| Education  | National Institute of Technology, Arunachal Pradesh  
(Established by Ministry of Human Resource Development)  
Govt. of India. |
|-----------|-------------------------------------------------|
| Research  | In GOD’s own land, a fusion of scholastic students,  
innovative & motivated researchers & teachers and fast  
moving visionary leaders. |
|           | **COURSE STRUCTURE & SYLLABUS**  
**FOR**  
**ONLINE MBA** |
|           | PO- Yupia, Dist. – Papum Pare, Arunachal Pradesh. Pin – 791 112  
Ph No : 0360-2284801/2001582  
Fax No : 0360-2284972  
Email – nitarunachal@gmail.com |
| Ethics    | Stepping Stone and Sky reaching ladder to success |
| Service to Society |  |
To achieve the target of being a global leader in the field of Technical Education, there is some sort of time bound urgency to work quickly, massively and strongly, in respect of National Institute of Technology, Arunachal Pradesh being an “Institute of National Importance” (by an Act of Parliament) and being established only in three years back in 2010. I have therefore adopted a ‘B’ formula as stated below to achieve the primary goal of producing World Class Visionary Engineers and exceptionally brilliant Researchers and Innovators:

B-FORMULA

- Best for Teaching
- Best for Research
- Best for Entrepreneurship & Innovation
- Best for Services to Society

In implementing the ‘B’ formula in letter and spirit, the framing of syllabi has been taken as an important legitimate parameter. Therefore, extraordinary efforts and dedications were directed for the last one year to frame syllabi in a framework perhaps not available in the country as of today.

Besides attention on ‘B’ formula institute has given considerable importance to the major faults of current Technical Education while framing the syllabus. The major stumbling blocks in Technical Education today are:

(I) The present system is producing “Academic Engineers” rather than “Practical Engineers”.
(II) The present system of education makes the students to run after jobs rather than making them competent to create jobs.
(III) There is lack of initiative to implement the reality of “Imagination is more important than knowledge”.

Taking due consideration of the findings made above, to my mind credible syllabi has been framed in the institute in which the major innovations are introduction of:

(I) I-course (Industrial Course) one in each semester at least one, which is targeted to be taught by the Industrial expert at least upto 50% of its component.
(II) Man making and service to society oriented compulsory credit courses of NCC/ NSS, values & ethics.
(III) Compulsory audit course on Entrepreneurship for all branches.
(IV) Many add-on courses those are (non-credit courses) to be offered in vacation to enhance the employability of the students.
(V) Many audit courses like French, German, and Chinese to enhance the communication skill in global scale for the students.
(VI) Research and imagination building courses such as Research Paper Communication.
(VII) Design course as “Creative Design”.

Further, the syllabus has been framed not to fit in a given structure as we believe structure is for syllabus and syllabus is not for structure. Therefore, as per requirement of the courses, the structure, the credit and the contact hours have been made available in case to case.

The syllabus is also innovative as it includes:

   (I) In addition to the list of text and reference books, a list of journals and magazines for giving students a flexible of open learning.
   (II) System of examination in each course as conventional examination, open book examination and online examination.

Each course has been framed with definite objectives and learning outcomes. Syllabus has also identified the courses to be taught either of two models of teaching:

   (i) J.C. Bose model of teaching where practice is the first theory.
   (ii) S.N. Bose model of teaching where theory is the first practice.

Besides the National Institute of Technology, Arunachal Pradesh has initiated a scheme of simple and best teaching in which for example:

   (i) Instead of teaching RL, RC and RLC circuit separately, only RLC circuit will be taught and with given conditions on RLC circuits, RL and RC circuits will be derived and left to the students as interest building exercise.
   (ii) Instead of teaching separately High Pass filer, Band Pass filter and Low Pass filter etc; one circuit of filter will be taught to derive out other circuits, on conditions by the students.

I am firmly confident that the framed syllabus will result in incredible achievements, accelerated growth and pretty emphatic win over any other systems and therefore my students will not run after jobs rather jobs will run after my students.

For the framing of this excellent piece of syllabus, I like to congratulate all members of faculty, Deans and HODs in no other terms but “Sabash!”

Prof. C.T.Bhunia
Director, NIT,(A.P.)
# Course Structure (ONLINE MBA)

## Semester-I

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Course Title</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MB 101</td>
<td>Principles &amp; Practices of Management</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>MB 102</td>
<td>Organizational Behaviour</td>
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<td>MB 103</td>
<td>Financial Accounting</td>
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<tr>
<td>MB 104</td>
<td>Managerial Economics</td>
<td>4</td>
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<td>MB 105</td>
<td>Management Information System</td>
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<td>MB 106</td>
<td>Business Communication</td>
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<td>MB 201</td>
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<td>MB 202</td>
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## Semester-III

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<th>Credit</th>
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<tbody>
<tr>
<td>MB 301</td>
<td>Strategic Management</td>
<td>4</td>
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<td>MB 302</td>
<td>Research Methodology</td>
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<td>MB 303</td>
<td>Entrepreneurship Development and Innovation</td>
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## Semester -IV

<table>
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<td>MB4-02</td>
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<td>Elective-I</td>
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<td>Elective-II</td>
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<td><strong>Total Credits</strong></td>
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### Elective subjects

#### 3rd semester

**Marketing Specialization**: Choose any three

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MM-301</td>
<td>Service Marketing</td>
</tr>
<tr>
<td>MM-302</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MM-303</td>
<td>Advertising and Brand Management</td>
</tr>
<tr>
<td>MM-304</td>
<td>Internet Marketing</td>
</tr>
<tr>
<td>MM-405</td>
<td>Consumer Behaviour</td>
</tr>
</tbody>
</table>

**Finance**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM -301</td>
<td>Financial Management for International Business</td>
</tr>
<tr>
<td>FM-302</td>
<td>Personal Finance and Wealth Management</td>
</tr>
<tr>
<td>FM-303</td>
<td>Security Analysis and Portfolio Management</td>
</tr>
<tr>
<td>FM-304</td>
<td>Financial institution and Banking</td>
</tr>
<tr>
<td>FM-305</td>
<td>Project Finance and Capital Budgeting</td>
</tr>
</tbody>
</table>

**HRM**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>HR-301</td>
<td>Training and Development</td>
</tr>
<tr>
<td>HR-302</td>
<td>Industrial Relations</td>
</tr>
<tr>
<td>HR303</td>
<td>Cross-Cultural Management</td>
</tr>
<tr>
<td>HR-304</td>
<td>Compensation and Reward Management</td>
</tr>
<tr>
<td>HR-305</td>
<td>Labour Law</td>
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</table>

**IT/ SYSTEM**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>SM-301</td>
<td>E-Business</td>
</tr>
<tr>
<td>SM-302</td>
<td>Data Base Management</td>
</tr>
<tr>
<td>SM-303</td>
<td>Knowledge Management</td>
</tr>
<tr>
<td>SM-304</td>
<td>Enterprise Resource Planning</td>
</tr>
<tr>
<td>SM305</td>
<td>System Analysis and Design</td>
</tr>
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</table>

#### Fourth Semester

**Fourth semester (Any Two)**

**Marketing**

<table>
<thead>
<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>MM-401</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MM-402</td>
<td>B2B Marketing</td>
</tr>
<tr>
<td>MM-403</td>
<td>Retail Management</td>
</tr>
<tr>
<td>MM-404</td>
<td>Customer Relationship Management</td>
</tr>
</tbody>
</table>

**Finance**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM-401</td>
<td>Mergers, Acquisitions &amp; Corporate Restructuring</td>
</tr>
<tr>
<td>FM-402</td>
<td>Corporate Tax Planning</td>
</tr>
<tr>
<td>FM-403</td>
<td>Management of Financial Services and Institution</td>
</tr>
<tr>
<td>FM-404</td>
<td>Advance Corporate Finance</td>
</tr>
</tbody>
</table>
HRM

<table>
<thead>
<tr>
<th>HR-401</th>
<th>Leadership and Team Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>HR-402</td>
<td>Competency Mapping and Performance Management</td>
</tr>
<tr>
<td>HR-403</td>
<td>Negotiation and Counselling</td>
</tr>
<tr>
<td>HR-404</td>
<td>Human Resource Information Management System (HRIMS)</td>
</tr>
</tbody>
</table>

IT/ SYSTEM

<table>
<thead>
<tr>
<th>SM-401</th>
<th>Software Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM-402</td>
<td>Green Technology and Environmental Management</td>
</tr>
<tr>
<td>SM-403</td>
<td>Software Project Management</td>
</tr>
<tr>
<td>SM-404</td>
<td>Information Security and Cyber Laws in Business</td>
</tr>
</tbody>
</table>
Name of the Module: Principles and Practices of Management

Module Code: MB 101

Semester: 1st

Credit Value 4 \( P=0, T =0 L=4 \)

Objectives:
The course is designed to meet the following objectives:

1. This course is a foundation course of management, where it creates basic awareness of management from principles and practice point of view.
2. Understand and explain the concept of management and its managerial perspective.
3. It shall equip students to map complex managerial aspects arising due to ground realities of an organisation.
4. Students gain knowledge of contemporary issues in Management principals and various approaches to resolve those issues.

Learning outcomes

On the successful completion of the course, the student would be able to:

1. Gain an understanding and awareness and knowledge of contemporary issues and approaches to principals of management organizational leading them to understand and approach a managerial issue related to managerial challenges of solving organizational problems with managerial practices and interventions.

Subject Matter

UNIT I
Concept, Nature, Importance; Management: Art and Science, Management As a Profession, Management Vs. Administration, Management Skills, Levels of Management in various types of organisations/s, Characteristics of Quality Managers.

UNIT II

UNIT III

UNIT IV

UNIT V
The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control, Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs.

Teaching/Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination and open book examination.
Reading List:

A. Books
1. John R. Schermerhorn - Introduction to Management, 10th ed., Wiley India
2. Rao, Harikrishna – Management Text and cases, Excel books
4. Robbins, Coultur, Vohra – Management, Pearson
6. The Principles and Practice of Management ... - Google Books
   books.google.com/books/about/The_Principles_and_Practice_of_Management

B. Magazines
1. Business India
2. Times of India – Ascent,
3. www.citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

C. Journals
1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
25. Journal of Organizational Behaviour Management (Hawthorn)
Name of the Module: Organizational Behaviour

Module Code: MB102

Semester: 1st

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is designed to meet the following objectives:

1. The study and practice of OB has become all the more pertinent in this era of continuously changing global business scenario and has become more important in the global economy as employees with diverse backgrounds and cultural values work together successfully and resourcefully.

2. This course will help the students to internalize learning by critically examining concepts in the classroom setting and then by applying them to real-life situations.

Learning outcomes

On the successful completion of the course, the student would be able to:

1. Demonstrate their understanding and competence with respect to fundamental managerial skills: Leadership, effective interpersonal relationship, managing politics and conflict and building effective teams.

2. Analyze, practice, develop and demonstrate their ability to use their fundamental personal, interpersonal and team building skills for positive organizational culture.

3. Develop the skills to understand the behavioural reactions to change and design the strategies to deal with the change.

Subject Matter

UNIT I

UNIT II
UNIT III
OB Modification; Motivation – Theories – Importance – Types – Motivation At Work - Values 
And Attitudes – Characteristics – Components – Formation And Measurement –Group 
Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development 
– Conflict Management – Nature of Conflict – Types of Conflict

UNIT IV
Leadership – Meaning – Importance Trait, Behavioural and Contingency Theories –Leadership 
Styles – Leaders Vs Managers; Power and Politics – Sources Of Power –Power Centers – 
Organisation Politics

UNIT V
Organizational Structure and Design – Organisation Climate – Factors Affecting Organisation 
Climate – Importance; Job Satisfaction – Organisation Development – Organisation culture – 
Organisation Change – Current Trend in OB

Teaching /Learning/ Practice pattern
Teaching: 70% 
Learning: 30% 
Practice: 0%

Examination Pattern:
Theoretical Examination and open book examination

Reading List :
A. Books
Pearson Education.
Learning.
5. Stephen robbins organizational behavior full pdf free ebook ...
ebookbrowse.net/stephen-p-robbins-organizational-behavior-full-pdf-d...

B. Magazines
1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module: Financial Accounting

Module Code: MB103

Semester: 1st

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is design to meet the following objectives:

1. This course introduces students to the fundamental principles and procedures of accounting with emphasis on how financial statements communicate information about the business corporation’s performance and position for users external to management.

2. Students will be able to understand how to record transactions, adjusting balances and preparing financial statements for service and merchandise firms according to established rules and procedures.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Students will have a basic understanding of how financial information is captured, recorded, reported and analyzed.
2. Students will be able to judge and compare the financial health of different companies over a period of time.

Subject Matter

UNIT-I

Concept of Accounting- Need & objective of Accounting- Book-keeping & Accountancy Accounting Cycle, GAAP, Accounting equation ,Types of Accounts ,Rules of Debit & Credit

UNIT-II

Analyzing transactions, Recording transactions, Posting to ledger, Balancing the accounts Preparing Trial Balance

UNIT-III

Rectifying the erroneous entries, Journalizing adjustment entries ,Preparing Adjusted Trial Balance Passing the closing or transfer entries

UNIT-IV

Final Accounts without and with Adjustment: Income measurement, Revenue, expenses, gain and loss , Accrual accounting, The adjustment process, Accounting for merchandise transactions
UNIT-V
Inventory Valuation (AS 2): The basics of inventory, Inventory accounting systems, Inventory valuation methods, Accounting for inventory, Inventory and its impact on financial statements

UNIT-VI
Fixed Asset valuation & Depreciation accounting (AS 6): The basic concepts of depreciation, The methods of depreciation, Accounting for depreciation

UNIT-V
Ethics in financial reporting, Study annual report of Company

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination and open book examination

Reading List:
A. Books


B. Magazines
1. www. proquest.com
2. www. capitalline.com
3. Accounting world
4. Money
5. Kiplinger’s Personal Finance
6. Worth
7. Traders Magazine
8. Financial Planning
9. Bank Director
10. American Banker
11. Fobes
12. Fortune
13. Business Money Fact
C. Journals
1. Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
5. Accounting Research Journal
7. Journal of Accounting and Taxation
8. European Financial Management
9. European Journal of Finance
10. Review of Accounting Studies
Name of the Module: Managerial Economics
Module Code: 104
Semester: 1st
Credit Value 4 [ P=0, T =0 L=4]

Objective:
The course is designed to meet the following objective:

1. The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

Learning outcomes:
On the successful completion of the course, the student would be able to

1. Good understanding of managerial economics concepts and tools like Demand, Supply, Elasticity, Production & Cost, Markets and Contracts.
2. Recognize the various problems firms and consumers face.
3. Understands the nature of firms and consumers and infer decision accordingly

Subject Matter

UNIT I
Basic Concepts, Scope, Importance and Definitions Relevant to Managerial Economics-Factors Influencing Managerial Decision – Managerial Economics and other Disciplines

UNIT II
Objectives of the Firm – Managerial Decisions-Meaning of Demand- Types of Demand – Determinants of Demand – Demand Functions – Demand Elasticity – Demand Forecasting Methods – Accuracy of Forecasting

UNIT III

UNIT IV
Determinants of Price- Pricing under Different Objectives- Pricing under Different Market Structures- Price Discrimination- Pricing of Joint Products

UNIT-V
UNIT VI

Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:
A. Books
1. Dean, J (2011), Managerial Economics, Prentice-Hall
5. Petersen, Lewis and Jain, S.C (2010) : Managerial Economics. Pearson Education India
7. Varshney, S.C & Maheshwari, M.N (2011), Managerial Economic, Sultan Chand & Sons
8. Managerial Economics - Arun Kumar, Rachana Sharma - Google...
books.google.com/books/about/Managerial_Economics.html?id..

B. Magazines
1. www.economicsnetwork.ac.uk
5. Business Line
6. The Economic Times
7. Forbes India
C. Journals

1. International Journal of Managerial Economics
2. European Journal of Economics
4. Business Economics
5. Decisions in Economics and Finance
6. Journal of Economic Structures
7. The IUP Journal of Managerial Economics
8. Applied Econometrics and International Development
10. American Economic Review
11. American Economic Journal
12. American Journal of Agricultural Economics
13. Annual Review of Economics
15. Brookings Papers on Economic Activity
16. Business Economics
17. Cambridge Journal of Economics
18. Canadian Journal of Economics
19. Computational Economics
Name of the Module: Management Information System

Module Code: MB 105

Semester: 1st

Credit Value  4   [  P=0,  T =0  L=4]  

Objectives:

The course is design to meet the following objective:

1. Objective of course is to give an in depth look at how business firms use information technologies systems to achieve critical edge and implications of technology deployment at different stages of business processes.

Learning outcomes:

On the successful completion of the course, the student would be able to-

1. At the end of the course the students will be able to understand why, where and when information technology systems become a key differentiator in decision making.

2. Students are expected to learn the application of Information systems across functional domains

Subject Matter

UNIT-I


UNIT-II

Role of MIS - Strategic advantage with MIS; Systems approach to problem solving; Business Process Reengineering (BPR); Internet worked enterprise in MIS; Internet, Intranet, Extranet; Enterprise communication and Collaboration.

UNIT-III

Decision Support Systems-MIS support for decision making; Decision Support Systems; Components of DSS ; Tools of business support systems; what if analysis, sensitivity analysis; goal seek analysis, optimization analysis, data mining for decision support, DBMS.

UNIT-IV

Developing MIS Systems-System Development Life Cycle; Investigation Phase; System Analysis; System Design (DFD and ER diagrams); System Implementation.
UNIT-V
Applications-Cross-functional MIS; ERP; CRM; SCM; Transaction processing; Artificial intelligent technologies in business; Neural Network; Fuzzy logic, Genetic algorithm, Virtual reality; Executive Information System; Expert Support Systems; Security and Ethical Challenges.

UNIT-VI
Contemporary Issues in MIS

Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination and open book examination

Reading List:
A. Books
6. Information systems & Information Management books - Bookboon
   bookboon.com/en/information-systems-and-management-ebooks
7. Management Information system - S. Sadagopan..
   books.google.com › Computers › Management Information Systems

B. Magazines
5. https://sites.google.com/site/mavericklearner/home
6. Technology Review
7. Windows IT Pro
8. Smart Computing
9. PC Magazine
10. 21st Century
11. Discover Magazine
12. Information week
13. Info World
14. MIT Technology Review
15. Tech News World

C. Journals
1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
8. Journal of Computer Assisted Learning,
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. E-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
Name of the Module: Business Communication
Module Code: MB106
Semester: 1st
Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is desin to meet the following objectives:

1. Business Communication is aimed at giving students a background in the basic principles of business communication.
2. To provide a platform for students to practice the various components of oral communication – speeches, introductions, vote-of-thanks, meetings and presentations.
3. To develop confidence and conquer stage fear.
4. To provide an overview of oral business communication

Learning outcomes

After completion of the course, the students would be able:
1. To have a basic understanding of the oral business communication function.
2. To become more effective communicators.

Subject Matter

UNIT-I

UNIT-II

UNIT-III
Correspondence: Mechanics of Writing Letters, Business Correspondence: Basic Principles and Types, Memo - Writing and Replying to a Memo. Memo vs. letter vs. Face-to-Face Meetings. Announcements, Circulars, Notices and Agendas. Writings Reports: Types, Style, Structure, Order Format, Pattern , Compiling and Presentation. Email and writing for The Web.

UNIT-IV
Employment Communication and Interviews: Curriculum Vitae, Cover Letter. Interview Aim, Types, Structure, Preparations Before, Conducting and Facing the interview, Meetings and Discussions - Definition, Elements, Skills Required for and Conducting a Discussion.
UNIT-V

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books

7. Business Communication Ebooks
www.ebooks.com/.../business-business-communication-ebooks/69/

B. Magazines
1. Communication Art
2. PR Week

C. Journals
1. Journal of Business Communication
2. Asian Journal of Communication
3. Communication Monographs
4. Communication Research
5. Communication Theory
6. European Journal of Communication
7. Journal of Communication
8. Multilingual—Journal of Cross Cultural and Intra-language & Communication
Name of the Module: Human Resource Management

Module Code: MB 201

Semester: 2nd

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is design to meet the following objectives:

1. This course provides the overview of human resource function as a key strategic function in successful organizations.
2. It recognizes the dynamic relationship between people, technology, and the processes that drive organizations through various concepts, theories and techniques involving human resource management and a review of examples involving innovative HR practices in the workplace.

Learning outcomes

On the successful completion of the course, the student should be able to:

1. Know how the human assets are being put to use in the service of organizational objectives
2. Know how human Resource planning, recruitment process, job analysis, Training, performance appraisal and compensation management helps to make organizational excellence.

Subject Matter

UNIT-I

Fundamentals of Human Resource Management- Concept & Importance of HRM, Principles and functions of HR Manager, Traditional Vs. Strategic HR, System Approaches to HRM

UNIT-II

Nature and Concept of HRP, Methods of Forecasting, The basics of Job Analysis, Methods for collecting Job Analysis Information, Writing Job Description, Writing Job Specifications.

UNIT-III

The Recruitment and Selection process, Effective Recruiting, Internal and External Sources of Recruitment, Selection Methods and Interviews

UNIT-IV

Orienting Employees, Process of training, Training Methods – OJT & others, Employee Development: relationship between training & development, Increasing intellectual capital through Employee development programs
UNIT-V
Performance Management: Purposes of performance management, Performance Appraisal Process, Methods of appraisal, Problems in Appraisal, Creating the total Performance Management process Potential appraisal

UNIT-VI

UNIT-VII
Concept and Approaches of HRA, Controlling costs of manpower, Concept and Relevance of HR Scorecard, E-recruitment, E-selection, E-learning, E-performance, Ergonomics, Dual Career Couples, HR in High Performing Organization, Introduction of International HRM, Green HRM

Teaching/Learning/Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List:

A. Books
   bookboon.com/en/hrm-ebooks

B. Magazines/Website
1. Business India
2. Times of India – Ascent,
3. www.citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
C. Journals
1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
25. Journal of Organizational Behaviour Management (Hawthorn)
Name of the Module: Legal Aspects of Business

Module Code: MB 202

Semester: 2nd

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is design to meet the following objectives:

1. The Legal Aspects of Business is primarily study of that branch of law which governs and regulates the trade and commerce, with the help of leading cases.

2. The Business Law in India is mainly based upon the English Mercantile Law, precedents, local customs and usages and the Indian Statute Law.

Learning outcomes

On the successful completion of the course, the student would be able to

1. After Completion of course the students shall get thorough knowledge of managing business in accordance with various provisions of the corporate laws and avoid serious consequences that could possibly arise out of ignorance of law.

Subject Matter

UNIT I
Contract Act, 1872

UNIT II
Partnership Act, 1932
Definition of Partnership and its essentials, Rights and Duties of Partners : Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

UNIT III
Negotiable Instrument Act, 1881
Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.
Companies Act, 1956
Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

UNIT IV
Consumer Protection Act, 1956
Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act, Remedies, Appeals, Enforcement of orders and Penalties.

UNIT-V
The Information Technology Act, 2000
Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

Teaching/Learning/Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:
A. Books
1. Gogna PPS (2008), Mercantile Law, (5th Edition), S Chand
5. Kapoor N.D (2009), Mercantile Law (5th Ediion), Sultan Chand

B. Magazines
Law forum
Law club of India

C. Journals
1. Manupatra
2. American Journal of International Law
3. Arizona Journal of International and Comparative Law
4. Case Western Reserve Journal of International Law
5. Chicago Journal of International Law
6. Chinese Journal of International Law
7. Cornell International Law Journal
8. Florida Journal of International Law
11. German Law Journal
12. German Yearbook of International Law
14. Kyiv Student Journal of International Law
15. Melbourne Journal of International Law
16. Minnesota Journal of International Law
17. Southwestern Journal of International Law
18. Texas International Law Journal
19. Trade, Law and Development
20. Tulane Journal of International and Comparative Law
21. University of Pennsylvania Journal of International Law
22. Virginia Journal of International Law
23. Washington University Global Studies Law Review
24. Yale Journal of International Law
25. Hastings International and Comparative Law Review
Name of the Module: Quantitative Techniques and Advance Operation Research

Module Code: MB 203

Semester: 2nd

Credit Value 4 \[ P=0, T =0 L=4\]

Objectives:

The course is designed to meet the following objectives:

1. To acquaint the students to formulate problems, solving them using Statistical analysis of data and interpreting the results.
2. To familiarize students with operations research tools to build concepts and ability to formulate and solve optimizing models relating to practical decision making situations in business and management.
3. To provide an knowledge about the basic (Optimization) programming techniques / models commonly used in business decision-making.
4. To inculcate in the students ‘situation oriented –application thinking’ approach towards a number of areas of Operations Research covering applications, methods, and interpretations to various business and management related situations.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Understand concepts of Frequency distribution and Probability distribution
2. Use statistical inferences and find relationship between variables / attributes
3. Analyze time series data and index numbers
4. After completion of the course, students should be able to formulate organizational problems into OR models for seeking optimal solutions to business problems using Operations Research techniques and interpret its solutions.

Subject Matter

UNIT-I


UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Replacement Models-Introduction, Replacement of Equipment which deteriorates with time, Replacement of items that Fail Completely, Staffing Problems, Solution with the help of computer, individual and Group Replacement.

Teaching /Learning/ Practice pattern

Teaching: 70%

Learning: 30%

Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books


E-Book
12. Vohra, N.D., Quantitative Techniques in Management, 3e books.google.com/books/about/Quantitative_Techniques_3E.html?id...

B. Magazines

ORMS “digital Magazine
1. www.statsci.org
2. www.statistics.com

C. Journals

1. OPSEARCH, Journal of Operational Research Society of India
2. American Journal of Operation Research
3. European Journal of Operational Research
5. Annals of the Institute of Statistical Mathematics
6. Methodology and Computing in Applied Probability
Name of the Module: Marketing Management

Module Code: MB204

Semester: 2nd

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

The course is designed to meet the following objectives:

1. To develop an insight into the elements of the Marketing Mix.
2. To provide an understanding for the modern marketing process and systems.
3. Bridging academic theory with industry practice.
4. To make the students aware about the latest marketing strategies and trends.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Understand the various elements of the marketing mix.
2. Understand and apply marketing concepts.

Subject Matter

UNIT-1
Conceptual Framework of Marketing:
Concept, Meaning, definition, nature, scope and importance of marketing; Marketing concept and its evolution;

UNIT-II
Core concepts of marketing –
Concept of Marketing Myopia. Selling versus marketing. Holistic Marketing Orientation & Customer Value _ Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices

UNIT-III
Market Analysis and Selection:
Nature, Process and Contents of Marketing Plan - Marketing environment – macro and micro components and their impact on marketing decisions; The changing marketing environment, Controllable and Un-controllable factors effecting marketing decisions, Analyzing needs and trends in Political, Economic, Socio-cultural and Technical Environment – PEST Analysis,

UNIT-IV
Marketing Mix:
Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.
Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

UNIT-V
Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

UNIT-VI
Promotion Decision- Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques. Emerging Concepts in Marketing Management:

Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books
5. Ebooks: Marketing Management by Philip Kotler
ebooks-ocean.blogspot.com/.../marketing-management-by-philip-kotler
B. Magazines

i. Harvard Business Review
ii. Indian Journal of Marketing
iii. Journal of Consumer Marketing
iv. Journal of Marketing Management
v. Business Today
vi. Business India
vii. Direct Marketing News
viii. Marketing Week
ix. Selling Power
x. The Grocer

E-References and Weblinks

v. http://www.tata.com/tatasons/articles/20030423_marketing_on_trial.htm

C. Journals

1. Journal of Marketing
2. Journal of Marketing Research
3. Journal of Consumer Research
4, 5. Journal of the Academy of Marketing Science
6. Marketing Science
7. Harvard Business Review
8. Journal of Business Research
9. Journal of Advertising
10. Journal of Advertising Research
11. Management Science
12. Journal of Personal Selling and Sales Management
13. Advances in Consumer Research Proceedings
14. Journal of Public Policy and Marketing
15. Journal of Marketing Education
16. Psychology and Marketing
17. Sloan Management Review
18. Journal of Business
19. Journal of International Business Studies
20. Industrial Marketing Management
21. Journal of Consumer Marketing
22. California Management Review
23. Business Horizons
24. Journal of International Marketing
25. Journal of Services Marketing
27. Journal of Consumer Psychology
28. Journal of Marketing Theory and Practice
29. AMA Educators' Conference Proceedings
30. European Journal of Marketing
31. Journal of Marketing Management (USA)
32. Journal of Health Care Marketing
33. Decision Sciences
34. Marketing Letters
36. Journal of Business and Industrial Marketing
37. Journal of Global Marketing
38. Marketing Management
39. Journal of Business Ethics
40. Journal of Business Logistics
41. Marketing Education Review
42. Journal of Marketing
Name of the Module: Production and Operation Management

Module Code: MB 205

Semester: 2nd

Credit Value 4 [ P=0, T=0, L=4]

Objectives:
The course is designed to meet the following objectives:

The Course is designed to make student understand the strategic significance of Production & Operation management, to acquaint them with application of discipline to deal with real life business problem.

Learning outcomes

On the successful completion of the course, the student would be able to-

The students would be able to understand the complexity of production and operations management along with the skills required to manage the production related operation.

Subject Matter

UNIT-1

Introduction to Production & Operation Management
Introduction to Production & Operation Management (POM) for Manufacturing and Services – Need, History, Types, Functions and Communication in POM – Interrelationships with other functions – Value chain -Role of Production Managers

UNIT-II

Material & Inventory Management
Material Management (MM) – Handling Technology – Materials requirement Planning (MRP) – Methods (JIT, / Kanban, ABC Systems)
Independent Demand Inventory Models – Fixed order system, Basic EOQ, EBQ Models, Quantity discount models. Dependent Demand Inventory models – MRP and MRP II systems _ Introduction to,

UNIT-III

Planning & Forecasting
Forecasting Techniques (Quantitative & Qualitative) – Forecasting error and selection of forecasting method - Planning and Strategies, Aggregate and Capacity Planning -Production Planning and development – Applications of CAD, - Standardisation, Group Technology (GT) and Research and Development – Resource Planning – Customer assessment – Reliability and TQM – Maintenance Management and Total Productive Maintenance (TPM)
UNIT-IV

Scheduling & Project Management Methods
Johnson’s Algorithm for job sequencing (n job thro’ 2 machines, n jobs thro’ 3 machines, n jobs thro’ m machines and 2 jobs thro’ m machines) Use of Gantt charts, Queuing analysis and Critical Ratios as methods for job scheduling – Work breakdown structure - PERT / CPM – Drawing the network, computation of processing time, floats and critical path. Resource leveling techniques.

UNIT-V

Facility, Layout Location and Work Measurement
Facility Location Decisions (FLcD) – Selections of country, region and site. Facility Layout Decision (FlyD) – Types (Fixed Position, and Production, Process, Flexible), Methodologies (Distance minimising, Computer software systems (CRAFT, CORELAP, ALDEP) – Process Analysis – New Product Development Process - Line Balancing and performance ratios, work measurement methods (WM) - Time study, methods-time measurement, Work Sampling, White color measurement and learning curves, Using WM to increase productivity – DMAIC Process

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books
7. Production and Operations Management - R...
   books.google.com › ... › Production & Operations Management

8.

B. Magazines

1. www.statsci.org
2. www.statistics.com

C. Journals

1. Journal of Production Management
2. Journal of Applied Probability
3. Advances in Applied Probability
5. Biometrika
6. Econometrica
7. Information Systems Research
8. International Journal of Flexible Manufacturing Systems
9. Journal of Econometrics
10. Journal of Manufacturing Systems
12. Journal of Quality Technology
13. Journal of Royal Statistical Society
14. Journal of Service Research
15. Operational Research Quarterly
16. Rand Journal of Economics
18. Operations Research
19. European Journal of Operational Research
20. Interfaces
21. Naval Research Logistics
22. Manufacturing and Service Operations Management (INFORMS journal)
23. Mathematics of Operations Research
24. Decision Sciences
26. Production and Operations Management IIE Transactions
27. Journal of Operations Management
29. Journal of the Operational Research Society
30. International Journal of Production Research
32. Computers and Operations Research
33. American Journal of Mathematical and Management Sciences
Name of the Module: Ethical Practices in Business

Module Code: MB 206

Semester: 2nd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

1. The course is designed to meet with the objective of To provide a comprehensive framework for ethical decision-making in business.
2. To examine the intensity of ethical issues as an important element influencing the ethical decision-making process.
3. To introduce individual factors that may influence ethical decision-making in business.
4. To introduce organizational factors that may influence ethical decision-making in business.
5. To explore the role of opportunity in ethical decision making.
6. To explain how knowledge about the ethical decision-making framework can be used to improve ethical leadership.
7. To provide leadership styles and habits that promote an ethical culture.

Learning outcome

Upon successful completion of the requirements for this course, students will be able to:
1. define, explain and illustrate the theoretical foundations of business ethics;
2. re-examine their knowledge of business and economic concepts from an ethical perspective;
3. explain and illustrate the importance, for business and the community, of ethical conduct;
4. recognise and resolve ethical issues in business;
5. reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making; and,
6. confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics.

Subject Matter

UNIT-I


UNIT II

UNIT III
Corporate Governance- Perspectives, Malpractices, Codes of Ethics/Conduct, Regulations, Enforcement, Whistle-blowing, Corporate Social Responsibility, Cost of ethics in Corporate ethics evaluation, Steps /considerations in resolving ethical dilemas, professional ethics for functional managers.

UNIT IV
Ethical issues in Politics- Legal environment, provision of the Indian constitution pertaining to Business, Political set up- major characteristics and their implications for business. Social – cultural environment and their impact on business operation, Salient features of Indian culture and values.

UNIT V
Environmental ethics- Pollution and depletion of natural resources- causes and control & sustainable development-Development of the Code & Initiating Implementation, Promoting ‘Ethics’ culture, Enforcement.

UNIT VI

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books

B. Magazines
1. Business Ethics magazine
2. Economic and Political Weekly

C. Journals
1. Journal of Business Ethics
2. Asian Journal of Business Ethics
3. International Journal of Business Governance and Ethics
4. Electronic Journal of Business Ethics and Organization Studies
5. Business Ethics Journal Review
6. African journal of Business Ethics
Name of the Module: World Political Economy

Module Code: MB 207

Semester: 2nd

Credit Value 4 [ P=0, T =0 L=4]

Objectives:

1. This course provides an introduction to the field of international political economy (IPE). In its most common manifestation, the field seeks to explain how politics and economics interact to shape international relations.
2. This course will explore questions and concepts in international economic relations, specifically as they relate to flows of trade, capital, people, and problems across borders.
3. Politics Economy has a crucial role in conditioning the patterns of politics in given society. The purpose of this course is to understand the impact of world political economy on the political process of the world.
4. The course also aims at acquainting the students to the significant political economy issues such as liberalization / changing configuration of class / patterns of development in influencing the Politics.

Outcomes

1. The goals of this course are to introduce students to thinking about politics in a systematic fashion, develop theoretical skills necessary for understanding the underpinnings of global economic relations, and provide students with some of the skills to be critical observers of the world around them.
2. Students will learn to identify and distinguish the major theoretical approaches that seek to explain the IPE. Second, students will learn to identify and analyze the basic characteristics and mechanics of substantive issue areas within the IPE. Third, students will learn to apply and assess the merits of theoretical approaches in seeking to understand patterns of international economic relations.

Subject Matter

UNIT 1.

UNIT 2 :
International Economic Institutions and problems: Birth and Breakdown of Bretton Woods System, From General Agreement on Trade and Tariffs (GATT) to World Trade Organization (WTO), Multilateral Economic Institutions (MEI) and Developing Countries.
UNIT 3.
Political Economy of Regionalism: European Integration Process, North American Free Trade Area (NAFTA), Asia Pacific Economic CommUNITy (APEC), South American Common Market (MERCOSUR) and other Regional Economic UNITs. Towards Global Integration?

UNIT 4.
Non State Actors in International political Economy: Transnational Corporations (TNCs) Non Governmental Organizations (NGOs) – National and International, Protest Movements

UNIT-5 Managing Global Finance
Managing Global Trade, Global Trade Relations, Trade and Globalization Regionalism and the Global Trade Regime. Development, Trade and Globalization, Globalization and Patterns of Economic Growth

UNIT-6 International Political Economy
a. Political Context of Liberalization, Politics of Liberalization
b. Privatization: Aims and Achievements
c. Critiques of Development Model
d. Theoretical Debates and Critical Perspectives
e. Global Economic Governance (IMF, WB and WTO)
f. Politics of International Trade, Finance and Labour
g. Knowledge and Technology
h. International Alignments (G-8, BRICS and G-77

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books
5. Byres Terence J. (ed.), 1998, The State, Development Planning and Liberalisation 'in India, Delhi, OUP ,
34. The Independent Commission on International Development Issues, *North-South: A

B. Magazines

1. Economic and Political Weekly
2. The Weekly Standard
3. Business Harpers
4. The Week
5. The Atlantic
6. New York Times,
7. Financial Times,
8. The Economist

C. Journals

1. International Journal of Political Economy
2. Review of International Political Economy
3. European Journal of Political Economy
4. American Economic Review
Name of the Module: Strategic Management

Module Code: MB 301

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet the following objectives:

1. Introduce the student to the basic concepts underlying the field of strategic management.
2. Equip the students with the essential skills needed to examine an organization as a total entity.
3. Apprise the students with the different facets of implementation of strategy.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Develop an insight into organisation structures/design and the need for flexible organizations, (ones that can literally “think on their feet” and have the freedom to quickly adjust their design to the strategic imperatives of the moment)

Subject Matter

UNIT-I

Concept of Strategy; Strategic Decision Making; Strategists and their roles, Strategic leaders, Competitive landscape, Strategic Management process and Strategic planning.

UNIT-II

Vision Mission, Goals and Objectives; Need for Balanced Scorecard; External Environmental Analysis; Internal Environment analysis: Analyzing Companies Resource in Competitive Position; SWOT Analysis; Porter’s Generic Strategies; Industry and Competitive Analysis, Concept of Value Chain.

UNIT-III

Building competitive advantage through functional level strategies- Business level strategy-Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation-Choice of Strategies
UNIT-IV

Resource Allocation; Structural Considerations and Organisational Design; Leadership and Corporate Culture; Fundamental and Operational Strategies; Plans and Policies, Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process for Operational Control; Evaluation Techniques for Strategic and Operational Control.

UNIT-V

A framework for strategy execution, Building an organization for good strategy execution, Managing internal operations to promote strategy execution, Corporate culture and Strategy execution, Leadership in the execution process, Ethics and Social responsibility in the execution process

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books


www.free-ebooks.net/ebook/strategic-management

B. Magazines

1. Harvard Business Review
2. Indian Journal of Marketing
3. Journal of Consumer Marketing
4. Journal of Marketing Management
5. Business Today
6. Business India
7. Direct Marketing News
8. Marketing Week
9. Selling Power
10. The Grocer
11. E-References and Weblinks

C. Journals

1. Journal of Services Marketing
2. Journal of Services Marketing - Scimago Journal
3. Journal of Financial Services Marketing
4. Services Marketing Quarterly
5. Journal of Services Marketing
6. Australasian Marketing Journal
7. Services Marketing
8. Journal of Services Marketing
9. Journal of Marketing
10. Journal of Marketing Research
11. Journal of Consumer Research
12. Journal of the Academy of Marketing Science
13. Marketing Science
15. Journal of Business Research
16. Journal of Advertising
17. Journal of Advertising Research
18. Management Science
19. Journal of Personal Selling and Sales Management
20. Advances in Consumer Research Proceedings
22. Journal of Marketing Education
23. Psychology and Marketing
24. Sloan Management Review
25. Journal of Business
26. Journal of International Business Studies
27. Industrial Marketing Management
28. Journal of Consumer Marketing
29. California Management Review
30. Business Horizons

Name of the Module: Business Research Methodology

Module Code: MB302

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives
The course is designed to meet the following objectives:

1. Business research is a process of planning, acquiring, analyzing and disseminating relevant data, information and insights to decision makers in ways that mobilize the organization to take appropriate actions that, in turn, maximize business performance.

Learning outcomes

On the successful completion of the course, the student would be able to

The course equips students with the knowledge and skills involved in the business research process which will provide more accuracy to their search for business intelligence. The specific outcomes are as follows:

1. Understanding of Research process and types
2. Formulate the research problem
3. Design the research
4. Able to collect data
5. Analyze the data using SPSS
6. Interpret the results
7. Write the report

Subject Matter

UNIT-I
Introduction to Business Research - Meaning and Significance of Research in Business; Different Approaches to Research – Scientific Methods and Non-scientific Methods; Types of Business Research; The Research Process; Ethics in Business Research.

UNIT-II
The Research Problem and Design - Formulation and Definition of Business Research Problem; Formulation of Research Hypotheses, Business Research Design – Meaning and Formulation; Research Design Classification – Exploratory Research Design (Secondary Data & Qualitative Research), Descriptive Research Design (Survey & Observation) and Causal Research Design (Experimentation); Potential Sources of Errors in Research

UNIT-III
Sampling Design and Measurement Techniques - The Sampling Design Process; Types of Sample Design – Probability and Non-probability Sampling Designs; Size of Sample; Sampling Errors; Concept of Measurement and Scaling; Important Scaling Techniques – Comparative and Non-comparative; Reliability and Validity of Measurement.

UNIT-IV
Data Collection Tools and Data Processing - Questionnaires and Observation Forms; Questionnaire Design Process; Collecting Primary Data through – Observations, Semi-structured
Interviews, In-depth Interviews and Questionnaire; Processing of Research Data – Editing, Coding, Classification and Tabulation

UNIT-V
Analysis of Data-Exploring, Displaying and Examining Data; Basic Data Analysis – Descriptive Statistics; Univariate Statistics – Hypotheses Testing; Bivariate Analysis – Test of Differences and Measures of Association; Multivariate Analysis.

UNIT-VI
Business Research Report-Importance of the Report & Presentation; Business Report Format; Report Writing; Oral Presentation; Research Follow-up

Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books

2. C.R. Kothari, Research Methodology, New Age International Publication.
5. Business Research Methods by Dr. Sue Greener - Free-eBooks.net
   www.free-ebooks.net/ebook/business-research-methods/pdf/view
5. Business Research Methods free ebook download - FreeBookSpot

B. Magazines


C. Journals

1. Journal of Consumer Research (University of Chicago)
2. Journal of Marketing Research (American Marketing Association)

Name of the Module: Entrepreneurship Development and Innovation
Module Code: MB303
Semester: 3rd
Credit Value: 4 [P=0, T=, L=4]

Objectives:
The course is designed to meet the objectives of:
1. Give insights into the personality characteristics of an entrepreneur and entrepreneurial manager.
2. Develop an understanding of how business opportunities found by entrepreneurs and how they exploit them.
3. To enable the students in managing the growth of entrepreneurial firm.

**Learning outcomes:**
On the successful completion of the course, the student would be able to
1. Identify business opportunities and act upon those opportunities.
2. Write a business plan by identifying an opportunity.
3. Establishing and managing the growth of entrepreneurial firms

**Subject Matter:**

UNIT I
Introduction to Innovation and Creativity in Entrepreneurship
Idea versus opportunity, sources of ideas and opportunities, identification, evaluation and selection of opportunities, exploiting and growing with opportunities, Business plan. Innovation and its forms Myths and realities, Understanding the process, How corporate entrepreneurship differs and where to find entrepreneurship within a company, The creative individual in an organization and the entrepreneurial personality, Creating an entrepreneurial work environment, HRM policies and practices for innovation & corporate entrepreneurship

UNIT II:
The Entrepreneurial Perspective and Entrepreneurial Management
Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; the entrepreneurial process, entrepreneurial motivation and competencies, entrepreneurship as a career option, future of entrepreneurship, traits & qualities of a successful entrepreneur, Manager Vs. Entrepreneur, difference between entrepreneurial manager and entrepreneur, qualities of a successful entrepreneurial manager, managerial various entrepreneurial decision making.

UNIT III:
The World of Opportunity, Business Plan and Entrepreneurial Support System
The opportunity, Idea versus Opportunity, sources of ideas and idea generation techniques, sources of opportunities, identification and selection of opportunities, the Business Plan, Components of a business plan, How to develop a good business plan?, Role of Entrepreneurial Institutions in Entrepreneurship Development, Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC, Various Schemes and Incentives.

UNIT IV:
Starting, Managing, and Growing with an Entrepreneurial Firm, The Entrepreneurial Team, dealing with the legal issues of a new venture creation, entrepreneurial finance, venture capital, initial public offering, creative sources of financing & funding: leasing, government grants & strategic partners, generating and exploiting new entries, strategies for growth and managing the implications of growth, franchising, internal versus external growth strategies, licensing and strategic alliances & joint ventures, and exit strategies.

**Teaching/Learning/Practice Pattern:**
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
1. Theoretical Examination: Regular Examination, on-line and open book.

Reading List:
A. Books:
8. Innovation and Entrepreneurship - Peter F. Drucker - Google Books
   books.google.com › Business & Economics › Entrepreneurship

B. Magazine
1. Longe Magazine
2. Home Business Magazine
3. Entrepreneur

C. Journals:
1. Entrepreneurship Theory and Practice.
4. Entrepreneurship and Regional Development.

Name of the Module: Service Marketing
Module Code: MM-301

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives
The course is designed to meet the following objectives:

This course aims at providing the students with an understanding of the principles and practical issues in the Marketing of Services.

**Learning outcomes**

On the successful completion of the course, the student would be able to

Student will be able to apply the principles of Marketing to services, to analyze practical problems, and to suggest broad courses of action.

**Subject Matter**

**UNIT-I**

**Understanding Services Marketing**


**UNIT-II**

**Service Design**


**UNIT-III**

**Service Delivery**

People in services – role of internet marketing in service delivery – distributing service direct distribution, channel functions, channels selection, impact of information technology – role of scheduling , managing the delivery function-designing communications mix for promoting services – building service customer relationships and service recovery – role of internal marketing in service delivery.

**UNIT-IV**

**Marketing Strategies for Different Services**

Formulating service marketing strategies for health, hospitality, travel & tourism, logistics, financial, information technology, educational, entertainment and public utility services.
Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books
5. eBook Marketing Services by Publish Green
   https://www.publishgreen.com/marketing

B. Magazines
1. Business Week
2. Forbes Asia
3. Fortune
4. Business Standard
5. Economic Times

C. Journals
1. Journal of Services Marketing
2. Service Marketing Quarterly
3. Emerald Journal of Service Marketing
4. Emerald Journal of Service Marketing Information
5. Journal of Services Marketing
6. Journal of Services Marketing - Scimago Journal
7. Journal of Financial Services Marketing
8. Services Marketing Quarterly
9. Journal of Services Marketing
10. Australian Marketing Journal
11. Services Marketing
12. Journal of Services Marketing
13. Journal of Marketing
14. Journal of Marketing Research
Name of the Module: Marketing Research

Module Code: MM-302

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]
Objectives

The course is designed to meet the following objectives:

1. Students taking the course will gain expertise in different multivariate data analysis tools like discriminant analysis for classification and prediction, cluster analysis for market segmentation, conjoint analysis for product design, multidimensional scaling for brand positioning etc.

2. They will also gain hands-on experience in different statistical software like SPSS, AMOS etc.

Learning outcomes

After completion of the course, the students would be able to:

1. Develop an understanding of the marketing research and its application areas; Formulate marketing research proposal.
2. Analyze and interpret data and information collected for the purpose of marketing research and
3. Help in decision making by providing valuable information required by the managers for their decision making.

Subject Matter

UNIT-I

Understanding Marketing Research
Understanding the marketing research, The Role of Marketing Research in Marketing Decision Making, Classification of marketing research, The decision to conduct marketing research, Managers Vs. Researchers, Handling Top Management- marketing research conflict, Research supplier and issues relating to hiring of a research suppliers, Career in Marketing research, International marketing research and marketing research industry.

UNIT-II

The Marketing Research Process, Proposal and Marketing Research Design & Methodological Issues
Defining the marketing research problem and developing approach, The detail steps involved in marketing research process, Developing marketing research proposal, Research design in marketing, Classification of marketing research design, Quantitative and Qualitative Research Design, Exploratory research, Descriptive research, Causal research, Criteria of a good research design.

UNIT-III

Questionnaire Design, Data Collection, Measurement & Scaling
UNIT-IV
Data Analysis & Interpretation and Report Writing/Presentation
ANOVA, ANCOVA, Multiple Regression, Report Writing/Presentation. Presenting the results: traditional applications: product, price, distribution & promotion – contemporary applications - emerging applications.

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books
5. Essentials of Marketing Research free ebook download
6. Essentials of Marketing Research, by Paurav Shukla
   www.free-ebooks.net/ebook/essentials-of-marketing-research

B. Magazines
http://statwiki.kolobkreations.com/wiki/Main_Page
http://faculty.chass.ncsu.edu/garson/PA765/statnote.htm

C. Journals
1. Journal of Consumer Research (University of Chicago)
2. Journal of Marketing Research (American Marketing Association)

Name of the Module: ADVERTISING & BRAND MANAGEMENT

Module Code: MM-303

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]
Objectives

The course is designed to meet the following objectives:

1. To acquaint the students with the concept of Brand management and the role that brand managers have to perform.
2. To make the students understand that the real value of a company is not in its tangible assets but in the minds of the potential customer.
3. Develop an understanding of key components of Advertising and marketing communication in business.
4. Develop an insight into social and ethical aspects of advertising and regulation of marketing communication.

Learning outcomes

On the successful completion of the course, the student would be able to

1. To make students proficient in brand building exercise.
2. Understand how marketing communication is planned for and used in any organization for brand building and product promotion.

Subject Matter

UNIT-I

INTRODUCTION TO ADVERTISEMENT AND ADVERTISEMENT MEDIA

UNIT-II

DESIGN AND DEVELOPMENT OF ADVERTISEMENTS

UNIT-III

ADVERTISING MEDIA

UNIT-IV

UNDERSTANDING BRAND AND BRAND ASSOCIATIONS

UNIT-IV

BRAND EQUITY, BRAND IMPACT AND BRAND STRATEGIES

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books
5. B2B Brand Management - Philip Kotler, I. Michi, Waldemar Pfoertsch ...
books.google.com › Business & Economics › Marketing › General

6. Advertising Management - C.L. Tyagi, Arun Kumar - Google Books
books.google.com/books/about/Advertising_Management.html?id...

B. Magazines
1. Harvard Business Review
2. Business Today
3. Business India
4. Direct Marketing News
5. Marketing Week
6. Selling Power
7. The Grocer
C. Journals
1. Journal of Brand Management
2. Journal of Brand Strategy
4. Journal of Advertising Research
5. International Journal of Marketing Studies
6. Journal of Marketing
7. Academy of Marketing Science
8. Marketing Journal
9. Indian Journal of Marketing
10. International Journal of Business Management
12. Journal of Marketing Research
13. Journal of Consumer Research
14. Journal of the Academy of Marketing Science
15. Marketing Science
17. Journal of Business Research
18. Journal of Advertising
19. Journal of Advertising Research
20. Management Science
22. Advances in Consumer Research Proceedings
23. Journal of Public Policy and Marketing
24. Journal of Marketing Education
25. Psychology and Marketing
26. Sloan Management Review
27. Journal of Business
28. Journal of International Business Studies
29. Industrial Marketing Management
30. Journal of Consumer Marketing
31. California Management Review
32. Business Horizons
33. Journal of International Marketing
34. Journal of Services Marketing

Name of the Module: INTERNET MARKETING

Module Code: MM 304

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives
On the successful completion of the course, the student would be able to

1. The objective of the course is to give the student an insight into the concept, tools and techniques online marketing.
2. To gain insight in the differences and similarities between traditional marketing and online-marketing

**Learning outcomes**

On the successful completion of the course, the student would be able to

1. Develop an understanding of online-marketing, its tools & techniques which will help them in choosing career in this emerging area

**Subject Matter**

**UNIT-I**

**Internet Marketing: The Concept, Strategy and Models**
What is the Internet Marketing; The Evolution of internet-Marketing, Ten C’s of internet marketers, Marketing implications of Internet Strategic Planning, From Strategy to Electronic Strategy, From Business models to online-Business Models, Performance Metrics, online market research.

**UNIT-II**

**Online-Marketing Plan and Environment**
Overview of online-Marketing Planning, Creating an online-Marketing Plan, A seven step online-Marketing Plan, Overview of Global online-Marketing issues, Country and market opportunity analysis, Technological readiness, Wireless internet access, website development design & content.

**UNIT-III**

**Search Engine Marketing and Online Permission & Personalization**
Search Engine definition and forms, Revenue models for search engines, How search engines work, Search engine optimization, Pay-per-click advertising, Evolution of relationship marketing and CRM, CRM and one-to-one marketing, CRM metrics, Permission marketing, Personalization, privacy and trust, consumer engagement.

**UNIT-IV**

**Understanding Online buyer behaviour and Developing and deploying Online Product**
Understanding buyer behaviour, Consumer buying decision process, Online customer expectations, Web site analytics, Online target marketing and acquisition, Database marketing, The Internet Product- Creating customer value online, Customizing the product offering, Branding dimensions, New product development online Pricing methods, Price and customer value, Pricing Strategies, Internet and the communication process, Online communication mix,
Internet distribution issues, Channel strategies, Disintermediation, Online marketplaces. Social media & impact on online market research.

UNIT-V

Online marketing legal issues
Legal and ethical issues, Software piracy, Privacy issues, Digital property, Online expression, Cyber laws. E-procurement Direct marketing and database management, Spamming, Electronic contract Electronic authentication, Confidentiality, E-payment systems.

Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:
A. Books

5. Get Free Internet Marketing Ebooks
   www.getfreemebooks.com/

6. Internet Marketing eBook - Free Download - Zizinya's Blog

B. Magazines
1. 21st Century
2. MIT Technology Review
3. Tech News World
4. Business Today
5. Business India
6. Direct Marketing News
7. Marketing Week
8. Selling Power
9. The Grocer

C. Journals
1. International Journal of Internet Marketing and Advertising
2. International Journal of Online Marketing
3. Journal of Internet Marketing
4. International Journal of Internet Marketing and Advertising
5. International Journal of Online Marketing
6. Marketing Science
7. Harvard Business Review
8. Journal of Business Research
9. Journal of Advertising
10. Journal of Advertising Research
11. Management Science
12. Journal of Personal Selling and Sales Management
13. Advances in Consumer Research Proceedings
14. Journal of Public Policy and Marketing
15. Journal of Marketing Education
16. Psychology and Marketing
17. Sloan Management Review
18. Journal of Business
19. Journal of International Business Studies
20. Industrial Marketing Management
21. Journal of Consumer Marketing
22. California Management Review
23. Business Horizons
24. Journal of International Marketing

Name of the Module: Consumer Behaviour

Module Code: MM-305

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]
Objectives

The course is designed to meet the following objectives

1. This course aims at generating insights, and providing cues on human behaviour in a consumption or purchase situation.
2. The course aims at providing experience in the application of buyer behaviour concepts in marketing management

Learning Outcome

On the successful completion of the course, the student would be able to

1. Understand the new opportunities and challenges of buyer behaviour and its usage to different marketing concepts like, branding, advertising etc.
2. The consumer psyche & the fact that it is immutable.
3. How understanding consumer behaviour is essential to creation of marketing strategies.
4. How wider socio cultural forces create behavioural changes from which marketers can be benefitted.

Subject Matter

UNIT-I

Consumer behaviour – concepts – dimensions of consumer behaviours – Scope and Relevance of Consumer Behaviour Studies; relationship of consumer behaviour to strategy; Buying Decision Process; Basic Model of Consumer Behaviour; Problem Recognition – Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet, Selection and Purchase, Post Purchase Behaviour and Customer Satisfaction, Role of Involvement.

Study of Consumer Behaviour


UNIT-II


UNIT-III

Group dynamics and consumer reference groups – Family – Social class cultural and sub-cultural aspects – cross cultural consumer behaviour.

UNIT-IV

UNIT-V


Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books

6.  Business: Consumer Behavior Ebooks
    www.ebooks.com/searchapp/business-consumer-behavior-ebooks/1014/

7.  Consumer Behavior PDF Book - Asaha
    asaha.com/ebooks/consumer-behavior.html

B. Magazines

1. Business Today
2. Business India
3. Direct Marketing News
4. Marketing Week
5. Selling Power
Name of the Module: Financial Management for International Business

Module Code: FM-301

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet the following objectives:
1. To understand global capital markets operations
2. To appreciate the influences of cross currency interest and exchange rates, cross border legal and tax structures on cross border financing, valuation, and investment decisions
3. To learn tools & techniques and understand international best practices for any cross border transaction of a firm.

Learning outcomes
On the successful completion of the course, the student would be able to

1. Analysis of real-world case studies will expose students to a broad range of cross border financial decisions across industries.
2. Students will be able to understand the operational and strategic issues faced by CFOs of multinational firms, country managers, portfolio investors, and entrepreneurs managing cross border transactions.

Subject Matter

UNIT-I

UNIT-II
Determination of Exchange Rates, Theories of Exchange Rate Determination. Indian Forex Market & its Structure, Central Bank Interventions

UNIT-III

UNIT-IV
Foreign Exchange Risk Management - Transaction Exposure, Economic Exposure, Translation Exposure - An Introduction to Currency Derivatives, Interest Rate & Currency Swaps, Currency Futures and Options

UNIT-V
Management, Documentary Credits, Short Term Export/ Import Financing options with Indian Corporate

UNIT-VI
Corporate Strategy and Foreign Direct Investment, Theory of Multi-National Enterprise
Design of a Global Expansion Strategy, Opportunities for Indian Corporate to Expand Overseas

UNIT-V
Legal risk in multinational business environment, Legal risk in multinational business environment, Legal Risk Management

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books

B. Magazines
1. CNN Finance
2. The Financial Times
3. The Economist
4. Bloomberg
5. Reuters
6. RBI site
7. Bank Director
8. American Banker
Name of the Module: Personal Finance and Wealth Management

Module Code: FM 302

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet the following objectives:
1. To introduce the students with financial management concept at a personal level, with special emphasis placed on the development of a plan or strategy and to understand investment and financial issues arising from the management of personal wealth
2. To understand & perform simple financial need analysis and explain the features of various forms of investment available to individuals and outline their advantages and disadvantages.
3. To outline the role of retirement & estate planning within the financial planning process

Learning outcomes

On the successful completion of the course, the student would be able to

1. To evaluate the critical elements involved in developing and managing a personal financial plan including the range of products, services, and securities available to individuals.
2. To generate financial plans for a range of individual types, such that the strategies employed meet the needs and objectives of these individuals.
3. To explore the ethical and legal environments in which personal wealth is managed and to evaluate the impact these environments have on the financial planning process.

Subject Matter

UNIT-I
Planning Personal Finance and Time value of money- Opening case: Now What should I do...Financial planning process, Developing personal financial goals, Influence on personal financial planning, Opportunity cost and Time value of money, Achieving financial goal

UNIT-II
Tax Planning- Taxes and financial planning, Income tax fundamentals, Filing your income tax return, Tax planning strategies

UNIT-III
Liability planning- Meaning of consumer credit, Cost involved in obtaining credit, Information creditors look for providing credit, Consumer loan, Home loan, Auto loan and Credit cards etc., How do they help in maximization of personal wealth?

UNIT-IV
Develop a risk management plan using insurance, Importance of property and liability insurance, automobile insurance, Cost of health Insurance, disability insurance, various types of health care coverage, Purpose and principle of life insurance, Create a plan to buy life insurance, Importance of Nomination in Insurance

UNIT-V
Investment planning- Overview and need for retirement planning, Retirement living expenses, Planning your retirement income
UNIT-VI

Estate planning-Need for estate plan, Objective of estate planning process, Writing a will. Common features and requirement of valid will. Changing and revoking Will, Administration of estate, Trusts, selecting a trustee. Types and characteristics of trust.

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books
5. Global Private Banking and Wealth Management: The New Realities ...
   books.google.com › Business & Economics › Finance

B. Magazines
1. Economic Times
2. CNBC Awaz
3. www.policybazzar.com
4. www.carwale.com
5. www.valuesearch.com
6. www.99acers.com

C. Journals

Journal of Accountancy
Journal of Personal Finance
Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
Name of the Module: Security Analysis and Portfolio Management

Module Code: FM 3 03

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet the following objectives:
1. To familiarize the students with the functioning of securities markets and provide them the background and an in-depth insight into the techniques for valuation of securities and the management and control of portfolios of financial assets.

2. Managing investment assets that include equity, fixed-income securities and derivatives through a mix of lectures, cases and real life project assignments.

3. Establishing appropriate investment objectives, developing optimal portfolio strategies, estimating risk-return tradeoffs, evaluating investment performance and portfolio revision techniques

4. To acquaint the students with respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities markets alongside the theories and concepts involved in portfolio management

Outcomes

On the successful completion of the course, the student would be able to-

To get a thorough knowledge of the workings of the capital market and able to apply the acquired knowledge of the capital market for valuation of both equity and fixed income securities

Subject Matter

UNIT-I

Introduction to Securities: Investment versus speculation, investment process, investment categories.

UNIT-II

Stock Fundamental Analysis – Economic & Industry Analysis :-Concept & tools of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries.

UNIT-III


UNIT-IV

Technical Analysis: Concept, Dow theory, price indicators, volume indicators, Elliott wave theory, line and volume chart, bar chart, candlestick chart, moving averages, relative strength index, stochastic oscillator, Williams % R. Evaluation of technical analysis

UNIT-V
Efficient Market Theory: Random walk, efficient market hypothesis, empirical evidence on weak-form, semi-strong form and strong form efficient market hypothesis, implications for investment analysis.

UNIT-VI

Bond Analysis: Characteristics, prices, yields, risks, ratings, yield curve, term structure, bootstrapping determinants of interest rates, analysis of convertible bonds, duration analysis, passive strategies, hybrid strategies, active strategies, interest rate swap.

UNIT-VII

Portfolio Analysis: Portfolio risk and return, Markowitz risk-return optimization, single index model, capital asset pricing theory (CAPM), arbitrage pricing theory.

UNIT-VIII


Teaching/Learning/Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books

5. Security Analysis and Portfolio Management by Prasanna Chandra ...
ebook.org/.../Security-Analysis-and-Portfolio-Management-by-Prasan..

B. Magazines/website

www. proquest.com
2. www. capitalline.com
3. Accounting world
4. Money
5.Kiplinger’s Personal Finance
6.Worth
7. Traders Magazine  
8. Financial Planning  
9. Bank Director  
10. American Banker  
11. Fobes  
12. Fortune  
13. Business Money Fact

1. http://www.stockmarkethacker.com  
2. http://businesstoday.intoday.in/  
3. http://www.businessweek.com/  
6. www.icicidirect.com  
7. www.sharekhan.com

C. Journals

1. Journal of International Business and Finance  
4. Accounting, Auditing & Accountability Journal  
5. Accounting Research Journal  
7. Journal of Accounting and Taxation  
8. European Financial Management  
9. European Journal of Finance  
10. Review of Accounting Studies

Name of the Module: Project Finance and Corporate Budgeting

Module Code: FM305

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]
Objectives

The course is design to meet the following objectives:

1. To develop an understanding on various aspects of a project management viz. Planning & implementation of projects, Selection of projects, Financing of projects and Implementation of projects.
2. To explain the strategic, qualitative and organisational considerations, which impinge on capital budgeting decisions, and also suggests ways to improve project appraisal and capital budgeting in practice

Learning outcomes

On the successful completion of the course, the student would be able to

1. Students would be able to understand the issues involved in project appraisal.
2. Able to assess the risk and uncertainty associated with the project.
3. Able to understand the implication of various sources of financing on projects

Subject Matter

UNIT-I

Distinction between corporate finance and project finance, Business level strategy and capital budgeting, Techniques to identify investment opportunities, Demand Analysis

Technical Analysis, Financial Estimates and Projections, Annuity and perpetuity, Payback method, Accounting rate of return, NPV, IRR and MIRR

UNIT-II

Estimation of cash flows, CAPM and WACC, Sensitivity analysis, Scenario analysis, Simulation analysis, Decision tree analysis, Hurdle rate, Cost of capital

UNIT-III

UN approach vs Little approach, Expansion Abandonment, Information Asymmetry, Reverse Financial engineering, Various sources of raising finance, Criteria of investment, Objectives of investment, Post audit Agency problem

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books

   books.google.com › Business & Economics › Finance
4. Introduction to *Project Finance* - Andrew Fight (eBook) - eBooks.com
   www.ebooks.com › ... › Industrial hygiene. Industrial welfare
5. Business: Budgeting Ebooks
   www.ebooks.com/searchapp/business-budgeting-ebooks/1081/

B. Magazines

1. www.proquest.com
2. www.capitalline.com
3. Accounting world
4. Money
5. Kiplinger’s Personal Finance
6. Worth
7. Traders Magazine
8. Financial Planning
9. Bank Director
10. American Banker
11. Fobes
12. Fortune
13. Business Money Fact

1. http://www.navigatorpf.com/training/tutorials/what-is-project-finance

C. Journals

1. Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
5. Accounting Research Journal
Name of the Module: Training and Development

Module Code: HR301

Semester: 3rd
Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet the following objectives:

1. A comprehensive coverage of the key issues emerging in training & development
2. To provide students an understanding of the basic concepts, methods and benefits of Training & Development.
3. How to gain sustainable competitive advantage, through effective training & development of employees.

Learning outcomes

Upon successful completion of this course the students will be able to:
1. analyze the position of a training and development function within an organization.
2. explain the organizational, societal and individual costs and benefits of workplace training and development.

Subject Matter

UNIT-I

An Introduction to Training & Development and Learning Theories-Introduction to Training and Development in Organizations: Nature, Scope, Importance and Role, Difference between training, development and education; Training – Role and Relevance, Bloom’s Taxonomy, Trainee characteristics, Trainer capabilities, Contemporary Challenges/Issues, Adult Learning Orientations, Adult learning: Theories of adult learning (Pedagogy v/s Andragogy), Features of adult learners, Learning styles; Motivating adult learners. Experiential Learning, Action Learning.

UNIT-II

Training Process and Analyzing training needs
Overview of the Training Process: Pre-training, Training, and Post-training. Type of needs, Components of Needs Analysis, Six Component analysis of Needs, Approaches to Training Need Analysis, Data collection for TNA.

UNIT-III

Designing Training Programs
Planning and Designing Training programmes; Planning and Delivery of Training sessions, Principles of Training Design, Design Process, Models of Training Design, Training Calendar - Determining Training Content and Selecting Training Methods, Evaluation Criteria

UNIT-IV

Training Methods and Implementation
Training Methods: On-the-job and Off-the-job methods, Classroom methods: Advantages and disadvantages, On-the job methods, E-learning, Guidelines for online instructors, Classroom and
e-learning differences, Blended Learning, Implementation of Training, Managing Contingencies, Executing the Programme, Practical training sessions by students

UNIT-V
Evaluation of Training and Management Development
Management Development: Assessment and Development Centres, Outbound Training, Mentoring, Performance Coaching; Cross-cultural training for managers, Why focus on Management Development, General characteristics of Managers, Integration: Strategies and Management Characteristics, Sources of Knowledge/ Skill acquisition, Training for Executive Level Management.
Transferring training to the job: Post-training support, Evaluation of Training: Issues, Importance, Methods and Models, Donald Kirkpatrick’s Evaluation Model, Data Collection for Evaluation, Designs of Training Evaluation, Suggestions for better Evaluation,

Teaching/Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books
6. Training And Development ebooks

B. Magazines
1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
C. Journals-

27. Harvard Business Review
28. Indian Journal of Industrial Relations,
29. Vikalpa- The journal of Decision Makers,
30. Human Resource Development,
31. Vision-The journal of Business perspective,
32. HR-Journal of Management
34. International Journal of Marketing and Management
35. International Executive, The (Wiley)
36. International HR Journal
38. International Journal of Manpower
39. International Journal of Selection and Assessment
40. International Journal of Training & Development
41. International Labour Review (ILO)
42. International Studies of Management & Organization
43. Journal of Asia-Pacific Business (Hawthorn)
44. Journal of Compensation and Benefits
45. Journal of East-West Business (Hawthorn)
46. Journal of International Compensation & Benefits
47. Journal of International Development (Wiley)
48. Journal of International Management (Elsevier Science)
49. Journal of Managerial Psychology
50. Journal of Organizational Behavior (Wiley)
51. Journal of Organizational Behavior Management (Hawthorn)
52. Journal of Organizational Change Management

Name of the Module: Industrial Relations
Module Code: HR 302
Semester: 1st
Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet the following objectives:

1. The first objective is to make systematic study of both regulated as well as institutionalized industrial relations and labour laws.
2. To make it explicitly evident that various OB-HR-IR principles and practices in IR are *sine quo non* to motivate employees to perform with high level of commitment for organization development.

Learning outcomes

On the successful completion of the course, the student would be able to

To aware about building positive industrial relations by applying principles of Organizational Behaviour through facilitating HR systems and proactive HR interventions.

Subject Matter

UNIT-I

Introduction and Background to Industrial Relations, Understanding Employer-employee Relations/Industrial Relations Approaches to Industrial Relations, A Brief History of Industrial Relations, and Industrial Relations in post-globalization, and period from 1991 till date, Changing Dimensions of Industrial, Relations in India.

UNIT-II

Changing Profiles of major stakeholders of Industrial Relations in India
Trade Unions, Growth of Trade Union Movement and Membership, Problems confronting Unions, Measures to strengthen Trade Union Movement in India, Building Responsive Trade Unionism, White-Collar Trade Unions, Managerial associations, Employers’ associations, Government Labour Policies, Paradigm Shift in Govt. IR Policies.

UNIT-III


UNIT-IV
Contemporary Issues and International Dimension of Industrial Relations

**Teaching/Learning/Practice pattern**

UNIT-Learning: 30%
Practice: 0%

**Examination Pattern:**

Theoretical Examination

**Reading List:**

**A. Books**

1. Singh B.D (2010), Industrial Relations; Emerging Paradigms, (2nd Edn) Excel
5. Momoria, C.B  (20060). Dynamics of Industrial Relations, Himalaya Publication

6. EBooks in Industrial Relations & Trade Unions Law - Bookworld

**B. Magazines**

1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

**C. Journals**
6. Harvard Business Review
7. Indian Journal of Industrial Relations,
8. Vikalpa- The journal of Decision Makers,
9. Human Resource Development,
10. Vision-The journal of Business perspective,
11. HR-Journal of Management
13. International Journal of Marketing and Management
15. International HR Journal
17. International Journal of Manpower
18. International Journal of Selection and Assessment
19. International Journal of Training & Development
20. International Labour Review (ILO)
22. Journal of Asia-Pacific Business (Hawthorn)
23. Journal of Compensation and Benefits
25. Journal of International Compensation & Benefits
26. Journal of International Development (Wiley)
27. Journal of International Management (Elsevier Science)
28. Journal of Managerial Psychology
29. Journal of Organizational Behavior (Wiley)
30. Journal of Organizational Behavior Management (Hawthorn)
31. Journal of Organizational Change Management

Name of the Module: Cross-Cultural Management

Module Code: HR 303

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]
Objectives

The course is designed to meet the following objectives:

1. The objective of this course is to equip students with both analytical and practical skills to help them manage effectively in multinational firms.
2. To provide students with an understanding of the key concepts & issues of IHRM.
3. To increase students’ awareness of the complexity associated with managing human resources in a multinational context and how cultural differences impact management of people in MNC’s.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Comprehend the range of structural and behavioural dimensions required to manage across cultures.
2. To apply effective IHRM values and techniques to real-world situations, and in particular, to apply these values to the practice of multi-cultural teamwork.
3. Acquire knowledge, skills and competencies essential to managing an International workforce.

Subject Matter

UNIT-I

Introduction to Cross-Cultural Management
Globalization, Assessing the Global Business Environment- Political, Economic, Legal, Technological

UNIT-II

Understanding Cultural Context of Global Management
Culture- Understanding the role of culture; What is Culture, Dimensions of Culture, Values in Culture, Developing Cultural Sensitivity, Culture and Management Styles in Selected Countries, The Internet and Culture

UNIT-III


UNIT-IV

Communicating across Cultures
The Communication Process, The Culture - Communication Link. Language and Culture, Non-Verbal Communication and Culture, Managing Cross Cultural Communication

UNIT-V
Cross Cultural Negotiation and Decision Making
The negotiation process, Understanding Negotiation Styles, Managing Negotiations, Negotiations and Transactions. Decision making: The influence of culture on Decision making, Approaches to decision making

UNIT-VI
Motivation and Leadership in International Context

UNIT-VII
Recruitment, Selection & Training and Compensation Management in the International Context

UNIT-VIII
Global Alliances & Strategy Implementation and Global Employee Relations
Global and Cross-Border Alliances, Challenges in Implementing Global Alliances, Government Influences in Strategic Implementation, Cultural Influences in Strategic Implementation, Current ER issues (Forced Labor, Workplace discrimination etc.), Influence of MNCs and Unions on global ER, MNC practices for effective ER.

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books
   books.google.com › Business & Economics › International › General
8. Cross-cultural Management: A Knowledge ... - Google eBooks
   books.google.com › Business & Economics › International › General

B. Magazines

Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module: Compensation and Reward Management

Module Code: HR 304

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet the following objectives:

1. To gain insight into the design, implementation and administration of compensation and benefits packages in the organizations.
2. To examine the impact of reward and compensation on employee performance, motivation and retention.
3. To gain insight into the ethical and legal factors affecting pay levels within organizations.

Learning outcomes

On the successful completion of the course, the student would be able to

1. Competence-based compensation and reward system.
2. Person-based plans vs. job-based plans.
3. Incentives for blue and white collar Employees
4. Recent trends and ethical issues affecting compensation.

Subject Matter

UNIT-1

Introduction to compensation & reward management- Concept, policies and Objectives of Compensation & Reward Management-Definition of wage, salary, Types & :Concept of total rewards-Financial & nonfinancial, Basic-pay, Merit-based pay, incentives, Concept, policies and Objectives of Compensation & Reward Management, Definition of wage, salary, Types & :Concept of total rewards-Financial & nonfinancial, Basic-pay, Merit-based pay, incentives, Employee benefits-Objectives, types and factors influencing benefits, Economic theory of wages, Behavioural theories, 1.India’s pension plan , 2. Benefits in India, 3 Benefits provided by American organizations

UNIT-II

Statutory provisions/Wage legalization in India-Payment of wages Act,Minimum wages Act, Payment of bonus Act.ESI
UNIT-III

Determining the structure-Internal alignment, Job evaluation (in brief), Compensation Benchmarking, Broad- banding of pay grades, Types of wages, wage payment methods: Merits & demerits of time-rate and piece-rate systems, Executive compensation, compensation for contingent workers

UNIT-IV

Determining pay level-Role of wage boards and wage Commissions, Compensation strategy
External competitiveness: competitiveness defined, labour market factors, modification to the demand and supply side, Rewarding directors, senior executives, supervisors, scientists & engineers in high technology industries, knowledge workers

UNIT-V

Income-protection, work/life balance, allowances, ESI, Retirement Plans, Social Security, Welfare policies ,Skill-based pay, Competency related pay, Relating rewards to organizational performance, Benefits of a sound incentive system-Types of incentives, Types of incentive plans for blue-collar and white-collar workers, Individual incentive plans, group incentive plans
Bonus, Profit Sharing and ESOP

UNIT-VI

Ethical and contemporary issues – Ethical issues related to compensation , International compensation management , Relationship between, compensation & employee turnover,

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books

7. Compensation and Reward Management - Singh - Google Books
   books.google.com/.../Compensation_and_Reward_Management.html?id..

B. Magazines

1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module: LABOUR LAW

Module Code: HR 305

Semester: 1st

Credit Value 4 [ P=0, T =0 L=4]

Objectives
The course is designed to meet with the objective of

The course has been designed keeping in mind the importance of the knowledge of the Labour Laws in the corporate field. Therefore, the objectives of this course are as follows:-

1. To empower the students with theoretical as well as practical knowledge of labour legislations.
2. To enable the students understand the importance of implementing Labour Laws in the industry as non-adherence attracts penal provisions.

Learning outcomes

On the successful completion of the course, the student would be able to

1. To get thorough knowledge of managing industry, in accordance with the provisions of labour laws.

2. This shall also be helpful in the managerial decision making in accordance with the provisions of the Law of the land.

Subject Matter

UNIT-I

Minimum Wages Act, 1948 –

Object, Scope & Applicability of the Act, Minimum wages & ILO, Fixation of Minimum wages, Minimum rates of Wages, Working hours, Rate of Overtime, Enforcement of the Act, Cognizance of the offence, Offences by the companies

UNIT-II

Payment of Wages Act, 1936

Object & Applicability of the Act, Definitions, Time of Payment of wages, Permissible Deductions from wages, Offences & Penalties, Inspectors & their Powers, Obligations of Employers
UNIT-III
Payment of Bonus Act, 1965
Object & Applicability of the Act, Definitions, Computation of the gross profit, Eligibility & Disqualification for Bonus, Payment of minimum & Maximum Bonus, Set off & Set on of allocable surplus, Deduction & Forfeiture of Bonus, Infancy Benefits, Offences & Penalties

UNIT-IV
Employees State Insurance Act, 1948
Object, Scope & Applicability of the Act, Definitions, Scheme of Contribution, ESI Corporation-Composition, Powers & Duties, Benefits under the ESI Scheme

UNIT-V
Industrial Employment (Standing Order) Act, 1946
Object, Scope & Applicability of the Act, Definitions, Concept & Nature of Standing, Orders Certification Process, Penalties & Procedure

UNIT-VI
The Factories Act, 1948
Object, Scope & Applicability the Act, Definitions, Approval, Licensing & Registration of Factories
The Inspecting staff, Powers, Duties of Inspectors, Health, Safety & Welfare of the Workers

UNIT-VII
Employees’ Provident Funds & Miscellaneous Provisions Act, 1952 –
Object & Applicability of the Act, The EPF Scheme, Contribution, Rate of Interest & Withdrawals
The Employees’ Pension Scheme, 1995- Membership & contribution, Benefits under Pension Fund Scheme, 1995, Employees’ Deposit Linked Insurance Scheme, 1976 Offences & Penalties

UNIT VIII
Payment of Gratuity Act, 1972
Object & Applicability of the Act, Payment of Gratuity, Forfeiture of Gratuity, Time Limit for Payment, Employers to obtain Compulsory Insurance, Offences & Penalties
UNIT-IX
Workmen’s Compensation Act, 1923
Object & Applicability of the Act, Concepts Governing, Compensation, Contributory Negligence Employers Liability, Total & Partial Disability

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination
Reading List:

A. Books

2. Srivastava S.C (2008), Industrial Relations and Labour Laws, Delhi, Vikas
5. Free Labour and Employment Law Books Download | Ebooks Online
   www.freebookcentre.net › Law Books
6. Ebooks on labour law.. CiteLegal
   www.citelegal.com › ... › Labour / Employee Related Laws

B. Magazines

1. Business India
2. Times of India – Ascent,
3. www.citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review

C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module:  E-BUSINESS

Module Code: SM-301

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of –
1.  To understand the need of the transition from traditional business to electronic business.
2.  To understand how electronic business is conducted and managed, its major opportunities, limitations, issues and risks.

Learning outcomes

At the end of the course the students will be able to understand:

1.  Technological and managerial aspects of E-Business.
2.  The challenges involved in deploying Internet applications in business organization.
3.  New business models for online business.

Subject Matter

UNIT-I


UNIT-II

Digitizing the business-E-business patterns: the structural foundation(click and brick pattern, portal pattern, e-market maker pattern), Interlocking layers of e-business Self diagnosis Operational, Service and continuous innovation excellence models, The new era of cross functional integrated applications, Problems caused by lack of integration, Roadmap to move a company into e-business

UNIT-III

E- Supply chain architecture, E - CRM architecture ,Sales force Sales Cloud Product Training, Tactical e-Project management, Tactical e-Development process, Adoption management Google Ad words campaign

UNIT-IV

E-government initiatives , Measuring effectiveness of e-governance,
Teaching/Learning/Practice pattern

Teaching: 70%

Learning: 30%

Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List:

A. Books

6. E-Business ebooks - eLibrary
e-library.net/E-Business.htm
7. E Business Books Download | Ebooks Online Textbooks
   www.freebookcentre.net › Business and Finance Books

B. Magazines

1. Technology Review
2. Windows IT Pro
3. Smart Computing
4. PC Magazine
5. 21st Century
6. Discover Magazine
7. Information week
8. Info World
9. MIT Technology Review
10. Tech News World
11. www.iamwire.com
16. https://sites.google.com/site/mavericklearner/home
C. Journals

1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
8. Journal of Computer Assisted Learning,
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. e-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
Name of the Module: DATABASE MANAGEMENT

Module Code: SM-302

Semester: 3rd

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet with the objective of –

1. To realize the role of database management systems as a tool to decision making.
2. To develop the ability to design a database using existing data models.
3. To develop the ability to create database objects and query a database for decision making in laboratory environment.

Learning outcomes

On the successful completion of the course, the student would be able to

1. To organize and manage the business data in the form of a database and design database objects.
2. To make use of Oracle 11g database product as a part of hands-on training on production database environment.

Subject Matter

UNIT-I

Introduction:

The Database Environment - Importance of data, Data vs. Information, Data Models, Disadvantages of traditional file system, The database approach, Evolution of database systems

The database development process - Database development within information systems development, Data modelling, Database designing, Role of packaged data models

UNIT-II

Modelling the rules of the organization, The E-R model, Modelling Relationship, The relational data model, Integrity Constraints, Transforming E-R diagrams into relations, Extended E-R diagrams, Introduction to Normalization

UNIT-III

The SQL environment - Creating, deleting and modifying tables, Inserting, updating and deleting data, Processing single tables, Client/server Architecture, The internet database environment.

DSS/OLTP
UNIT-IV

Role of data and database administrator, Managing data security, Database backup and recovery
Data mining, Data warehouse, Data mart, Object oriented data model

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List:

A. Books

2. Casteel, J (2012) Oracle 10g SQL, Joan Casteel, Cengage Learning
   www.studyonline.edu.vn › E-books › Information Technology
7. Fundamentals of Database Management Systems, 2nd Edition ...
   www.ebook3000.com › Databases and SQL

B. Magazines

1. Technology Review
2. Windows IT Pro
3. Smart Computing
4. PC Magazine
5. 21st Century
6. Discover Magazine
7. Information week
8. Info World
9. MIT Technology Review
10. Tech News World
C. Journals

1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
8. Journal of Computer Assisted Learning,
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. e-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
Name of the Module: Knowledge Management  
Module Code: SM 303  
Semester: 3rd  
Credit Value: 4 [P=0, T=1, L=3]

Objectives:  
The course is design to meet the following objectives:

This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies.

Learning outcomes:  
On the successful completion of the course, the student would be able to

1. Develop basic conceptual and behavioural skills that are necessary for the development and utilization of organizational knowledge.
2. Students are expected to be able assess an organizations knowledge capabilities, and to formulate strategies for their elective development, deployment, and utilization.

Subject Matter:

UNIT I  
Knowledge Economy-Concept of Knowledge; the Data-Information-Knowledge-Wisdom Relationship (Knowledge Hierarchy); Organizational Knowledge; Characteristics of Organizational Knowledge; Components of Organizational Knowledge (Tacit vs. Explicit Knowledge), Knowledge Management Strategy- Prioritizing knowledge strategies knowledge as a strategic asset. KM Strategy and Metrics, Guiding principles for managing knowledge Leadership and KM. Knowledge and economics, Knowledge and learning, Knowledge networks, Knowledge and employment, Knowledge production, Knowledge transmission, Knowledge transfer.

UNIT II:  
Transformation of an Enterprise through Knowledge Management-Concept of Knowledge Management; Characteristics of Knowledge Management; Knowledge attributes- Fundamentals of Knowledge formation, knowledge sourcing, Knowledge Management application, Need for a Knowledge Management System; the Knowledge Management Process Framework; Knowledge Management Process; Knowledge Life Cycle.

UNIT III:  
The Knowledge Organization-Knowledge Organization; Characteristics of Knowledge Organization; Knowledge Management and Organizational Learning; developing and sustaining knowledge culture, knowledge culture enablers, knowledge culture enhancement program, Knowledge Management Strategy and its Development; the Knowledge Managers Enabling Knowledge Management through Information Technology-Role of Information Technology in Creating Knowledge-Management Systems; Organizational Culture for Knowledge
Management-Need for Organizational Culture for Knowledge Management; Ways to Develop Knowledge-Sharing Culture.

UNIT IV:
Looking Ahead: Knowledge careers, practical implementation of knowledge management system, Future of Knowledge Management-Challenges to Knowledge Management; Future of Knowledge Management, KM Today and Tomorrow-Attention management, Idea factories/incubators. Customer relationship management (CRM), KM and organizational learning of the future (KM and e-learning, learning management systems, just-in-time learning, learning objects) KM and life-long learning, From killer applications to killer existence.

Teaching/Learning/Practice Pattern:
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
1. Theoretical Examination: Open book and on line.

Reading List:
A. Books:
14. Knowledge Management Systems: Information and Communication knowledge...books.google.com › Computers › Databases › General
15. **A Knowledge Management System - a discourse - Knowledgeone ...**
   www.knowledgeonecorp.com/.../A%20Knowledge%20Management%20..

**B. Magazine:**
1. Knowledge Management Magazine
2. **KMWorld Magazine**
3. Inside knowledge
4. Knowledge Management Review

**Journals**
2. Journal of Knowledge Management
3. International Journal of Learning and Intellectual Capital
4. International Journal of Knowledge Management Studies,
5. Journal of Knowledge Management
6. International Journal of Knowledge Management Studies
7. International Journal of Knowledge Management
8. Knowledge Management for Development Journal
Name of the Module: ERP Solutions
Module Code: SM 304
Semester: 3rd
Credit Value: 4 [P=0, T=1, L=3]

Objectives:
The course is designed to meet the following objectives:

Introduce the student to the rationale for acquiring and implementing ERP systems, selection of ERP software, and integration of processes and transactions in the ERP system. Enable the student to understand the challenges associated with the successful implementation of global Supply Chain ERP software with an emphasis on leadership and managerial implications/actions.

Learning outcomes:
After completion of the course the student will be able to make use of ERP.

Subject Matter:

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

UNIT II:
ERP and Related Technologies
Business process Reengineering (BPR), Management Information System (MIS), Decision Support Systems (DSS), Executive Support Systems (ESS), Data Warehousing, Data Mining, Online, Analytical Processing (OLTP), Supply Chain Management (SCM) Customer Relationship Management (CRM).

UNIT III:
ERP modules & Vendors Finance, Production planning, control & maintenance, Sales & Distribution, Human Resource, Management (HRM), Inventory Control System, Quality Management ERP Market.

UNIT IV:

UNIT IV:
ERP Case Studies and Future Directions in ERP
Post implementation review of ERP Packages in Manufacturing, Services, and other Organizations. New markets, new channels, faster implementation methodologies, business modules and BAPIs, convergence on windows NT, Application platform, new business segments, more features, web enabling, market snapshot.
Teaching/Learning/Practice Pattern:
Teaching: 40%
Learning: 10%
Practice: 50%

Examination Pattern:
1. Theoretical Examination: Regular Examination, on-line and open book.

Reading List:
A. Books:
4. Enterprise Resource Planning ebook
5. _EBOOK_ PDF Ebooks ASP.Net,ABAP,SAP, ERP,Oracle 9i,PHP ...
   www.andreavb.com › AndreaVB Forum › ASP.Net
6. Enterprise Resource Planning: Text and Cases by Rajesh Ray: Tata ...

B. Magazines
1. Technology Review
2. Windows IT Pro
3. Smart Computing
4. PC Magazine
5. 21st Century
6. Discover Magazine
7. Information week
8. Info World
9. MIT Technology Review
10. Tech News World

C. Journals
1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. e-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
22. Journal of the AIS.
23 Journal of Information Technology.
26. Management Information Systems Quarterly
Name of the Module: System Analysis and Design

Module Code: SM -305

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of

1. To develop a solid foundation of systems principles, steps and methods of software development processes, role of system analysts and an understanding of how business functions.
2. To identify business problems and would be able to design logical system solutions

Learning Outcomes:

On the successful completion of the course, the student would be able to

1. To develop the design of a system according to given requirements.

Subject matter:

UNIT-1
Introduction - System definition and concepts, Manual and automated system, Real-life Business sub system, Approach to system development, Role and need of system analyst; System development life cycle- Introduction, Phases of SDLC, System documentation consideration

UNIT-II
System planning - Data and fact gathering techniques, Assessing project feasibility, Modern method for determining system requirements (joint application, development program, prototyping, business process re-engineering), System selection plan and proposal

UNIT-III
Feasibility Analysis- Six test of feasibility, Cost benefit analysis.
Input and output- Classification of forms, Input/ Output forms design, User- interface design, Graphical interfaces (Standards and guidelines for GUI design).

UNIT-IV
System Design and modelling- Process modelling, Logical and physical design
Conceptual data modelling, Data flow diagrams, Decision Tree, Exercise: DFD preparation
UNIT-V

System Implementation and Maintenance-Planning considerations, Conversion methods, procedures and controls, System acceptance criteria, System Evaluation and performance, Testing and validation, Preparing user manual, Maintenance Activities and Issues , Audit of computer usage

Teaching/Learning/Practice Pattern:
Teaching: 40%
Learning: 10%
Practice: 50%

Examination Pattern:
1. Theoretical Examination: Regular Examination, on-line and open book.

Reading List:
A. Books:
   www.ebook3000.com › Programming › General

B. Magazines
1. Technology Review
2. Windows IT Pro
3. Smart Computing
4. PC Magazine
5. 21st Century
6. Discover Magazine
7. Information week
8. Info World
9. MIT Technology Review
10. Tech News World

C. Journals
1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
8. Journal of Computer Assisted Learning,
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. e-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
22. Journal of the AIS.
26. Management Information Systems Quarterly
Fourth Semester

Name of the Module: International Marketing

Module Code: MM -401

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of

1. To understand global markets and work efficiently to grow business in these markets.
2. To forecast emerging trends in the global markets.
3. To use the concepts of marketing along with environment, culture and political set up in the overseas markets.
4. To handle international marketing operations in a highly competitive and dynamic environment.
5. Develop analytical and decision making skills so as to evolve effective international marketing strategy.

Learning outcomes

On successful completion of the Course, students would be able to:

1. Understand strategic implications of competition in different countries.
2. Provide a framework for identifying and analyzing the important cultural and environmental uniqueness of any nation and its impact on trade.
3. Know the various modes of entering international markets and entry and expansion strategies.
4. Implement various pricing strategies and their significance in international markets.
5. Relate Indian business needs to problems and opportunities in foreign markets.

Subject Matter

UNIT-I

Introduction

Basic Concepts- Meaning, definitions, need, and significance of International Marketing. Difference between the International Marketing and Domestic Marketing.
Evolutionary Process-Domestic, Export, MNC, and global marketing companies. Why environmental adaption is needed. What motivating factors of international marketing. Emerging Markets/Emerging Opportunities- Developing countries and emerging markets, Newest emerging markets BRICS countries
UNIT-II


UNIT-III

**Pricing Internationally....**International Pricing issues, Types of Pricing policies, The Price War, Pricing by Location and Delivery, Transfer pricing, International treaties ,Pricing by Cartels, Skimming v/s Penetration pricing

International Promotion & Marketing Communication...Promotion and communication Strategy, PR, Trade Fairs, Exhibitions, Online Promotion, Advertising Strategies, Cultural diversity

UNIT –IV

**Exporting and Logistics :Special Issues**-Export Documents, Letter of Credit, Bills of Exchange, Packing and Marking, Logistics, Export Shipping and Logistics, Foreign Freight Forwarder Cargo

UNIT-V

International Negotiations, Negotiations with Global Customer. Marketing Channels, Channel of Distribution, Middle man choices, Factors affecting choice of channels, Ethical concerns in International marketing

**Teaching /Learning/ Practice pattern**

Teaching: 70%

Learning: 30%

Practice: 0%

**Examination Pattern:**

Theoretical Examination

**Reading List :**

**A. Books**


4. *International Marketing, 15 edition* by Philip Cateora ... - Free eBooks

5. *International Marketing - Khurram Bukhari*
   khurrambukhari.files.wordpress.com/2012/01/int-marketing.pdf

**B. Magazines**

1. Business line,
2. Business World,
3. Economic Times
4. Business Today
5. Business India
6. Direct Marketing News
7. Marketing Week
8. Selling Power
9. The Grocer
10. http:cindyking.biz/international-marketing
11. www.brandchannel.com

**C. Journals**

1. Mckinsey Quarterly
2. Journal of International Marketing
3. AIMA journal of marketing
4. Harvard Business Review
5. Journal of Business Research
6. Journal of Advertising
7. Journal of Advertising Research
8. Management Science
9. Journal of Personal Selling and Sales Management
10. Advances in Consumer Research Proceedings
11. Journal of Public Policy and Marketing
12. Journal of Marketing Education
13. Psychology and Marketing
14. Sloan Management Review
15. Journal of Business
16. Journal of International Business Studies
17. Industrial Marketing Management
Name of the Module: B2B Marketing

Module Code: MM-402

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet the objectives of –
1. To help students develop a greater understanding of the B2B markets and their functioning
2. To help students to acquire the necessary skills and knowledge to manage the B2B business market operations

Learning outcomes

After completion of the course of B2B, the Students will be able to:

1. Understand and analyze the B2B market situations

Subject Matter

UNIT-I


UNIT-II

Organizational Buying & Buyer Behaviour-

Business Buying Process and Motivations of Buying(Webster & Wind Model); Development of Buyer Seller Relationships, CRM strategies for Industrial Markets, Purchasing Strategy and it's importance, Vendor Development Checklist. Checklist in goods and services, STP of B2B Markets - Identifying bases and market segmentation, Target market strategies and positioning

Decision Strategies Of Market Offer- Developing a Product Strategy, (service & component parts), New Product Development, Innovation, competitiveness and technology, Marketing of industrial services

UNIT-III

Designing and developing Channel Strategies- Distinctive nature of industrial distribution channels and their types, Why use Distributors for Industrial Products, Conditions Influencing channel decisions, Channel design and management of channel members, Supply Chain & Logistic Integration for Competitive Advantage, Collaborative and Adaptive Channels-VMS, HMS and MMS, Managing personal selling functions- Role of personal selling in B2B, Sales force organization and management and deployment of sales force
UNIT-IV
Formulating Marketing Comm. Planning- Need and Effectiveness of Communication, Developing industrial communication programme, Sales promotion, publicity and direct marketing, Strategic planning , Implementing and Controlling of B2B marketing- Strategic Goals Vs. Performance standards; Strategic planning at corporate level and at business UNIT level, Analyzing external and internal environment , Implementing and controlling Marketing plans of B2B markets, Industrial pricing strategies and policies

UNIT-V
Entry strategies for international markets, Pricing and Payment terms in International Trade regarding B2B

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books
5. B2B Marketing eBooks - Pinterest
   www.pinterest.com/velocityb2b/b2b-marketing-ebooks/
   books.google.com › Business & Economics › Marketing › Industrial
B. Magazines

1. Economic Times,
2. Business Today,
3. Business World,
4. Business India.
5. Direct Marketing News
6. Marketing Week
7. Selling Power
8. The Grocer

C. Journals

1. Harvard Business Review
2. Journal of Business Research
3. Journal of Advertising
4. Journal of Advertising Research
5. Management Science
6. Journal of Personal Selling and Sales Management
7. Advances in Consumer Research Proceedings
8. Journal of Public Policy and Marketing
9. Journal of Marketing Education
10. Psychology and Marketing
11. Sloan Management Review
12. Journal of Business
13. Journal of International Business Studies
15. Journal of Consumer Marketing
16. California Management Review
17. Business Horizons
18. Journal of International Marketing
19. Journal of Services Marketing
20. International Journal of Research in Marketing
21. Journal of Consumer Psychology
22. Journal of Marketing Theory and Practice
23. AMA Educators' Conference Proceedings
24. European Journal of Marketing
25. Journal of Marketing Management (USA)
Name of the Module: Retail Marketing

Module Code: MM-403

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of –

1. To define the concept of retailing and underline its significance in the marketing mix
2. To take the students through the different kinds of retail formats
3. To highlight the process of store planning, including identifying and selecting the right location
4. To provide an understanding of the merchandising concept
5. To provide an overview of the recent international developments in retail technology and automation
6. To provide an understanding of store operations

Learning outcomes

On the successful completion of the course, the student would be able to

Students taking the course will deem fit for positions in the retail sector. They will also gain a first-hand experience of the retailing world while working on the project, associated with this course.

Subject Matter

UNIT-I


UNIT-II

Retail Site Location-Levels of locations decisions, city selection, location options-High-street location, Free standing location, Shopping centre/mall location, site selection, factors affecting city location and site location decisions. Information Systems -Data warehousing and mining, Electronic Data interchange (EDI), improved supply chain management, quick Response Delivery system, Universal Product code (UPC), Point-of-sale Terminals, Radio Frequency Identification (RFID), Self check-out systems

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UNIT-III

Developing Merchandise Plan- Deciding the merchandise mix- variety, assortment, branding, quality, price points, factors affecting merchandise mix- budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Implementing Merchandise Plan- Vendor identification and selection criterion, negotiating with vendors, category management and category captainship, international sourcing.

UNIT-IV

Retail Pricing- Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, developing a pricing strategy, implementing the strategy, price adjustments. Retail Communication Mix -- Concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth. Loyalty Programmes in Retail

UNIT-V


Teaching/Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books


1. Retail Management: A strategic approach – Berman & Evans (Pearson Education
2. Eevy, Weitz & Pandit, Retailing Management. TMH
3. Blyani, K. It happened in India
4. Dunne & Lusch. Retail Management
5. Chetan Bajaj. Retail Management
6. Gibson G Vedamani. Retail Management
7. Swapna Pradhan Retail Management
8. Retail Management e-book (1.82 MB) - Asaha
   asaha.com/ebook/UMjA4NTE-/MBA-RETAIL-MANAGEMENT.html
   ebookmaterials.blogspot.com/2010/12/retail-marketing.htm

B. Magazines
1. Retailer
2. Images Retail
3. Shopping Centre News
4. Progressive Grocer

C. Journals
1. Harvard Business Review
2. Journal of Business Research
3. Journal of Advertising
4. Journal of Advertising Research
5. Management Science
6. Journal of Personal Selling and Sales Management
7. Advances in Consumer Research Proceedings
8. Journal of Public Policy and Marketing
9. Journal of Marketing Education
10. Psychology and Marketing
11. Sloan Management Review
12. Journal of Business
13. Journal of International Business Studies
15. Journal of Consumer Marketing
16. California Management Review
17. Business Horizons
18. Journal of International Marketing
19. Journal of Services Marketing
20. International Journal of Research in Marketing
21. Journal of Consumer Psychology
22. Journal of Marketing Theory and Practice
23. AMA Educators' Conference Proceedings
24. European Journal of Marketing
25. Journal of Marketing Management (USA)
Name of the Module: Customer Relationship Management

Module Code: MM 404

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of

To help students to develop an understanding of the various aspects (People, process, Strategy and Technology) of Customer Relationship Management;

1. To help students to assess and measure the existing CRM practices whether institutionalized or not; and

2. To help students plan and implement CRM systems.

Learning outcomes

On the successful completion of the course, the student would be able to

1. To create appropriate value proposition for the customers.

2. To apply various processes and technologies to increase customer satisfaction;

3. To measure CRM activity of an organization and develop loyalty programmes accordingly; and

4. To design and develop CRM strategies for an organization;

Subject Matter

UNIT-1

Understanding customer care system and CRM framework, Difference between CRM, marketing and relationship marketing, Types of CRM: Operational CRM, Collaborative CRM and Analytical CRM

Customer, Customer Types and the Customer Value - Customers and their types, Customer segmentation, Foundation for customer relationship base, customer life cycle (CLC) and its phases, Customer value: The concept & types Customer Lifetime Value(CLTV), Types of customers and relationship styles, Loyalty based segmentation
UNIT-II

Technology and e-CRM -

Technology and CRM, Various technologies used in CRM: Contact Centre Technology, Front desk Management Technology, Data mining and Data warehousing, And e-CRM, Introduction to SAP CRM & Oracle CRM, Aviva using e-CRM, CRM & Sales Force Automation-Sales force automation, Components and building blocks of SFA, key factors for successful SFA, Sales force CRM gives Allianz the edge in selling business insurance, Sify sales force automation, Practical exposure on salesforce.com, Managing Customer Relationship- Principles of Relationship Management, Techniques and Applications to manage relationship

UNIT-III

Doing Consumer Research- What is consumer research?, Research to understand consumer expectation & process of consumer research, Understanding consumer satisfaction survey, Customer Satisfaction Programme


UNIT-IV

CRM Measurement & Loyalty Management Programmes- CRM Metrics, Customer Metrics types, The Key Performance Indicator (KPI), Internal & External Measures, understanding loyalty and its type: Attitudinal and behavioral Loyalty, loyalty management and its architecture, steps of loyalty management & integration of loyalty programmes, Bharti Airtel: CRM Implementation,

Intellectual Capital: The driver of CRM, Critical, Success factors for people in CRM, HR issues relating to successful CRM implementation like leadership, selection, training and development and appropriate reward system.

Ethical Issues and CRM- Ethical issues in CRM-

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%
Examination Pattern:

Theoretical Examination

Reading List:

A. Books

3. Shainesh G & Sheth, Jagdish N (2005), Customer Relationship Management: A Strategic Perspective, Macmillan India
4. Principles of Customer Relationship Management - Roger Joseph ...
   books.google.com › Business & Economics › Marketing › General
5. Customer Relationship Management : A Strategic ...
   books.google.com › Business & Economics › Customer Relations

B. Magazines-

1. Salesforce.com
2. Business Today
3. Business India
4. Direct Marketing News
5. Marketing Week
6. Selling Power

C. Journals

1. Indian Journal of Marketing
2. Journal of Consumer Research
3. Harvard Business Review
4. Journal of Business Research
5. Journal of Advertising
6. Journal of Advertising Research
7. Management Science
8. Journal of Personal Selling and Sales Management
10. Journal of Public Policy and Marketing
11. Journal of Marketing Education
12. Psychology and Marketing
13. Sloan Management Review
14. Journal of Business
15. Journal of International Business Studies
16. Industrial Marketing Management
15. Journal of Consumer Marketing
16. California Management Review
17. Business Horizons
18. Journal of International Marketing
19. Journal of Services Marketing
20. International Journal of Research in Marketing
21. Journal of Consumer Psychology
22. Journal of Marketing Theory and Practice
23. AMA Educators' Conference Proceedings
24. European Journal of Marketing
25. Journal of Marketing Management (USA)
Name of the Module: MERGER, ACQUISITION AND CORPORATE RESTRUCTURING

Module Code: FM-401

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of –
1. To get an insight into strategies driving corporate restructuring through various models and valuation theories
2. To study the mechanics of M&A that involves identification, screening, selection, evaluation and financing of an M&A activity
3. To evaluate reasons behind successful M&A deals and learn from the ones which failed to take off.
4. To understand legal and accounting aspects of corporate restructuring transactions

Learning outcomes

On the successful completion of the course, the student would be able to

1. To understand the intricacies of corporate restructuring strategies and mechanics
2. To apply the valuation theories for evaluating any business restructuring proposition
3. To recognize legal, accounting and taxation aspects of corporate restructuring with a focus on M&A activities

Subject Matter

UNIT-I

- **Introduction to corporate restructuring**: Corporate Restructuring defined in terms of
- Merger, Consolidation, Acquisition, Divestiture, Demerger, Joint venture, Capital Reduction, Buy-back securities, Delisting, Reasons of Restructuring, Barriers of restructuring

UNIT-II

Freidrich Trautwein Merger Motive Model, Monopoly theory, Efficiency theory, Valuation theory, Raider theory, Empire Building theory, Friendly Vs Hostile takeover, Takeover tactics

**Legal Aspects**: Major guidelines on Corporate Restructuring – Companies Act 1956
SEBI Regulations, 1998 on buy back, listing and delisting of shares
SEBI Regulations, 1997 on Substantial Acquisition of Shares and Takeovers
Provisions of Competition Act 2002 on M&A
Ethical issues
UNIT-III

Methods of Accounting, Taxation effects, Cost of Capital revisited, Valuation of Companies
Methods of enterprise and equity Valuation, DDM and DCF Model

UNIT-IV

Sources of Funds, Modes of payment, Leveraged Buy Outs, Strategic alliances, Reverse
mergers and de-mergers; Buy-back of shares, Divestiture, Spin-off and split-up,
Disinvestment, Debt restructuring

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books

   2nd edition.
   Higher education.
6. Mergers and Acquisitions from A to Z - Andrew J ... - Google Books
   books.google.com › Business & Economics › Mergers & Acquisitions
7. Wiley: Mergers, Acquisitions, and Corporate Restructurings, 3rd ...
   www.wiley.com › ... › Corporate Finance › General Corporate Finance

B. Magazines

1. www.proquest.com
2. www.capitalline.com
3. Accounting world
4. Money
5. Kiplinger’s Personal Finance
6. Worth
7. Traders Magazine
8. Financial Planning
9. Bank Director
10. American Banker
11. Fobes
12. Fortune
13. Business Money Fact

C Journal
Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
5. Accounting Research Journal
7. Journal of Accounting and Taxation
8. European Financial Management
9. European Journal of Finance
10. Review of Accounting Studies
Name of the Module: CORPORATE TAX PLANNING

Module Code: FM-402

Semester: 4th

Credit Value  4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet with the objective of –
1. The objective of this course is to provide the students with advanced knowledge about Corporate Tax planning and Management.
2. To gain knowledge on procedural aspects for filing tax returns for various assesses and other statutory compliances
3. To get knowledge of various tax incentives and benefits available to corporate under different schemes.
4. Provide the basic technique and structure of tax planning and how they are applied

Learning outcomes

On the successful completion of the course, the student would be able to

1. The student will gain a working knowledge regarding computation of tax liability of company.
2. The students will become well aware of the ways in which the company can save tax under different tax incentives and schemes

Subject Matter

UNIT-I

Corporate Tax in India Basic Concepts, Tax structure of taxing individuals
Definition of Company under section 2(17), Residential status & Tax incidence,
Modvat, Cenvat, Service tax, Goods and Services Tax

UNIT-II

Planning regarding, Set off & Carry forward , off losses. Computation of taxable, income of company, Minimum alternate tax, Tax on distributed, profit of domestic company,
Problem on computation of taxable income of Company

UNIT-III

Tax planning with Reference to:-
Location of Business, Nature of Business, Form of organization, Special provisions in respect of newly established undertakings in SEZ’s, Merger & Acquisitions, Double taxation relief
UNIT-IV

Deduction/collection of tax at source & E-TDS returns, Refund of excess payment, Filing of return Corporate tax planning, Wealth tax

UNIT-V

Latest issues in various types of taxes, especially, in dealing with indirect tax and taxing foreign entities.

UNIT-VI

Saral –II, ITR-1, ,ITR-2, ,ITR-3, ,ITR-4, ,ITR-5, ,ITR-6, ,ITR-7,

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books

2. Procedure”, Latest Edition, Taxmann ( Course has been devised based on 12 Ed
   books.google.com/books/about/Corporate_Tax_Planning.html?id...

   intbau.org/corporate-tax-planning-ebook-free-download

B. Magazines

1. www. proquest.com
2. www. capitalline.com
3. Accounting world
4. Money
5. Kiplinger’s Personal Finance
6. Worth
7. Traders Magazine
8. Financial Planning
9. Bank Director
10. American Banker
11. Fobes
12. Fortune
13. Business Money Fact

1. www.Incometaxindia.gov.in
2. www.myicwai.com
3. www.indiainfoline.com
4. www.economictimes.com

C. Journals

1. The Chartered Accountant published by the Institute of Chartered Accounts of India (IC AI). New Delhi.
2. Journal of International Business and Finance
5. Accounting, Auditing & Accountability Journal
6. Accounting Research Journal
8. Journal of Accounting and Taxation
9. European Financial Management
10. European Journal of Finance
11. Review of Accounting Studies
Name of the Module: MANAGEMENT OF FINANCIAL SERVICES AND INSTITUTION

Module Code: FM 403

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet the objective of –

1. To give students an understanding of the basic financial products and services available and the markets in which they are traded.
2. To understand the role of financial services in business organizations and to give an insight of the strategic, regulatory, operating and managerial issues concerning selected financial services.
3. To observe the present status and development that are taking place in the financial services sector.

Learning outcomes-

After completion of the course, students would be able:

1. To acquire the skill and knowledge required by the finance industry.
2. To identify the unique management problems faced by most financial institutions and formulate feasible solutions to those problems.

Subject Matter

UNIT-I

Introduction of the course - Meaning of financial asset and financial services, Structure of Indian financial System- financial institutions, financial services, financial instruments.
RBI: Organization and management, IRDA, Pension Regulatory

UNIT-II

Role of SRO and other ethical issues, SEBI and its role in Indian Financial System
Definition and classification of NBFCs, Present prudential norms governing NBFCs
Types of NBFCs, Development Financial Institutions in India

UNIT-III


UNIT-IV

Evolution and growth of insurance industry, Types of insurance, Risk management in insurance companies, Investment pattern and policies of LIC, GIC and Aviva, General Insurance: types
Analysis of www.policybazaar.com

UNIT-V

- Merchant banking—meaning, role of merchant bankers, SEBI regulations, Credit Rating agencies—introduction, credit rating agencies in India, SEBI regulations

UNIT-VI


Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List:

A. Books

6. Management Of Financial Institutions In India - G ... - Google Books
   books.google.com/books/about/Management_Of_Financial_Institutions_

7. Readings in Financial Institution Management ... - Google Books
   books.google.com › Business & Economics › Management

B. Magazines

www.rbi.org.in
www.economictimes.com
www.sebi.gov.in
www.utimf.com
www.licindia.com
www.gicofindia.com
C. Journals

1. Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
5. Accounting Research Journal
7. Journal of Accounting and Taxation
8. European Financial Management
9. European Journal of Finance
10. Review of Accounting Studies
Name of the Module: ADVANCE CORPORATE FINANCE

Module Code: FM-404

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of –

1. To understand role of corporate finance in business organizations and to give an insight of the strategic, operating and managerial issues concerning management of financial resources of the company.
2. Putting knowledge of financial theories to work

Learning outcomes

After completion of the course, student would be able:

1. To acquire the skill and knowledge required by the finance managers in the companies.
2. To identify the unique management problems faced by corporate finance managers
3. and formulate feasible solutions to those problems

Subject Matter

UNIT-I

- Theory of Firm- Firm as nexus of contracts
- Specificity
- Plasticity
- Incomplete ownership integration
- 2. Transaction cost Efficiency
- Irrationality of decision maker- Prospect theory Vs Satisficing theory

UNIT-II

Asymmetry of information and Issues in capital rationing- Problem of Debt overhang
Impact of availability of superior information with managers on corporate finance decisions
Two impacts, Asset Substitution Effect, Under Investment Effect

UNIT-III

Agency Cost- Impact of external shareholders’ inability to control managers and promoters
Intricacies involved in calculation of cost of capital – Impact of external shareholders’ inability to control managers and promoters, Intricacies involved in calculation of cost of capital- CAPM, APM, Three factor French Fama Model A Project is not a black box AND What if NPV is Positive ? Error of over estimations Discussion by students
UNIT-III

A Project is not a black box What if NPV is negative? Importance of Hybrid securities
Genesis of Real Options- Market value minus Book Value of the company, Various types of cash flows- Free cash flow, Capital cash flow, Equity cash flow, Adjusted present value
Structured Finance- Slashing and combining of financial assets to improve the quality of balance sheet
Impact of financial decisions on corporate strategy.- Differences between investment and financing decisions

UNIT-IV

Financial Risk Management- Importance of FRM for the company
Futures and Options- Pay off matrices of futures and options
Entering Capital market as speculator, arbitrager and investor

UNIT-V

Binomial Model
Black Scholes Model

Teaching/Learning/Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List:

A. Books

9. *Advanced corporate finance: policies and strategies* ... - Google Books
books.google.com › Business & Economics › Accounting › General

10. *Advanced Corporate Finance Book* - Ebookily
    ebookily.net/pdf/advanced-corporate-finance-book

**B. Magazines**

1. Accounting world
2. Money
3. Kiplinger’s Personal Finance
4. Worth
5. Traders Magazine
6. Financial Planning
7. Bank Director
8. American Banker
9. Fobes
10. Fortune
11. Business Money Fact

[www.behaviouralfinance.ne](http://www.behaviouralfinance.ne)
[www.financialexpress.com](http://www.financialexpress.com)
[www.moneycontrol.com](http://www.moneycontrol.com)
[www.icicidirect.com](http://www.icicidirect.com)

**C. Journals**

1. Journal of International Business and Finance
4. Accounting, Auditing & Accountability Journal
5. Accounting Research Journal
7. Journal of Accounting and Taxation
8. European Financial Management
9. European Journal of Finance
10. Review of Accounting Studies
Name of the Module: Leadership and Team Building

Module Code: HR 401
Semester: 4th
Credit Value: 4 [P=0, T=0, L=4]

Objectives
The course is design to meet the following objectives:

1. Help the students understand the meaning of organizational leadership and identify the main characteristics of global leaders.

2. Analyze the changing environmental demands and the skill sets required to become effective leaders and understand the follower’s characteristics as well.

3. Familiarize the students with the meaning and importance of team building, factors affecting team performance, and to understand how teams can be made more effective.

Learning outcomes
On the successful completion of the course, the student would be able to

1. Understand how leaders formulate and implement strategy while creating their personal leadership vision to see the leadership potential in yourself and others.

2. Recognize how to build partnerships for greater effectiveness. Understand how leadership is often contingent on people and situations.

3. Turn a group of individuals into a collaborative team that achieves high performance through shared mission and collective responsibility

4. Understand and handle the stages of team development, and design an effective team in terms of size, diversity and levels of interdependence.

Subject Matter

UNIT-I

Leadership and Leadership Styles
Leadership: The Changing paradigm, Myths and Realities of Leadership, Leadership and Management, Evaluation of Behavioural Approach, Familiar Leadership, Value-based leadership, Spiritual and Servant Leadership, Boundary Spanning and Team leadership, Level 5 Leadership

UNIT-II

Leadership Behaviour: Dimensions and Assessment
Early study of leader behaviour, Assessing Leadership potential, Managerial Derailment and self-defeating behaviour, Self-defeating Behaviour, Development planning and the Pipeline, Professional Development
UNIT-III
**Leadership Development**
Leader Development, Leadership Developmental mechanisms, Organizational Drives to Develop Leadership, Leadership passages, Flowchart of Leadership Development.

UNIT-IV

**Creativity, Innovation and Leadership**
Steps in creative process, Characteristics of creative leaders, Overcoming traditional thinking as a creativity strategy, Organizational methods to enhance creativity, Establishing a climate for creative thinking.

UNIT-V

**Essentials of Building and Managing Teams**

UNIT-VI

**Team Effectiveness and Research Findings and Training**
Determinants of Group Processes, Determinants of Team Performance, Facilitating Team Building, Interpersonal Competence, Research 1: Leadership Styles on follower’s Satisfaction, Research 2 : Determinants of Team Effectiveness.

**Teaching /Learning/ Practice pattern**
Teaching: 70%
Learning: 30%
Practice: 0%

**Examination Pattern:**
Theoretical Examination

**Reading List :**

**A. Books**

6. Team Building: An Exercise in Leadership - Robert ... - Google Books
   books.google.com › Business & Economics › Leadership
7. Teambuilding - How to turn uncohesive groups into productive teams
   bookboon.com/en/teambuilding-ebook
B. Magazines

1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review
15. IBA Journal of Management and Leadership
16. www.humanresource.about.com
17. www.hrmtoday.com

C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module: **COMPETENCY MAPPING & PERFORMANCE MANAGEMENT**

Module Code: HR 402

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

**Objectives**

The course is design to meet with the objective of –

1. to provide an understanding about the role of HR as a strategic partner which is based on the competency-based selection as well as performance measurement system to make the organization more effective in the competitive environment.
2. To provide an insight about fundamental of competency management and its practical application in managing organization.
3. Describe the process of competency mapping and profiling for performance measurement and management system.

**Learning outcomes**-

On the successful completion of the course, the student should be able to:

1. To understand the framework of performance measurement and management system for decision-making and not just for compilation of data.
2. To design selection and performance measurement and management system based on the match between roles to be performed and required competencies.
3. To understand the integration of competency profiling for other HR applications
4. To assign clarity and understanding in accountability for better results while combining competency-based interventions into the perspective.

**Subject Matter**

**UNIT-I**

**Introduction to Competency & Competency management Frameworks and Models**

Concept and definition of competency, Characteristics of competency, Competency versus competence, Performance versus competency; skills versus competency, Types of competencies – generic/specific, threshold/performance, and differentiating and technical, managerial and , Why to promote a competency culture, Context and Relevance of competencies in modern organizations, Human, Competencies Applications –Competency Frameworks (competency management framework or competency model), Concept of Competency Maps and Competency Profiles, Macro View of Competency management framework: strategic framework – linking HR processes to organizational strategy; Aligning behaviour with organizational strategies and values, The Personal Competency Framework, The Lancaster Model of Managerial Competencies, Competency modelling framework: Developing a competency model: Understanding job positions, Data collection instruments for job descriptions,
Preparation of Job Description and Specification, Stages in design and implementation of competency model – General competency framework, General framework of competency assessment, competency development and competency mapping.

UNIT-II

Design and Implementation of competency Model
Introduction to Core competencies (Organization wide), Business competencies (SBU specific), Team Competencies (project driven), Role competencies (Role wise), Sources of competency information, Competency identification: KRAs and Key performance indicators (KPI), Consolidation of checklist, Rank Order and finalization, Validation, and Benchmark, Competency assessment – 360 degrees and psychometric tools, BDI interviews, Competency development – maturity framework and matrix, areas of improvement, and action plan.

UNIT-III
Competency Profiling
Definition and difference between competency map, competency mapping, and top competencies, Studying job, processes, and environment, studying attributes of good performer, Competency Mapping – Strategy-structure Congruence, Structure – role Congruence, Vertical & horizontal Role congruence, Ensure core competencies for each task, Exercise on linkages on all the above (structure-role, vertical-horizontal role) and Positioning to bring in competitive advantage, Competency profiling, Job competency profiling, Role competency profiling - Functional competency profiling, Core competency profiling.

UNIT-IV
Competency Assessment
Exercise on identification of Role competencies, Generic and elemental competencies, Introduction of assessment centre, Design of assessment centre, Difference between development centre and assessment centre, Tools and techniques used in assessment centre: 360 degree feedback, Structured experiences, Projective techniques, Simulations.

UNIT-V
Competence Based Applications And Performance Management System
HR competence Audit, Position requirement , Analysis of competence audit, Performance Management , Nature, objectives and Meaning, Different tools and techniques for measuring performance, Potential appraisal, Group exercise on analyzing the appraisal forms of companies (two organization’s appraisal forms would be used, Generic Competency Model for HR, Human Resource Head, Human Resource Manager, Competence-based, HRM system, Selection system, Interviews, Training and development system, Performance management system, Succession planning system, Competency driven careers, Competency linked remuneration, Competency driven culture, Competence based system and HR scorecard.
Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books
7. Performance Management and Appraisal Systems ... - Google Books books.google.com › ... › Human Resources & Personnel Management
8. Performance appraisal: theory to practice - Richard I ... - Google Books books.google.com › ... › Human Resources & Personnel Management
9. The Handbook of Competency Mapping - Seema Sanghi (eBook) www.ebooks.com › ... › Human Resources & Personnel Management

B. Magazines
1. Business India
2. Times of India – Ascent,
3. www. citehr.com,
4. www.shrm.org,
5. www.hr.bir.com,
6. www.hr.com,
7. www.humanresource.about.com,
8. www.hrmtoday.com
9. Human Capital
10. People Matters
11. National HRD Network
12. Perfect Professional
13. Human Factor
14. ICFAI HRM Review
C. Journals

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
12. International Journal of Manpower
13. International Journal of Selection and Assessment
15. International Labour Review (ILO)
16. International Studies of Management & Organization
17. Journal of Asia-Pacific Business (Hawthorn)
18. Journal of Compensation and Benefits
20. Journal of International Compensation & Benefits
22. Journal of International Management (Elsevier Science)
23. Journal of Managerial Psychology
24. Journal of Organizational Behavior (Wiley)
25. Journal of Organizational Behavior Management (Hawthorn)
Name of the Module: Negotiation and Counselling

Module Code: HR -403

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective of –

1. To develop a practical understanding of the process of negotiation and to demonstrate how to negotiate effectively in professional and personal situations.
2. The develop skills that make the negotiation environment friendly, enabling the parties to reach a win-win agreement.
3. To generate awareness that employees physical, mental, and emotional well being go together and they need to be worked with in totality.

Learning outcomes

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

1. Think strategically about negotiations and get a bigger “slice of pie” (distributive tactics) and learn to increase the share of the pie for everybody (integrative tactics).
2. Incorporate a process approach into negotiation skill
3. Learn counselling skills to identify practical solutions for both personal and work related problems.
4. Improve the quality of their lives by becoming more effective in their interpersonal relationships, enhancing coping skills, promoting decision making.

Subject Matter

UNIT-I

An Introduction to Negotiation- Nature and Concept of Negotiation
Five Elements of Negotiation, Multiparty Negotiations, The Negotiation Process- Preparation, Opening Session Bargaining Settlement

UNIT-II

Types of Bargaining- Distributive Bargaining- Opening Offers
Role of Norms, Counteroffers, Integrative Bargaining- Thompson Pyramid Model
Categorization Model Interest Based Bargaining
Gaining Leverage through Power and Persuasion -
BATNA
Leveraging the Sources of Power
Leveraging Power through Persuasion

UNIT-III

CLOSING THE DEAL - Agreement template
Closing stage
Building relationship
INTRODUCTION TO COUNSELLING - Introduction to Counselling
Essential Elements of Counselling
Need for Counselling at Workplace

UNIT-IV

APPROACHES TO COUNSELLING - Psychoanalytic Approach
Behaviouristic Approach
Humanistic/Person Centric Approach

PROCESS OF COUNSELLING - Process of Counselling, Developing a Relationship, Defining Problems
Determining Goals, Deciding Plan of Action, Doing the Follow up, ETHICS IN COUNSELLING - Ethical Principles, Common Ethical Violations

TEACHING / LEARNING / PRACTICE PATTERN

Teaching: 70%
Learning: 30%
Practice: 0%

EXAMINATION PATTERN:

Theoretical Examination

READING LIST:

A. BOOKS


5. Business: Negotiating Ebooks
www.ebooks.com/searchapp/business-negotiating-ebooks/152/

6. Online Counselling: A Handbook for Practitioners ... - Google Books
books.google.com › Psychology › Psychotherapy › Counselling

B. Magazines

1. Harvard Business Review
2. The ICFAI University Journal of Mergers and Acquisitions
3. Vikalpa-The Journal Of Decision Makers
4. Vision-The Journal of Business Perspective
5. HR Journal of Management

C Journals-

1. Harvard Business Review
2. Indian Journal of Industrial Relations,
3. Vikalpa- The journal of Decision Makers,
4. Human Resource Development,
5. Vision-The journal of Business perspective,
6. HR-Journal of Management
8. International Journal of Marketing and Management
10. International HR Journal
11. www.negotiate.sg/advanced
12. www.selfgrowth.com/negotiating.html
13. www.negotiation skills.com
14. www.negotiations.com
15. www.business-marketing.com
Name of the Module: Software Engineering

Module Code: SM-401

Semester: 4th

Credit Value: 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet the following objectives:

1. The course is designed to meet the objective to impart practical and theoretical knowledge about requirement engineering, SRS generation along with techniques and methodologies associated with software development.
2. To develop understanding of various tools used in software metrics, effort estimation and software quality.

Learning outcomes

On the successful completion of the course, the student would be able to

1. The application of a systematic, disciplined, quantifiable approach to the development, operation, and maintenance of software.
2. The tools and methods for software requirements, software design, software construction, software testing, and software maintenance tasks

Subject Matter

UNIT-I

- **Introduction** - Software as a concept.
- Classification of Software projects
- Myths in Software Engineering
- **Software Models** - Software as product and process
- Traditional Models
- Ad hoc Models
- Waterfall Model
- CMMI

UNIT-II

**Software Requirement Engineering** - S/W requirements S/W Requirement Specification(SRS),
**Software Models** - Software as product and process, Traditional Models, Ad hoc Models, Waterfall Model, CMMI

UNIT-II

**Software Requirement Engineering** - S/W requirements, S/W Requirement pacification(SRS)
Software metrics- Types of s/w metrics, Product and process metrics, Choosing right metrics

UNIT-III
Software Project Planning- Need for planning, Cost and Schedule estimation, S/W configuration, S/w project planning and tracking

UNIT-IV
Software Design and implementation - S/W design process, S/W implementation
Software testing and quality assurance- Need Testing process, Testing methods, Levels of testing, S/w quality , ISO 2003 certification

UNIT-V
Software delivery and maintenance- S/W Delivery, S/W Maintenance, Change control process, Reverse Engineering, Reengineering S/W Version control
Software retirement and legal aspects- Process of S/w retirement Agreement

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :

A. Books
   www.e-booksdirectory.com › Computers & Internet
   www.ebook3000.com › Software

B. Magazines
1. Technology Review
2. Windows IT Pro
3. Smart Computing
4. PC Magazine
5. 21st Century
6. Discover Magazine
7. Information week
8. Info World
9. MIT Technology Review
10. Tech News World

C. Journals

1. Journal of Information Management
2. Information system and e-Business Management
3. Computational Management Science
4. Information systems Frontier
5. Information Technology and Management
6. International Journal of Computer Science and Security
7. Information Systems Research
8. Journal of Computer Assisted Learning,
9. MIS Quarterly
10. Interdisciplinary Journal of Knowledge and Learning Objects
11. Journal of Engineering and Technology Management,
12. Online Information Review
13. Information & Management
14. e-Services Journal
15. E-learning Strategies for Delivering Knowledge in the Digital Age
16. Journal of Asynchronous Learning Networks
17. Computers in Human Behavior
Name of the Module: Green Technology and Environmental Management

Module Code: SM 402

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet with the objective of
1. Understand the history, global, environmental and economical impacts of green technology.
2. The objective of this course is to produce students combining technical and scientific skills with an understanding of the environment, renewable energy management, waste utilization, resource management and land-based industries who can contribute to the National and global development.

Learning outcomes:

On the successful completion of the course, the student would be able to

1. To understand the students' needs of society in ways without depleting natural resources on earth.
2. To understand students about development so as to achieve a satisfactory quality of life for the people

Subject Matter

UNIT-I

Sustainable Resource Management (SRM)

Natural Resources of India, Efficient Use of Natural Resources, Conservation Principles, Environmental Pollution, Environmental Sociology, Laws and Regulations with respect to Natural Resources and Pollution, Prevention, Human Resources Management

UNIT-II

Sustainable Environmental Design (SED)

Land Use Planning, Environmental tools, Environmental Economics, Project Planning, Climate Change, Carbon Crediting

UNIT-III

Sustainable Environmental Technology (SET)

Wastewater Management, Solid Waste Management, Emission Control, Cleaner production, Product Processing, Quality Management, Indigenous Technology,
UNIT-IV
Sustainable Energy (SE)
Energy and Development, Renewable Energy Sources, Energy Analysis and Management,
Air Pollution system, Green House, The environment in the context of 21st century, Present
status of India’s Environment, Frame work and Implementation, Current environmental laws in
India

UNIT-V
Preventive Environmental Management Tools:
Environmental Audit, Environmental Impact Assessment, Life Cycle Analysis, Cleaner
Production, Green chemistry and cleaner technologies, Green choices in process Industries
Redesigning of UNIT operations and UNIT processes, Recycle and Reuse of waste water, CDM as preventive Environmental management initiative, Natural climatic variability Global
warming, Natural and enhanced greenhouse effect, Greenhouse gases & Carbon emissions, Air
Pollution system, and disaster management

Teaching /Learning/ Practice pattern
Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:
Theoretical Examination

Reading List :
A. Books
   Indian Perspective
2. Jackson, T (2010)- Cleaner Production Strategies: Developing preventive Environmental
   Management, Lewis publishers
   Hall
6. Chambers,F and Ogle, M (2009) - Climate change: Critical Concepts in the environment,
   Tata McGraw Hill.
8. Green Technology for Next-Generation (e-book) eBook | Pothi.com
   pothi.com/.../ebook-dr-b-rajib-hazarikaphdfrasaes-green-technology-nex...
8. Green Technology The Economy for the Future
9. Safety and Environmental Management - Free eBooks
   www.ebook3000.com › Business › Economics and Finances
B. Magazines

1. e-Waste
2. Growing the green economy
3. E-magazine
4. Discover magazine
5. Environmental protection magazine
6. BriteGreen Online (United States)
7. California Wild (United States)
8. Canarias Sostenible (Canary Islands, Spain)
9. Conscious Choice (United States)
10. Dedijer Media (Sweden)
11. Do or Die - Voices from the Ecological Resistance (United Kingdom)
12. Down To Earth (India)
13. Eco Aruba (Aruba)
14. E-Magazine (United States)
15. Electronic Green Journal (United States)
16. Elements Online (Canada)

B. Journals

1. Journal of Green Science and Technology
3. International Journal of Environmental Technology and Management
4. Journal of Green Science and Technology
5. International Journal of Green Energy
6. journal of global management green technology
7. International journal of environmental Management
Name of the Module: Software Project Management

Module Code: SM 403

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is designed to meet with the objective to

1. Familiarize students with the concept of software project management

Learning outcomes

After successfully completing the module student should be:

1. Capable of actively participating or successfully managing a software development project by applying project management concepts
2. Able to demonstrate knowledge of project management terms and techniques.

Subject Matter

UNIT-I

Introduction
Management spectrum, people, product, process, project.

Software process and project Metrics
Measures, Metrics and indicators, integrated metrics. Metrics in the process and project domain, s/w development, s/w quality, integrated s/w metrics within the s/w process.

UNIT-II

Software project planning
Observation on estimating, s/w scope, resources, s/w project estimation, decomposition techniques, Empirical Estimation Models, Make/Bye decision, Automated estimation tools.

Risk Strategies
Risks, risk identification, risk projection, risk refinement, risk mitigation, monitoring & management, safety, risks and hazards, RMMM plan.

UNIT-III

Project Scheduling and Tracking
Concepts of lateness and basic principle’s relationship between people and effort, definition a task set s/w project, selecting s/w engineering, Task, major task, task n/w, Earned value analysis, error tracking, project plan.
UNIT-IV

Software configuration management
Baseline, SCM Process, Identification of objects in s/w configuration, version control, change control, configuration audit, status reporting. Hands-on on MS-Project.

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books


   www.e-booksdirectory.com › Computers & Internet
7. Free Software Project Management Book
   softwareprojectmanager.com/softwareprojects/free-software-project-eboo...

B. Magazines

1. Quality Assurance
2. Smashing Magazine
3. PC Magazine

C. Journals

1. International Journal of Project Management - Elsevier
2. Journal of Software Project Management and Quality Assurance
3. International Journal of Information Technology Project Management
Name of the Module: Information Security and cyber Laws in Business

Module Code: SM404

Semester: 4th

Credit Value 4 [ P=0, T =0 L=4]

Objectives

The course is design to meet with the objective to

1. assist students in their career preparation as information system security managers

Learning outcomes

On the successful completion of the course, the student would be able to

1. articulate current and developing legal issues in the information assurance field, Analyze and interpret how relevant case and statutory law has been applied to legal problems in information assurance; also,
2. to identify and articulate legal issues in the discipline not adequately covered by current law. 
3. Topics will include such issues as Indian and international jurisdiction, computer security, intellectual property, electronic commerce, information privacy, freedom of expression, and cyber crime.

Subject Matter

UNIT-I

**Introduction to Information Security**-Basics of Information Technology, Basics of Indian Legal System, Overview of IT Law, Cyber Law in India, I.T Act, 2000 - Introduction and its application, Relevant amendments in all other law, Constitutional protection under Cyber law, Freedom of speech and expression, Human Rights violations, Revisiting industrial and Labour Laws, E-Media and Print Media

UNIT-II


UNIT-III

**Cyber Crimes & Intermediaries**-Crime : Meaning & Concept, Rights and liability-Civil, Criminal and tortuous, Offences- concept and Legal parameters, under I.T Law, Offences-detection and investigation, Offences and punishments-global scenario, Rights & liabilities of Intermediaries, Overlapping between IPC & ITA

UNIT-IV

**IPR regime and Cyber Laws**-Understanding Copy right in information, Technology, Legal issues in Internet and Software Copy right, Patents , Trade Marks & Data Base
UNIT-V

Jurisdiction & Future Perspective of Cyber Law-Concept of Jurisdiction, Indian context of Jurisdiction, Information Technology Amendment Bill, 2006, Information Technology Rules

Teaching /Learning/ Practice pattern

Teaching: 70%
Learning: 30%
Practice: 0%

Examination Pattern:

Theoretical Examination

Reading List :

A. Books


    business.cch.com/franlaw/cybercrime_whitepaper.pdf

11. Cyber Law And Cyber Security In Developing And Emerging ...
    www.e-elgar.com/bookentry_main.lasso?id=4201

12. CYBER LAWS IN INDIA
    cyberlawsinindia.blogspot.com/

B. Magazines

1. Cybercrime Corner - SC Magazine
2. Cyber crime PC Tech Magazine
C. Journals

1. International journal of computer science and security
2. International journal of computer science and network security
3. International journal of cyber security and digital forensics
4. International journal of electronic security and digital forensics
5. International journal of information and computer security
6. Journal of digital forensic and security and law
7. Journal of information security and applications
8. International journal of cyber criminology