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MASTER OF BUSINESS ADMINISTRATION
MBA(General Management)
COMMONCOURSESTRUCTURE& SYLLABUS

SEMESTER-III

S.No.	CourseCode	Course Name	Category	Hours per week			Credits
				L	T	P	
1.	23MBT14	Strategic Management	CC	4	0	0	4
2.	23MBT15	Logistics & Supply Chain Management	CC	4	0	0	4
3.	23MBT16a 23MBT16b 23MBT16c 23MBT16d	**ProfessionalElectives-I** Cost and Management Accounting Product and Brand Management Human Resource Development Mobile Commerce	PE	4	0	0	4
4.	23MBT17a 23MBT17b 23MBT17c 23MBT17d	**Professional Electives-II** Financial Institutions and Services Consumer Behavior Labor laws and Legislation E-Commerce	PE	4	0	0	4
5.	23MBT18a 23MBT18b 23MBT18c 23MBT18d	**Professional Electives-III** Investment and Portfolio Management Rural Marketing Performance Management Enterprise Resource Planning	PE	4	0	0	4
6.	23MBT19a 23MBT19b 23MBT19c 23MBT19d	**Professional Electives-IV** Auditing and Taxation Advertising and Sales Promotion Management Knowledge Management Data Visualization & Analytics	PE	4	0	0	4
7.	23MBT20a 23MBT20b 23MBT20c	**GeneralElective–II** (MOOCS) Entrepreneurship Development Project Management Business Ethics& Corporate Governance	GE	2	0	0	2
8.	23MBP04	Business Simulation Lab	SC	0	0	2	1
9.	23MBT21	Experiential Learning Project	PR	0	0	2	1
		TOTAL		**26**		**4**	**28**

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SEMESTER-IV

S.No.	Course Code	CourseName	Category	Hoursper			Credits
				L	T	P	
1.	23MBT22a 23MBT22b 23MBT22c 23MBT22d	**Professional Electives V** Financial Derivatives Services Marketing Organization Development Data Communication and Network Analysis	PE	4	0	0	4
2.	23MBT23a 23MBT23b 23MBT23c 23MBT23d	**Professional Electives-VI** International Financial Management International marketing Global Human Resource Management Corporate Information Management	PE	4	0	0	4
3.	23MBT24	ProjectWork	PR	0	0	20	10
		TOTAL		**8**		**20**	**18**

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CourseCode	StrategicManagement	L	T	P	C
23MBT14		4	0	0	4
	Semester	III			

CourseObjectives:

- Todescribeanddiscussthestrategicmanagementprocess.
- Tobuildskillstodevelopstrategicvision,missionobjectives.
- Toexplainconceptsofcorecompetence,strategyforcompletiveadvantage.
- Togiveanunderstandingaboutstrategicanalyticaltoolsandtechniques.
- Toprovideknowledgeonstrategyformulation,typesofstrategiestoimplement.
- Tocreateawarenessonvariousstrategyevaluationandcontrollingapproaches.

CourseOutcomes(CO): Studentwillbeableto

- Knowstrategicmanagementprocess
- Obtainstrategyimplementation,analyticalandevaluatingskillsaboutvariousstrategies.
- Understandonestablishingstrategiccontrolsatnationalandinternationalcontext

UNIT-I LectureHrs:8

Introduction-Concepts inStrategicManagement,StrategicManagementasaprocess – Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company'sstrategy – Environmental Scanning -ConceptsofCoreCompetence, Crafting a strategy forcompetitiveadvantage.

UNIT-II LectureHrs:12

StrategicAnalysisandChoice:Toolsandtechniques-
Porter'sFiveForceModel,BCGMatrix,GEModel,SWOTAnalysisandTOWSMatrix,.MarketLifeCycle Model-andOrganizationalLearning,andthe Experience Curve.

UNIT-III LectureHrs:12

Strategy Formulation: Formulation of strategy at corporate, business and functional levels.StrategyAlternatives:-StabilityStrategy, GrowthStrategy, RetrenchmentStrategy, andCombinationStrategy, .

UNIT-IV LectureHrs:12

StrategyImplementation: TypesofStrategies:Offensivestrategy,Defensivestrategy,verticalintegration,horizontalstrategy;Tailoringstrategytofitspecificindustryandcompanysituations, StrategyandLeadership,ResourceAllocationasavitalpartofstrategy–Planningsystemsforimplementation

UNIT-V LectureHrs:12

Strategy Evaluation and control – Establishing strategic controls - Role of the strategist - benchmarkingtoevaluateperformance-strategicinformationsystems–Guidelinesforproper control- Strategic surveillance -strategic audit - Strategy and Corporate Evaluation and feedback intheIndian and internationalcontext.

Textbooks:

1. StrategicManagement–J.S.Chandan&NitishsenGupta,Vikas

ReferenceBooks:

- StrategicManagementConceptsandCases,FredR.David,PHI.
- StrategicManagement,Hill,Ireand,manikutty,Cengage.
- ConceptsinStrategicManagementandBusinessPolicy,Wheelen&Hunger,Pearson Education.
- StrategicManagement–TextandCases, V.S.P.Rao, Excel.

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- StrategicManagement,Ireland,Hoskinsson,Hitt,Cengage.
- StrategicManagement–TheoryandApplication,Habergerg,Rieple,oxford.
- StrategicManagement,P.SubbaRao,Himalaya.
- Businesspolicyandstrategicmanagement,SukulLomash,P.K.Mishra,Vikas

OnlineLearningResources:

http://rizvihmct.com/wp-content/uploads/2017/02/Semester-VI-strategic-managment.pdfhttps://sgp1.digitaloceanspaces.com/cakart/5929/study_contents/Chapter_1Introduction_to_Strategic_Management.pdf
https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdfhttps://www.cimaglobal.com/Documents/ImportedDocuments/cid_tg_strategic_analysis_tools_nov07
.pdf.pdf
https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/09/Saylor.orgs-Strategy-Formulation.pdf
https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/04/BUS300-2.3_Strategy-Formulation.pdfhttps://static.careers360.mobi/media/uploads/froala_editor/files/Strategy-Implementation-and-Control.pdf

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CourseCode	Logistics&SupplyChainManagement	L	T	P	C
23MBT15		4	0	0	4
	Semester	III			

CourseObjectives:

- Understandinglogisticmanagement
- UnderstandMeasuringlogisticscosts
- ApplyimportanceofSupplychainmanagementinpresentBusinesscontext.
- AnalyzeSourcingdecisionsandtransportationinsupplychain
- AccesshowtoManageglobalLogisticsandSupplyChains

CourseOutcomes(CO): Studentwillbeableto

- understandthegrowingimportanceofSupplyChainManagement
- examinethelogisticCostsandPerformance
- understandtheprocessofBenchmarkinginSupplychainmanagement
- accesstheSourcingandtransportation
- Analyze theGlobalaspectsinsupplychains

UNIT-I		LectureHrs:8

Logistics andCompetitive strategy: Competitive advantage – Gaining Competitiveadvantagethroughlogistics-Integratedsupplychains–Competitiveperformance-ModelsinLogistics Management-LogisticstoSupplyChainManagement–FocusareasinSupplyChainManagement-Customerserviceandretention-BasicservicecapabilityValueaddedservices.

UNIT-II		LectureHrs:12

Measuring logistics costs and Performance: The concept of Total Cost analysis –Principles Oflogistics costing–Logistics and the bottom-line–Impact of Logistics on shareholder value-customerProfitabilityanalysis–direct product profitability–cost driversandactivity-basedcosting

UNIT-III		LectureHrs:12

LogisticsandSupplychainrelationships: BenchmarkingthelogisticsprocessandSCMoperations –Mappingthesupplychainprocesses–Supplieranddistributorbenchmarking–settingbenchmarking priorities–identifyinglogisticsperformanceindicators–Channelstructure–Economicsofdistribution–channelrelationships–logisticsservicealliances.

UNIT–IV		LectureHrs:12

Sourcing,TransportingandPricingProducts: Sourcingdecisionsandtransportationinsupplychain–infrastructuresuppliersoftransportservices–transportationeconomicsandpricing–documentation - pricing andrevenue management Lack of coordination and Bullwhip Effect - Impactoflackofcoordination.-CRM–Internalsupplychainmanagement

UNIT–V		LectureHrs:12

Managing global Logistics and global Supply Chains: Logistics in a global economy – views ofglobal logistics- global operating levels – interlinked global economy – The global supply chains - Globalsupplychainbusinessprocesses–Globalstrategy–Globalpurchasing–Globallogistics–ChannelsinGloballogistics–Globalalliances–IssuesandChallengesinGlobalsupplychain Management

Textbooks:

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1.SunilChopraandPeterMeindl:"SupplychainManagement:Strategy,PlanningandOperation",Pears on Education, New Delhi2013

ReferenceBooks:

1. EdwardJBradi,JohnJCoyle:"ALogisticsApproachtoSupplyChainMana gement,CengageLearning,NewDelhi,2012.
2. DonaldJ.BowersoxandDavidJ.Closs:"LogisticalManagement"TheInt egratedSupplyChainProcess,TMH,2011.

OnlineLearningResources:

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CourseCode	Specialization Elective-	L	T	P	C
23MBT16a	ICostandManagementAccounting	4	0	0	4
	Semester	III			

CourseObjectives:

- Todescribethecostconcepts, costbehaviors,andcostaccountingtechniquesthatareappliedtomanufacturingandservice businesses.
- Toprovideanunderstandingonmaterialpurchasecontrol methods.
- Toexplainmanagementaccountingconceptsandbranchesofaccounting.
- Todiscussdifferentanalyticaltools&techniquesoffinancialstatements.
- Toimpartanalyticalandinterpretationskillsonfinancialstatements.

CourseOutcomes(CO): Studentwillbeableto

- Tounderstandconcepts,natureandscopeofaccounting,branchesofaccounting.
- Tolearndifferentcontrollingtoolsonmaterialandlabourcost.
- Todistinguishbranchesofaccountingandimportance.
- Demonstrateanalyticalandinterpretationskillsonfinancialstatementsofanycompanies.

UNIT-I		LectureHrs:8

Natureandscopeofaccounting:Costanalysis,conceptsandclassifications, Costsheets, preparationofcostsheets,Tendersand Quotations.

UNIT-II		LectureHrs:12

MaterialPurchasecontrol:Levels,aspects,needandessentialsofmaterialcontrol.Storescontrol-storesdepartment, EOQ, Stores records,ABCanalysis,VEDanalysis.

UNIT-III		LectureHrs:12

Laborcost:Computationandcontrol, Timekeeping-Methodsofwagepayment-Timerateandpieceratesystem-Payrollprocedures-Idletimeandovertime-Laborturnover.

UNIT-IV		LectureHrs:12

ManagementAccounting:Meaning,scope,importanceandlimitations–ManagementAccountingVsCost Accounting-managementAccounting VsFinancialAccounting.

UNIT-V		LectureHrs:12

AnalysisandInterpretationOfFinancialStatements:Nature,Objectives,tools-Methods-ComparativeStatements,Common sizestatements andTrend analysis

Textbooks:

1. ATextbookofCost andManagementAccounting–AroraM.N,11/e,Vikas

ReferenceBooks:

- CostAccounting:TheoryandPractice-BhabatoshBanerjee,12/e,PHI.
- FinancialStatementAnalysisandReporting-MohanaRaoP,PHI,2011.
- CostManagement:AstrategicApproach-Vaidya S.C,SuveeraGillMacmillan2010.
- CostAccounting-Jawaharlal,&SeemaSrivastava,4/e,TMH.
- Accounting&CostingforManagement–SinhaP.K,ExcelBOOKS,2010.
- ATextbookofCostManagement-G.VKesavaRao,DGopinath,M.G. KrishnamurthyandAnita S. Yadav, ParamountPublishing House,

OnlineLearningResources:

https://www.youtube.com/watch?v=5oSpcI3e4Dwhttps://youtu.be/tstp5293Xqs

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CourseCode	Specialization Elective-	L	T	P	C
23MBT16b	IProductAndBrandManagement	4	0	0	4
	Semester	III			

CourseObjectives:

- Toprovidedetailedknowledgeofconcept ofproduct,productdecisions,productmanagement.
- Toexplainconceptofbranding,brandingdecision,creatingandmanagingbrandequity.
- Tomakethemtoknownewbrandfailuresandthereasonstofailinthe market.
- Todiscussbrandsandbrandingindifferentsectorsoftheeconomy.

CourseOutcomes(CO): Studentwillbeableto

- Togainknowledgeonconceptualknowledgeonproduct,classificationofproducts,strategies,planni ngand development.
- Tochooseandimplementappropriatestrategiesforexistingandnewproducts.
- Toknowessentialsofgoodbrandname,typesandbrandloyalty.
- Toapplydifferentbrandvaluationmethodsandbrandrevitalization.
- Tocreate,designnewbrand names, andbrandbuildingstrategiesforbrandextension.
- Toanalysethefactorsfornewbrandfailuresinthemarket.
- Toexaminebrandingindifferentsectorsoftheeconomy.

UNIT-I		LectureHrs:8

ProductDecisions:-ProductConcepts–ProductClassification –ConsumerGoodsandIndustrial GoodsClassification–ProductLineand ProductMix–ProductCharacteristics– ResponsibilityofProductManager–TypesofProductStrategies

UNIT-II		LectureHrs:12

ProductManagement: Productdifferentiation –ProductStrategies–StagesintheNewProductDevelopment – Product Positioning Strategies– PackagingManagement.

UNIT-III		LectureHrs:12

BrandingDecisions: Essentialsof GoodBrand Name– TypesofBrands–Advantages of branding –BrandLoyalty–BrandValuationMethods–BrandRevitalization.

UNIT-IV		LectureHrs:12

CreatingandManagingBrandEquity: AdvantagesofBrandEquity–BrandBuildingStrategies– BrandExtension– New Brand Failures.

UNIT-V		LectureHrs:12

BrandinginDifferentSectors: BrandinginIndustrialsector,RetailSector,Servicesector,BankingSectorand Insurance Sector.

Textbooks:

1.MarketingManagement–PhilipKottler,KevinLaneKeller,15thEdition,Pearson.

ReferenceBooks:

- Product&BrandManagement–Text&Cases,Prof.K.VenugopalRao,Himalaya
- ProductManagementinIndia,RamanujMajumdar,PHI
- ProductManagement,C.Nandan,,TMH.
- CompendiumofBrandManagement,Chunawalla.S.A,Himalaya
- Product&BrandManagement,Mathur.U.C,Excel
- BrandPositioning, SubrotoSengupta,TMH.
- MarketingandBranding,S.RameshKumar,Pearson.
- What'sina Brand?,JohnPhilipJones,TMH

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• BrandManagement–Text&Cases,HarshVVerma,Excel • BecometheBrandofChoice,JasonHartman,Jaico.
OnlineLearningResources:
https://www.youtube.com/watch?v=BRlzbDry6Ew&list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC

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CourseCode	Specialization Elective-	L	T	P	C
23MBT16c	IHumanResourceDevelopment	4	0	0	4
	Semester	III			

CourseObjectives:

- Toprovideanunderstandingofthehumanresourcesdevelopmentframeworkand
- Toexplainmanagementbestpractices,toolsandmodelstoimplementaneffectiveHRDsystem .
- Toimpartknowledgeoncareermanagementandissuesincareer development.
- Todescribeanddiscussorganizationalculture,labourmarketchangesanddiscriminationadapting to demographic changes.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandtheconceptofHRD, functionsandchallengestoHRmanager.
- DesignplanforHRDprogrammes,needtoassessment ofHRDprogrammesandimpact ofHRDProgramme.
- Understandcareerdevelopment,processandissuesincareerdevelopment
- learnandawareofHRDanditsdiversityinorganizationalcultureandlabourmarkets.

UNIT–I — LectureHrs:8

IntroductiontoHumanResourceDevelopment:Meaning,significanceandobjectivesofHuman ResourceDevelopment,HumanResourceManagementandHumanResourcedevelopmentfunctions,Human Resource Developmentchallenges

UNIT–II — LectureHrs:12

HRD Need Assessment & Designing of HRD programs: Strategic/ Organizational Analysis-TaskAnalysis-PersonAnalysis-prioritizingHRDneeds,definingtheobjectivesofHRDIntervention-Selectingthetrainer-SelectingtheTrainingmethods-PreparingtrainingmaterialSchedulinganHRDprogram

UNIT-III — LectureHrs:12

Implementation &Evaluationof HRDprograms:Trainingmethods-Classroom trainingApproaches-ComputerbasedTraining,PurposeofHRDEvaluation-Kirkpatrick'sevaluationframework-DatacollectionforHRDEvaluation-AssessingtheimpactofHRDprogramsinMonetaryTerms

UNIT–IV — LectureHrs:12

CareerManagement andDevelopment:IntroductiontoCareermanagement,meaning-StagesoflifeandCareer Development-processofcareerDevelopment-Issuesincareer development.

UNIT–V — LectureHrs:12

HRD & Diversity: Introduction - Organizational culture - Labor market changes and discriminationadaptingto demographic changes

Textbooks:

1. JonMWerner,RandyLDeSimone:HumanResourcedevelopment(Thomson/Cengage)
2. RaymondANoe:EmployeeTraineeDevelopment(TataMcGrawHill)

ReferenceBooks:

- JohnP.WilsonHumanResourceDevelopment(KoganPageBusinessBooks)
- TripathiP.C:HumanResourceDevelopment(SultanChand&Sons)
- UdayKumarHaldar:HumanResourceDevelopment (Oxford)

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OnlineLearningResources:
https://www.tutorialspoint.com/human-resource-management NPTEL::Management-NOC:PrinciplesofHumanResourceManagement

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CourseCode	SpecializationElective-IMobile Commerce	L	T	P	C
23MBT16d		4	0	0	4
	Semester	III			

CourseObjectives:

- TodefineanddescribeM-commerceconcepts,systems,advancedtechnologydevicesinM-Commerce.
- Toinfuse knowledgeontransactionaldatabaseaccesses,techniquestofacilitateinformationexchangeand differentmobile based approaches.
- ToimprovecriticalanalyticalskillswithexamplesandcasesofM-commercesystems
- Todescribeanddiscusssome oftheapplicationsinM-commerce.
- Toexplainmobilebanking,strategiesforassessment ofqualityofperceptionandservicesformobilecommerce.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandM-Commerceconcept,systemsandadvancedtechnologydevices.
- Gainknowledgeontransactionaldata baseaccesses,techniquestofacilitate.
- AnalysecriticallyM-commercesystemcasesandapplications.
- LearnconfiguringM-commerceportals,multimediamessagingpeermobilefinancialservices.
- Applyandusemobilecommercetechnologywithadvancedsystemsinvariousareas.

UNIT–I — LectureHrs:8

CurrentStatusandFutureTrendsinMobileCommerce,TechnologyIssuesinMobile Commerce,MobileCommerceSystems,MobileEcommerceonMobilePhones,Technologically advancedhandhelddevices,likeSmartphones,PDAs,Laptops,TabletsandPortablegamingconsolesetc

UNIT–II — LectureHrs:12

Transactional Database Accesses for M-Commerce Clients, Techniques to facilitate InformationExchange in Mobile Commerce, Information System and Application Issues in Mobile Commerce,Theemergence of LocationbasedMobileCommerce,The needfor Mobile basedApproaches

UNIT-III — LectureHrs:12

ManagingtheInteractionsBetweenHandheldDevicesMobileApplicationsandUsers,MobileCommerceand Usability, aLandscape Analysis,

UNIT–IV — LectureHrs:12

:Mobilemarketing,mobileticketing,mobilecomputing,mobilepaymentsand mobilebankingare discussedvis-a-vislatesttechnologies,likewirelessandmobilecommunicationtechnology,digitalcellulartechnology,mobileaccesstechnology and4Gand 5G systems

UNIT–V — LectureHrs:12

Configuring M-Commerce Portals for Business Success, Knowledge Management in a MobileComputingContext,MultimediaMessagingPeerMobileFinancialServices,MobileBanking–AStrategic Assessment, Service for Mobile Commerce Applications, Quality of Perception in MCommerce

Textbooks:

1.AdvancesinMobileCommerceTechnologies,EE-PengLim,KengSiau,IdeaGroupofPublishing

ReferenceBooks:

- MobileCommerceApplications,Shi,Nansi,IdeaGroupofPublishing
- MobileCommerce,KarabiBandyopadhyay,PHI

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OnlineLearningResources:
https://www.hostinger.in/tutorials/mobile-commercehttps://edurev.in/studytube/Mobile-Commercehttps://www.studocu.com/.../mba/mobile-commerce-lecture-notes

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CourseCode	Specialization Elective-	L	T	P	C
23MBT17a	IIFinancialInstitutionsandServices	4	0	0	4
	Semester	III			

CourseObjectives:

- Toprovideanoverviewof financialsystemandcomponentsoffinancialsystemindetail.
- Toexplainclassificationofinstitutions,marketsandservicesinthefinancialsystem.
- Toimpartknowledgeoninterrelationshipandfunctioningofeachcomponent offinancialsystem.

CourseOutcomes(CO): Studentwillbeableto

- Defineandunderstandfinancialsysteminaneconomyandcomponentsoffinancialsystem
- Gainknowledgeonclassificationoffinancialinstitutions, marketsandtypeservicesofinstitutions.
- Tocompareandcontrasttheprosandconsofeachtypeofservicesavailableinthefinancialmarket.
- Todistinguishthevariousfinancialmarketsandinstitutionsandtheirfunctioningmechanism.
- Acquireknowledgeonentirebankingsystemandtypesofbanksandfunctioningofbanksinthefinancia lsystem.

UNIT–I		LectureHrs:8

Introduction:Thestructureoffinancialsystem,Elementsoffinancialsystemandeconomic development,RegulatoryandPromotional Institutions-FunctionandRoleofRBI,MonetaryPolicyandtechniquesofRBI.

UNIT–II		LectureHrs:12

The Banking and Non-banking Institutions: The public and the private sectors – structureandcomparative performance, Bank capital and Banking Innovations, Commercial and Co-operative banks.TheNonbankingfinancialInstitutions-MutualFunds,GrowthofIndianMutualfundsanditsRegulation. TheRoleofAMFI,InsuranceCompanies-Roleof IRDA.

UNIT-III		LectureHrs:12

Financial and securities Markets: Primary and Secondary Markets, Structure and functions of MoneyMarket, -Call money market, Government Securities Market – T-bills market, Commercial Bills market,Commercial paperandcertificateofdeposits.Securitiesmarkets**:**-Organizationandstructure, listingtradingandsettlementofsecuritiesmarket,TheroleandfunctionsofSEBI.

UNIT–IV		LectureHrs:12

Fundbasedservices-LeaseandhirepurchaseconsumercreditandFactoring-Definition,Functions,Advantages,Evaluation,venturecapitalfinancing,HousingFinance.

UNIT–V		LectureHrs:12

Fee-basedservices-Stockbroking,creditratingMerchantBanking,portfolioservices.Underwriting,Depositoryservices, Challengesfaced byinvestmentbankers.

Textbooks:

1. FinancialInstitutionsandMarkets,L.M.Bhole,4/eTataMcGrawHill.
2. Financialservices,Gorden&Natarajan,Himalaya publishers

ReferenceBooks:

- FinancialServicesandmarkets,Dr.PunithavathyPandian,Vikas
- FinancialMarketsandservices,Appannaiah,ReddyandSharma, HPH
- IndianFinancialSystem,Ramachandraandothers,HPH
- InvestmentInstitutionsandMarkets, JeffMadura,Cengage,1st Edition.
- Financialservices,Thirpati,PHI.
- FinancialMarkets&Services,Vasanthdesai,Himalaya.

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• FinancialInstitutionsandMarkets,GuptaAgarwal,Kalyanipublishers. • ManagementofFinancialServices,C.RamaGopal,Vikas.
OnlineLearningResources:
https://ebooks.lpude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf NPTEL::Management-NOC:FinancialInstitutionsandMarketshttps://www.studocu.com/.../fims-lecture-notes-online

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CourseCode	SpecializationElective-IIConsumerBehavior	L	T	P	C
23MBT17b		4	0	0	4
	Semester	III			

CourseObjectives:

- Toexplainconceptofconsumerbehavioranddifferentfacetsofconsumerbuyingbehavior
- Toenabletounderstandtheimpactofsocial-economic-demographic,psychologicalandcultural environmentalfactors onbuying behavior
- Toeducateinidentifyingtypesofmarketsegments,strategies.
- Todescribeconsumerdecisionmakingprocessandconsumerismconcept.
- Toprovideknowledge onconsumerdisputesredressalagenciesandcommissionandconsumerprotection Act1986.

CourseOutcomes(CO): Studentwillbeableto

- Understandconsumerbehaviourandinsightsanddimensionsofconsumerbehaviour.
- Analyseandinterprettheconsumerbehaviouranditsrelationshipwithdifferentenvironmentfactors.
- Gainknowledgeoncommunicationandconsumerbehaviourandvariousmodelsofbuyerbehaviour.
- Understand and describe consumer decision process pre –purchase and post purchase as wellasrepeatpurchase behaviour.
- Recognisethemechanismofconsumerdisputesredressalagenciesandcommissions,Consumer protectionact,1986.

UNIT–I		LectureHrs:8

Introductiontoconsumerbehavior:Understandingconsumersandmarketsegments.Consumerbehaviorand marketing strategy, Psychographic Dimensions-consumermotivation, Perception,personality,Information processing,Attitudeformationand attitudechange.

UNIT–II		LectureHrs:12

Social and CulturalEnvironment:Economic,Demographic,Cross Cultural andsocio-culturalinfluences,Social Stratification,ReferenceGroupsandfamilyinfluences,personalinfluence

UNIT-III		LectureHrs:12

Communication andconsumer behavior:Process,designing persuasivecommunication anddiffusion of Innovations. Models of Buyer behavior- Howard –Sheth Model, EKB Model, Websterand WindModel.

UNIT–IV		LectureHrs:12

Consumer decision process: High and Low Involvement,Pre-purchase processes, Purchase, postpurchaseprocess,ConsumptionandEvaluation, BrandLoyaltyandRepeatPurchaseBehavior.

UNIT–V		LectureHrs:12

Consumerism: Therootsofconsumerism,consumersafety,consumerinformation,environmentalconcerns,consumerprivacy,legislativeresponsestoconsumerism,andmarketerresponsesto consumerissues.ConsumerprotectionAct1986,ConsumerdisputesRedressalagenciesandCommission.

Textbooks:

- Schiffman,L.GandKanukL.L:ConsumerBehavior,8/e,Pearson

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ReferenceBooks:
• RameshKumar:ConsumerBehaviour(pearsonEducation) • LeonG.Scistman&LeslieLeaserkarmal:ConsumerBehaviour,PHI • SujaR.Nair:ConsumerBehaviourinIndianPerspective,Himalaya • SubashMehta:ConsumerBehaviour,TataMcGrawHill • RajjevKumra:ConsumerBehaviour,Himalaya
OnlineLearningResources:
https://www.studocu.com/.../consumer-behavior-lecture-noteshttps://freevideolectures.com/course/3497/consumer-behaviour

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CourseCode	Specialization Elective-	L	T	P	C
23MBT17c	IILabourLawsandLegislations	4	0	0	4
	Semester	III			

CourseObjectives:

- Toexplainoverviewoflegalframework,evolution,labourlegislationsanditsrelevancetoHRM.
- Toeducateonvariouslawsin Indiafocusingonemployment,workingconditions,remunerations,industrial relationsand socialsecurity.

CourseOutcomes(CO): Studentwillbeableto

- Acquireknowledgeonvariouslabourrelatedlegislations.
- Enablestocapturethesignificantelementsoflawstorunanindustry.
- Investigateanddrawvalid pointsonlabourrelatedissuesinanorganisation.
- Facelabourissuesintheorganizationsrelatingtoemployment,wages,relations,socialsecurity.

UNIT–I		LectureHrs:8

Legalframework:evolutionoflabourlawsinIndia–labourlegislations–meaning,importanceandrelevanceto HRM

UNIT–II		LectureHrs:12

Legislationsrelatingtoemploymentandworkingconditions: Industrialemployment(standingorders)Act,1946–Factories Act1948-contractlabour (Regulationand abolition)Act1970

UNIT-III		LectureHrs:12

Lawsrelatingtoremuneration: Paymentof wagesAct,1936,MinimumwagesAct,1948– PaymentofBonus Act,1965

UNIT–IV		LectureHrs:12

LawsrelatingtoindustrialRelations : IndustrialDisputesAct,1947-preventiveandsettlement machinery –tradeunionsAct,1926 –workersparticipationinmanagement

UNIT–V		LectureHrs:12

Lawsrelatingtosocialsecurity: Workmen'scompensationAct,1923–ESIAct,1948 EmployeesprovidentfundandmiscellaneousprovisionsAct,1952-MaternitybenefitsAct,-1961Payment of gratuity Act, 1972

Textbooks:

1. IndustrialRelationsandlabourlaws -Tripati.P.C-Sultanchandandsons
2. Mercantilelaw–N.D.Kapoor-Sultanchandandsons

ReferenceBooks:

- IndustrialRelationsandlabourlaws -SriVastva –vikaspublishers
- IndustrialRelationsandlawsinIndia–AgarwalLL
- IndustrialRelationsandlabourlaws-Sinha&sinha,OxfordIBH
- Legalaspectsofbusiness–Pillai.RSN&Bhagavathi(2011),Sultanchandandsons
- IndustrialLaw-P.L.Malik, easternbook company

OnlineLearningResources:

https://www.instamojo.com/SudhirSachdeva/labour-lawshttps://www.bing.com/search?q=labour+laws+and+legislations+lecture+videos&qs=n&form=QBRE&sp=-1&pq=labour+laws+and+legislations+lecture+videos&sc=1-43&sk=&cvid=F7903542C77744E1AE821FBDE885A330&ghsh=0&ghacc=0#
https://www.bing.com/search?q=labour+laws+and+legislations+lecture+videos&qs=n&form=QBRE&sp=-1&pq=labour+laws+and+legislations+lecture+videos&sc=1-

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43&sk=&cvid=F7903542C77744E1AE821FBDE885A330&ghsh=0&ghacc=0#:~:text=https%3A//www.toppr.com/guides/legal%2Daptitude/labour%2Dlaws/labour%2Dlaws

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CourseCode	SpecializationElective-	L	T	P	C
23MBT17d	IIE-COMMERCE	4	0	0	4
	Semester	III			

CourseObjectives:

- Mechanismofbusinesstransactionsthroughelectronicmedia.
- Paymenttransactionsinasecurednetwork.
- DifferentmodesofE-CommercelikeElectronicdatainterchange.
- Websiteestablishment, electronicpublishinganditsimportance.

CourseOutcomes(CO): Studentwillbeableto

- Understandtheframeworkandanatomyofecommerceapplicationsandanalyzeecommerceconsumer,organizational applications
- Infermercantileprocessmodelsfromboth merchant'sandconsumer'sviewpoint
- UnderstandtheimplementationofElectronic DataInterchange(EDI)indaytodaylife
  Studyallthe aspectsofIntra-Organizational electroniccommerceincludingsupplychainmanagement
- Analyzedifferentconsumer,informationsearchingmethodsandresourcediscoveryandinformationretrieval techniques.

UNIT–I — LectureHrs:8

ElectronicCommerceEnvironmentandOpportunities:TheElectronicCommerceEnvironment,ElectronicMarketplace Technologies. Modes of Electronic Commerce: Electronic Data Interchange, Migration to OpenEDI,ElectronicCommercewithwww/Internet,CommerceNetAdvocacy,webCommerceGoingForward

UNIT–II — LectureHrs:12

ApproachestoSafeElectronicCommerce:SecureTransportProtocols,SecureTransactions,SecureElectronicPayment Protocol (SEPP), Secure Electronic Transaction (SET), Certificates for authentication Security on webServersand EnterpriseNetworks.

UNIT-III — LectureHrs:12

ElectronicCashandElectronicPaymentSchemes:InternetMonetaryPayment& SecurityRequirements.Paymentand Purchase OrderProcess, On-line Electroniccash.
Internet/IntranetSecurityIssuesandSolutions: TheneedforComputerSecurity,SpecificIntruderApproaches,Security Strategies, Security Tools, Encryption.

UNIT–IV — LectureHrs:12

MasterCard/VisaSecureElectronicTransaction:Introduction,BusinessRequirements,Concepts,paymentProcessing.
E-MailandSecureE-mailTechnologiesforElectronicCommerce: TheMeansofDistribution,Amodelfor MessageHandling,Emailworking,MultipurposeInternetMailExtensions,MessageObjectSecurityServices,Comparisons of SecurityMethods, MIMEand RelatedFacilitiesfor EDIover theInternet.

UNIT–V — LectureHrs:12

Internet Resources for Commerce: Introduction, Technologies for web Servers, Internet Tools Relevant toCommerce, Internet Applications for Commerce, Internet Charges, Internet Access and Architecture, Searchingthe Internet.
Latest Development in Ecommerce : Direct-to-consumer (D2C) selling, Social commerce, Live video and livestream shopping, Blockchain for supply chain transparency.

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Textbooks:
1.DanielMinoli,EmmaMinoli,WebCommerce TechnologyHandbook.TATAMcGraw-HillEdition.
▪ ReferenceBooks: ▪ RaviKalakotarandAndrewB.Whinston,FrontiersofElectronicCommerce.PearsonEducation-1999. ▪ AchuyutS.GodboleandAtulKahate,WebTechnologiesTCP/IPtoInternetApplicationArchitectures.Tata McGraw-HillPublishing Company Limited. ▪ Schneider,ElectronicCommerce,CengagePublications.

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CourseCode	Specialization Elective-	L	T	P	C
23MBT18a	IIIInvestmentAndPortfolioManagement	4	0	0	4
	Semester	III			

CourseObjectives:

- Topresentanddiscussanoverviewofstockmarkets.
- Toexplainconceptofinvestment,processofinvestment.
- Todiscussframeworkoffundamentalandtechnicalanalysisundersecurityanalysis
- Toimpartknowledgeonestimationandmeasurementofriskandreturn.
- Toexplainprocessofvaluationofdifferentsecurities.
- Todescribetheprocessofportfoliomanagementprocess, theories, modelstomeasuretheperformanceof portfolio.

CourseOutcomes(CO): Studentwillbeableto

- Understandtheoverviewofstockmarkets.
- Acquireknowledgeonprocessofinvestment,
- Analysethesecurityunderdifferenttypesbeforeinvestinginstocks.
- Ascertainriskandreturnvalueofdifferentsecuritiesandportfolio
- Learnvariousportfoliotheories,modelstomanageportfolioandmaximisetheportfolioreturns.

UNIT–I		LectureHrs:8

Investment: Introductiontostockmarkets-objectives,ProcessofInvestment,Investmentandspeculation.

UNIT–II		LectureHrs:12

FundamentalAnalysis&TechnicalAnalysis:FrameworkofFundamentalanalysis-Economicanalysis,Industryanalysis-IndustryLifecycle-Companyanalysis,FundamentalAnalysisVsTechnical Analysis-DowTheory.

UNIT-III		LectureHrs:12

Measurement of Risk and Return: Revenue Return and Capital appreciation, holding period – Calculationofexpectedreturn,Riskfactors,riskclassification–systematicrisk–unsystematicrisk–standarddeviation–variance–Beta.

UNIT–IV		LectureHrs:12

ValuationofSecurities: TypesofSecurities-Approachesofvaluation–Bondvaluation –Preferenceshare Valuation –CommonstockValuation

UNIT–V		LectureHrs:12

PortfolioManagement: ProcessofPortfolioManagement,ModernPortfolio–Portfoliomodels–Markowitzmodel– Sharpesingleindexmodel, CapitalAssetPricingModels.

Textbooks:

1. InvestmentManagement,V.K.Balla,S.ChandCompanyLtd
2. SecurityAnalysisandPortfolioManagement ,PunithavathyPandian,Vikas

ReferenceBooks:

- Investment Analysisandportfoliomanagement,Chandra,TataMcGrawHill.
- SecuerityAnalysisPortfolioManagement,Ranganatham&Madhumathi,PearsonEducation.
- SecurityAnalysisandPortfolioManagement,SudhindraBhat,excel.
- Securityanalysisandportfoliomanagement,Avadani,Himalayapublishers.

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- Investmentanalysisportfoliomanagement,FrankReilly&Brown,Cengage.
- InvestmentManagement,PreethiSingh,HimalayaPublishingHouse,Mumbai..
- Investment,Bodie,McGrawHillBookCompany.
- InvestmentManagement,Hiriyappa,NewAgePublications

OnlineLearningResources:

https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdfhttps://backup.pondiuni.edu.in/sites/default/files/investment%26portfolio-260214.pdfhttps://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdfhttps://www.youtube.com/c/iit/search?query=securities%20and%20portfolio%20management

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OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	SpecializationElective-	L	T	P	C
23MBT18b	IIIRuralMarketing	4	0	0	4
	Semester	III			

CourseObjectives:

- ToexplainthestructureofRuralmarketsinIndia& GovernmentroleinpromotingRuralMarketing.
- Tointroduceruralmarketingconceptsfocusingonruralconsumerbehavior.
- TolistandexplainvariousgovernmentagenciesforthedevelopmentofAgriculturalmarketingin India.
- Tocreateawarenessonagriculturalcreditandcropinsuranceinformationtoruralmarketinggroups.
- ToexplaintheroleofITinruralmarketingwithcasestudies.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandthestructureofRuralmarketsinIndia&GovernmentroleinpromotingRuralMarketing.
- Learnruralmarketingconceptsfocusingonrural consumerbehavior.
- Identifyvariousgovernmentagencies, theirrolesandresponsibilitiesforthedevelopmentofAgriculturalmarketingin India.
- Knowthesourcesof agricultural creditandcropinsurance informationtoruralmarketinggroups.
- KnowtheroleofITinruralmarketing withcasestudies.

UNIT-I		LectureHrs:8

Introduction to Rural marketing: Meaning, scope, definition,& importance ,Rural versus Urban.,mindsets, Growth of rural markets, Basic differences between rural, semi urban and urban markets.Classification of Rural Consumer based on economic status, profile of rural consumer, ruralconsumerbehavior.

UNIT-II		LectureHrs:12

RuralMarketingstrategies: Productstrategies,pricingstrategies,distributionstrategies,productionstrategies,Methods of sale,Hathasystem, PrivateNegotiations ,Quotationsonsamples,DaraMoghumsaleMethods,OpenAuctionMethod.PrevalenceofBeoparisandAarahatiasRuralMandi's, APMC's etc

UNIT-III		LectureHrs:12

Role of Government in the development of Agricultural Marketing : Government intervention inMarketingsystem,Roleofagencieslike,CouncilofStateAgriculturalMarketingBoards,(COSAMB),Statetrading,CooperativeMarketing,TypesofCooperativemarketingsocieties,Cooperative Processing ,National Agricultural Cooperative marketing federation (NAFED), NationalCooperativeDevelopmentCorporation(NCDC),PublicDistributionSystems(PDS),Food Corporation of India, Directors of Marketing and Inspection (DMI), National institute of AgriculturalMarketing(NIAM), Self help Groups(SHG's)

UNIT-IV		LectureHrs:12

Agricultural Credit and Crop Insurance: Agricultural Credit Policy, Institutional Agreements forAgricultural Credit, Crop Insurance,AgriculturalInsurance.

UNIT-V		LectureHrs:12

RoleofITinRuralMarketing:
Infrastructure,Importance&scope,Moderntechniquesforruraldistribution,Casestudy of ITC's" e-choupal" Initiative

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Textbooks:
ReferenceBooks:
▪ RuralMarketing:Environment, Problemsandstrategies – T.P.Gopalaswamy,VikasPublishing house. ▪ RuralMarketinginIndia–K.S.HabebRahman,HimalayaPublishers. ▪ RuralMarketinginIndia–R.V.Bedi,HimalayaPublishers ▪ RuralMarketing-Focusonagriculturalinputs,Sukhpalsingh,VikasPublishinghouse. ▪ Integratedruraldevelopment–R.C.Arora,S.Chand&company
OnlineLearningResources:
https://www.bing.com/search?q=rural+marketing+lectures&qs=n&form=QBRE&sp=-1&ghc=1&pq=rural+marketing+lectures&sc=7-24&sk=&cvid=7C1410AA2B1944E796CACED8ADC7A7D9&ghsh=0&ghacc=0#h ttps://www.tutorialspoint.com/rural_marketing https://www.geektonight.com/rural-marketing

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CourseCode	SpecializationElective-III	L	T	P	C
23MBT18c	PerformanceManagement	4	0	0	4
	Semester	III			

CourseObjectives:

- Tointroduceperformancemanagementconceptanddistinguishperformancemanagement andHumanresourcemanagement
- Todiscusstheconceptofmentoring,process,typesandpitfalls
- Toexplaincoachingandcounselingforperformanceimprovementandstepsinvolvedincounselingproces s.
- Todiscusstheusesofappraisalsystemand methodsofappraisal
- ToimpartknowledgeonLearningOrganization,approaches, sourcesandrewards,andcompensationmanagement.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandperformancemanagementconceptanddistinguishperformancemanagementandHumanreso urcemanagement
- Learntheconceptofmentoring,process,typesandpitfalls.
- Explaincoachingandcounselingforperformanceimprovementandstepsinvolvedincounselingproce ss.
- Designandapplydifferentappraisalsystemsinanorganization.
- preparerewardandcompensationpolicy
- determinefactorsinfluencingfringebenefitsintherewardandcompensationpolicy.

UNIT-I — LectureHrs:8

Introduction to Performancemanagement : Concept-Performance managementvs.performanceappraisal--Performancemanagementvs.Human resourcemanagement-Purposes-Significance.

UNIT-II — LectureHrs:12

MentoringandMonitoring: Conceptofmentoring-Benefitsofmentoring-Characteristicsofmentor-Mentoringprocess-Groupmentoring-Benefits-TypesofGroupMentoring–PitfallsMonitoringperformance.

UNIT-III — LectureHrs:12

Coachingandcounseling: Coachingfor performanceimprovement-. Concept-TipsforeffectivecoachingCounseling-Functionsof counseling-Stepsincounseling process

UNIT-IV — LectureHrs:12

AnnualStocktaking: Stocktakingofperformance -Uses–Appraisalsystemdesign:Processand approaches-Appraisalmethods-MBOandAssessment centre-360degreeappraisal - Balancedscorecard**.**Stocktakingofpotential-Appraisalforreward-Appraisalforrecognition

UNIT-V — LectureHrs:12

Learning organization : Concept of learning organization- Learning approaches- Learning sources - Importanceoflearning-.Characteristicsoflearningorganization-RewardandcompensationManagement-Conceptandtypesofcompensation- Objectives-Competitivecompensationdesign-Fringebenefits-Objectives -Factors influencingfringebenefits-Typesof fringebenefits

Textbooks:

1. PerformanceManagement,A.S.Kohli,T.Deb,Oxford.
2. PremChadha,PerformanceManagement,McMillan.

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ReferenceBooks:
▪ PerformanceManagement,Bagchi,CengageLearnings. ▪ PerformanceAppraisalandManagement,Sharma,Davinder,HPH ▪ PerformanceManagement,Herman,Aguinis,PearsonEducation. ▪ PerformanceManagementandAppraisalSystems,T.V.Rao,Response. ▪ Performancemanagement,Kandula,PHI. ▪ 360DegreeFeedbackandAssessmentandDevelopmentCentres,T.V.Rao,Excel. ▪ PerformanceManagement,Dineshk.Srivatsava,Excel
OnlineLearningResources: NPTEL::Management- NOC:PerformanceandRewardManagementhttps://www.tutorialspoint .com/performance_management

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CourseCode	SpecializationElective-III	L	T	P	C
23MBT18d	EnterpriseResourcePlanning	4	0	0	4
	Semester	III			

CourseObjectives:

- ToprovidetheoverviewofEnterpriseResourcePlanning,ERPImplementationandMaintenance,businessmodeling, Business Process Re-engineering(BPR).
- Todiscusstheconceptofbusinessintelligencesystemmentoring,process,typesandpitfalls.
- ToexplainERPmodulesinvariousfunctionalareasinanorganization.
- TodiscusstheERPimplementation,itslifecycle,process.
- ToimpartknowledgeonERPproductsandtheirimpactonenterpriseapplications.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandoverviewofEnterpriseResourcePlanning,ERPImplementationandMaintenance,businessmodeling, Business Process Re-engineering(BPR).
- Learntheconcept ofbusinessintelligencesystemmentoring,process,typesandpitfalls.
- ExplainERPmodulesinvariousfunctional areasinanorganization.
- KnowtheimplementationofERP,itslifecycle,process, ERPprojectteamsand
- GainknowledgeonERPproductsandtheirimpactonenterpriseapplications.

UNIT-I — LectureHrs:8

IntroductiontoERP: OverviewofERP,MRPI,MRPIIandEvolutionofERP,BusinessModeling,ERP relatedtechnologies,BusinessPROCESSRe-engineering(BPR)– BPRProcess,MythsregardingBPR,ERPArchitecture.

UNIT-II — LectureHrs:12

BusinessIntelligenceSystems-DataMining,DataWarehousing,On-lineAnalyticalProcessing(OLAP),On-lineTransaction Processing(OLTP)

UNIT-III — LectureHrs:12

ERPModules: FinanceControlling,AccountingSystem,ManufacturingandProductionSystems.Salesand DistributionSystems,HumanResourceSystems.PlantMaintenanceSystem,MaterialManagementSystem,QualityManagementSystem,.

UNIT-IV — LectureHrs:12

ERP Implementation: ERP Implementation life cycle, ERP package selection, ERP Implementationprocess,ERP projectteams, ERP operationand Maintenance

UNIT-V — LectureHrs:12

ERP Products: SAP, Oracle, Microsoft Dynamic, People Soft, Baan and their impact on enterpriseapplications

Textbooks:

1. EnterpriseResourcePlanning,Singla,CengageLearnings.
2. EnterpriseResourcePlanning,MahadeoJaiswal&GaneshVanapalli,Macmillan

ReferenceBooks:

- EnterpriseResourcePlanning,AlexisLeon,TMH.
- EnterpriseResourceSystems,Motiwala,Pearson.
- ERPinpractice, JaganNathanVaman,TataMc.GrawHill.
- EnterpriseResourcePlanningandMIS,VenugopalRao,Excel.
- ERPconcepts&Practice,VinodKumarKardaridNKVenkata Kristean,PHI.
- ConceptsinERP,Monk,2/eThomson.

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▪ ManagerialIssuesofERP,DavidL.Olson,TMH
OnlineLearningResources:
https://www.coursera.org/.../enterprise-resource-planninghttps://www.bing.com/search?q=enterprise+resource+planning+lectures+epatasala&qs=n&form=QBRE&sp=-1&pq=enterprise+resource+planning+lectures+epatasala&sc=0-47&sk=&cvid=40E6DC39DB2E48D69A7B9979FB33D00A&ghsh=0&ghacc=0#

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CourseCode		L	T	P	C
23MBT19a	SpecializationElective-IVAuditingAndTaxation	4	0	0	4
	Semester	III			

CourseObjectives:

- ToexplainbasicconceptsofAuditandIncomeTaxstructureandcomputationofincome
- Toimpartknowledgeoncompanyauditandauditprogramme
- Toteachqualifications,dutiesandrightsofacompanyauditorandproceduretoprepareanaudit report.
- ToprovideintroductiontoIncometaxinIndiaandconceptsofIncometax.
- ToexplaindirectandindirecttaxfocusingbasicconceptsofGSTActandGSTratesinIndia.

CourseOutcomes(CO): Studentwillbeableto

- Understandmeaningofaudit,typesandbasicprinciplesofAudit.
- Knowtheimportanceofcompanyaudit,auditprogrammeandcommencementfnewaudit.
- Acquireknowledgeonqualificationstoappointauditorandrightsanddutiesasacompanyauditor.
- Preparecompanyauditreport.
- Differentiatedirectandindirecttaxes,basicconceptsofincometaxandcomputationalproce dureofIncometax.
- UnderstandmeaningofGST,regulatoryframeworkofGST,featuresandGSTratesinIndia.
- Classifydifferentgoodsandservicesfallingundervarioustaxslabrates.

UNIT-I — LectureHrs:8

IntroductiontoAuditing:Definition, objectiveofAudit,Advantagesandlimitationofaudit,Typesof Audit -BasicPrinciples ofgoverningaudit.Vouching-Meaningandsignificance.

UNIT-II — LectureHrs:12

CompanyAudit :IntroductiontoCompanyAudit-Auditprogramme-Auditnotebook-workingpapers-Commencementof newaudit.

UNIT-III — LectureHrs:12

Auditorseligibilityandauditreport:Qualifications,disqualificationsappointmentandremovalofcompanya uditor.Dutiesand rightsofa companyauditor-Preparationof anauditreport

UNIT-IV — LectureHrs:12

Direct and Indirect Taxes : Features and History of Income Tax in India – Definitions and BasicConceptsofIncomeTax:Assesse-AssessmentYear–PreviousYear–Person–ResidentialStatus :MeaningofResidentialStatus–ConditionsapplicabletoanIndividualAssesse–Problemson computationofTotalIncomeofanIndividual basedonResidentialStatus.

UNIT-V — LectureHrs:12

IntroductiontoGSTAct:MeaninganddefinitionofGST -ObjectivesofGST-RegulatoryframeworkofGST -ScopeofGST-KeyfeaturesandBenefitsofGST-GSTratesinIndia.

Textbooks:

1.AHandbookonPracticalAuditing-B.N.Tondan,SChandPublishers

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ReferenceBooks:
• IncomeTaxLawandPractice:V.P.Gaur&D.BNarang, KalyaniPublishers • IncomeTax:B.B.Lal,PearsonEducation • Taxation:R.G.Saha,HimalayaPublishingHousePvt.Ltd. • TaxationLawandPractice:Balachandran&Thothadri,PHILearning
OnlineLearningResources:
https://swayam.gov.in/auditing&taxation https://onlinecourses.nptel.ac.in/auditing https://revisioncube.com/lectures/taxation

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CourseCode	SpecializationElective-IV	L	T	P	C
23MBT19b	AdvertisingAndSalesPromotionManagement	4	0	0	4
	Semester	III			

CourseObjectives:

- Toexplainbasicconceptsofadvertising,typesofadvertisement,
- Todescribeobjective,functionsofadvertisementagencies,theirservicesandclient–agencyrelationship.
- Toinfuseknowledgeonadvertisingbudgetsandwaystomakeeffectivebudgets.
- TointroduceconceptofSalespromotion,consumer promotionandimpactofsalespromotionandpreparationof sales promotion budgets.
- Toelucidatetheimportanceofpublicityandpublicrelations, roleandfunctionsofPublicrelationsofficer(PRO) in an organization.

CourseOutcomes(CO): Studentwillbeableto

- Understandconceptsofadvertising,typesanddepartmentofadvertising
- Organizeadvertisementwithadvertisementagencies,theirfunctions, roleandresponsibilities.
- Prepareadvertisementbudget,decisionmodels,measurestheeffectivenessofbudgets
- Acquireknowledgeonsalespromotion,consumerpromotionandtheimpactosales.
- Knowthepowerofpublicityandpublicrelationsinpromotingsales,theprocessofpublicrelation sandrolesandfunctionsofPRO.

UNIT-I — LectureHrs:8

Advertising: Meaning,Roleofadvertising,typesofadvertisement,industrial,institutional,retail,tradeandp rofessional,marketingmix,Advertisingdepartmentandadvertisementmanager.

UNIT-II — LectureHrs:12

Organizing for Advertising: Objectives and functions - Role and functions of advertisementagencies. Advertising agency and services, client agency relationship. Visual layout, art work,productiontrafficcopy,effectiveuseofwords,devicestogetgreaterreadershipinterrelation.

UNIT-III — LectureHrs:12

Advertisementbudgetsandeffectiveness: Types,optimalexpenditure,decisionmodels,salesresponsean d decay,competitiveshare, Pre-testing,post testing,experimental designs.

UNIT-IV — LectureHrs:12

SalesPromotion: Importanceandscope;Needandobjectivesofsalespromotion;Consumer promotion;channelpromotion;Timingofsalespromotion;Measurementofimpactofsalespromotion; salespromotionbudgeting.

UNIT-V — LectureHrs:12

Publicity and public relations: Scope and importance. Methods of publicity, Power of Publicity ,advantages and disadvantages of Publicity, Process of Public relations- Marketing public relationsfunctions; Publicrelationsofficer-role andfunctions**.**

Textbooks:

1. Advertising&Promotion:GeorgeE.Belch,THM
2. AdvertisingandPromotion- AnIntegratedMarketingCommunicationapproach,Shimp,Cengage

ReferenceBooks:

- IntegratedAdvertising,PromotionandMarketingCommunications,Clow,Baack,Pearson.

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- IntegratedAdvertising,PromotionandMarketingCommunications,Krutishah,AlonD'Souza,TMH.
- Advertising&SalesPromotion,SHHKazmi,SatishBatra,Excel.
- AdvertisingManagementwithintegratedBrandPromotion,O'Guinn,Allen,Semenik,Cengage.
- AdvertisingManagement,Jethwaney,Jain,Oxford.
- ContemporaryAdvertising,Arens,TMH.
- Advertising,SalesandPromotionManagement,S.A.Chunawalla,Himalaya.
- Sengupta,Subroto:BrandPositioning,StrategiesforCompetitiveAdvantages,TataMcGrawHill

OnlineLearningResources:

https://www.udemy.com/course/advertising-and-sales-promotionhttps://www.docsity.com/en/lecture-notes/management/advertising

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MASTEROFBUSINESSADMINISTRATION
MBA;MBA(GeneralManagement);MBA(BusinessManagement)C
OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	SpecializationElective-IV	L	T	P	C
23MBT19c	KnowledgeManagement	4	0	0	4
	Semester	III			

CourseObjectives:

- ToexplainbasicconceptsofKnowledgeManagement(KM).
- TogiveessentialsofKM, organizationalknowledgetypes.
- TodiscussroadblockstosuccessfulimplementationofKMandInformationArchitectureforKM.
- ToinfusesignificanceofInformationTechnologyinKnowledgeManagementsystems,andbenchmarking for KM.
- TointroduceconceptofSalespromotion,consumerpromotionandimpactofsalespromotionandpreparationof salespromotion budgets.
- TomakeclearfutureofKMinmanufacturingandserviceindustry.

CourseOutcomes(CO): Studentwillbeableto

- Understand concepts of Knowledge Management, techniques of KM, relationship betweenKnowledgeandWisdom.
- IdentifytypesofknowledgeinanyorganizationknowledgelifecycleprocessandconversionofknowledgeKnowroadblockstosuccessfulimplementationofKMandInformationArchitectureforKM.
- GraspthesignificanceofinformationtechnologyinKM,andbenchmarksinKM.
- DeducethefutureofKMparticularlyinmanufacturingandservicesector.

UNIT–I		LectureHrs:8

Introduction to KM: Definition, scope and significance of Knowledge Management, Principles ofKnowledge Management, Techniques of Knowledge Management, Data- Information-knowledge-Wisdomrelationship.

UNIT–II		LectureHrs:12

Essentials of Knowledge Management: Basic types of Knowledge management, OrganizationalKnowledge Management - Organizational knowledge types- Knowledge Life cycle-Organizationalknowledgesources-process, Knowledge Conversion

UNIT–III		LectureHrs:12

ImplementationofKnowledgeManagement:DiscussiononRoadblockstosuccess,10-stepKMRoadMapofAmritTiwana,InformationArchitecture:Athree-wayBalancing Act,KM,

UNIT–IV		LectureHrs:12

Knowledge Management and InformationTechnology: RoleInformation Technology inKnowledgeManagementSystems,E-commerceandKnowledgeManagement,BenchmarkingandKnowledgeManagement

UNIT–V		LectureHrs:12

FutureofKnowledgeManagementandIndustry perspective: KnowledgeManagementinManufacturingand serviceindustry,future ofKnowledgeManagement.

Textbooks:

1. KnowledgeManagement,SudhirWarier:VikasPublishingHouse.
2. WebWarehousing&KnowledgeManagement,Mattison:TataMcGraw-Hill.

ReferenceBooks:

- Knowledgemanagement:AnEvolutionaryview,BecerraFernandez:PHI.

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- KnowledgeManagement,Fernando:Pearson.
- KnowledgeManagement,B.RathanReddy:Himalaya.
- KnowledgeManagement, TapanKPanda:Excel.
- KnowledgeManagementsystems,Barnes:Cengage.
- TheKnowledgeManagementtoolkit,Tiwana:2/e,PearsonEducation.
- KnowledgeManagement,Sislop:OxfordUniversityPress,.
- KnowledgeManagement,Debowski:WileyStudentEdition,WileyInd
- Knowledgemanagement,AThothathriRaman,Excelbooks

OnlineLearningResources:

https://www.coursera.org/courses?query/knowledgemanagementhttps:/
/www.udemy.com/course/knowledge
managementhttps://freevideolectures.com/course/4750/nptel-knowledge-
managementhttps://onlinecourses.nptel.ac.in/noc20_mg40/preview

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CourseCode	Specialization Elective-	L	T	P	C
23MBT19d	IVDataVisualization&Analyti cs	4	0	0	4
	Semester	**III**			

CourseObjectives:

- Toexplainthesignificanceofdata,basicconceptsofDataVisualization(DV).
- Togiveknowledgeondashboarddesigning,datadiscovery,exploration, biddata lakeandpitfallsof data visualization.
- TofamiliarwithDVtechniquesandproceduretocreate, addandeditfeaturesforeffectivevisualizationofdata.
- ToimpartknowledgeonDataVisualizationToolsfocusingonTABLUE,PowerBIand Qlikviews.

CourseOutcomes(CO): Studentwillbeableto

- Understandimportanceofdata,analyzing, reasoningabout datathroughvisualizations.
- Studymoreinsightsofthe dataforeffectivedecisionmaking.
- ListoutpropertiesofDV,goals,functionsandframeworkofDV.
- Gainknowledgeondashboarddesigning,datadiscovery,exploration,biddatalakeandpitfallsofdata visualization
- AcquireknowledgeonDVtoolsTABLEAU,PowerBIandQlikviewstoexploremeaningfulandinsi ghtfulinformation in the data.
- CompareandcontrastTABLEAU,PowerBIandQlikviews.

UNIT–I — LectureHrs:8

Introduction: Data VisualizationDefinition,GraphicsandComputing,HistoryofDataVisualization,Analyzing MilestoneData,GoalsofDV,Functions ofDataVisualization,FrameworkofDataVisualization,Stagesof DataVisualization, PropertiesofDataVisualization

UNIT–II — LectureHrs:12

Dashboard: Designprinciples,Dashboards,SOCDashboard,DataDiscoveryandExploration,Datarequireme ntsfor visualization,Big DataLake, Pitfallsof Datavisualization.

UNIT–III — LectureHrs:12

DataVisualizationTechniques&Visualizationdata: CreatingaScatterplot,Addingregressionlineto the scatter plot, plotting categories, Labelling the graph, Legend Layouts, creating a facet, theming,Creating bar charts, Violin plots, density plots, Basic Graphics, the grammar of Graphics &ggplot 2package(usingqplot(),usingGeometrics,facets,scaling,ThemesandothergraphicsTransformation),figur eswith multiple plots.

UNIT–IV — LectureHrs:12

Data Visualization Tool: Tableau, Getting started with Tableau, Creating basic charts, Creatingcommon visualizations • Creating dashboard layouts, Using dashboard filters, Creating calculatedfieldsandmeasures • UsingQuickTablecalculations.

UNIT–V — LectureHrs:12

Data Visualization Tools: Power BI &Qlikview: Getting startedwith Power Bi- Uploading datato Power BI-Introducing Quick Insights-Introduction to reports- Introducing Visual Interactions-Decoratingthereport-Savingthereport-Pinningareport-Filteringareport–IntroductiontoQlikview–differencebetweenQlik,PowerBI&Tableau

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Textbooks:

1. ColeNussbaumerKnaflic,"StorytellingWithData: ADataVisualizationGuideforBusinessProfessionals",Wiley publications
2. KieranHealy,"DataVisualization-APracticalIntroduction",PrincetonUniversityPress.
3. ScottBerinato,"GoodCharts:TheHBRGuidetoMakingSmarter,MorePersuasiveDataVisualizations",2016.,
4. ClausO.Wilke,"FundamentalsofDataVisualization",O'ReillyMedia,Inc.

ReferenceBooks:

- Anderson,Melissa.2017."DataVisualizationandthe9 FundamentalDesignPrinciple.
- AlbertoFerrari&MarcoRusso,"IntroducingMicrosoftPowerBI",Microsoftpress,ISBN: 978-1-5093-0228-4

OnlineLearningResources:

https://www.datavis.ca/papers/hbook.pdfhttps://cs.stanford.edu/degrees/phd/cs300/jeffrey-heer.pdfhttp://byrneslab.net/classes/biol607/readings/Friendly_2008_dataviz_history.pdfhttp://euclid.psych.yorku.ca/www/psy6135/lectures/History-2x2.pdfhttps://online.hbs.edu/blog/post/data-visualization-techniqueshttp://www.ajtmr.com/papers/Vol11Issue1/Vol11Iss1_P4.pdf https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/data-visualization-techniques-106006.pdf https://datos.gob.es/sites/default/files/doc/file/data_visualization_tool_report.pdfhttps://creconline.org/wp-content/uploads/2016/10/Data-Visualization-with-Tableau-Presentation.pdfhttps://wmich.edu/sites/default/files/attachments/u1158/2019/Tableau%20WMU_2.pdfhttps://ecampusontario.pressbooks.pub/app/uploads/sites/73/2019/02/Tableau-tutorial.pdfhttps://www.mukpublications.com/resources/sma%20v25-1-18-final.pdfhttps://cedar.princeton.edu/sites/g/files/toruqf1076/files/media/introduction_to_tableau_training_0.pdfhttps://smetricinsights.com/wp-content/uploads/2021/03/Tableau-VS-QlikView-VS-Power-BI-2019-Update.pdf

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OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	GeneralElective-II(MOOCS)	L	T	P	C
23MBT20a	EntrepreneurshipDevelopment	2	0	0	2
	Semester	III			

CourseObjectives:

- Toeducateinpreparationofbusinessplan,contentsandeffectivepresentationofbusinessplan.
- ToexploreandGeneratenewbusinessopportunity,
- ToexplainanddiscussstrategiesforDecisionsunderUncertaintyandenvironmentinstability,RiskReductionstrategies,Marketscope strategy & Imitationstrategies
- To educate on Women entrepreneurship focusing on Rural Entrepreneurship andEntrepreneurshipDevelopmentProgrammes(EDPs)totransformasentrepreneur.

CourseOutcomes(CO): Studentwillbeableto

- Undertake new business ventures with new creative business plan models, contents andeffectivepresentationof businessplan.
- Toapplyvariousstrategiesfordecisionsunderdifferentscenariostoreducerisk.
- AnalysechallengesfacedbyWomenentrepreneurshipfocusingonRuralEntrepreneurs
- KnowtheneedofEntrepreneurshipDevelopmentProgrammes(EDPs)totransformasentrepreneurwith casestudies.

UNIT–I — LectureHrs:4

Nature and Forms of Entrepreneurship: Features - Entrepreneur's competencies, attitude, qualities,functions.EntrepreneurialscenarioinIndiaandAbroad.SmallBusiness,ImportanceinIndianEconomy,Typesofownership,soletrading,partnership,Importantfeaturesofvarioustypesofbusinesses-corporateentrepreneurship,Intrapreneurship-RoleofGovernmentinthepromotionofEntrepreneur.

UNIT–II — LectureHrs:6

ProjectPlanningandFeasibilityStudies: TheConceptofProject,ProjectLifeCycle-ProjectPlanning,Feasibility–Projectproposal &preparationof DPR(detailedprojectreport).

UNIT–III — LectureHrs:6

Aspects of the Entrepreneurship: Idea generation – opportunities - SWOT Analysis - patents andtrademarks,IntellectualPropertyRights.SourceofCapital,Debtcapital,seedcapital,venturecapital-InformalAgenciesInfinancingentrepreneurs,Technologyandbusinessincubators.

UNIT–IV — LectureHrs:6

EntrepreneurialStrategy: Generationofnewbusinessopportunity,DecisionsunderUncertainty, entrystrategy,environmentalinstability-RiskReductionstrategies,Marketscopestrategy-Imitationstrategies

UNIT–V — LectureHrs:6

Womenand RuralEntrepreneurship and EDPs: Scope-Challengesfaced by womenentrepreneurs, Institutions supporting women entrepreneurs. Successfulcases of women entrepreneurs.-Need,RuralIndustrialization–RoleofNGO's–OrganisingEDPs–Need, Objectives,Evaluationof Entrepreneurship DevelopmentProgrammes.

Textbooks:

1. The Dynamics of Entrepreneurial Development and Management, Vasanth Desai,Himalaya.

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2.EntrepreneurshipDevelopment&SmallBusinessEnterprises–
SecondEdition,PoornimaM.Charantimath , Pearson

ReferenceBooks:

- EntrepreneurialDevelopment,S.ChandandCompanyLimited,S.S.Khanka,.
- FundamentalsofEntrepreneurship, H.Nandan,PHI.
- Entrepreneurship,6/e,Robert DHisrich,MichaelPPeters,DeanAShepherd,TMH.
- Entrepreneurship–NewventureCreation,Holt,PHI.
- Entrepreseurship-SuccessfullyLaunchingNewVentures,Barringer,Ireland,Pearson.
- Entrepreneurship,Roy,Oxford.

OnlineLearningResources:

https://www.tutorialspoint.com/entrepreneurship_development

https://swayam.gov.in --- EntrepreneurshipDevelopment

https://leverageedu.com/blog/entrepreneurship-development

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CourseCode		L	T	P	C
23MBT20b	GeneralElective-II(MOOCS)PROJECTMANAGEMENT	2	0	0	2
	Semester	**III**			

CourseObjectives:

- Toexplaincommunicationconcepts
- Todevelopthestudents'competenceincommunicationatanadvancedlevel.
- Todemonstratecommunicationskillsviz.,listening,speaking,readingandwritingwithteaching aids.

CourseOutcomes(CO): Studentwillbeableto

- Understandthecommunicationconceptsand
- Improvecommunicationandcompetenceskills
- Obtainandapplyproficiencyinbusinesscommunication attheworkplaceandprofessionalcontexts.

UNIT–I		LectureHrs:4

Project management:meaning of project, project management, nature of projects , projectmanagement system, project lifecycle ,projectmanagementprocess.

UNIT–II		LectureHrs:6

Projectanalysis:typesofanalysis– technicalanalysis,economicanalysis,financialanalysis,sensitivityanalysis, socialanalysis,institutionalanalysis

UNIT–III		LectureHrs:6

Organizingsystemandprocessorforprojectimplementation:workingofsystem,designof system,projectworksystemdesign,workbreakdownstructure,projectexecutionplan,projectproceduremanual

UNIT–IV		LectureHrs:6

Project risk management: Concept of risk , five stage process in risk management , types of risks ,Projectriskmanagement–anintegratedapproachProjectrisk analysisandmanagement(PRAM)

UNIT–V		LectureHrs:6

Monitoring and control: meaning of project monitoring , activities to monitor: project control, theessents ofcontrol,postevaluation approach:projectbenfitmonitoring and evaluation-differencebetweenmonitoringandevaluation,projectbenfitmonitoringmethods:PBMmethods-PBMreports-schedulingPBMactivities-projectcompletion-impactevaluation

Textbooks:

1.Projectmanagement:vasantdesai,Himalayapublishinghouse,edition2008.

ReferenceBooks:

1. Projectmanagement:jackgido,pennastateuniversity,edition2007.
2. Projectmanagement:s.chowdarypublishers,copyrights1998,bymcgrawhilleducationpvtltd.
3. Projectmanagement:jeffiek.pinto,Indianedition,publishedbydorlingKindersleyindiapvtltd 2009.
4. Projectplanningscheduling&control:jamesp.lewis,tatamcgrawhilleducationpvtltd.Third edition2009

OnlineLearningResources:

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OMMONCOURSE STRUCTURE& SYLLABUS

https://archive.nptel.ac.in/projectmanagement

https://aims.education/project-management-lecture-

noteshttps://www.coursera.org/courses?query/projectmanagement

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CourseCode	GeneralElective- II	L	T	P	C
23MBT20c	(MOOCS)BUSINESSETHICSANDCORPORATE GOVERNANCE	2	0	0	2
	Semester	III			

CourseObjectives:

- Tointroduceconceptofbusinessethics,corporateethics,theories,modelsandapproachesfordecisionmaking andethicsin competitive business.
- ToExplainroleof ethicsinbusinesscompetition.
- Tomakeclear onethical aspectsinvariousfunctional areasintheorganizations.
- ToimpartknowledgeonCorporateGovernance,structure,theories, philosophiesandCorporateSocialResponsibility(CSR).

CourseOutcomes(CO):Studentwillbeableto

- Understandconceptsofbusinessethics,corporateethics,theories,modelsandapproachesfordecisionmaking andethicsin competitive business.
- Recognizetheroleofethicsinbusinesscompetition.
- Learnandapplyethicalaspectsinvariousfunctionalareasinthecorporatebusiness.
- KnowCorporateGovernance,structure,theories,philosophiesandCorporateSocialResponsibility(CSR).
- ClassifythestakeholdersinCSRandcorrelateCSRwithethicalaspectsofbusiness.

UNIT–I LectureHrs:4

BusinessEthics:-
Ethicsmeaning,need,scope,nature,importance,functions,needandpurposeofbusinessethics,approachestobusinessethics,sourceofethicalknowledgeforbusiness.Evolutionof businessethics,Tenpopularmythsabout business ethics,ethical dilemmas,codeofconductinbusiness,somemajor unethicalbusinesspractices.

UNIT–II LectureHrs:6

Theoriesofethics:-
Ethicalapproaches,moderndecisionmaking,tenamendments,AristotletheoryofGoldenmean,theoryofconsequentialism,RightAlbertCarr'stheoryofbusinessethics,W.DRosssevenprimafacieduties(rules);ConceptofJustice– Typesofjustice;IndianEthos:Advaitavedanta(Shankara),VisishtadvaitaPhilosophy(Ramanuja),GandhianEthics,EthicsofBhagavatgitha,Moralstandards in IndianEthics.

UNIT-III LectureHrs:6

Ethical aspects in Organization:-Ethics issues in marketing and advertisement, Ethical issues infinance and accounting, Ethical issues in HRM, Production and operations management, informationtechnology,Combatingfrauds,Cybercrime,Whistle blowing.,professionalethics andhumanvalues,
Decision making and types of business companies, Josephson's six Pillars of Character and BusinessDecisionmaking,

UNIT-IV LectureHrs:6

CorporateGovernance:-Purpose-TheoriesandPhilosophiesofCorporateGovernance,Nature,Characteristics and purpose of corporate governance, Theories of corporate governance, Principles,corporategovernance codesand practices. Share holders- Rights and Protection, issues in corporate governance, The Emerging Trend incorporategovernance.		
UNIT-V		LectureHrs:6

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CSR(Corporate Social Responsibility):- Needs, types and nature of social responsibilities, historyandevolutionofcorporategovernanceinIndia,SalientfeaturesStructureandStandardsofcorporate governancein India,Models ofcorporate governance
Textbooks:
1.BusinessEthicsandCorporateGovernance–A.C. Fernando,PearsonEducation.
ReferenceBooks:
• "PerspectivesinBusinessEthics",LauraPHartman,TataMcGrawHill. • EthicsinmanagementandIndianEthos,BiswanathGhosh,Vikas • BobTricker,CorporateGovernance,Oxford. • CorporateGovernanceandSocialresponsibility,Balachandran,Chandrasekharan,PHI • BusinessEthics-ConceptsandCases,Weiss,Cengage. • BusinessEthics,Himalaya,C.S.V.Murthy. • EthicalManagement,SatishModh,Mcmillan.
OnlineLearningResources:
https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdfhttps://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdfhttps://www.bimkadapa.in/materials/BECG%20-5-UNITS-PDF.pdfhttps://www.augstskola.lv/upload/CSR%20book_FINAL_01.2020.pdfhttps://www.himpub.com/documents/Chapter2975.pdfhttps://www.icsi.edu/media/webmodules/publications/EGAS-Final.pdf

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OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	BusinessSimulationLab	L	T	P	C
23MBP04		0	0	2	1
	Semester	III			

CourseObjectives:

- Toexposethestudentstolearnvariousonline/offlinegatheringofthedata
- TounderstandvariousstatisticaltoolsincludingExcel
- Tohelpthestudentstovisualizeusingvarioustoolsincluding Excel
- Totrainthemintotheir functionaldomainsMarketing,FinanceandHR
- TounderstandthebasicdatabasesystemofMSAccess

CourseOutcomes(CO): Studentwillbeableto

- TofamiliarizeStudentswithbasictointermediatedatagatheringskillsforusingvarioustools
- Toprovidestudentshandsonexperienceonvariousstatistical Utilities
- TogainproficiencyincreatingsolutionsforDataManagementandReporting

UNIT–I		LectureHrs:4

Gatheringthedata(UsingOnline/Offline)
Create questioner of Marketing/HR/revenant management stream – gathering primary data - Enteringonline survey data into excel – sorting and filtering the required shape – Colleting and entering thesecondarydata(Financial data/balancesheets/stockdata/mutual funddata/InsuranceData)

UNIT–II		LectureHrs:6

StatisticalAnalysis(UsingExcel/SPSS/R-studioOpen-SourceOnlinetools)
FormulationofHypothesis-StatisticalCalculationofUniVariable-BiVariable–Multivariable– interpretationoftheresult

UNIT–III		LectureHrs:6

VisualizationofData(UsingExcel/PowerBi/TableauPublic/OtherOpenSourceVisualizationtools)
IntroductionCharts–RulesforCreatingCharts-Labels-Title ofthechart-Axisofthechart-QuickLayout-switch torowto column-changingthe data–differenttypes charts

UNIT–IV		LectureHrs:6

DatabaseCreation: DatabasecreationinHR,FINANCE&MARKETING **,**CreatingSalesDatabase –filteringthedata –Createmodelsusingmarketingdata–CreatingHRDatabase–createmodelforHRdata-CalculationsofNPV,IRR

UNIT–V		LectureHrs:6

IntroductiontoMS-Access&SPSS: Overviewof MSAccess–gettingstarted–tables– primarykey – over view ribbon – creating data base . Overview of SPSS- Data entry and analysis – mainfeaturesof SPSSPackages

Textbooks:

1.GlynDavis&BrankoPecar"BusinessStatisticsUsingExcel"OxfordUniversityPress.

ReferenceBooks:

- DavidWhigham"BusinessDataAnalysisUsingExcel'' Oxford UniversityPress.
- Winstion"Excel2010DataAnalysisandBusinessModelling"PHILearningPrivateLimited.
- Bajpai"BusinessStatistics"Pearson.
- DPApte:StatisticalToolsforManagersUSINGMSEXCEL,ExcelBooks.

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OnlineLearningResources:
https://www.coursera.org/courses?query=microsoftexcelhttps://onlinecourses.nptel.ac.inh ttps://swayam.in/Advanced-excel https://swayam.in/spss-lectures

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OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	ExperimentalLearningProject	L	T	P	C
23MBT21		0	0	2	1
	Semester	III			

Experientiallearningprojectisamultifacetedassignmentthatservesasagroupacademicandintellectualexperience. Students are required to take up a mini project work, in which the student or a team ofmaximum four students can choose any specific problem of Industry / Industry based project work /social problem that interests them. Student or team need to conduct research on the subject, maintain aportfolio of findings or results,createafinalproductdemonstrating their learning acquisitionorconclusions(asapaper,shortfilm,ormultimediapresentation),andgiveanoralpresentationbefortheProjectReviewCommitteeconsistingofHeadoftheDepartment,supervisor/mentorandtwootherseniorfacultymembers ofthedepartment

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CourseCode	SpecializationElective-VFinancialDerivatives	L	T	P	C
23MBT22a		4	0	0	4
	Semester	IV			

CourseObjectives:

- TogiveanoverviewofFinancialDerivatives,growth,typesofderivatives.
- ToExplainfundamentallinkagesbetweenspot&derivativemarkets.
- Toinfuseknowledgeonfunctioningandtypesoffutureandforwardmarkets.
- Toexplaintheconceptsof Options,strategies,anditspricingmodels.
- TogiveanunderstandingonSwaps,typesofSwapsandCreditRiskinvolvedinSwaps.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandconceptsofDerivative,andtypesofderivatives
- RecognizetheinterrelationshipofSpot&derivativemarkets.
- Learnthefunctioningofutueandforwardmarkets.
- KnowtheconceptsofOptions,strategies,anditspricingmodels.
- Awareoftypesofswapsinreducingrisk.

UNIT–I LectureHrs:8

IntroductiontoDerivatives: DevelopmentandGrowthofDerivativeMarkets,Functions of Derivativemarkets-TypesofDerivatives–ParticipantsinDerivativesMarkets-FinancialVs Derivative markets - Fundamental linkages between spot & Derivative Markets, Role of DerivativesMarketinIndia,uses andmisuses of derivatives.

UNIT–II LectureHrs:12

Futureand ForwardMarket: MeaningofForwardsandFutures,MechanicsofBuying&SellingFuture: Order flows – settinga futures position – Initial Margins – types of orders; HedgingStrategiesUsing futures:Short– Long– Basis Risk–Hedge Ratio.

UNIT-III LectureHrs:12

Options: Introduction toOptions- DistinguishbetweenOptionsandFutures– ParticipantsinOptionsMarket-StructureofOptionsMarket,TypesofOptions,PrinciplesofOptionPricing, Option Pricing Models: The Binomial Model, The Black Scholes Merton Model - Factors affectingOptionprices– Maximum&MinimumOptionPrice.

UNIT–IV LectureHrs:12

OptionsHedgingStrategies: TypesofOptionhedgingstrategies: ProtectivePuts&Calls,Converted Calls,Spreads,Combinations–DeltaHedging.-AdvancedOptionstrategies:StockIndexoptions– CurrencyOptions– InterestRateOptions(Theoryonly).

UNIT–V LectureHrs:12

Swaps: Introduction-TypesofSwaps–Interest RateSwaps–CurrencySwaps–CommoditySwaps–Credit Risk in Swaps(Theory only).

Textbooks:

1. RiskManagementInsuranceandDerivatives,Dr.G.Kotreshwaar,HPH.
2. FinancialDerivatives,Gupta,1st Edition,PHI.
3. Fundamentalsoffuturesandoptionsmarket,JohnCHull:PearsonEducation.

ReferenceBooks:

- FinancialDerivativesandRiskManagement,OPAgarwal,HPH
- CommoditiesandFinancialDerivatives,Kevin,PHI

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- FundamentalsofFinancialDerivatives,Swain.P.K,HPH
- FinancialDerivatives,Mishra:Excel.
- RiskManagement&Derivatives,Stulz,Cengage.
- DerivativesandRiskManagement,JayanthRamaVarma:TMH.
- RiskManagementInsuranceandDerivatives,G.Koteshwar:Himalaya

OnlineLearningResources:

https://www.udemy.com/course/financial-derivativeshttps://onlinecourses.nptel.ac.in/noc21_mg84/preview

https://swayam.in/FinancialDerivativeshttps://www.academia.edu

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CourseCode	SpecializationElective–V	L	T	P	C
23MBT22b	ServicesMarketing	4	0	0	4
	Semester	**IV**			

CourseObjectives:

- TogiveanunderstandingonServiceMarketing, features,classificationofservices.
- Tomakeclear aboutcustomer expectationsofservice,types,factorsinfluencingandissuesincustomerexpectations of service.
- Explainpricingandpromotionstrategiesforservices.
- Todescribeanddiscussservicepromotionstrategies,implicationsandmarketingcom municationmixinmodern economy.
- Toimpartknowledgeonmarketingplansforservices.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandserviceMarketing,features,classificationofservices.
- Learntheconceptofcustomerexpectationsofservice,types, factorsinfluencingandidentifiesissuesincustomerexpectations of service.
- Knowandsetupmonetarypricingobjectives,pricingstrategiesintopractice
- Acquireknowledgeonservicepromotion,strategies,implicationsandmarketingcom municationmixinmodern economy.
- Formulatemarketingplans,andunderstandsplanningprocess,allocationofresourcesandmonit oringmarketingplanning.

UNIT–I	LectureHrs:8

Understandingservicesmarketing:Introduction,Characteristicsofservicesmarketingmix, servicesinthemoderneconomy,Classificationofservices,marketingservicesVs.Physicalservices

UNIT–II	LectureHrs:12

Customer Expectations of service: Service expectations, types of expectations, factors that influencecustomerexpectationsofservice.Issuesininvolvingcustomersserviceexpectations,Customerdefi nedservicestandards

UNIT-III	LectureHrs:12

Pricing & Promotion strategies for services: Service pricing, establishing monetary pricingobjectives,foundationsofpricing, pricinganddemand,puttingservicepricingstrategiesintopractice.

UNIT–IV	LectureHrs:12

Servicepromotion:Theroleofmarketingcommunication.Implicationforcommunicationstrategies,,market ingcommunication mix.

UNIT–V	LectureHrs:12

Marketingplansforservices:Themarketingplanningprocess,strategiccontext,situationreviewmarketingstr ategyformulation,resourceallocationsandmonitorymarketingplanningandservices.

Textbooks:

1. ServicesMarketing–TextandCases,RajendraNargundkar,TMH.
2. ServicesMarketing— IntegratingCustomerFocusAcrosstheFirm,ValarieA.Zeithaml&MaryJo-Bitner:TMH.

ReferenceBooks:

- Services Marketing People, Technology, Strategy,Christopher Lovelock,Wirtz,Chatterjee, Pearson.
- ServicesMarketting–Conceptsplanningandimplementation,Bhattacharjee,excel,2009

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OMMONCOURSESTRUCTURE& SYLLABUS

- ServicesMarkeing,Srinivasan,PHI.
- Services–Marketing,OperationsandManagement,Jauhari,Dutta, Oxford.
- Marketingof Services,Hoffman,Bateson,Cengage.
- ServicesectorManagement,C.Bhattacharjee,Jaico.

OnlineLearningResources:

https://www.swayam.gov.in/explorer?category=ServicesMarketing
https://onlinecourses.nptel.ac.in/noc20_mg12/previewhttps://ww
w.studocu.com/.../services-marketing

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CourseCode	SpecializationElective–V	L	T	P	C
23MBT22c	OrganizationDevelopment	4	0	0	4
Semester		IV			

CourseObjectives:

- TointroduceconceptofOrganizationDevelopment(OD),beliefsinODandethicalissuesinOD.
- ToExplainfoundationsofOD.
- TomakethemclearonActionResearch-OD.
- Toimpartknowledgeoninterventions, classificationofinterventions.
- Todiscusspower politicsinODandfutureofOD.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandconceptsofOrganizationDevelopment(OD).
- KnowfoundationsofOD.
- AcquireknowledgeonActionResearchandOD.
- Classifyinterventionsatintergroup,thirdpartylevel,andalsostructuralinterventionsandcomprehensiveinterventions.
- UnderstandpowerpoliticsinODandthefutureofOD.

UNIT–I LectureHrs:8

OrganizationDevelopment –Definition– Characteristics-ContributoryStems, Values,Assumptions,Beliefs inOD -Ethicalissues inOD.

UNIT–II LectureHrs:12

FoundationsofOD-SystemsOutlook-ThirdWaveManagementandOrganizationTransformati

UNIT-III LectureHrs:12

DiagnosticProcessandAreasofDiagnosis–ActionResearch-AsaProcessandApproach-OD

UNIT–IV LectureHrs:12

Interventionsclassification–TeamInterventions–IntergroupInterventions-Thirdpartypeace making intervention, Structural Interventions- Comprehensive Interventions and Training Experience**,**Other Interventions-T-Groups, Behavior Modelling,Lifeand CareerPlanning.

UNIT–V LectureHrs:12

ConsultantIssues–SystemRamifications–PowerpoliticsinOD–FutureofOD.

Textbooks:

1. OrganisationDevelopmentandTransformation,French,Bell&Zawacki,TMH.
2. OrganizationDevelopment,French&Bell,Pearson

ReferenceBooks:

- OrganisationChangeandDevelopment,KavitaSingh:Excel.
- OrganizationDevelopment,DanielRobey&StevenActman,Macmillan.
- OrganisationDevelopment Change,Cummins&Worley,Thomson/Cengage.
- OrganisationDevelopment Interventions&Strategics,S.Ramnarayan,T.vRao&kuldeepsingh,Response.

OnlineLearningResources:

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https://mooc.es/course/organization-developmenthttps://onlinecourses.nptel.ac.in/noc20_mg56/previewhttps://swayam.in/OrganizationalDevelopment

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CourseCode	SpecializationElective-V	L	T	P	C
23MBT22d	DataCommunicationAndNetworkAnalysis	4	0	0	4
	Semester	IV			

CourseObjectives:

- ToImpartknowledgeonconceptsofDataCommunicationandNetworkAnalysis,networksecurity,privacy and data encryption.
- TointroduceconceptsofNetwork,generalstructureofNetworks,typesofanalysis,layers,digital transmission.
- Toexplainand analyzedifferentlayersinNetworkfocusingonTransportationlayer,Sessionlayer,presentationlayerandapplicationlayersindatacommunicationandnetwork.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandconceptsofDataCommunicationandNetworkAnalysis,networksecurity,privacyand dataencryption.
- Gainknowledgeongeneralstructureofnetworks,types ofanalysis,layers,digitaltransmission.
- ToexplainandanalysesdifferentlayersinNetworkfocusingonTransportationlayer,Sessionlayer,presentationlayer and applicationlayers.

UNIT–I		LectureHrs:8

Introduction–GeneralstructureofNetworks–ISO,OSIReferenceModel.HierarchicalNetwork,connectivityanalysis–delayanalysis–localaccessNetworkdesign.Physicallayer:transmissionand multiplexing–digitaltransmission–circuitswitchingpacketswitching–terminalhandling–error correctionanderrorcorrectingcodes.

UNIT–II		LectureHrs:12

Data–linklayer:simpleprotocols.Unrestricted stopandwaitslidingwindowprotocols.Networklayer:virtual circuitsanddatagrams,centralizehierarchicalandbroadcastingalgorithms.

UNIT-III		LectureHrs:12

TransportationlayerandSessionlayer:transportservice– addressingandconnection establishment–flowcontrol andbuffering–synchronization –crashrecoverygateway–internetworkfragmentation– session layer.

UNIT–IV		LectureHrs:12

Presentation layer: network security and privacy – data encryption – key distribution authenticationanddigitalsignatures– virtualterminalprotocols– filetransfer protocols

UNIT–V		LectureHrs:12

Applicationlayer–distributionsystemsISDN–Service&History,TCP/IPandNetWorkingandInternetworking Derives.

Textbooks:

1. UnderstandingDataCommunications&Networks,WilliamA.Shay,Vikas.
2. DataCommunicationsandNetWorking,BehrouzA.Forouzan,TMH

ReferenceBooks:

- DataCommunicationandComputerNetworks,Duck&Read,Person.
- DataNetworks, Bertsekas&Gallages,PHI
- ComputerCommunicationsandNetworkingTechnologies,MichaelA.Gallo,Cengage

OnlineLearningResources:

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https://swayam.gov.in/DataCommunicationandNetwork https://www.tutorialspoint.com/data_communicationhttps://onlinecourses.nptel.ac.in/DataCommunication

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CourseCode	SpecializationElective–VI	L	T	P	C
23MBT23a	InternationalFinancialManagement	4	0	0	4
	Semester	IV			

CourseObjectives:

- TopresentanoverviewofInternationalFinancialManagement,nature,scopeandimportance.
- ToimpartknowledgeonForeignExchangeMarket,functionsandstructure,transactionandsettlementmechanism.
- Toexplainmeaningofforeignexchangeexposure,typesofexposureandriskinvolved.
- To discuss cross-border investment decisions , project evaluation techniques and risk involvedincross-border investmentdecisions.
- ToexplicatefinancingdecisionsofMNCsandworkingcapitalmanagement.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandanoverviewofInternational FinancialManagement,nature,scopeandimportance.
- Acquire knowledge on Foreign Exchange Market, functions and structure , transaction andsettlementmechanism.
- Identifydifferenttypesofforeignexchangeexposureandriskinvolved.
- Evaluate cross-border investment decisions using various project evaluation techniques andriskinvolved in cross-borderinvestmentdecisions.
- Knowevaluationoffinancingdecisionsandfactorsinfluencingfinancingdecisions.
- Takedecisiononeffectiveutilizationofcomponentsofworkingcapital.

UNIT–I		LectureHrs:8

IntroductiontoInternationalFinancialmanagement:IFMmeaning**,**DifferencebetweenFM&IFM,Nature, Scope, Importance.

UNIT–II		LectureHrs:12

ForeignExchangeMarket:FunctionsandStructureoftheForexmarkets,majorparticipants,types oftransactionsandsettlements,Foreignexchangequotations,.

UNIT-III		LectureHrs:12

Managementofforeignexchangeexposureandrisk: TypesofExposure,EconomicExposure,TransactionExposure, OperatingExposure.

UNIT–IV		LectureHrs:12

Cross-border Investment Decisions: Capital budgeting, Approaches to Project Evaluation, Risk inCross-border InvestmentDecisions.

UNIT–V		LectureHrs:12

FinancingDecisionsofMNC`s&WorkingCapitalManagement: Introduction,thecostofcapital,capitalstructure,Cashmanagement,managementofreceivables,Inventorymanagement

Textbooks:

1. InternationalFinancialManagement,V.K.Bhalla,S.Chand
2. InternationalFinancialManagemen,EphriamClark,Cengage.

ReferenceBooks:

- InternationalFinance,Prakash.G.Apte, TMH
- InternationalFinancialManagement,T.Siddaiah:Pearson.
- InternationalFinancialManagement,M.K.Rastogi
- InternationalFinancialManagement,S.EunChoelandRisnickBruce:TMH.

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OMMONCOURSESTRUCTURE& SYLLABUS

• InternationalFinancialManagement,MachiRaju, HPH. • internationalfinancemanagement,JeffMadura,Cengage.
OnlineLearningResources:
https://online-degree.swayam.gov.in/dyp20_d02_s3_fm04/preview https://www.iimb.ac.in/InternationalFinacialManagementhttps://nptel.ac.in/InternationalFinaincialManage ment

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OMMONCOURSESTRUCTURE& SYLLABUS

CourseCode	SpecializationElective– VIInternational Marketing	L	T	P	C
23MBT23b		4	0	0	4
	Semester	**IV**			

CourseObjectives:

- To present an overview of International Marketing , nature , scope and importance.
- To discuss comparison of Domestic Vs International Marketing and the macro environmental
- factors of International Marketing.
- To impart knowledge different strategies to enter in International Market.
- To explain international product management with regard to new products, culture, brands at
- international levels.
- To discuss international marketing channels and physical distribution of goods and grey
- market goods.
- To explicate export policy decisions of a firm and EXIM policy of India, procedures involved
- in Exports and assistance and incentives from governments.

CourseOutcomes(CO): Studentwillbeableto

- Understand an overview of International Marketing , nature , scope and importance.
- Differentiate Domestic and International Marketing and the international environmental factors for Marketing.
- Learn and know international product management with regard to new products, culture, brands at international market.
- Identify international marketing channels and physical distribution of goods and grey market goods.
- Know export policy decisions of a firm and EXIM policy of India, procedures involved in Exports and assistance and incentives from governments to enter in international market.

UNIT–I		LectureHrs:8

International Marketing: Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing, legal environment and regulatory environment of international marketing.

UNIT–II		LectureHrs:12

International Market Entry Strategies: Indirect Exporting, , Direct Exporting, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.

UNIT-III		LectureHrs:12

International product management: International product positioning, Product saturation Levels in global Market, New products in International Market, Products and culture, brands in International Market.

UNIT–IV		LectureHrs:12

International Marketing Channels: Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Grey Market goods.

UNIT–V		LectureHrs:12
Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.		
Textbooks:		
1. International Marketing, Michael R.Czinkota, Likka A Ronkainen, Cengage . 2. Global marketing Management , Keegan, Green, 4/e, Pearson		
Reference Books:		
• International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, PHI. • International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan, TMH. • International Marketing,Vasudeva PK, excel. • Global Maketing, Management, Lee, Carter, Oxford. • International Marketing and Export management, Albaum , Pearson Education. • Global Marketing, Johansson, TMH. • Integrated Marking Management – Text and Cases, Mathur, Sage.		
Online Learning Resources:		
https://onlinecourses.nptel.ac.in/noc22_mg50/preview https://www.iimb.ac.in/InternationalMarketing https://www.swayam.gov.in/InternationalMarketing		

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1. FundamentalsofDigitalMarketingbyPuneetSinghBhatiaPublisher:PearsonEducation;Firstedition(July2017)
2. DigitalMarketingbyVandanaAhuja;Publisher:OxfordUniversityPress(April2015)

ReferenceBooks:

- DigitalMarketing:Strategy,Implementation&Practice–DaveChaffey&FionaEllis
- Influence:ThePsychologyofPersuasion–RobertCialdini
- ArtofSEO(3rdedition)–EricEnge
- DigitalMarketingforDummies–RyanDeissandRussHenneberry
- SocialMediaMarketing–AllInOneforDummies

OnlineLearningResources:

newmessage(onlineklu.in)
JainUniversity(jain-online.com)
HowToLearnDigitalMarketingAtHome
AndForFree(reliablesoft.net)

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CourseCode		L	T	P	C
23MBT23c	Specialization Elective – VIGlobalHumanResourceManagement	4	0	0	4
	Semester	IV			

CourseObjectives:

- Toexplainconcept ofGlobalHumanResourceManagement(GHRM)andissues&Challengesinvolvedin GHRM.
- TodiscusscomparisonofHRMVsGHRMandtheglobalenvironmentalfactorsofGHRMandcrosculturalresearchmethodologies.
- Toimpartknowledgeonglobalstaffingandcompensationpracticesanddifferencesin HCNs,PCNsand TCNs.
- Todiscussappraisal,training&developmentatGlobalperspectivelevel.
- Toelucidateglobalindustrialrelationsandpeoplemanagementglobally.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandanoverviewofconceptofGlobalHumanResourceManagement(GHRM)andissues &Challengesinvolved in GHRM.
- DifferentiationonHRMVsGHRMandtheglobalenvironmentalfactorsofGHRMandcrosscultural researchmethodologies.
- Learnconceptofglobalstaffingandcompensationpracticesanddifferencesin HCNs,PCNsand TCNs.
- Knowappraisal,training&developmentmethodsatGlobalperspectivelevel.
- Gainknowledgeonglobalindustrialrelationsandpeoplemanagementglobally.

UNIT–I LectureHrs:8

GlobalHuman Resource Management concept,expanding role – Global issuesand challenges,Differencesbetween Domestic HRM and GHRM.

UNIT–II LectureHrs:12

SocialandCulturalVariablesinGlobalOrganizations –CrossCulturalDifferences– CrossCulturalResearchMethodologies–Hofetede'sHermesStudy,CulturalIssues.

UNIT-III LectureHrs:12

GlobalstaffingandCompensationPractices–Nature,Sources,Policies–HumanResourcePlanning –RecruitmentandSelectionforglobalAssignment,Selectionprocess-ExpatriateandRepatriate.– Compensation-InternationalCompensationstructure,DifferentiatingHCNs,PCNs and TCNs.

UNIT–IV LectureHrs:12

Appraisal and Trainingand developmentin theGlobalPerspective- Programs and Agencies– Performance management, Appraisal system – Training and development need, cross culturaltraining,Areas ofinternationaltrainingand development.

UNIT–V LectureHrs:12

GlobalIndustrialRelationsandPeopleManagement– TradeUnions,Collectivebargaining,Disputes/Conflicts,QualityCirclesandParticipativeManagement.- USA–EuropeanCountries,AsianCountries andMiddleEast.

Textbooks:

1. InternationalHumanResourceManagement,Aswathappa,TMH.
2. InternationalDimensionofHumanResourceManagement, DowlingP.J,Thomson/Cengage

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ReferenceBooks:
▪ InternationalHumanResourceManagement,TonyEdwards&ChrisRees,Pearson. ▪ InternalHumanResourceManagement,RaoP.L,Excel. ▪ InternationalHumanResourceManagement, SubbaRaoP,Himalaya. ▪ InternationalDimensionsofOrganizationalBehaviour,AdlerN.J,Kent.
OnlineLearningResources:
https://onlinecourses.nptel.ac.in/noc22_mg50/previewhttps://www.swayam.gov.in/HumanResourceDevelopmenthttps://www.coursera.org/courses?query=humanresourcemanagement https://www.tutorialspoint.com/human_resource_management

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CourseCode	Specialization Elective –	L	T	P	C
23MBT23d	VICorporateInformationManagement	4	0	0	4
	Semester	IV			

CourseObjectives:

- ToprovideabroadoutlineofInformationTechnologyanditsapplicationatcorporatebusinessunitsa ndto understand allthe issuesrelatedtothe ITmanagement.
- ToexplainITplanningandstrategyanalyticaltoolsappliedincorporatecompanies.
- Toimpartknowledgeonwaysforextendingtheenterpriseanddesigninghybridgovernancemodel sand businessmodels .
- ToelucidatetheITalignmentsformanagingitservices,componentsofinternetworkinginfrast ructurewithnew servicemodels.
- TodiscussIToutsourcinginvariousdimensionsandmanagingriskusingoutsourcing.
- Toprovideknowledgeonprojectmanagement,newtechnologicaldevelopments,technologycycle andtherole of R&Dtechnology developmentinemployee creativity.

CourseOutcomes(CO): Studentwillbeableto

- UnderstandbroadoutlineofInformationTechnologyanditsapplicationatcorporatebusinessunitsa ndtheissues relatedto theIT management.
- LearnITplanningandstrategyanalyticaltoolsappliedincorporatecompanies.
- Identity the ways for extending the enterprise and designing hybrid governance models andbusinessmodels .
- GainknowledgeonITalignmentsformanagingitservices,componentsofinternetworkinginfrast ructurewithnew servicemodels.
- KnowIT outsourcinginvariousdimensionsand managingriskusingoutsourcing.
- Acquire knowledge on project management, new technological developments, technologycycleandtherole ofR&Dtechnology development inemployeecreativity.

UNIT–I		LectureHrs:8

ITplanningandstrategytools: Strategyanalysis–environmentanalysis-Conductingstrategyaudit-Assessing opportunities and risks- Company –technology analysis – Industry –technology analysisTrajectoriesoftechnology.

UNIT–II		LectureHrs:12

Extendingtheenterprise: Organisingforinnovation–Collaboration-Understandingbusinessnetworks: differentiation interdependence and ownership – Designing hybrid governance models-Buildingcollaborative community-Emergingnetworkbusinessmodels.

UNIT-III		LectureHrs:12

ITAlignments: Building thecaseforIT-leveraginginfrastructureandcreatingoptions-Componentsofinternetworkinginfrastructures–Riseofinternetworking–businessimplications, Managing IT services **:**Availability facilities- uninterruptible power – Delivery- climate control – security–Newservicemodels.

UNIT–IV		LectureHrs:12

IToutsourcing-Managingriskthroughincrementaloutsourcing-Outsourcingadvantagesanddisadvantages-Outsourcingopportunities-Managingrelationshipswithoutsourcingagencies,CoordinationandcontrolofIT:DevelopmentstagesofITinorganising-Nolans'model-Distributed
data processing - Centralisation vs decentralisation- drivers toward user dominance- Drivers towardscentralisedpolicy-CoordinationandlocationITpolicy.

UNIT–V		LectureHrs:12

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Projectmanagement: Projectcategories-Projectmanagement:stageinproject–planningandcontrollingtools-Problems–Towardseffectiveprojectmanagement,Technologyandinnovation:Understandingtechnologicaldevelopments-Technologycycles-.Creativeideageneration-Employee creativity–R&D-Roleintechnologydevelopment.
Textbooks:
1. C,S,G,,KrishnamcaharyuluandLalithaR.*ManagementofTechnology*,Himalaya 2. LyndaM.Applegate,Robert D.AusitnandF.WarrenMcFarlan, *CorporateInformationstrategy andManagement*,TMH
ReferenceBooks:
▪ SanjivaShnkarDubey, ITstrategyandManagement,PHI. ▪ ParagKulkarniITstrategyforBusiness,Oxford. ▪ V.K.Narayan,ManagingTechnologyandInnovationforcompetitiveAdvantage,Pearson. ▪ C.K.Prahlad,TheNewAgeofInnovation.TMH.
OnlineLearningResources:
https://www.udemy.com/course/corporateInformationManagement https://www.studocu.com/CorporateInformationManagement https://onlinecourses.nptel.ac.in/noc22_mg50/previewhttps://www.academia.edu/12011522/Corporate_Information_Strategy_and_Management

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CourseCode	PROJECTWORK	L	T	P	C
23MBT24		0	0	20	10

Semester IV

Studentsarerequiredtotakeupaproject work,inwhichthestudentcanchooseanyspecific problemof Industry or Industry based project work. Alternatively it can be secondary source based or Fieldbased project work. Before the commencement of the project work each student is required to submitasynopsisindicatingtheobjectives,Methodology,Frameworkforanalysis,Actionplanwithmilesto nesinordertohaveclarityforthesubsequentwork.Theprojectshouldhaveaninternalfacultyasguide.Thestu dent shallinitiateprojectworkimmediately after IIsemesterandevaluation shalltakeplaceinIVsemester.

ReferenceBooks:

- BusinessEssentials:*ResearchProject*,Viva.
- PaulOliver:WritingYourThesis,Sage.
- M.K.Rampal&S.L.Gupta:ProjectReportWriting,ParagonInternational.
- MichaelJayPolonsky: DavidSWaller: DesigningandManagingaResearchProject,Sage.
- Surendra Kumar:AnAidtoProjectWork,ParagonInternational.