	L	P	CREDIT
	PROJECT	Core: XXI Project	36	-	3

Course Code 17BAP21	Research Immersion Project*		
Course Objectives	On completion of this course, a student will be able:  1. To approach real time business problems with research perspective  2. Familiar with various approaches and forms of research  3. To apply analytical tools and draw inferences for decision making  4. To present the results of the investigation for further implication		
Guidelines	Nature of study and duration: A student shall undertake a research project to address a problem in a sector/ industry / corporate with an aim to find a solution to the problem identified.  Report: Preparation of report to be done in compliance with the criteria for assessment		
Criteria for assessment and weightage	Identification of the problem and Review of literature  Design of the instrument and research methodology  Data Analysis and Inferences  Regularity  Viva-Voce  Total	5 5 5 5 80 <b>100</b>	

\*To be carried out during the summer vacation of II semester. The project report shall be prepared with due assistance and guidance from the department and a report shall be submitted at the end of the third semester with an attempt to adopt the guidelines laid for M.Phil., and Ph.D., thesis preparations, to inculcate research acumen. Assessment will be jointly done by the internal and external examiners during the ESE.

17BAP22		CATEGORY	L	P	CREDIT
	(Self Study-Online Exam)	Core – XXIII	-	-	1

The Comprehension in Management examination will be conducted at the end of each semester I, II, III, IV for a maximum of 100 marks which consists of

# Comprehension (Multiple Choice Questions) (50x2=100) 100 marks

The students are examined on Core, Core Allied, Core Elective papers studied in I, II, III, IV Semester. In the comprehension component, the students are tested on their grasping ability of the subjects of study.

Course	No of Questions	Marks	Total Marks
Part:III Core (Online Exam)*	50	50 X 2= 100	100

\*Online Exams are conducted in the computer laboratory at the end of each semester with one credits each.

17EEPBA1	CORPORATE EMPLOYABILITY	CATEGORY	L	P	CREDIT
1/EEPDA1	SKILLS	Employability	36		1
		Enhancement			

# **Preamble**

It bridges the gap between the academic and industry, lay down emphasis on programs that enable the students to excel in the interviews.

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding effective communication	K2,K1
CO2	Analysis the presentation skills of individuals	K4
CO3	Self evaluation	K5
CO4	To apply the theoretical concepts practically	К3
CO5	To create successful events	K6

UNIT I: (8 Hours)

Business Communication –Different styles of communication, Self Introduction, Body Language, Eye contact, Listening Skills.

UNIT II: (7 Hours)

Group Discussion, Debate, and Public speaking, Cross questioning.

UNIT III: (7 Hours)

Personality Development- SWOT Analysis, Goal setting, CV preparation, Mock interviews.

UNIT IV: (8 Hours)

Seminars –Event Management –Presenting an IV report with ppt, effective presentation using visual aids.

UNIT V: (6 Hours)

Case study analysis

Doors	of Reference.			
S.No	Authors	Title	Publishers	Year of Publication
1	Herta A Murphy Herbert W Hildebrandt Jane P Thomas	Effective Business communications	Tata Mc Graw hill	2008
2	Krishna Mohan Meera Bannerji	Developing communication skills	Trinity	2009
3	P.D.Chaturvedi	Business	Pearson	2013

	Mukesh	Communication skills		
	Chaturvedi	concepts and		
		applications		
4	Bovee,Thill, Schatzman	Business Communication Today	Pearson	2005
5	Priyadarshini Patnaik	Group Discussion and Interview Skills	Cambridge University Press PVt.Ltd	2011

# **Mode of Evaluation for Corporate Employability Skills:**

Report should be prepared individually based on the Practical Assignments listed in the syllabus .This Paper will be introduced as a Practical Paper in THIRD semester and Viva voce examination will be conducted by Internal Examiner. No Theory Examination will be conducted for this Paper.

# List of Practical Assignments for Record and Viva voce

- ❖ Public Speaking -Different styles of Communication (Role Play)
- ❖ Presentation Using Visual aids (Power Point Presentation)
- ❖ Goal Setting (Preparing individual action Plans including Short term and Long term)
- Article Writing
- ❖ SWOT Analysis (Individual SWOT)
- Event Management (Present an IV report )
- ❖ Case Study analysis (Individual & Group Discussion about Case )
- ❖ Emotional Intelligence (Analyzing individual Students EQ)
- Etiquette for Managers (Practicing different etiquettes in classroom)
- Interview preparation
- Mock Interviews(Activity)
- Self Introduction
- CV Preparation
- Seminars
- Debate and cross questioning
- ❖ Non verbal communication (body language, eye contact)

Course Code	Course	Evaluation
17EEPBA1	Semester III :Corporate Employability Skills	By Internal Examiner No ESE

17PEPBA1	WOMEN AND LEADERSHIP	CATEGORY	L	P	CREDIT
1/PEPDA1	(Self Study)	Proficiency	1	1	2
	(2 52 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Enhancement			

#### **Preamble**

To equipe the students with necessary concepts and techniques to develop effective leadership qualities and empowerment skills.

#### **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Have a better grounding in concepts of women and	K1,K2

	leadership	
CO2	Inculcate leadership skills in women to sustain in the competitive world	К3
CO3	Evaluate the leadership quality in women	K5
CO4	Analyze the personality of women and to develop the leadership quality	K3,K4
CO5	Create awareness about gender leadership to make women as a global leader	K2,K6

#### **UNITI: INTRODUCTION**

Changing role of Indian Women, Social status of Indian women, country ranking of the status of women.

# UNIT II: LEADERSHIP QUALITIES IN WOMEN

Self confidence, Optimistic, attitude, persistence, strong and powerful voice. Authenticity, Passion and purpose, seeking and receiving support, embrace change.

# UNIT III: WOMEN EMPOWERMENT AND WORK LIFE BALANCE

Women empowerment in India-milestones and challenges role of self help groups, problems of working women, corporate linkages to women empowerment. Reduce gender inequality in employment.

# UNIT IV: GOVERNMENT SCHEMES TO SUPPORT WOMEN

IEDC, WEAT, DST, EDI Ministry of child and women development.

# UNIT V: FINANCIAL ASSISTANCE PROVIDED BY THE FOR WOMEN

DIC, TNCDW, TIIC, MYRADA, NEEDS.

S.No	Authors	Title	Publishers	Year of Publication
	Nageshwar	Women		
1	Singh/Shweta	Empowerment and	RBSA	2013
	Singh	Globalization		
2	Bedabratsaikia,	Empowerment of	S.K. Book Agency	2014
2	Devojit Phukan	Women in India	S.K. Dook Agency	2014
		Women		
3	P.S. Rama Raju	Empowerment-	Swastik	2013
3		Strategies and		2013
		Intraventions		
4	Dr.M.Jeyaseelan	Women in Society	A.P.H.	2014
		Women	New Generation	
5	Laxmi Rani	Empowerment and	Press	2014
		family welfare	FIESS	

# **SEMESTER -IV**

17BAP23	BUSINESS ETHICS AND GLOBAL	CATEGORY	L	P	CREDIT
17211120	BUSINESS MANAGEMENT	Core – XXIV	60	1	4

# Preamble

To understand ethical issues in workplace and acquire knowledge about international operations and business environment.

# **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	Critically appraise the different understanding of ethics	K5
	in business	
CO2	Identify the ethical issues in the light of changing	K3
	systems of business	
CO3	Analyze the political, social, economic configurations that	K4
	support cross broader support	
CO4	Have a better knowledge in socio cultural impact on	K1,K6
	global business and its help to create international trade	

	policy also	
CO5	Manage the preparation of documents and the application	K2,K3
	of procedures to support the movement of products and	
	services in global level	

#### **UNIT I: INTRODUCTION**

(12Hours)

Definition & Nature of Business ethics, Characteristics, Ethical theories, Causes of unethical behavior, Ethical abuses, Work ethics, Code of conduct, Ethics across cultures, Factors influencing business ethics-Ethical decision making, Ethical values.

#### **UNIT II: MANAGING ETHICS**

**(12 Hours)** 

Management of Ethics -ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics. Business and ecological / environmental issues in the Indian context.

# **UNIT III: INTERNATIONAL BUSINESS**

**(12 Hours)** 

Introduction, Nature and characteristics, Forms, International Trade – Internationalization process-Globalization of business- Economic, Political, Technological, Cultural and ecological environment of International business.

# **UNIT IV: GLOBALISATION AND PAYMENTS**

(12 Hours)

Meaning, Definition and Features, Drivers, Globalisation in India-GATT and WTO.Methods of payment in International Business-Financing techniques, ECGC, EXIM bank and their role.

# UNIT V:EXPORT AND IMPORT DOCUMENTATION

**(12 Hours)** 

Introduction: CIF, F.O.B, F.O.B contract with additional services, FAS, EX SHIP & Arrival contracts, C&F, EX WORK

S & EX STORE CONTRACTS, FOR CONTRACTS, SALE OF A CARGO & EX-QUAY Contracts. Export and import procedure, document required their relevance.

S.No	Authors	Title	Publishers	Year of Publication
1.	S.A. Sherlekar	Ethics in	Himalaya Publishing	2009
		Management	House	
		Ethics in	TBH Publishing House	
2.	BiswanathGhosh	Management and	Pvt. Ltd	2014
		Indian Ethos	PVI. LIU	
		International	PHI Learning	
3.	Cherunilam	Business Text and	PHI Leaning	2010
		Cases		
		Internatioanl		
4.	Charles Hill	Business –Text and	Tata Mc.Graw Hill	2011
		cases		
5.	Sumati Varma	Internatioanl	Pearson	2013
] 3.	Suman varma	Business	rearson	2013

17BAP24	MANAGEMENT OF INTELLECTUAL	CATEGORY	L	P	CREDIT
	PROPERTY RIGHTS	Core – XXV	60	1	4

# **Preamble**

To give an idea about intellectual property rights and its valuation to enhance firm value. .

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the basic concepts of Intellectual property	K2
CO2	Observe and learn the latest developments in IPR and its implementation in India	K1
CO3	Analyzing and understanding the different treaties and Acts in IP	K4
CO4	Creating and Implementing strategies for investing in Research and Development	K6
CO5	To evaluate the usage of technology in IP models and applications of option model in SDM transfer	K5,K3

#### **UNIT I: INTRODUCTION**

(12Hours)

Introduction to IPRs, Basic concepts of Intellectual Property- Patents Copyrights, Geographic Indicators, History of IPRs- the way from WTO to WIPO- TRIPS, Nature of Intellectual Property, Industrial Property, Technological Research, Inventions and Innovations.

#### UNIT II: DEVELOPMENTS IN IPR

(12Hours)

New Developments in IPR, Procedure for grant of Patents, TM, GIs, Trade Secrets, Patenting under PCT, Administration of Patent system in India, Patenting in foreign countries.

#### UNIT III: TREATIES AND ACTS IN IPR

**(12 Hours)** 

International Treaties and conventions on IPRs, The TRIPs Agreement, PCT Agreement, The Patent Act of India, Patent Amendment Act (2005), Design Act, Trademark Act, Geographical Indication Act, Bayh- Dole Act and Issues of Academic Entrepreneurship.

# **UNIT IV: STRATEGIES**

(12 Hours)

Strategies for investing in R&D, Patent Information and databases, IPR strength in India, Traditional Knowledge, Case studies.

# **UNIT V: RECENT TRENDS IN IPR**

**(12 Hours)** 

The technologies, Know how, concept of ownership, Significance of IP in Value Creation, IP Valuation and IP Valuation Models, Application of Real Option Model in Strategic Decision Making, Transfer and Licensing.

	Dons for References						
S.No	Authors	Title	Publishers	Year of Publication			
1.	V. Sople Vinod	Managing Intellectual Property	Prentice hall of India Pvt.Ltd	2006			
2.	S.P.Satarkar	Intelluctual Property rights and copyrights	Ess Ess Publications	2003			
3.	R. Anita Rao and Bhanoji Rao	Intelluctual Property Rights-A primer	Eastern Book company	2008			

4.	Tejaswini Apte	A single guide to Intelluctual property rights, Biodiversity and Traditional Knowledge	Kalpavriksh	2006
5.	Derek Bosworth and Elizabeth Webster	The Management of Intellectual Property	Edward Elgar Publishing Ltd	2006

# I. ELECTIVE COURSES-HUMAN RESOURCE MANAGEMENT

17BAPH4	LABOUR WELFARE AND	CATEGORY	L	P	CREDIT
1/BAPH4	INDUSTRIAL RELATIONS	Core- Elective-H	48		3

### **Preamble**

This course is designed to familiarize the students with the knowledge of industrial relations and their impact on managing human resource.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO 1	Understand the basic objectives and functions of HRM and	K1
	the organized structure of trade uniform	
CO 2	Recognise the causes of Industrial disputes and to apply the	K2,K3
	techniques for handling and settling the disputes.	
CO 3	Evaluate the basic concept of collective bargaining and its	K5
	importance to employee empowerment.	
CO 4	Analyze the Various Welfare Act under different legislation	K4
	related to employees.	
CO 5	Understand the provision related to the payment of	K1
	compensation to the employee under different legal	
	provisions.	

#### **UNIT I: INDUSTRIAL RELATIONS**

(10 Hours)

Industrial relations - Concepts and systems - Infrastructure that guide and direct Industrial relations - IR at National and International levels-- Trends in India.

# **UNIT II: TRADE UNION**

**(10 Hours)** 

Trade unionism - Theory, Policy - their influence on HRM - objectives and functions – structure - Types - Indian Trade Union movement - Their strength and weaknesses- The Industrial Employment (Standing Orders) Act,1946 - The Trade Union Act, 1926 and latest legislations..

# UNIT III: INDUSTRIAL DISPUTES AND GRIEVANCE

(8 Hours)

Industrial disputes - Causes - Handling and settling disputes - The Industrial Disputes Act 1947 - Employee grievances - Steps in grievance handling - Remedies.

**UNIT IV: COLLECTIVE BARGAINING** 

**(10 Hours)** 

Collective bargaining - Concept - Function and importance - Principles and forms - Procedure - Conditions for effective collective bargaining - worker's Participation in management:- Role and methods of worker's participation.

# UNIT V: WELFARE AND WAGES ACT

**(10 Hours)** 

Factories Act 1948 - The Workman's Compensation Act, 1923 - The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952- Maternity Benefit Act 2016- The Payment of Wages Act, 1936 - The Minimum wages Act, 1948

#### **Books for References:**

S.No	Authors	Title	Publishers	Year of Publication
1	P.C.Tripathi	Personnel Management & Industrial Relation	Sultan Chand And	2014
2	C.B.Mamoria	Dynamics of Industrial Relations	Sons Himalaya Publisher	2016
3	N.G.Nair & Latha Nair	Human Resource Management	Sultan Chand And Sons	2013
4	P.Subbarao	Essentials of Human Resource Management and Industrial Relations	Himalaya Publisher	2014
5	N.D. Kapoor	Mercantile Law	Sultanchand & Sons	1983

17BAPH5	EMPLOYEE TRAINING &	CATEGORY	L	P	CREDIT
1/DAFH5	DEVELOPMENT	Core- Elective-H	48		3

# Preamble

This course is designed to enable the students to apply theoretical perspectives in training and development and know the basics requirement to conduct the job effectively and smoothly.

# **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO 1	Remember the evaluation of training and development need in	K1
	different stratergies.	
CO 2	Understand the needs and process of training evaluation and it outcomes.	K2
CO 3	Apply modern, traditional training after learning the training methods.	К3
CO 4	Analyse the need for employee development and issues related to that.	K4
CO 5	Develop critical thinking skills that help to recognize potential ethical dilemmas.	K5

#### UNIT I: INTRODUCTION

(8 Hours)

Introduction to Employee Training and Development- Need- Scope - Designing Effective Training- Needs Assessment - Training Process - Conceptual Models.

#### **UNIT II: TRANING METHODS**

(10 Hours)

Training Methods- Traditional, Modern, Choosing a training method-E-learning and use of technology in training- Technology and multimedia-Computer-based training--Developing effective online learning- Mobile technologies -Technologies for training support.

#### **UNIT III:TRAINING EVALUATION**

**(10 Hours)** 

Training Evaluation- reasons for evaluating training- overview of the evaluation process – Evaluation Practices- Valuation Designs- Outcomes used evaluation of training Programme.

# **UNIT IV: EMPLOYEE DEVELOPMENT**

**(10 Hours)** 

Approaches to employee development- Development planning process- Company strategies for providing development- Special issues in training and employee development - Training issues resulting from external environment, internal needs of the company.

#### UNIT V: ETHICS IN TRAINING AND DEVELOPMENT

(10 Hours)

Workplace Ethics in Training and development activities -Approaches to Management Development - Management Development implications - Training for Executive Level Management - Impact of Training and development. Case Studies.

#### **Books for References:**

S.No	Authors	Title	Publishers	Year of Publication
1	Noe. N.R	Employee Training and Development	McGraw Hill	2007
2	Janakiram B	Training And Development	Indian text Edition - Biztantra Publication	2009
3.	Donald L.Kirkpatrick and James D.Krikpatrick	Evaluating Training Programs	Berrett-Koehler Publishers	2006
4.	Pandu G.Naik	Training and Development: Text, Research and Cases	Excel Books	2008
5	P.L.Rao	Training and Development	Excel Books	2008

17BAPH6	CAREER MANAGEMENT	CATEGORY	$\mathbf{L}$	P	CREDIT
1/DAFH0	CAREER MANAGEMENT	Core-Elective-H	48	ı	3

# **Preamble**

The objective of career management will enable the students to learn process that starts from an understanding of oneself and encompasses occupational awarenesses.

# **Course Outcomes**

Course	CO Statement	Knowledge
Outcome	CO Statement	Level
CO 1	Demonstrate and apply the managerial knowledge in enhancing	K2, K3
	career options within the organisation for sustaining employees	
CO 2	Apply various approaches for career development.	K6
CO 3	Create and apply various models in the organisational context	К3
CO 4	Analyse the factor related to quality of work life, family support	K4
	and its management.	
CO 5	Evaluate and create a human resource support system.	K5, K6

#### **UNIT I: INTRODUCTION**

(10 Hours)

Definitions of Career Concepts – Changing landscape of work – Scope of Career management. Role of Employees, Managers, Human resource Managers, and company in Career Management.

# **UNIT II: CAREER DEVELOPMENT**

**(10 Hours)** 

Career Development An overview – Approaches, Stages, occupational choice, preparation for work, Theories of organizational choice for career development.

#### UNIT III: MODELS OF CAREER MANAGEMENT

**(10 Hours)** 

Theory and research on the Career management process – Application of career management Models – Goals, Appraisal and strategies.

Unit IV: CONTEMPORARY ISSUES IN CAREER DEVELOPMENT (10 Hours)

Job Stress, Quality of Work life – Managing Diversity- Two career family- Quality of life in two career families- Organisational responses to work family issues.

# UNIT V: CAREER DEVELOPMENT IN WORK ORGANISATIONS

(8 Hours)

Human resource support system – Organisational Career management system – Succession Planning – Closing thoughts on Career Development.

### **Books for References:**

S.No	Authors	Title	Publishers	Year of Publication
1	Jeffrey.H Greenhaus, Gerard a.Callnan, Veronica M. Godshalh	Career Management	Thomson South Western	2010
2	R.M.Onkar	Personality Development and Career Management	S.Chand & Sons	2008
3.	Gideon Arulmani, Anuradha J.Bakshi	Handbook of Career Development	Springer	2014
4.	Stepheon D.Brown,Robert W.Lent	Career Development and Counselling	Wiley Sons	2004

# **II.ELECTIVE COURSES-FINANCE**

17BAPF4	INTERNATIONAL FINANCIAL	CATEGORY	L	P	CREDIT
1/DAPF4	MANGEMENT	Core-Elective-	48	-	3
		F			

#### **Preamble**

To sensitize the students to apply critical thinking skills in identifying and evaluating international financial issues and information

# **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Have a deeper knowledge in international financial systems to help in policy making	K1,K6
CO2	Understand the operations of foreign exchange risk management	K2
CO3	Identify the processes used in the financing of MNCs	K3
CO4	Analyze the risk involved in overseas investment	K4
CO5	Evaluate the working capital requirement of MNCs	K5

# **UNIT I: IFM ENVIRONMENT**

(8 Hours)

MNC and Multinational Financial Management – The Foreign Exchange Market: Structure and Operations - The determination of Exchange rates- International monetary system- parity conditions in international finance and BOP.

#### UNIT II: FOREIGN EXCHANGE RISK MANAGEMENT

(12Hours)

Currency Risk and Exposure – Types of Currency Risk – Management of Currency Risk – Concept and Measurement of Transaction Exposure - Techniques of Transaction. Exposure Management – Translation Exposure – methods – Transaction Exposure Vs. Translation Exposure – Exchange Risk Management – Operating Exposure – measuring and managing Operating Exposure.

# **UNIT III: FINANCING MNCs**

(10 Hours)

International Money Market: Euro Currency Market, Euro credits, Euro notes, Euro Commercial paper, Euro currency creation-International Bond market: Types of instruments.

# **UNIT IV: FOREIGN DIRECT INVESTMENT**

(8 Hours)

Foreign Direct Investment (FDI) – Forms of FDIs – purpose of overseas investment – Benefits to the Host Countries – Effects of FDI – Political Risk- FDI in India.

# UNIT V: MULTINATIONAL WORKING CAPITAL MANAGEMENT (10 Hours)

Multinational Working Capital Management. Financing foreign trade - Current Asset management and short term financing – managing multinational financial system-Foreign Exchange Management Act.

a N		TOTAL S	5 111 1	Year of
S.No	Authors	Title	Publishers	Publication
1.	Eun / Resnick	International Financial Management	Tata Mc Graw hill	2012
2.	Alan C. Shapiro	Multinational Financial Management	Wiley India	2016
3.	Levi .D Maurice	International Finance	Mc Graw Hill	2001
4.	P.K. Jain	International Financial Management	Mc Graw Hill	2010

5.	Apte, P.G.	International Financial Management	Tata McGraw-Hill	2015
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17BAPF5	RISK AND INSURANCE	CATEGORY	L	P	CREDIT
	MANAGEMENT	Core-Elective-F	48	1	3

# **Preamble**

To make the students know the various risk and its management process through insurance and other methods.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the concepts of risk management techniques	K2
	in insurance	
CO2	Know the basic principles, theories related to insurance	K1,K5
	to evaluate the loss compensation	
CO3	Create awareness about life and health insurance	K3,K6
	policies, procedures and benefits	
CO4	Enable the students to face business uncertainty by	K1,K3
	understanding the policies of fire insurance	
CO5	To analyze the needs of automobile and group insurance	K4
	in recent business scenario	

#### **UNIT I: INTRODUCTION**

(8 Hours)

Risk –Concept of risk-Risk Vs Uncertainty-Perils, Hazards-Types of Risk. Risk management Information System-Risk Management Process-Guidelines, Responsibilities, Strategies- Selecting and Implementing Risk management techniques.

# UNIT II: PRINCIPLES OF INSURANCE

(12Hours)

Insurance-Elements, Kinds of Insurance: Life, Non-Life- Pooling in Insurance – Theories -Laws concerning insurance –Insurance Contracts.

#### UNIT III: LIFE AND HEALTH INSURANCE

**(10 Hours)** 

Life Insurance: Nature, benefits – Life insurance Players-Basic Procedure-Contractual Provisions – Types of policies-IRDA. Health Insurance: Loss of Health- Schemes-health insurance policy provisions – health care reforms, health and retirement benefits.

### **UNIT-IV: MARINE AND FIRE INSURANCE**

(8 Hours)

Marine Insurance: Types-Policies-policy conditions-settlement of claims. Fire Insurance: Proposals-coverage – claims – reinsurance- miscellaneous insurance.

### UNIT V: AUTOMOBILE AND GROUP INSURANCE

**(10 Hours)** 

Automobile Insurance: Need-types-motor Insurance-policy-claims. Group Insurance: Need – Importance-Eligibility- Types- Coverage- Claims-Recent trends.

### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Misra M.N. and Misra S.R	Insurance Principles and Practice	S .Chand and Co.	2012
2.	Gupta P.K.	Insurance and Risk Management	Himalaya Publishing House	2012
3.	Scott E Herrington	Risk Management and Insurance	TataMc Graw Hill	2014
4.	Dorfman Mark S	Introduction to Risk Management and Insurance	Prentice Hill India	2011
5.	Harold D Stephen and W Jean Kwon	Risk Management and Insurance	Black Well Publicing & Co	2012

17BAPF6	FINANCIAL DERIVATIVES	CATEGORY	L	P	CREDIT
1721110	FINANCIAL DERIVATIVES	Core – Elective-F	48	1	4

#### **Preamble**

To develop basic understanding of derivative practices and use in financial markets.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Have a deeper knowledge and understanding in derivative products	K1,K2
CO2	Acquaint the basic concepts of future contract to gain optimum returns	K2,K3
CO3	Analyse the concept of options, types and valuation	K4
CO4	Evaluate the benefits of swaps in derivatives market	K5
CO5	Create a broad picture of online trading requirements	K6

# **UNIT I: INTRODUCTION**

(8 Hours)

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

#### **UNIT II: FUTURES CONTRACT**

(12Hours)

Specifications of Futures Contract - Margin Requirements - Marking to Market - Hedging using Futures - Types of Futures Contracts - Securities, Stock Index Futures, Currencies and Commodities - Delivery Options - Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III: OPTIONS (10 Hours)

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts

UNIT-IV: SWAPS (8 Hours)

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

#### UNIT V:ONLINE TRADING PRACTICES

(10 Hours)

Pre requirements and documentation, Online trading and mobile applications, verifying trades, contract notes, bills, demands, Verifying margin requirements and balance in trading account.

#### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	John.C.Hull	Options, Futures and other Derivative Securities	PHI Learning	2012
2.	S.L.Gupta	Financial Derivatives- Theory, Concepts and Practice	Prentice Hall Of India	2011
3.	Keith Redhead	'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs	PHI Learning	2011
4.	Verma	Derivatives and Risk Management	Tata McGraw Hill	2010
5.	Gupta	Financial Derivatives- Theory, Concepts and Practice	PHI Learning	2010

#### **III.ELECTIVE COURSES -MARKETING**

17BAPM4	RETAIL MARKETING	CATEGORY	L	P	CREDIT
1,211111	RETAIL MARKETING	Core-Elective-M	48	1	3

#### **Preamble**

The course is designed to inculcate the retail ability skills among the students

### **Course Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	Understand the nature, scope and importance of retail marketing	K1,K2
CO2	Analyse the retail environment and segmentation for targeting the customers	K3,K4

CO3	Analyse the activities in retail merchandising	К3
CO4	Create the private labeling for brand in international level	K6
CO5	Evaluate the concepts of e-tailing in current scenario	K5

# UNIT I: INTRODUCTION TO RETAILING

(8 Hours)

Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

#### UNIT II: RETAIL MARKETING ENVIRONMENT

(10 Hours)

Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues, Segmentation in Retail, Targeted Marketing Efforts, Positioning Decisions, Limitations of Market Segmentation.

# **UNIT III: RETAIL MERCHANDISING**

(8 Hours)

Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process.

#### UNIT IV: PRIVATE BRANDING IN RETAIL

(9 Hours)

-Introduction, Difference between a Store/Private, Brand and a National Brand, Growth Drivers of Private Label, Global Scenario of Private Labels, Indian Market Scenario, Advantages of Private Label, Disadvantages of Private Label

# **UNIT V: E-TAILING**

(10hours)

- Introduction, E-tailing, Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, Factors Influences the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing, Future of Electronic Retailing

# **Books for Reference:**

DOORS TO! RETERENCE.						
S.No	Authors	Title	Publishers	Year of Publication		
1.	Jesko perrey,Sir Hubert Douglas Henderson	Retail marketing and Branding	John wiley and sons	2013		
2.	Gilbert	Retail marketing management	Pearson Education, ltd.	1999		
3.	Peter Mc Goldrick	Retail marketing	Mc Graw-Hill	1990		
4.	Peter Mc Goldrick, Helon Goworek	Retail marketing management: Principles and Practices	Pearson Education, ltd.	2015		
5.	Malcolm Sullivan, Dennis Adcock	Retail marketing	Thomson	2002		

17BAPM5	SOCIAL MARKETING	CATEGORY	L	P	CREDIT
	SOCIAL MARKETING	Core-Elective-M 48 -	ı	3	

#### **Preamble**

To make the students know the various aspects of Competiveness in Social Marketing by ethical values and social media in Marketing

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	To familiarize the basic concepts and tools of social marketing	K1,K2
CO2	To assimilate the process and planning in social marketing	K2
CO3	To evaluate the implications of social marketing mix in real time scenario	K2,K5
CO4	Analyze the recent social market condition and apply the ethical codes to conduct fair business practices	K4,K3
CO5	Enable the students to construct new strategies to sustain in the recent competitive market	K6

#### **UNIT I: INTRODUCTION**

(8 Hours)

Social marketing - Definition - Scope and concept - Evolution- Need - A comparative study between Commercial and Social marketing - Use of market research - social change tools - Factors influencing Social marketing - Challenges and opportunities.

# UNITII:SOCIAL MARKETING PROCESS AND PLANNING

(10Hours)

Introduction - Environment Monitoring - Social Class and self-efficacy - social capital - Social ecology - Advocacy - A global phenomenon - Social marketing Process - Stages - Ethical considerations. Planning - Formative Research, analysis in Social marketing.

#### **UNIT III: SOCIAL MARKETING MIX**

**(12 Hours)** 

Social marketing mix - policy - product - place - price - promotion - people - partnership.Rating & Reviews - Virtual world - Using media in social marketing - Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing - Role of media in social marketing campaigns - planning and developing Social media campaigning.

#### **UNIT IV: ETHICAL ISSUES**

(8 Hours)

Ethical principles - Codes of behaviour - Critics of social marketing - Critic of power imbalance in social marketing - Criticism of unintended consequences - Competition in social marketing.

#### UNIT V: TRENDS IN SOCIAL MARKETING

(10 Hours)

Future of Social marketing - setting priorities in social marketing - Repositioning strategies-Future of Public sector - NGO - Private sector social marketing - Marketing with Social network sites, blogging, micro blogging, podcasting with Podomatic.

S.No	Authors	Title	Publishers	Year of Publication
1.	Rob Donovan & Nadine Henley	Principles and Practice of Social Marketing-An international perspective	Cambridge University Press	2011
2.	Kotler, P., Roberto, N., & Lee, N.	Social Marketing – Influencing	Thousand Oaks, CA: Sage Publications	2016

		Behaviors for Good.		
3.	French J, Blair- Stevens C. McVey D & Merritt. R	Social Marketing and Public Health.	Oxford, UK: University Press 2010	2010
4.	Hastings. G	Social Marketing: Why should the Devil Have All the Best Tunes	Oxford University Press	2007
5.	Alan R. Andreasen	Social marketing in the 21st Century	Sage Publication	2012

17BAPM6	SERVICES MARKETING	CATEGORY	L	P	CREDIT
	SERVICES MARKETING	Core-Elective`-M	48	-	3

### **Preamble**

To develop an understanding of services marketing and its growing importance in the competitive environment

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the characteristics of services and challenges in services marketing	K1,K2
CO2	Have a deeper knowledge in service marketing strategies to grap the opportunities in marketing	K2,K3
CO3	Create and evaluate service design solutions to real world problems	K5,K6
CO4	Analyze possible consequences of positioning of services	K4
CO5	Develop service blue print for different service strategies	K6

# **UNIT I:INTRODUCTION**

(8 Hours)

Services Marketing - meaning - nature of services - Types and importance - Growth of service sector-Unique characteristics of services -challenges and issues in services marketing.

#### **UNIT II: SERVICE MARKETING OPPORTUNITIES**

(12Hours)

Assessing service market potential - Classification of services – Expanded marketing mix – Environment and trends – Service market segmentation, targeting, positioning, quality of service industries - customer support service.

# UNITIII: SERVICE DESIGN AND DEVELOPMENT

**(10 Hours)** 

Service Life Cycle – New service development – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

# UNIT-IV: SERVICE DELIVERY, PRICING AND PROMOT

(8 Hours)

Positioning of services – Designing service delivery System, Service Channel – Pricing of Services, methods – Service marketing triangle - Integrated Service marketing communication.

# **UNIT V: SERVICE STRATEGIES**

**(10 Hours)** 

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services- Leisure services- Service Sector Cases.

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Chiristropher H.Lovelock and Jochen Wirtz	Services Marketing	Pearson Education	2010
2.	Hoffman	Marketing of Services	South Western Educational publishing	2011
3.	Zeithaml, Bitner, Pandit. Gremler,	Services Marketing	Tata McGraw Hill	2010
4.	Jha.S.M	Services Marketing	Himalaya Publishing House 2	2011
5.	Kenneth E Clow, et al	Services Marketing Operation Management and Strategy	Biztantra	2010

### **IV.ELECTIVE COURSES - SYSTEMS**

17BAPS4	E DISTRICCO MANIA CEMENTO	Category	L	P	Credit
1/DAP34	E BUSINESS MANAGEMENT	Core-Elective-S	48	-	3

# **Preamble**

This course helps the students to understand the practices and technology to start an online business.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Recognise the fundamentals of e-business management.	K1
CO2	Analysing the e-business technologies and applying e-business concepts.	K4,K3
CO3	Evaluate the business applicable areas in e-business management.	K5
CO4	Creating awareness about the e-payment system in e-business.	K6
CO5	Understanding the current state and future market of e-business.	K2

# **UNIT I: INTRODUCTION TO e-BUSINESS**

(10Hours)

e-Business: Meaning – Features and Functions – Benefits - e-Business models - Design, Develop and Manage e-business - e-Business Vs e-Commerce Mobile Commerce.

# UNIT II: TECHNOLOGY INFRASTRUCTURE

(9Hours)

Internet and World Wide Web - Internet protocols - FTP, intranet and extranet - cryptography - Information publishing technology - Basics of web server hardware and software.

# **UNIT III: BUSINESS APPLICATIONS**

(10Hours)

Consumer oriented e-Commerce – e-Tailing and models - Marketing on web – Advertising - e-mail Marketing, e-CRM; Business oriented e-Commerce – E-Government, EDI on the internet - Web Auctions - Virtual communities and Web portals.

#### **UNIT IV: E PAYMENTS**

(10Hours)

Transactions through Internet – Requirements of payment Systems – Post paid System: Cyber Cash – Internet Cheques. Prepaid Payment System: Electronic Cash – Digi Cash – Net Cash – Cyber Cash and Smart Cards.

# **UNIT V: e-BUSINESS IN INDIA**

(9Hours)

State of e-Business in India – Problems and Opportunities – Future of e-Business – Legal issues in e-Business - cyber laws - Contracts and Warranties - Taxation and encryption policies.

# **Books for References:**

S .No	Authors	Title	Publishers	Year of Publication
1.	C.S.V Murthy	Electronic Commerce	Himalaya	2008
			Publishing House	
2.	Bharat Bhasker	Electronic Commerce –	Tata McGrawHill	2008
		Frame work	Publication	
		technologies and		
		Applications		
3.	Kamlesh K.Bajaj	Ecommerce- the	Tata McGrawHill	2008
	and Debjani Nag	cutting edge of	Publications	
		Business		
4.	Efraim Turban et	Electronic Commerce –	Pearson Education	2006
	al	A managerial	Asia	
		perspective		
5.	Kalakota	Frontiers of Electronic	Wesley	2004
		Commerce Addison		

17BAPS5	DATABASE MANAGEMENT	Category	${f L}$	P	Credit
1/DAFS5	SYSTEM	Core-Elective- S	48	ı	3

#### **Preamble**

This course is intended to provide you with an understanding of the current theory and practice of database management systems.

#### **Course Outcomes**

CO	CO Statement	Vnovilodas Lovel
Number	CO Statement	Knowledge Level

CO 1	Understand the role of a database management system in an organization and E-R Diagrams.	K2
CO 2	Remembering basic database concepts, including the structure and Operation of the relational data model.	K1
CO3	Apply the logical database design including various normalization	K3
CO4	Analyse the database transaction and related database facilities, including concurrency control, journaling, backup and recovery, and data object locking and protocols.	K4
CO5	Evaluate and create the various implementation techniques.	K5,K6

# **UNIT I: INTRODUCTION**

(9 Hours)

Database: Meaning and Definition - Purpose of Database System -- Views of data -- Data Models -- Database Languages -- Database System Architecture -- Database users and Administrator -- Entity-- Relationship model (E-R model ) -- E-R Diagrams.

# **UNIT II: RELATIONAL MODEL**

**(10 Hours)** 

Introduction to relational databases -The relational Model – The catalog- Types– Keys - Relational Algebra – Domain Relational Calculus – Tuple Relational Calculus – Fundamental operations – AdditionalOperations- SQL fundamentals - Integrity – Triggers - Security – Advanced SQL features – Embedded SQL – Dynamic SQL - Missing Information – Views – Introduction to Distributed Databases and Client/Server Databases

# **UNIT III: DATABASE DESIGN**

(9 Hours)

Functional Dependencies – Non-loss Decomposition – Functional Dependencies – First – Second - Third Normal Forms - Dependency Preservation – Boyce/Codd Normal Form-Multi-valued Dependencies and Fourth Normal Form – Join Dependencies and Fifth Normal Form

# **UNIT IV: TRANSACTIONS**

(10 Hours)

Transaction Concepts - Transaction Recovery - ACID Properties - System Recovery - Media Recovery - Two Phase Commit - Save Points - SQL Facilities for recovery - Concurrency - Need for Concurrency - Locking Protocols - Two Phase Locking - Intent Locking - Deadlock- Serializability - Recovery Isolation Levels - SQL Facilities for Concurrency.

# **UNIT V: IMPLEMENTATION TECHNIQUES**

(10 Hours)

Overview of Physical Storage Media – Magnetic Disks – RAID – Tertiary storage – File Organization – Organization of Records in Files – Indexing and Hashing – Ordered Indices – B+ tree Index Files – B tree Index Files – Static Hashing – Dynamic Hashing – Query Processing Overview – Catalogue Information for Cost Estimation – Selection Operation – Sorting – Join Operation – Database Tuning.

S.No	Authors	Title	Publishers	Year of Publication
1.	Abraham	Database System	Tata McGraw Hill	2006
	Silberschatz,	Concepts.		
	Henry F. Korth,			
	S. Sudharshan.			
2.	C.J.Date,	An Introduction to	Pearson Education,	2006
	A.Kannan,	Database Systems.		
	S.Swamynathan.			
3.	Ramez Elmasri,	Fundamentals of	Wesley Publications.	2007

	Shamkant B. Navathe.	Database Systems, FourthEdition , Pearson .		
4.	Raghu	Database Management	McGraw Hill, Third	2003
	Ramakrishnan.	Systems.	Edition.	

17BAPS6 BUSINESS INTELLIGENCE	Category	L	P	Credit	
1/DAFS0	DUSINESS INTELLIGENCE	Core- Elective-S	48	-	3

#### **Preamble**

This course helps the students to be exposed with the basic rudiments of business intelligence system

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamentals and business intelligence life cycle and it techniques.	K2
CO2	Recognise the technological aspects behind business intelligence	K1
CO3	Analyse and evaluate the different measures to evaluate the business intelligence.	K4,K5
CO4	Applying various modeling techniques in Business Intelligence.	К3
CO5	Creating the future of Business Intelligence	K6

#### **UNIT I: BUSINESS INTELLIGENCE**

**(10 Hours)** 

Business Intelligence: Meaning and Definition - Effective and timely decisions – Data, information and knowledge – Role of mathematical Models – Business intelligence architectures: Cycle of a business intelligence analysis – Enabling factors in business intelligence projects – Development of a business intelligence system – Ethics and business intelligence.

# UNIT II: KNOWLEDGE DELIVERY

**(10 Hours)** 

Business Intelligence User types - Standard reports - Interactive Analysis and Ad Hoc Querying - Parameterized Reports and Self-Service Reporting dimensional analysis - Alerts/Notifications. Visualization: Charts - Graphs - Widgets - Scorecards and Dashboards Geographic Visualization - Integrated Analytics. Considerations: Optimizing the Presentation for the Right Message.

### **UNIT III: EFFICIENCY**

(**10 Hours**) Efficiency

 $measures-The\ CCR\ model:\ Definition\ of\ target\ objectives-Peer\ groups-Identification\ of\ good\ operating\ practices-Cross\ efficiency\ analysis-Virtual\ inputs\ and\ outputs-Other\ models.\ Pattern\ matching-cluster\ analysis-Outlier\ analysis.$ 

# UNIT IV: BUSINESS INTELLIGENCE APPLICATIONS

(9 Hours) ERP-

Corporate Performance Management (CPM)-Business Performance Management (BPM) Marketing models – Logistic and Production models.

# UNIT V: FUTURE OF BUSINESS INTELLIGENCE

(9 Hours) Future

of business intelligence – Emerging Technologies - Machine Learning - Predicting the Future - BI Search & Text Analytics – Advanced Visualization – Rich Report - Future beyond Technology.

# **Books for References:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Efraim Turban,	"Decision Support and	Pearson 9th	2013
	Ramesh Sharda,	Business Intelligence	Edition	
	Dursun Delen	Systems		
2.	Larissa T. Moss, S.	"Business Intelligence	Wesley	2003
	Atre	Roadmap: The Complete	Publications	
		Project Lifecycle of		
		Decision Making"		
3.	Carlo Vercellis	"Business Intelligence:	Wiley	2009
		Data Mining and	Publications	
		Optimization for Decision		
		Making"		
4.	David Loshin	"Business Intelligence:	Second Edition,	2012
	Morgan, Kaufman	The Savvy Manager"s		
		Guide"		

# **V.ELECTIVE COURSES -PRODUCTION**

17BAPP4	LEAN MANUFACTURING AND	CATEGORY	L	P	CREDIT
	SIX SIGMA	Core-Elective-P	48	-	3

# **Preamble**

It will helps to learn about increasing the productivity without affecting quality and the method of minimizing wastage through lean and six sigma.

# **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO 1	Remember the concepts of lean manufacturing.	K1
CO 2	Understand the tools of Lean manufacturing.	K2
CO3	Understand the tools and techniques to apply for measurement, analysis, improvement and control	K2,K3
CO4	Analyse various methodology in six sigma process and develop communication plan.	K4
CO5	Create and apply the lean manufacturing and six sigma concept in service sectors.	K5, K6

# **UNIT I: INTRODUCTION**

**(10 Hours)** 

Lean Manufacturing- Definition- Concepts- Basic elements of Lean manufacturing- Principles of Lean Manufacturing- Emergence of Lean Manufacturing .

**UNIT II: LEAN TOOLS** 

**(10 Hours)** 

Lean Manufacturing through waste elimination- 7 Wastes- Characteristics of JIT- Pull Production – Concept of Cellular layout – Visual Management – One piece Flow. Lean Manufacturing through TPM- Principles of TPM- 8 Pillars – 6 major losses.

UNIT III: SIX SIGMA (10 Hours)

Definition of quality –six sigma -TQM and Six sigma – lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes –six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing

# UNIT IV: SIX SIGMA TOOLS AND TECHNIQUES

**(10 Hours)** 

Design For Six Sigma (DFSS), Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed leadership - Change Acceleration Process (CAP)- Developing communication plan - Stakeholder-Tools for definition- measurement- analysis- improvement- control- implementation

# **UNIT V: LEAN APPLICATION**

(8 Hours)

Project management and team –challenges – structure the deployment of six sigma – cultural challenges – Lean in service sector- Lean concept for Banks and Hospitals.

#### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication	1
1.	Michael L.George, David Rownalds	What is Lean Six Sigma	McGraw – Hil	2003	
2.	Thomas Pyzdek	The Six Sigma Handbook	McGraw – Hil	2000	
3.	Fred Soleimannejed	Six Sigma, Basic Steps and Implementation	Author House	2004	
4.	Forrest W.Breyfogle, III, James M. Cupello, Becki Meadows	Managing Six Sigma: A Practical Guide to Understanding, Assessing, and Implementing the Strategy That Yields Bottom Line Success,	John Wiley & Sons	2000	
5.	James P. Womack, Daniel T.Jones	Lean Thinking	Free Press Business	2003	

		CATEGORY	L	P	CREDIT
18BAPP5	TOTAL QUALITY MANAGEMENT	Core-Elective-P	48	1	3

#### **Preamble**

It will help the students to learn about best TQM Practices with HR perspectives.

#### **Course Outcomes**

Course Outcome	CO Statement	Knowledge Level
CO 1	Understand the need for the quality and basic concepts of TQM	K2

	with customer perspective.	
CO 2	Understand the Principles and philosiphies of TQM	K2
CO3	Apply Business Process Reengineering concept in TQM perspective.	К3
CO4	Prepare the control charts with Total Productive Maintanance.	K5
CO5	Apply the certification process in manufacturing and service sector.	K3

# UNIT I: INTRODUCTION TO QUALITY MANAGEMENT

(8 Hours)

Introduction to Quality–Definitions – Importance- Dimensions TQM- Basic Concepts, Priniciples, TQM Wheel- Scope of TQM- Benefits of TQM- Elements of TQM.

# UNIT II: PRINCIPLES AND PHILOSOPHY

( **10 Hours**)

Deming Philosphy, Deming 14 points for management- Jurans Philosphy- Crosby Philosphy- Concept of Quality circles- Characteristics- Impact, Gain, and potential benefits- Japanese 5 S.

# UNIT III: TOOLS AND TECHNIQUES

**(10 Hours)** 

Business Process Reengineering- Definition- Principles —Process. BPR in service Industry.- Tool for design Process- Tools for Process Improvement- Tools for Implementation.

# UNIT IV: STATISCAL PROCESS CONTROL & MAINTAINANCE (10 Hours)

Control Charts - Process Capability - Reliability and Maintanance- Total Productive Maintanance - Total Preventive Maintanance- Tero Technology- Simple Problems.

# **UNIT V: QUALITY MANAGEMENT CERTIFICATIONS**

(10 Hours)

Need for ISO 9000 - ISO 9001-2008 Quality System - Elements, Documentation, Quality Auditing - QS 9000 - ISO 14000 - Concepts, Requirements and Benefits - TQM Implementation in manufacturing and service sectors.

Distribution of Marks: Theory 90% and Problems 10%

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1.	Dale H.Besterfield et al	Total Quality Management	Pearson Education	2004
2.	ShridharaBhat K	Total Quality Management – Text and Cases	Himalaya Publishing House	2002
3.	D.R.Kiran	Total Quality Management	PHI Publishers	2016
4.	B.Janaki Raman, R.K.Gopal	Total Quality Management:Text &Cases	PHI Publishers	2006

17BAPP6	WORLD CLASS	CATEGORY	L	P	CREDIT
	MANAUFACTURING	Core-Elective-P	48	-	3

#### **Preamble**

To enable the students to understand the principles, practices and applications in World-Class Manufacturing.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge
Number		Level
CO1	Understand the influence of information age and international	K2
	perspective.	
CO2	Familiarize the managing concepts of World Class	K1
	Manufacturing in industries under a competitive situation.	
CO3	Evaluate the material processing and tools used in World Class	K5
	Manufacturing.	
CO4	Assess and create strategies in the manufacturing sector.	K3, K4
CO5	Analyse and assess the competitiveness in Indian manufacturing	K4, K6

#### UNIT I: INFORMATION AGE AND BUSINESS

(8 Hours)

Information age –Emergence- Business Challenges –Operating Environment – Globalization and international business – India's global competitiveness.

# UNIT II: INFORMATION AGE AND MANUFACTURING SECTOR (10 Hours)

Manufacturing Excellence— World class manufacturing and Information age competition—Manufacturing Challenges of the Information age — Time based knowledge — Managing Knowledge — Problems in the manufacturing Industry-Manufacturing excellence and competitiveness.

# UNIT III: MACRO CONCEPTS IN WORLD CLASS MANUFACTURING (10 Hours)

World class manufacturing- Philosophy , Practices , Quality - Overview of systems and tools – Information management tools – Material processing and handling tools – An assessment manufacturing systems and tools.

# UNIT IV: STRATEGIC WORLD CLASS MANUFACTURING (10 Hours)

Generic manufacturing strategies for the information age – Developing strategic thinking in manufacturing – Issues in strategic planning for world class manufacturing –Implementing the world class manufacturing plan – Need for performance measurement– Human resource dimensions in world class manufacturing – Manufacturing Applications- Manufacturing strategy -Futile search for an elusive link.

# UNIT V: MANUFACTURING SCENARIO IN INDIA

**(10 Hours)** 

Competitiveness of Indian Manufacturing – Manufacturing performance and planned strategies of Indian manufacturing firms —Manufacturing objectives and strategy— IT infrastructure and practices – Overview of India's status- Business Strategy and global competitiveness.

	BOOKS TOT RETERENCE.					
S.No	Authors	Title	Publishers	Year of Publication		
1.	B.C.Sahay,KBC Saxena and Ashish Kumar	World Class Manufacturing – A Strategic Perspective	McMillan India ltd.	2007		
2.	Porter M.E	The competitive Advantage of Nations	Free Press	2000		
3.	Hammer, Michael and James Champy	Reengineering the corporation-A Manifesto for Business revolution	Nicholas Brealey Publishing	2001		

4.	K.ShridharaBhat	World Class Manufacturing	Himalaya Publishing house	2010
5.	Champ ,Robert C	Finding and Implementing Best Practices- Business Process Benchmarking,	Vision Books, New Delhi –	2008

#### VI.ELECTIVE COURSES -ENTREPRENEURSHIP

17BAPE4	INNOVATION MANAGEMENT	CATEGORY	L	P	CREDIT
		Core- Elective-E	48	-	3

#### **Preamble**

To acquaint the concepts of innovation networks, idea brokering and open innovation that enables the students to develop innovation processes and structures which aids them to face challenges in large and small firms.

# **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Understand the need for innovation in business and	K1,K2
	develop the model of innovation for entrepreneurs	,
CO2	Enroot critical and analytical reasoning about firms	К3
	innovation management	KJ
CO3	Assimilate the strategies most effective for exploiting	K3,K5
	innovations	13,13
CO4	Apply the concepts of innovation directly to real world	K4
	situations	17.4
CO5	Identify, evaluate and resolve a variety of issues relating to	
	poor innovative performances in large firms as well as in	K6
	entrepreneurial firms	

#### **UNIT I -RECONNOITRE INNOVATIONS**

(10 Hours)

Innovation: Definition- Need for innovation-Innovation as a core business process-Steps in innovation process-Building the innovation organisation-Developing an innovation strategy-Sources of innovation-New models of innovation for entrepreneurs-Life span of an innovation: breakthrough, disruptive, game changer and incremental innovations.

#### UNIT II- BRINGING INNOVATIONS TO FRUITION

(9 Hours)

Drucker's seven sources of innovation opportunity-Role of innovation at market place-Innovation in the value chain-Recognizing a wining innovation idea-Three framed view of innovation process-Creative roles in innovation.

# UNIT III ADMINISTERING INNOVATIONS

**(10 Hours)** 

Strategic alliances with various organisations-Open innovation-Blue ocean strategy-Benchmarking-Lead user research-Elements of an innovation portfolio-Frugal innovation-Innovation for the bottom of the pyramid.

### **UNIT IV- RENEWING INNOVATIONS**

(9 Hours)

Developing products and services to fit the market-Key metrics to develop winning business models- Organizing innovation-Management of Research and Development

#### **UNIT V - CASE STUDIES**

**(10 Hours)** 

Case Discussion and Presentation: How to make innovations business relevant-Current trends and challenges relevant to innovation-Obstacles faced by entrepreneurs to implement innovation in their business

#### **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publicati	on
1	Tim Jones	Innovation at the Edge: How organisations evolve and embed innovation capability	Butterworth – Heinemann	2002	
2	M.S.Krishnan& C.KPrahalad	The new age of innovation: Driving co-created value through global networks	MC-Graw hill	2008	
3	Vinay dabholkar & Rishikesha T.Krishnan	8 steps to innovation	Collins India	2013	

450 4 000	SOCIAL ENTREPRENEURSHIP	CATEGORY	L	P	CREDIT	
17BAPE5	MANAGEMENT	Core- Elective-E	48	-	3	

#### **Preamble**

To headway managerial and leadership skills necessary for building organisations and ecosystems that addresses social problems.

#### **Course Outcomes**

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

CO	CO Statement	Knowledge Level
Number		
CO1	Familiarize in social entrepreneurial concepts and the ways to develop successful entrepreneurship	K1,K2
CO2	Develop and scale high performing social enterprises they may be non -profit, for-profit or hybrid organizations	K3
CO3	Apply skills to navigate conflicting goals, fragmented capital markets and complex performance measures	K4,K5
CO4	Build business models that creates impact in the society	K6
CO5	Initiate formidable social returns for society	K5, K6

#### **UNIT I: INTRODUCTION**

(10 Hours)

Social Entrepreneurship: Definition-Kinds of business relevant to social entrepreneurship-view of social entrepreneurship differ from NGO's –Issues in social Entrepreneurship-Reasons of social entrepreneurial failure –Essentials to avoid unsuccessful social entrepreneurship

#### UNIT II: CONCEPTUAL FRAME WORK

**(10 Hours)** 

Introduction about NGO's and sustainable social ventures-methods to identify potential social venture opportunities-Identifying social problems-Need study-Social entrepreneurship within larger organisations-Legal structures for social entrepreneurship

# UNIT III: APPRAISAL AND EVALUATION

(10 Hours)

Capacity building: Meaning-Need-5 C's of social change-Methods to assess and evaluate social entrepreneurship- Impact of financing in social entrepreneurship.

# UNIT IV: TOOLS FOR SOCIAL ENTREPRENEURSHIP

**(10 Hours)** 

Seven models of social entrepreneurship-Key components of planning, financing, leading, managing, accounting and evaluating a social venture.

# **UNIT V: RETURNS FOR SOCIETY**

(8 Hours)

Students are directed to submit a mini project regarding Community Engagement Programs at selective areas.

# **Books for Reference:**

S.No	Authors	Title	Publishers	Year of Publication
1	David Bronstein	How to change the world:	Oxford	2007
		Social Entrepreneurs and	University	
		power of new ideas	press	
2	Barringer	Entrepreneurship	Pearson	2008
3	Janson Haber	The Business of good: Social entrepreneurship and the new bottom line	Entrepreneur press	2016
4	Social Entreprise Alliance	Succeeding at Social Entreprise: Hard-won lessons for non- profits and social Entrepreneurs	Jossey- bass	2010

17BAPE6	MANAGING FRANCHISING	CATEGORY	L	P	CREDIT
	BUSINESSES	Core -Elective-E	48	-	3

#### **Preamble**

To develop and strengthen the principles and activities involved in starting and managing a new franchise from the perspective of the franchiser and franchisee.

# **Course Outcomes**

CO	CO Statement	Knowledge Level
Number		
CO1	Understanding the concept of Franchising and compare	K1,K4
	the different types of franchises	,
CO2	Identify the Franchising Opportunities and Franchisor	K5
	Business Plan	
CO3	Analyse the Franching Market Process	K4

CO4	Develop the responsibility of a franchisor and legal system to manage franchising concerns	K3,K6
CO5	Understand the Social responsibility of a Franchisor	K2

#### UNIT I: INTRODUCTION TO FRANCHISING

**(10 Hours)** 

Meaning, History and Overviews, Types, Franchising as an Entrepreneurial activity, Advantages and Disadvantages, International Franchising, Models in Franchising, Theories of Franchising.

# **UNIT II: RECOGNISING FRANCHISING OPPORTUNITIES**

(10 Hours

Searching for an Opportunity, Investigating the Franchise Opportunity, Selection of Sector/Industry, Criteria for Overall Evaluation, Assessing Franchise Feasibility, Franchisor Business Plan, and procedure for securing franchising license, Revenue models in Franchising Business.

# **UNIT III: FRANCHISING MARKET PROCESS**

**(10 Hours)** 

Trademarks & Marketing Materials, Franchisor Marketing, Franchisee Marketing, Researching the Competition and Identifying the Target Customer, Selling & Marketing Research, Franchise Feasibility, Co-branding.

# **UNIT IV: FRANCHISORS OPERATION PROCESS**

**(10 Hours)** 

Location and site selection, Accounting & Financial Management – Financing the franchised business, Information systems and Legal Aspects of Franchising, Franchise Law across the Globe, Laws Applicable to Franchising in India, Termination of Franchises.

# UNIT V: MANAGING THE FRANCHISE RELATIONSHIPS

**(10 Hours)** 

Dynamics of Relationship, Trust as Relationship Builder, Cultural Aspects of Relationship, Building a Long-term Relationship, Franchisor support services, Franchisor – Franching conflicts, Social responsibility and business ethics.

DOOMS	BOOKS TOT RETERENCE.								
S.No	Authors	Title	Publishers	Year of Publication					
1.	Ferrell O, et al	Business A Changing World (5 <sup>th</sup> ed) New York	Mc Graw Hill/ Irwin.	2006					
2.	Sidhpuria,Manish V	Retail Franchising. Asia	Mc Graw Hill Education	2010					
3.	The Association of Small Business Development Centers (Authors), Ann Dugan (Editor)	Franching 101: The Complete Guide to Evaluating, Buying and Growing Your Franchise Business Paperback	-	1998					
4.	Richard J.Judd and Robert T.Justis	Franchising	-	2007					

15D A D20	ENTREPRENEURSHIP	CATEGORY	L	P	CREDIT
17BAP29	IMMERSION PROJECT	Core : XXX-	48	-	1
		Group Project			

Course Code	Entrepreneurship Immersion Project*

17BAP29					
	On completion of this course, a student will be able :				
	1. To understand the role and impact of an entrepreneur				
Course Objectives	1.2 To acquaint the journey of the entrepreneur and his functional strategies in place				
Objectives	3. To conduct a SWOT audit and initialise strategic management efforts for	the business			
	4. To attempt for the translation of a business idea at infancy and promote it as a start up				
	Duration and nature of study: Engage in a studying a venture that is entreprenature for a minimum of 40 hours				
Guidelines	Primary Data: A scheduled interview with the entrepreneur and observation of activities to be recorded in a work diary				
	Secondary Data: Company Profile, Industry Profile, Literature review on the business				
	Report: Preparation of report to be done in compliance with the criteria for assessment				
Criteria for Study of the Entrepreneur and identification of the problem					
assessment SWOT Audit		25			
weightage	Presentation of the report	10			
	Viva-Voce	40			
	Total 100				

<sup>\*</sup>To be done during the vacation of III semester for a period of one week (40 hours) in a group. Assessment to be done in the IV Semester at the CIA by the internal examiner.

17BAP30		CATEGORY	L	P	CREDIT
	(Self Study-Online Exam)	Core – XXXI	-	-	1

The Comprehension in Management examination will be conducted at the end of each semester I, II, III, IV for a maximum of 100 marks which consists of

# Comprehension (Multiple Choice Questions) (50x2=100) 100 marks

The students are examined on Core, Core Allied, Core Elective papers studied in I, II, III, IV Semester. In the comprehension component, the students are tested on their grasping ability of the subjects of study.

Course	No of Questions	Marks	Total Marks
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Part:III			
Core	50	50 X 2= 100	100
(Online Exam)*			

<sup>\*</sup>Online Exams are conducted in the computer laboratory at the end of each semester with one credits each.

# \*CORE OPTIONAL COURSE FOR OTHER MAJOR

15D A DCC 1	AGRI-ENTREPRENEURSHIP	Category	L	P	Credit
17BAPCO1	AGRI-ENTREPRENEURSHIP	Core -	36	-	3
		Optional			

#### **Preamble**

This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.

#### **Course Outcomes**

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

CO Number	CO Statement	Knowledge Level
CO 1	Remember the concepts of Entrepreneurship.	K1
CO 2	Familiarize in agri-preneurship concepts and the ways to develop successful agri-entrpreneurs.	K2
CO3	Understanding the agricultural inputs and pricing strategies in agri-preneurship.	K2
CO4	Apply skills in value addition products in millets and pulses.	K3, K4
CO5	Analyse and apply skills in value addition product development in fruits and milk.	K5, K6

### **UNIT I: INTRODUCTION**

(6 Hours)

Entrepreneurship: Meaning - Concept of Entrepreneur- Characteristics of successful Entrepreneurs - Charms of becoming an Entrepreneur- Functions of Entrepreneurs- Types of Entrepreneurs - Entrepreneurship—Women Entrepreneurship- Concept- Functions.

### **UNIT II: AGRI – PRENEURSHIP**

(6 Hours)

Agri-Preneurship- Need for developing Agri-Preneurship in India- Opportunities for developing Agri-Preneurship- Suggestions for developing Agri-Preneurship.

### UNIT III: PRICING STRATEGIES AND AGRICULTURAL INPUTS (8 Hours)

Agricultural price terminology – Factors influencing pricing decisions – Pricing strategies - Role of agriculture in price commission. Agricultural inputs: Meaning - Agricultural inputs with special reference to fertilizers – seeds – pesticides and other agricultural inputs (farm machinery, irrigation system equipment)

#### **UNIT IV: MILLETS AND PULSES**

(8 Hours)

 $\label{eq:continuous} Practical\ session-Value\ addition\ -\ Scope-Value\ addition\ in\ cereals\ and\ pulses-Value\ addition\ in\ millets.$ 

# UNIT V: FRUITS AND MILK

(8 Hours)

Practical session – Value added products in fruits – Value added products in vegetables – Value added products in milk. **Books for References:** 

S.No	Authors	Title	Publishers	Year of Publication
1.	S.S.Khanka	Entrepreneurial Development	S.Chand Publishing	1999