

**NEP and Learning Outcomes based Curriculum Framework (LOCF)**

**For Postgraduate Programme**

**Master of Business Administration- General**

**(Applicable from the Academic Session 2024-25)**



**Department of Management**

**Gurugram University, Gurugram (Haryana)**

**(A State Govt. University Established Under Haryana Act 17 of 2017)**

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## **1. About The Department**

Established in 2018, the Department of Management aims at developing global citizens of tomorrow through research, innovation, life skills, technical skills, and ethical training. The Department focuses on the education ecosystem through enshrined core values of intellectual excellence, collegiality, diversity, and integrity. As of today, it offers two-year full time MBA (General), MBA (Super Specialization), MBA(Integrated), MBA (Hospitality Management), MBA (Business Analytics) and Ph.D. programme from the University campus. The courses offer a unique and inspirational academic model designed to match the international standards. A wide spectrum of programs is paired with flexibility, experiential learning, and interdisciplinary orientation. The Department has a dynamic academic fraternity drawn from top universities nationally and internationally. The Department is the epitome of excellence and has created dynamic industry leaders and aspires to develop into a destination of choice for future managers. Department attracts a great diversity of students who have the drive, confidence, and a burning desire to advance the progress for business and society. Students here get the platform to train themselves with a view to face the challenges of the corporate world with confidence. Special emphasis is given to their holistic development through a healthy and collaborative learning environment. An integrated approach that combines field work, case studies, presentations and group discussions is followed by the department to inculcate pedagogical and conceptual knowledge along with practical exposure of management concepts and theories in students.

## 2. Programme Outcomes

Programme Outcomes (PO) of Post Graduate Programmes/Courses in the Faculty of Commerce and Management, Gurugram University, Gurugram are as under:

<b>PO1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO2</b>	Foster Analytical and critical thinking abilities for data-based decision making.
<b>PO3</b>	Ability to develop Value based Leadership.
<b>PO4</b>	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO6</b>	Develop deeper understanding, creativity, originality, and critical skills in chosen specialized areas of social science disciplines leading to employability.
<b>PO7</b>	Articulate and apply ethics, values and ideals that demonstrate awareness of current societal challenges leading to better quality of life.
<b>PO8</b>	Communicate conclusions, interpretations, and implications clearly, concisely and effectively, both orally and in writing for different types of audiences.

## 3. Programme Specific Outcomes (PSOs)

The MBA is a highly prominent management programme of modern times and prepares the participants for taking up middle and top-level challenging executive assignments in private and public sectors. Accordingly, they are imparted adequate conceptual knowledge and practical training in various functional areas of management i.e., Finance, Marketing, Organizational Behaviour and Human Resource Management, Data Analytics, and supply chain management. MBA programme is a two years programme divided into four semesters. The programme is aimed at following outcomes:

<b>PSO1</b>	Developing the ability to think strategically, gaining competency in quantitative and qualitative techniques, gaining an understanding of global business dynamics, inculcating multicultural outlook, learning to navigate and manage organizational change effectively and understanding the role of technology in business transformation to derive business growth and competitiveness.
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<b>PSO2</b>	Developing responsiveness to contextual social issues and exploring solutions, understanding business ethics and resolving ethical dilemmas, cultivating a mindset of lifelong learning and professional development to adapt to evolving business trends and challenges throughout their career, fostering an entrepreneurial mindset by encouraging innovation, creativity, and risk-taking abilities to identify and capitalize on business opportunities.
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#### **4. Qualification Descriptors**

- Students shall be admitted to a two-year programme with the second year devoted entirely to specialization.
- A programme of study leading to the MBA degree is open to those who have met the entrance requirements, including specified levels of attainment, in the programme admission regulations. Admission to a programme of study is based on the evaluation of documentary evidence (including the academic record) of the applicant's ability to undertake MBA study.

## 5. Scheme of Programme

MBA - a four-semester postgraduate programme is of 106 credits; weightage consisting of **Core Courses (CC)**, **Skill Enhancement Courses (SEC)**, **Ability Enhancement Courses (AEC)**, **Value Addition Courses (VAC)**, **Discipline Specific Elective Courses (DSE)**, **Multidisciplinary Courses (MDC)** **Specialization Specific Elective Course (SSE)** and **Internship/ Dissertation/ Research Project/ Seminar**.

### Course and Credit Scheme

Semester	Core Courses (CC)		Multidisciplinary Courses (MDC)		Skill Enhancement Courses (SEC)		Ability Enhancement Courses (AEC)		Value Addition Courses (VAC)		Discipline Specific Elective Courses (DSEC)		Specialization Specific Elective Courses (SSEC)		Internship/ dissertation/ Research project / Seminar		Total Credits
	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	
I	3	12	1	3	-	-	1	2	1	2	1	3	-	-	-	-	22
II	3	12	1	3	1	2	1	2	-	-	1	3	-	-	-	-	22
III	3	12	1	3	1	2	-	-	1	2	1	3	2	6	2	6	34
IV	2	8	1	3	-	-	1	2	-	-	1	3	2	6	1	6	28
<b>Total</b>	<b>11</b>	<b>44</b>	<b>4</b>	<b>12</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>12</b>	<b>4</b>	<b>12</b>	<b>3</b>	<b>12</b>	<b>106</b>
<b>%age</b>	<b>Core Credits</b>	<b>42</b>	<b>MDC Credits</b>	<b>11</b>	<b>SEC Credits</b>	<b>4</b>	<b>AEC Credits</b>	<b>6</b>	<b>VAC credits</b>	<b>4</b>	<b>DSEC credits</b>	<b>11</b>	<b>Specialization Specific Elective Course</b>	<b>11</b>	<b>Internship/ dissertation/ Research project / Seminar</b>	<b>11</b>	<b>100</b>

## 6. Course Outcomes and Mapping Matrix:

- Each Course of the MBA Programme results in few Course/Learning Outcomes (COs) which are broadly mapped or associated with POs as well as PSOs.
- Mapping is a process of representing the correlation between COs and POs, COs and PSOs in the scale of 1 to 3 as follows.

### Scale of Mapping between COs and POs & COs and PSOs

Scale 1	If the contents of course have low correlation (less than 50 %) with the particular Programme Outcomes and particular Programme Specific Outcomes.
Scale 2	If the contents of course have medium correlation (50%-70%) with the particular Programme Outcomes and Programme Specific Outcomes.
Scale 3	If the contents of course have strong correlation (more than 70%) with the particular Programme Outcomes and Programme Specific Outcomes.

## 7. Scheme of Examination

MBA First Year First Semester (Total Credits: 22, Marks -550)

Course Code	Course Title	Course ID	Theory Marks		Practical Marks		Total Marks	Credits
			External Marks	Internal Marks	External Marks	Internal Marks		
<b>Core Courses</b>								
241MGCC1	Management Principles and Organizational Behaviour	241/MBA/CC101	70	30	-	-	100	4
241MGCC2	Accounting for Managers	241/MBA/CC102	70	30	-	-	100	4
241MGCC3	Statistics for Managerial Decisions	241/MBA/CC103	70	30	-	-	100	4
<b>Multidisciplinary Course</b>								
	To be picked up from the pool OR Equivalent MOOC Course*						75	3
<b>Ability Enhancement Course</b>								
	To be picked up from the pool						50	2
<b>Discipline Specific Elective Course**</b>								
241MGDSE1	Managerial Economics (Basic)	241/MBA/DS101	50	25	-	-	75	3
241MGDSE2	Managerial Economics (Advanced)	241/MBA/DS102	50	25	-	-		
<b>Value Addition Course</b>								
	To be picked up from the pool						50	2
<b>Total</b>							<b>550</b>	<b>22</b>

\*Each student is required to opt at least one course from MOOC of equivalent course credits. It is mandatory for the student to submit passing certificate of the same to the department, to be able to appear for the viva. For MOOC courses, 50 marks will be for the certificate earned (external practical) and 25 marks will be allotted on the basis of internal (internal practical) viva.

\*\*Students may opt for either Managerial Economics (Basic) or Managerial Economics (Advanced), based on their interest in the course. (Students may refer to the syllabus for further clarity)



**MBA First Year Second Semester (Total Credits: 22, Marks - 550)**

Course Code	Course Title	COURSE ID	Theory Marks		Practical Marks		Total Marks	Credits
			External Marks	Internal Marks	External Marks	Internal Marks		
<b>Core Courses</b>								
242MGCC1	Human Resource Management	241/MBA/CC201	70	30	-	-	100	4
242MGCC2	Financial Management	241/MBA/CC202	70	30	-	-	100	4
242MGCC3	Marketing Management	241/MBA/CC203	70	30	-	-	100	4
<b>Multidisciplinary Course</b>								
	To be picked up from the pool OR Equivalent MOOC Course*						75	3
<b>Ability Enhancement Course</b>								
	To be picked up from the pool						50	2
<b>Skill Enhancement Course</b>								
	To be picked up from the pool						50	2
<b>Discipline Specific Elective Course**</b>								
242MGDSE1	Business Research Methods (Basic)	241/MBA/DS201	50	25	-	-	75	3
242MGDSE2	Business Research Methods (Advanced)	241/MBA/DS202	50	25	-	-		
<b>Total</b>							<b>550</b>	<b>22</b>

\*Each student is required to opt at least one course from MOOC of equivalent course credits. It is mandatory for the student to submit passing certificate of the same to the department, to be able to appear for the viva. For MOOC courses, 50 marks will be for the certificate earned (external practical) and 25 marks will be allotted on the basis of internal (internal practical) viva.

\*\*Students may opt for either Business Research Methods (Basic) or Business Research Methods (Advanced), based on their interest in the course. (Students may refer to the syllabus for further clarity)

**Summer Training:** At the end of second semester, all the students will have to undergo summer training of 4-6 weeks with an industrial, business or service organization. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of faculty from the department. Each student will be required to submit a summer training report to the department for the work undertaken for evaluation in the third semester. Internal evaluation of 30 marks will be done by Internal Guide /Mentor and 70 marks will be based on External viva before the committee of three members constituted by the Dean/Chairperson of the Department.

**Exit Policy:** For MBA-Business programme, there are two exit points, one, at the end of the first year of the MBA programme, after successfully earning 44 credits of First and Second semesters and second, on the completion of the two-year programme, after successfully earning 106 credits of all the four semesters. Students who exit after the first year shall be awarded the Post-Graduate Diploma in Management and students who exit after the completion of the second year will be awarded the degree of ‘Master of Business Administration’.

**MBA 2 Year: 3rd Semester (Total Credits: 34, Marks - 850)**

After completing 1st and 2nd Semesters, students can opt either dual specialization or super specialization. Under the dual specialization scheme, the students are required to choose any two specialization areas offered under the scheme (**Marketing Management/ Financial Management/ Human Resource Management/ Operations & Supply Chain Management**). Under each specialization opted, the student is required to study any two courses from each of the selected specializations, in both, third & fourth semesters. The specialization area opted in the Third Semester would remain the same in Fourth semester also.

Under super specialization scheme, the students are required to study four courses pertaining to the opted specialization area (**Marketing Management/ Financial Management/ Human Resource Management/ Operations & Supply Chain Management**), in the third semester and three courses pertaining to the same specialization in the fourth semester.

*Note: For introducing a particular specialization in the third semester, there must be at least 10 students having opted that specialization.*

Course Code	Course Title	Course ID	Theory Marks		Practical Marks		Total Marks	Credit
			External Marks	Internal Marks	External Marks	Internal Marks		
<b>Core Courses</b>								
243MGCC1	Strategic Management	241/MBA/CC301	70	30	-	-	100	4
243MGCC2	Business Law (Blended Learning Mode)	241/MBA/CC302	70	30	-	-	100	4

243MGCC31 #	Integrated Marketing Communication	241/MBA/CC303	70	30	-	-	100	4
243MGCC32 #	Corporate Restructuring and Business Valuation	241/MBA/CC304	70	30	-	-		
243MGCC33 #	Strategic Human Resource Management	241/MBA/CC305	70	30	-	-		
243MGCC34 #	Operations & Supply Chain Management	241/MBA/CC306	70	30	-	-		
<b>Multidisciplinary Course</b>								
	To be picked up from the pool						75	3
<b>Skill Enhancement Course</b>								
	To be picked up from the pool OR Equivalent MOOC Course*						50	2
<b>Value Addition Course</b>								
	To be picked up from the pool OR Equivalent MOOC Course*						50	2
<b>Internship/ Dissertation/ Research Project</b>								
243MGIDR1	Summer Training Project Report	241/MBA/ID301	-	-	70	30	100	4
243MGIDR2	Seminar	241/MBA/ID302	-	-	35	15	50	2
<b>Discipline Specific Elective Course##</b>								
243MGDSE1	Digital Marketing	241/MBA/DS301	50	25	-	-	75	3

243MGDSE2	Security Analysis and Portfolio Management	241/MBA/DS302	50	25	-	-		
243MGDSE3	Industrial Relations & Labour Laws	241/MBA/DS303	50	25	-	-		
243MGDSE4	Total Quality Management	241/MBA/DS304	50	25	-	-		
<b>Specialization Specific Elective Courses: Marketing Management<sup>##</sup></b>								
243MGMM1	Customer Relationship Management	241/MBA/SS301	50	25	-	-		
243MGMM2	Consumer Behaviour Analysis	241/MBA/SS302	50	25	-	-	75	3
<b>Specialization Specific Elective Courses: Financial Management<sup>##</sup></b>								
243MGFM1	Financial Analytics	241/MBA/SS303	50	25	-	-		
243MGFM2	Management of Financial Markets and Institutions	241/MBA/SS304	50	25	-	-	75	3
<b>Specialization Specific Elective Courses : Human Resource Management <sup>##</sup></b>								
243MGHRM1	Compensation and Benefits Administration	241/MBA/SS305	50	25	-	-		
243MGHRM2	Learning and Development	241/MBA/SS306	50	25	-	-	75	3
<b>Specialization Specific Elective Courses: Operations and Supply Chain Management<sup>##</sup></b>								
243MGOSCM1	Procurement and Logistics Management	241/MBA/SS307	50	25	-	-		
243MGOSCM2	Supply Chain design & Management	241/MBA/SS308	50	25	-	-	75	3
<b>Total</b>							<b>850</b>	<b>34</b>

**\*Each student is required to opt at least one course from MOOC for equivalent course credits. It is mandatory for the student to submit passing certificate of the same to the department, to be able to appear for the viva. For MOOC courses, 35 marks will be for the certificate earned (external practical) and 15 marks will be allotted on the basis of internal (internal practical) viva.**

**# Student has to opt any one of the subject from the mentioned courses as per their respective specialization.**

**## Student who is pursuing ‘Dual Specialization’, has to elect from the pool of specialization courses under Core Courses, Discipline Specific Elective Courses and Specialization Specific Elective Courses in such a way that by the end of the third semester, they should have studied two courses from each of their opted specializations. If a student has opted specialization specific core course pertaining to their first specialization in the 3<sup>rd</sup> semester, then they are required to opt for the discipline specific elective course pertaining to the second specialization.**

**Student who is pursuing ‘Super Specialization’, is required to study one course from the Specialization courses under Core Courses, one course from the Discipline Specific Elective Courses and two courses from the Specialization Specific Elective courses, pertaining to their area of Super Specialization from the pool of Courses.**

**MBA 2 Year: 4<sup>th</sup> Semester (Total Credits: 28, Marks - 700)**

Course Code	Course Title	Course ID	Theory Marks		Practical Marks		Total Marks	Credits
			External Marks	Internal Marks	External Marks	Internal Marks		
<b>Core Courses</b>								
244MGCC1	Entrepreneurship and Innovation	241/MBA/CC40 1	70	30	-		100	4
244MGCC2 <sup>#</sup>	Business Environment & Sustainability OR Equivalent MOOC Course	241/MBA/CC40 2	70	30	-	-	100	4

244MGCC31#	Integrated Marketing Communication	241/MBA/CC40 3	70	30	-	-	100	4
244MGCC32#	Corporate Restructuring and Business Valuation	241/MBA/CC40 4	70	30	-	-		
244MGCC33#	Strategic Human Resource Management	241/MBA/CC40 5	70	30	-	-		
244MGCC34#	Operations & Supply Chain Management	241/MBA/CC40 6	70	30	-	-		
<p><b>#Students pursuing Super Specialization have to study both the mentioned core courses.</b></p> <p><b>## Students pursuing dual specialization, have to opt any one of the course from the mentioned courses as per their respective specialization.</b></p>								
<b>Multidisciplinary Course</b>								
	To be picked up from the pool OR Equivalent MOOC Course*							
<p>*Each student is required to opt at least one course from MOOC for equivalent course credits. It is mandatory for the student to submit passing certificate of the same to the department, to be able to appear for the viva. For MOOC courses, 50 marks will be for the certificate earned (external practical) and 25 marks will be allotted on the basis of internal (internal practical) viva.</p>								
<b>Ability Enhancement Course</b>								
	To be picked up from the pool						50	2
<b>Internship/ Dissertation/ Research Project</b>								
244MGIDR1	Specialization based Research Project	241/MBA/ID401	-	-	100	50	150	6
<b>Discipline Specific Elective Course###</b>								
244MGDSE1	Digital Marketing	241/MBA/DS401	50	25	-	-		

244MGDSE5**	Global Marketing	241/MBA/DS402	50	25			5	7	3
244MGDSE2	Security Analysis and Portfolio Management	241/MBA/DS403	50	25	-	-			
244MGDSE6**	Public Finance	241/MBA/DS404	50	25					
244MGDSE3	Industrial Relations & Labour Laws	241/MBA/DS405	50	25	-	-			
244MGDSE7**	Performance Management	241/MBA/DS406	50	25					
244MGDSE4	Total Quality Management	241/MBA/DS407	50	25	-	-			
244MGDSE8**	Technology Management	241/MBA/DS408	50	25	-	-			
<b>Specialization Specific Elective Courses: Marketing Management ##</b>									
244MGMM1	Marketing Analytics	241/MBA/SS401	50	25	-	-			
244MGMM2	Sales & Distribution Management	241/MBA/SS402	50	25	-	-			
244MGMM3	Brand Management	241/MBA/SS403	50	25	-	-		75	3
<b>Specialization Specific Elective Courses: Financial Management ##</b>									
244MGFM1	Forex & Derivatives Management	241/MBA/SS404	50	25	-	-			
244MGFM2	Corporate Tax Planning	241/MBA/SS405	50	25	-	-			
244MGFM3	Project Management	241/MBA/SS406	50	25	-	-		75	3

Specialization Specific Elective Courses: Human Resource Management <sup>##</sup>								
244MGHRM1	HR Analytics	241/MBA/SS407	50	25	-	-	75	3
244MGHRM2	Employee Relations & Compliance	241/MBA/SS408	50	25	-	-		
244MGHRM3	Cross Cultural Management	241/MBA/SS409	50	25	-	-		
Specialization Specific Elective Courses: Operations and Supply Chain Management <sup>##</sup>								
244MGOSCM1	Logistics Management and Warehousing	241/MBA/SS410	50	25	-	-	75	3
244MGOSCM2	Operations Research	241/MBA/SS411	50	25	-	-		
244MGOSCM3	Service Operations Management	241/MBA/SS412	50	25	-	-		
<b>Total</b>							<b>700</b>	<b>28</b>

**Note:**

Students pursuing 'Dual Specialization' have to ensure that, if the students have opted specialization specific core course pertaining to their first specialization in the third semester, then they are required to opt for the specialization specific core course pertaining to their second specialization in fourth semester.

Similarly, if the students have opted discipline specific elective course pertaining to their first specialization in the 3<sup>rd</sup> semester, then they are required to opt for the discipline specific elective course pertaining to their second specialization in fourth semester.

**\*\*Students pursuing Super Specialization have to study one Discipline Specific Elective Course pertaining to their area of super specialization from the mentioned courses.**

**##Student who is pursuing 'Dual Specialization', has to elect from the pool of specialization courses under Core Courses, Discipline Specific Elective Courses and Specialization Specific Elective Courses in such a way that by the end of the fourth semester, they should have studied two courses from each of their opted specializations. If a student has opted specialization specific core course pertaining to their first specialization in the 4<sup>th</sup> semester, then they are required to opt for the discipline specific elective course**



pertaining to the second specialization.

###Student who is pursuing 'Super Specialization', is required to study two Core Courses, one course from the Discipline Specific Elective Courses, pertaining to their area of super specialization and two courses from the Specialization Specific Elective courses, pertaining to their area of Super Specialization from the pool of Courses.

**Notes:**

1. It is mandatory to teach at least two cases per subject per semester.
2. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments during all the four semesters.
3. The duration of all the end term theory examinations shall be 3 hours

**Instructions for the Examiner:**

**Instructions for External Examiner:** The question paper shall be divided in two sections as follows:

	<b>Theory Marks</b>	<b>70</b>	<b>50</b>	<b>35</b>
<b>Section A</b>	Seven (7/6) short answer type questions from whole of the syllabus carrying equal marks each, this section will be compulsory	7*2=14 Marks	6*1= 6 Marks	7*1=7 Marks
<b>Section B</b>	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.	14*4= 56 Marks	11*4= 44 Marks	7*4= 28 Marks
	<b>Total Theory Marks</b>	<b>70 Marks</b>	<b>50 Marks</b>	<b>35 Marks</b>

**Instructions for Internal Examiner:** The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for internal marks.

	<b>Marks out of</b>			
<b>Total Marks</b>	<b>100</b>	<b>75</b>	<b>50</b>	<b>25</b>
<b>Internal Assessment</b>	<b>30</b>	<b>25</b>	<b>15</b>	<b>5</b>

Attendance Below 55= 0 Marks Between 55 to < 65= 1Marks Between 65 to < 70 = 2 Marks Between 70 to < 75 = 3 marks Between 75 to < 80= 4 Marks 80 and more than 80 = 5 Marks	5	5	5	5
Assignment/ Presentations/ Seminars and Class Participation	5	5	-	-
Sessional Examination*	20	15	10	-
<b>Total Marks</b>	<b>30</b>	<b>25</b>	<b>15</b>	<b>5</b>

\*Sessional will consist of class tests, mid-semester examination(s), homework assignments, class presentations, case analysis, role play etc., as determined by the faculty in charge of the courses of study.

## **Detailed Syllabus**

### **First Semester**

#### **Management Principles and Organizational Behaviour**

**PAPER CODE: 241MGCC1**

**Credits: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

Course ID: 241/MBA/CC101

#### **Course Objectives:**

Management Principles and Organizational Behaviour is a course which offers insights to understand personality characteristics, work, and team structures, evolving workplace challenges, and interpersonal problems and to apply such understanding to enhance the quality of human dynamics and performance in organizations.

#### **Course Outcomes: On the completion of this course the student will be able to:**

CO1: Provide the knowledge and understanding of the tasks and functions of management.

CO2: Comprehend and apply the behavioral patterns of human beings at individual & group levels in the context of an organization.

CO3: Analyze human behavior for prediction and management of human resources in an organization while following ethical code of conduct.

CO4: Evaluate the understanding of the dynamics of interaction and integration between the individual and the organization.

#### **Detailed Syllabus**

##### **UNIT I**

Fundamentals of Management & Management Process: Evolution of Management thought, Meaning and Nature of Management, Management Approaches, Processes, Managerial functions & competencies, Tasks and Responsibilities of a Managers, Issues in Managing: Change, Technology, Diversity & Globalization, Fundamentals of social responsibility, areas of corporate social responsibility, Social responsiveness and decision making, Basic approaches to Ethics, Tools of Ethics: Values, rights, duties & moral rules, Creating an ethical workplace.

##### **UNIT II**

Foundations of Planning, Organizing, Controlling and Managerial Decision making: Importance of Planning, Types & elements of Planning, strategic Planning, and Strategy formulation tools: SWOT analysis, Porter's five forces model, Mc Kinsey's 7-S framework, Types & process of decision making, Decision making models, Decision making under risk, certainty & uncertainty, Effective Delegation, Boundary less Organizations, Meaning, need & process of Control, Importance of Control, Types of Control, Designing an integrated control system, Ethical Issues of Control.

##### **UNIT III**

Introduction to Organizational Behaviour :Nature, importance and determinants of OB; Subsequent Phases of Hawthorne studies and Human Relations Approaches; Predecessors of OB; Relationship with other fields; Understanding, Attribution theories; Individual Learning: Nature and process, Application of

learning principles in organizational context; Attitudes: Types & work related attitudes. Managing emotions in organizations – emotional intelligence and emotional labour, stress management; Motivation concept and applications.

**UNIT IV**

Individual, Group and Organizational level Behaviour: Individual Determinants of Organization Behaviour-Person Perception, Perceptual Process, Importance, and factors affecting perception, Individual Differences - Understanding Self, Nature Vs. Nurture, Johari Window; Personality Traits and Attributes of Personality - Self-Esteem, Type A & B, Locus of Control, Machiavellianism. Group Dynamics and Interpersonal, Relationships, Group processes and group decision making, Dysfunctions of groups, Team: Creating effective teams and turning individuals into team players, Contemporary issues in managing teams. Leadership theories and contemporary issues in leadership, Management of Organizational Conflicts and negotiations, Understanding Power, and Politics.

**SUGGESTED READINGS:**

1. Organizational Behaviour by Robbins, P., Judge, and Sanghi (2009). Pearson Education.
2. Luthans, F., Organizational Behaviour, Tata McGraw Hill.
3. Essentials of Mgmt. by Harold Koontz & Heinz Weichrich (1st ed., Excel Books)
4. Management: Text & Cases by V S P Rao & V Hari Krishna (Excel Books)
5. Management by James A. F. Stoner, r Edward Freeman, Daniel R Gilbert (6th edition, Pearson Education)
6. Organizational Behaviour by Fred Luthans (Tata McGraw-Hill).

**Mapping Matrix of Course: 241MGCC1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 241MGCC1: Management Principles and Organizational Behavior**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	1	1	2	2	2	1	2	2	3
<b>CO2</b>	2	3	2	3	3	2	2	1	3	3
<b>CO3</b>	3	2	2	3	3	2	1	2	2	2
<b>CO4</b>	3	2	3	2	3	1	2	3	2	2
<b>Average</b>	2.75	2	2	2.5	2.75	1.75	1.5	2	2.25	2.5

**ACCOUNTING FOR MANAGERS  
241MGCC2**

**Credits: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

Course ID: 241/MBA/CC102

**Course Objective:**

The Objective of this course is to provide students with a conceptual understanding of cost and managerial accounting and the skills required in applying knowledge for decision making. This course emphasizes on the development and use of accounting information for internal decisions in business management. Aim of this course is to equip participants with a systematic and rigorous knowledge of management accounting practices that can be strategically applied across various functions of an organization to improve its' performance. The course also reviews contemporary developments in cost & management accounting for strategic decision

**Course Outcome: On the completion of this course the student will be able to:**

CO1: Understand theories, concepts and basic principles of accounting.

CO2: Apply theories, concepts and principles of accounting for problem solving and financial decision making.

CO3: Analyze the need & relevance of application of accounting knowledge in managerial decision making.

CO4: Emphasize on the evaluation and use of accounting information for financial appraisals at individual and organizational levels.

**DETAILED SYLLABUS:**

**UNIT -I**

Financial Accounting-concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods), Preparation of final accounts (in vertical format only) with adjustments.

**UNIT -II**

Analysis and interpretation of financial statements – meaning, importance and techniques, ratio analysis; trend analysis; Altzman's Z Model for analyzing financial health, cash flow analysis (AS-3)

**UNIT -III**

Cost accounting-meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing.

**UNIT -IV**

Management accounting- concept, need, importance and scope; Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour); marginal costing and its application in managerial decision making.

**SUGGESTED READINGS:**

1. Malhotra A K, Accounting for Managers, Arya Publication, Rohtak, Haryana
2. Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.

3. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
4. Horngren, Sundem & Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
5. Hansen & Mowen, Cost Management, Thomson Learning
6. Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi.

**Mapping Matrix of Course :241MGCC2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 241MGCC2: Accounting for Managers**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	3	1	2	1	2	3	2
<b>CO2</b>	3	3	2	2	3	3	3	2	2	2
<b>CO3</b>	2	3	2	3	2	3	3	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	3	2	3
<b>Average</b>	2.5	2.5	1.75	2.5	2	2.5	2.25	2.25	2.25	2.25

**Statistics for Managerial Decisions  
241MGCC3**

**Credits: 4**

**External Marks: 70  
Internal Marks: 30  
Time Allowed: 3 Hours**

**Type of Course:** Core Course

Course ID: 241/MBA/CC103

**Course objectives:**

This course is an introduction to the fundamentals of Mathematics, probability and statistics with an aim towards building foundation skills in modern data science. Aim of this course is to equip participants with a systematic and precise knowledge of data processing techniques that can be applied across various functions of an organization. The course also includes the Correlation and Regression Analysis for understanding and predicting the relation and behavior of dependent and independent variables. This Course is recommended for students who will be pursuing various types of research analysis as it includes the inferential statistics to test the hypotheses. This course develops quantitative methods and skills to support management practice and decision making including: hypothesis testing, regression analysis, decision analysis, and optimization.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Remember the concepts, formulae, methods and techniques of statistical tools.

CO2: Understand the wide range of situations in which quantitative analysis improves decision making and creates competitive advantages.

CO3: Apply statistical tools and techniques for problem solving through analytical thinking skills.

CO4: Analyze data using statistical methods, effective communication of results and evaluate real-world problems through statistical reasoning.

**Detailed syllabus:**

**UNIT-I**

Construction of frequency distributions and their analysis in the form of measures of central tendency and variations; types of measures, their relative merits, limitations and characteristics; Skewness: meaning and co-efficient of Skewness.

**UNIT-II**

Correlation analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation; regression analysis -meaning and two lines of regression; relationship between correlation and regression coefficients. Time series analysis - measurement of trend and seasonal variations; time series and forecasting.

**UNIT-III**

Probability: basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications, Binomial, Poisson, and Normal distributions.

**UNIT-IV**

Tests of significance; Hypothesis testing; Large samples, small samples: Chi-square test, Analysis of variance.

**SUGGESTED READINGS:**

1. Levin & Rubin, Statistics for Business, Prentice Hall of India, Delhi.
2. Gupta S.P. & Gupta M.P. Business Statistics, Sultan Chand & Sons, Delhi.
3. Anderson, Quantitative Methods in Business, Thomson Learning, Bombay.
4. Anderson, Statistics for Business & Economics, Thomson Learning, Bombay.
5. Chandan, J.S. An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.
6. Bhardwaj, R.S, Business Statistics, Excel Books, 2000
7. Gupta C.B. & Gupta, Vijay-Business Statistics, S.Chand & Co. Delhi.
8. Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi
9. Hooda.R.P. Statistics for Business & Economics, McMillan India Ltd.

**Mapping Matrix of Course :241MGCC3****Table 1: CO-PO & CO-PSO Matrix for the Course 241MGCC3: Statistics for Managerial Decisions**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	1	2	2	2
<b>CO2</b>	3	2	2	2	3	3	2	2	3	2
<b>CO3</b>	3	3	2	2	2	2	2	2	2	3
<b>CO4</b>	2	3	2	2	2	3	2	3	2	2
<b>Average</b>	2.75	2.5	1.75	2	2.25	2.75	1.75	2.25	2.25	2.25



**Managerial Economics (Basic)**  
**241MGDSE1**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 hours**

**Credits: 3**

**Type of Course: Discipline Specific Elective Course**

Course ID: 241/MBA/DS101

**Course Objectives:**

‘Managerial Economics’ is a core course to acquaint the students with concepts and techniques used in the field of economics and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the basic elements of managerial economics.

CO2: Apply the concepts of managerial economics for the optimum utilization of resources within ethical boundaries.

CO3: Analyze theories and principles of managerial economics for problem solving at individual and organizational level.

CO4: Critically evaluate the policies at micro economic level for inclusive growth and development.

**Detailed Syllabus:**

**UNIT I**

Managerial Economics: Nature, Scope and Principle; Theory of demand and consumer equilibrium-utility and indifference curve approach; Demand function; Elasticity of demand and its significance in managerial decision-making; Demand forecasting and its techniques.

**UNIT II**

Theory of Cost: Short run and long run cost curves, relation between cost and revenue, break-even point; Economies and diseconomies of scale and scope; Production function: Short term and long run production function, law of variable proportion and return to scale, Iso-quant curves.

**UNIT III**

Market Structure and Competition: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly. Duopoly

**UNIT IV**

Modern theories of the firm: Baumol’s theory of sales maximization, Profit Maximization. National Income: Concept and Measurement, Business Cycle.

**Suggested Readings:**

1. Brigham, E. F., Pappas, J. L., Managerial Economics, Dryden Press, Illinois.
2. Dwivedi, D.N., Managerial Economics, Vikas Publication, New Delhi.
3. Jhingan, M.L., Managerial Economics, Vrinda Publication, New Delhi.
4. Peterson, Lewis, Managerial Economics, Prentice Hall of India, New Delhi.

5. Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

**Mapping Matrix of Course :241MGDSE1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 241MGDSE1: Managerial Economics (Basic)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	1	2	2	1	2	2	2
CO2	3	3	2	3	2	3	3	2	3	2
CO3	3	3	2	3	3	3	2	2	2	3
CO4	2	2	2	2	2	2	3	2	2	2
Average	2.75	2.5	2	2.25	2.25	2.5	2.25	2	2.25	2.25

**Managerial Economics (Advanced)**  
**241MGDSE2**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 hours**

**Credits: 3**

**Type of Course:** Discipline Specific Elective Course

Course ID: 241/MBA/DS102

**Course Objectives:**

‘Managerial Economics’ is a core course to acquaint the students with concepts and techniques used in the field of economics and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the basic elements of managerial economics.

CO2: Apply the concepts of managerial economics for the optimum utilization of resources within ethical boundaries.

CO3: Analyze theories and principles of managerial economics for problem solving at individual and organizational level.

CO4: Critically evaluate the policies at micro economic level for inclusive growth and development.

**Detailed Syllabus:**

**UNIT I**

Managerial Economics: Nature, Scope and Principle; Theory of demand and consumer equilibrium-utility and indifference curve approach; Demand function; Elasticity of demand and its significance in managerial decision-making; Demand forecasting and its techniques.

**UNIT II**

Theory of Cost: Short run and long run cost curves, relation between cost and revenue, break-even point; Economies and diseconomies of scale and scope; Production function: Short term and long run production function, law of variable proportion and return to scale, Iso-quant curves.

**UNIT III**

Market Structure and Competition: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly. Duopoly

**UNIT IV**

Risk analysis; investment and capital replacement decisions; locational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies; inflation analysis; tariff analysis.

**Suggested Readings:**

1. Brigham, E. F., Pappas, J. L., Managerial Economics, Dryden Press, Illinois.
2. Dwivedi, D.N., Managerial Economics, Vikas Publication, New Delhi.

3. Jhingan, M.L., Managerial Economics, Vrinda Publication, New Delhi.
4. Peterson, Lewis, Managerial Economics, Prentice Hall of India, New Delhi.
5. Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

**Mapping Matrix of Course :241MGDSE2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 241MGDSE2: Managerial Economics (Advanced)**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	2	1	2	2	1	2	2	2
<b>CO2</b>	3	3	2	3	2	3	3	2	3	2
<b>CO3</b>	3	3	2	3	3	3	2	2	2	3
<b>CO4</b>	2	2	2	2	2	2	3	2	2	2
<b>Average</b>	2.75	2.5	2	2.25	2.25	2.5	2.25	2	2.25	2.25

**Second Semester**  
**Human Resource Management**  
**PAPER CODE: 242MGCC1**

**Credits: 4**

**External Marks: 70**  
**Internal Marks: 30**  
**Time Allowed: 3 Hrs**

**Type of Course:** Core Course  
Course ID: 241/MBA/CC201

**Course Objectives:**

The Objective of this course is to provide students with a conceptual understanding of HR Concepts and its usage in organizations. This will also impart the skills required in applying theory to practice for effective decision making.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Understand the theories and concepts of Human Resource Management for strategic human resource planning.

CO2: Apply the knowledge of HRM concepts for holistic development of an individual at group as well as organizational level.

CO3: Analyze the significance of HR practices for the enhancement of competitive advantage in the globalized environment.

CO4: Evaluate the HR policies and strategies under different scenarios and its effectiveness for goal attainment, change management and critical problem solving.

**Detailed Syllabus:**

**UNIT-I**

Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department operations; human resource planning – objectives and process; human resource information system; Linkage between HRM and Strategic Management; Introduction to Strategic Human Resource Management and HRD

**UNIT-II**

Talent acquisition: Job Analysis, recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees; training and development, investment in training, training need assessment, designing and administering training programme; executive development programme, evaluation of T & D programme

**UNIT-III**

Performance Appraisal: Conceptual Understanding: developing and instituting performance appraisal system, Methods of Performance Appraisal, Performance Management, linking rewards to organizational objectives, Job Evaluation, Compensation Management and incentive plans, Executive Compensation, designing and administering benefits and services

**UNIT-IV**

HR in knowledge era: HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing, HR audit, international HRM,

Theories of Cultural Analysis, Managing Cross Cultural Teams, Cultural Intelligence and Impact on Work.

**SUGGESTED READINGS:**

1. Ivancevich, John M., Human Resource Management, Tata McGraw Hill, New Delhi
2. Gomez. Megia, Luis, David Balkin, and Roberty Cardy, Managing Human Resources, Pearson Education
3. Dessler, G., & Biju, V, Human Resource Management. Pearson Education., New Delhi
4. Mathis, Robert, and John Jackson, Human Resource Management, Thomson Learning Inc.
5. Shell, Scott and George Bohlander, Human Resource Management, Thomson Learning Inc.
6. Pattanayak, Biswajert, Human Resource Management, PHI, New Delhi
7. Jyothi P., and D.N.Venkatesh, Human Resource Management, Oxford University Press, New Delhi
8. Hodegetts, R.M., Luthans, F., Doh, J., International Management: Culture, Strategy and Behaviour, Tata McGraw Hill, New York.

**Mapping Matrix of Course: 242MGCC1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 242MGCC1: Human Resource Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	2	2	2	3	2	3	3	3	3
<b>CO3</b>	2	3	2	3	2	2	2	2	3	2
<b>CO4</b>	2	3	2	2	3	3	2	3	2	3
<b>Average</b>	2.5	2.5	1.75	2.25	2.5	2.5	2.25	2.5	2.5	2.5

**Financial Management  
242MGCC2**

**Credits: 4**

**External Marks : 70  
Internal Marks : 30  
Time Allowed: 3 hours**

**Type of Course:** Core Course

Course ID: 241/MBA/CC202

**Course Objectives:**

The objective of this course is to develop the ability to analyze, evaluate and interpret the financial information provided in the financial statements. It also serves as a fundamental tool for financial analysis and helps in successful decision making and forward planning through enhancing various skills of the students. The major objective of this course is the development of analytical and decision-making skills in finance through the usage of theoretical underpinnings and practical knowledge.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the fundamental concepts in financial management.

CO2: Apply the financial theories and principles for long term and short term financial planning.

CO3: Analyze information relating to sources and uses of finance from a financial manager's perspective.

CO4: Evaluate the financial statements presented to various stakeholders for financial decision making.

**Detailed syllabus:**

**UNIT-I**

Financial management-scope finance functions and its organization, objectives of financial management; time value of money; sources of long-term finance.

**UNIT-II**

Investment decisions importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

**UNIT-III**

Capital structure decisions-financial and operating leverage; capital structure theories - NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models -Walter, Gordon & M.M. models.

**UNIT-IV**

Working Capital- meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

**Note: The topic of capital budgeting, management of cash, inventory management, and receivable management will cover theoretical concepts and simple numerical questions.**

**SUGGESTED READINGS:**

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi

2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Horne, James C., Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi
8. Ross, Stephen. A; Westfield, Randolph W; Jafee, Jeffery & Kakani, Kumar, Ram, (2014) Corporate Finance, Special Indian Edition, 10<sup>th</sup> edition, Tata McGraw Hill Publication, New Delhi
9. Brealey, Richard; Myers, Stewart; Franklin Allen; Mohanty, Pitabas (2012). Principles of Corporate Finance, Tata McGraw Hill Publication, New Delhi.

### Mapping Matrix of Course :242MGCC2

**Table 1: CO-PO & CO-PSO Matrix for the Course 242MGCC2: Financial Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	3	1	2	2	3	2	2	2	2
<b>CO2</b>	3	2	2	3	2	2	2	2	2	2
<b>CO3</b>	2	2	1	2	2	2	2	3	3	2
<b>CO4</b>	2	3	2	2	2	2	2	3	3	2
<b>Average</b>	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2



**Marketing Management  
242MGCC3**

**Credits: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hours**

**Type of Course:** Core Course

Course ID: 241/MBA/CC203

**Course Objectives:**

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects. The assignments/projects would enable students to apply the marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the various concepts of marketing and their relevance in the global business environment.

CO2: Apply marketing process and tools for value based strategic decision making for global market leadership.

CO3: Analyze the significance of marketing communication for competitive positioning of products or services.

CO4: Evaluate the marketing strategies through creative thinking ability under various scenarios.

**Detailed Syllabus:**

**UNIT I**

Meaning, Scope, Nature, Importance, Recent Trends and application; Challenges in Marketing, Core concepts of Marketing, Marketing Myopia, elements of marketing environment, creation of value chain.

**UNIT II**

Marketing Plan and Strategy; Market Segmentation, Bases for Segmentation, Market Targeting, Developing and Communicating Positioning Strategy, identification and managing competition, new product development

**UNIT III**

Consumer and Business Markets; Product Classification, Product life cycle – stages and strategies, managing product and services along PLC and Product Differentiation, Developing Pricing Strategies and Programs, Responding to Price Changes, Role of Marketing Channels, Channel Design Decision and Managing Channel Conflict.

**UNIT IV**

Marketing communication framework and personal selling; Communication (viral marketing, experiential marketing), Marketing Control, Emerging trends of digital marketing, role of social media in marketing, understanding the challenges of global marketing

**SUGGESTED READINGS:**

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi

**Mapping Matrix of Course :242MGCC3****Table 1: CO-PO & CO-PSO Matrix for the Course 242MGCC3: Marketing Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3
<b>CO3</b>	2	2	2	3	3	2	2	3	3	2
<b>CO4</b>	3	3	2	2	2	3	3	2	2	3
<b>Average</b>	2.75	2.5	2	2.5	2.5	2.5	2.5	2.25	2.5	2.5

**Business Research Methods (Basic)**  
**242MGDSE1**

**Credits: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hours**

**Type of Course:** Discipline Specific Course  
Course ID: 241/MBA/DS201

**Course Objectives:**

The overarching aim of this course is to acquire a basic knowledge of scientific paradigms and research methods. Further, the aim is to develop the student's ability to first, plan and in written form report a scientific study, and second, to evaluate and use scientific as well as other reports.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Develop understanding of research concepts and the research process.

CO2: Apply the knowledge of research tools and techniques for critical problem solving and decision making.

CO3. Analyze the insights gained about concepts of research designs and methodology aimed at solving business problems and to communicate results to various stakeholders via research reports.

CO4. Evaluate the effectiveness of research tools and techniques for strategic decision making.

**Detailed Syllabus:**

**UNIT-I**

Introduction to Business Research and Research Design: Meaning of research; Types of research, the research process, Research applications, Features of a Good research study, Research Problem, writing a research proposal, Research Design & errors.

**UNIT-II**

Data Source and Data Collection and Sampling: Primary and Secondary Data: Classification of Data;

Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method, Data Processing, Data Editing, Coding, Classification and Tabulation of Data Sampling Design: Census v/s Sampling, Sampling Methods, Errors in sampling. Determination of Sample Size.

**UNIT-III**

Hypothesis Formulation, Measurement and Scaling and Questionnaire designing, Hypothesis: Types, characteristics, sources and formulation of hypotheses, errors in hypotheses. Attitude Measurement and Scaling, Measurement Error. Questionnaire Designing, Types of Questionnaires, Process of Questionnaire Designing, Concepts of Reliability and Validity.

**UNIT-IV**

Data Analysis: Editing and coding of data, tabulation, graphic presentation of data, cross tabulation. Type I and II errors, one tailed and two tailed tests of significance. Basics of Parametric and nonparametric tests for univariate and bivariate data. Tests of association. Chi-square Analysis: Chi square test for the Goodness of Fit. Analysis of Variance: Completely randomized design in a one-way ANOVA. Research Report Writing: Types of research reports; Report writing; Components & Structure.

**SUGGESTED READINGS:**

1. Copper, D. R., Schindler P. S. & Sharma, J. K. Business Research Methods, McGraw Hill Education.
2. Zikmund, W. G. Business Research Methods. Thomson.
3. Burns, R. B. & Burns, R. A. Business Research Methods and Statistics using SPSS, SAGE Publications Ltd.
4. Bajpai, N, Business Research Methods, Pearson.
5. Chawla, D. & Sondhi N., Research Methodology: Concepts and Cases, Vikas Publishing House.
6. Panneerselvam, R, Research Methodology, Prentice Hall India.
7. Kothari, C.R. Research Methodology & Technique, New Age International Publishers.

**Mapping Matrix of Course: 242MGDSE1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 242MGDSE1: Business Research Methods (Basic)**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	3	2	3	1	2	2	2
<b>CO2</b>	3	3	2	2	2	2	2	2	2	2
<b>CO3</b>	2	3	2	2	2	2	1	3	3	2
<b>CO4</b>	2	3	1	2	2	3	2	3	3	2
<b>Average</b>	2.5	2.75	1.5	2.25	2	2.5	1.5	2.5	2.5	2

**Business Research Methods (Advanced)**  
**242MGDSE2**

**Credits: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hours**

**Type of Course:** Discipline Specific Elective Course  
Course ID: 241/MBA/DS202

**Course Objectives:**

The overarching aim of this course is to acquire a basic knowledge of scientific paradigms and research methods. Further, the aim is to develop the student's ability to first, plan and in written form report a scientific study, and second, to evaluate and use scientific as well as other reports.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Develop understanding of research concepts and the research process.

CO2: Apply the knowledge of research tools and techniques for critical problem solving and decision making.

CO3. Analyze the insights gained about concepts of research designs and methodology aimed at solving business problems and to communicate results to various stakeholders via research reports.

CO4. Evaluate the effectiveness of research tools and techniques for strategic decision making.

**Detailed Syllabus:**

**UNIT-I**

Introduction to Business Research and Research Design: Meaning of research; Types of research, the research process, Research applications, Features of a Good research study, Research Problem, writing a research proposal, Research Design, Meaning of Research Designs, Nature and Classification of Research Designs, Errors affecting Research Design.

**UNIT-II**

Data Source and Data Collection and Sampling: Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method, Data Processing, Data Editing, Coding, Classification and Tabulation of Data Sampling Design: Census v/s Sampling, Sampling Methods, Errors in sampling. Determination of Sample Size.

**UNIT-III**

Hypothesis Formulation, Measurement and Scaling and Questionnaire designing, Hypothesis: Types, characteristics, sources and formulation of hypotheses, errors in hypotheses. Attitude Measurement and Scaling, Measurement Error, Criteria for Good Measurement. Questionnaire Designing, Types of Questionnaires, Process of Questionnaire Designing, Advantages and Disadvantages of Questionnaire Method, Concepts of Reliability and Validity.

**UNIT-IV**

Data Analysis: Editing and coding of data, tabulation, graphic presentation of data, cross tabulation. Type I and II errors, one tailed and two tailed tests of significance. Parametric and nonparametric tests for univariate and bivariate data. Tests of association. Chi-square Analysis: Chi square test for the Goodness

of Fit. Analysis of Variance: Completely randomized design in a one-way ANOVA. Research Report Writing: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations. Ethics in Research: Responsibility of ethics in research. References & Bibliography.

**SUGGESTED READINGS:**

1. Copper, D. R., Schindler P. S. & Sharma, J. K. Business Research Methods, McGraw Hill Education.
2. Zikmund, W. G. Business Research Methods. Thomson.
3. Burns, R. B. & Burns, R. A. Business Research Methods and Statistics using SPSS, SAGE Publications Ltd.
4. Bajpai, N, Business Research Methods, Pearson.
5. Chawla, D. & Sondhi N., Research Methodology: Concepts and Cases, Vikas Publishing House.
6. Panneerselvam, R, Research Methodology, Prentice Hall India.
7. Kothari, C.R. Research Methodology & Technique, New Age International Publishers.

**Mapping Matrix of Course: 242MGDSE2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 242MGDSE2: Business Research Methods (Advanced)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	3	2	3	1	2	2	2
<b>CO2</b>	3	3	2	2	2	2	2	2	2	2
<b>CO3</b>	2	3	2	2	2	2	1	3	3	2
<b>CO4</b>	2	3	1	2	2	3	2	3	3	2
<b>Average</b>	2.5	2.75	1.5	2.25	2	2.5	1.5	2.5	2.5	2

## **Third Semester**

### **Strategic Management 243MGCC1**

**Credits: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

#### **Course Objectives:**

The course aims at imparting knowledge of formulation, implementation and evaluation of business strategies, for effective planning and to introduce key strategy concepts to the students for facilitating better decision making.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Develop understanding of the type of decisions taken at different levels of management. .

CO2: Apply various tools and techniques for strategic decision making and problem solving through critical thinking.

CO3: Analyze the significance of strategies and policies for gaining competitive advantage globally.

CO4: Evaluate the strategy which best fits in achieving the organizational goals under various scenarios.

#### **DETAILED SYLLABUS:**

##### **UNIT I**

Strategy: Concept and Levels, Strategic Decision Making; Schools of thought on Strategy Formulation; Strategic Management: Elements and Models in Strategic Management Process; Strategic Intent, Vision, Mission, Goals and Objectives, Strategic Business Unit.

##### **UNIT II**

Strategy Formulation: Environmental Appraisal, Organizational Appraisal, Corporate Level and Business Level Strategies.

##### **UNIT III**

Strategic Analysis and Choice: Strategic Analysis, Tools and Techniques for Strategic Analysis - BCG Matrix, Porter's Model, GE Matrix, SWOT Analysis; Strategic Choice - Process of Strategic Choice, Factors in strategic Choice.

##### **UNIT IV**

Strategy Implementation: Activating Strategies, Structural, Behavioural, Functional and Operational Implementation; Strategic Evaluation and Control.

#### **SUGGESTED READINGS:**

1. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management –Concepts and Applications, PHI, New Delhi.
2. Jauch and Glueck, Business Policy and Strategic Management, TMH, New Delhi.
3. Kazmi, Azhar, Strategic Management and Business Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi.
4. Pearce and Robinson, Strategic Management–Formulation, Implementation and Control,

McGraw Hill Publishing, New Delhi.

**Mapping Matrix of Course: 243MGCC1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC1: Strategic Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	1	2	2	2
<b>CO2</b>	3	3	1	2	3	3	1	2	3	2
<b>CO3</b>	1	2	2	3	2	2	2	2	3	2
<b>CO4</b>	2	2	2	2	2	2	2	3	2	2
<b>Average</b>	2.25	2.25	1.5	2.25	2.25	2.5	1.5	2.25	2.5	2



## **Business Law**

### **243MGCC2**

**Credits: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:** This course gives an exposure to the students of some of the major commercial laws affecting the businesses and equip them with the deeper understanding of various provisions of the laws pertaining to businesses.

#### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Remember different laws applicable to a business.

CO2: Apply the knowledge of laws for solving business problems while following ethical code of conduct.

CO3: Analyze cases of law and develop critical thinking to formulate plans as per the regulatory framework.

CO4: Evaluate the existing business laws in India and analyse their relevance in today's globalized environment.

#### **DETAILED SYLLABUS:**

##### **UNIT I**

The Indian Contract Act, 1872: Meaning of a Contract, Classification of Contracts, Essentials of a Valid Contract; Performance of a Contract; Discharge of a Contract; Breach of Contract; Quasi Contracts.

##### **UNIT II**

**Contracts of Indemnity:** Meaning, Rights of Indemnity holder, Time of commencement of Indemnifier's Liability Are Insurance Contracts the Contracts of Indemnity?

**Contracts of Guarantee:** Meaning & Features of Contract of Guarantee, Difference between a Contract of Indemnity & Contract of Guarantee, Nature & Extent of Surety's Liability, Meaning & Revocation of Continuing Guarantee, Rights of Surety against Principal Debtor, Creditor & Co-Surety.

**Contracts of Bailment:** Definition & Essentials of Contract of Bailment, Duties and Rights of Bailor and Bailee, Duties & Rights of Finder of Goods.

**Contracts of Agency:** Meaning & Essentials of Contract of Agency, Different kinds of Agents- Auctioneers, Brokers & Del Credere Agents, Extent of Agent's Authority – Actual, Apparent, Authority in Emergency, Duties of Agent, Termination of Agency

##### **UNIT III**

The Sales of Goods Act, 1930: Meaning and essentials of a valid contract of sale, Distinction between sale and agreement to sell, Meaning of goods and their classification, Conditions and warranties, Doctrine of Caveat Emptor, Rights of an unpaid seller, Rights of buyer.

#### UNIT IV

Negotiable Instruments Act: Meaning, Characteristics and Types of Negotiable Instruments; Holder and Holder-in-due-course; Negotiation by Endorsements; Crossing of Cheque and Dishonour of Cheque.

#### SUGGESTED READINGS:

1. Aggarwal, S. K., Singhal, K., Business Laws, Galgotia Publications, New Delhi.
2. Datey, V. S., Business and Corporate Laws, Taxmann Publications, New Delhi.
3. Gulshan, S. S., Business Law, New Age International Publication, New Delhi.
4. Kapoor, N. D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
5. Kuchhal and Prakash, Business Legislation for Management, Vikas Publishing, New Delhi.
6. Tulsian P. C., Business Law, Tata McGraw Hill, New Delhi.

#### Mapping Matrix of Course: 243MGCC2

Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC2: Business Law

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	2	2	1	3	2	2	2	2
CO2	3	2	2	3	2	2	3	2	3	2
CO3	2	3	2	3	1	3	2	2	2	2
CO4	1	2	2	2	2	2	2	2	2	2
Average	2	2.25	2	2.5	1.5	2.5	2.25	2	2.25	2

**Integrated Marketing Communications  
243MGCC31**

**Credit: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:**

Integrated Marketing Communication course enables the students to understand Marketing characteristics, work for developing a business structure, use Integrated marketing communication study for multiple goals within a larger marketing strategy, such understanding to enhance the quality of marketing business work culture and performance in organizations at international level.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Define and understand various terms and components associated with the field of integrated marketing communication.

CO2: Develop and apply marketing communication strategy and the utility of various elements of promotional mix.

CO3: Analyze the effectiveness of various marketing communication tools to find appropriate solutions to problems like modes of advertising.

CO4: Evaluate the impact of factors of the business environment on global marketing communication strategy.

**DETAILED SYLLABUS:**

**UNIT-I**

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix; models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process

**UNIT-II**

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources

**UNIT-III**

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copywriting, layout, copy testing and diagnosis; media planning – traditional and contemporary media; media objectives – reach, frequency, cost etc.;

media strategy, media scheduling, media planning models, key issues in advertising – comparative advertising, web advertising; advertising agency – functions and types, outdoor advertising

#### UNIT-IV

Wider Issues and Dimensions – Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, marketing communication budgeting, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

#### RECOMMENDED READINGS:

1. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi
2. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi
3. Moriarty, Sandra and Wells, William. Advertising and IMC, Pearson Education.
4. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi
5. Kenneth E. Clow, Integrated Advertising, Promotion and Marketing Communications, Pearson Education.

#### Mapping Matrix of Course: 243MGCC31

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC31: Integrated Marketing Communications**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	3	3	3	3	2	3	2	3	3
CO3	2	2	2	3	3	2	2	3	3	2
CO4	3	3	2	2	2	3	3	2	2	3
Average	2.75	2.5	2	2.5	2.5	2.5	2.5	2.25	2.5	2.5

**Corporate Restructuring and Business Valuation**  
**243MGCC32**

**Credit: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:** Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisitions and corporate restructuring are implemented.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Define and understand the concepts and terminology of corporate restructuring and business valuation under today's dynamic business environment.

CO2: Apply knowledge to design financial restructuring plans for mergers, takeovers, amalgamation etc.

CO3: Analyze the regulatory environment governing financial restructuring and valuation

CO4: Evaluate restructuring and valuation plans through real world cases of mergers, acquisitions, takeovers etc.

**DETAILED SYLLABUS:**

**UNIT – I**

Introduction to Mergers: Meaning, Types of Mergers, Merger Strategy-Growth, Synergy, Operating Synergy, Financial Synergy, Diversification, Other Economic Motives, Hubris Hypothesis of Takeovers, Other Motives, Tax Motives; Corporate Restructuring – Significance, Forms of Restructuring; Merger Process.

**UNIT – II**

Approach for Merger, Acquisition and Takeover: Defence Against Hostile Takeover, Poisson Pill, Bear Hug, Greenmail, Pacman; Negotiation, Due Diligence: Five Stage Model, Types, Due Strategy and Process, Challenges; Criteria for Negotiating Friendly Takeover, Financing of Merger; Post Merger H.R. and Cultural Issues.

**Unit – III**

Legal Aspects of Mergers/ Amalgamation and Acquisition: Provisions of Companies Act; Regulation by SEBI; Takeover Code: Scheme of Amalgamation, Approval from Court. Valuation of a Business.

**Unit – IV**

Methods of Valuation: Cash flow Basis, Earning Potential Basis, Growth Rate, Market Price etc.; Computation of Impact on EPS and Market Price; Determination of Exchange Ratio; Impact of Variation in Growth of the Firms; MBO, LBO, Boot Strapping; Recent Case Studies of Merger and Acquisitions.

**SUGGESTED READINGS:**

1. Gaughan P.A., Merger, Acquisitions and Corporate Restructuring, Wiley India Pvt Ltd.

2. Godbole P.G., Mergers, Acquisitions and Corporate Restructuring, Vikas Publishing House Pvt. Ltd., New Delhi
3. Fred Weston J, Chung K.S., Hoag S.E., Mergers, Restructuring and Corporate Control, Prentice Hall of India, New Delhi
4. Ramanujan S, Mergers: the new Dimensions for Corporate Restructuring, Mc Graw Hill Education
5. Donald D, Merger, Acquisitions and other Restructuring Activities, Elsevier Incorporation

**Mapping Matrix of Course: 243MGCC32**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC32: Corporate Restructuring and Business Valuation**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	2	3	2	2	2	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	2	1	2	2	2	2	3	3	2
CO4	2	3	2	2	2	2	2	3	3	2
<b>Average</b>	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2

**STRATEGIC HUMAN RESOURCE MANAGEMENT  
243MGCC33**

**Credit: 4**

**Type of Course:** Core course

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Course Objectives:**

The Objective of this course is to provide students with a conceptual understanding of Strategic Human Resource Management in the modern organizations. This will also impart the skills required in applying theory to practice for effective decision making and change management.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Understand the theories and concepts of Strategic Human Resource Management for strategic human resource planning.

CO2: Apply the knowledge of SHRM concepts for holistic development of an individual at group as well as organizational level, to combat the global HR challenges.

CO3: Analyze the significance of HR practices for the enhancement of competitive advantage in the globalized environment by application of strategic human resource management techniques.

CO4: Evaluate the HR policies and strategies under different scenarios and their effectiveness for goal attainment, change management and critical problem solving.

**UNIT-I**

HR environment; HRM in knowledge economy; concept of SHRM: investment perspective of SHRM, evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning

**UNIT-II**

Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach; business strategy and human resource planning; HRM and firm performance linkages – measures of HRM performance; sustained competitive advantages through inimitable HR practices

**UNIT-III**

HR Systems: staffing systems, reward and compensation systems, employee and career development systems, performance management systems

**UNIT-IV**

Strategic options and HR decisions – Downsizing and restructuring, domestic and international labour market, mergers and acquisitions, outsourcing and off shoring

**SUGGESTED READINGS:**

1. Mello, Jeffrey A., Strategic Human Resource Management, Thomson Learning Inc.
2. Agarwala, Tanuja, Strategic Human Resource Management, Oxford University Press, New Delhi
3. Dreher, George and Thomas Dougherty, Human Resource Strategy, Tata McGraw Hill
4. Greer, Charles, Strategic Human Resource Management, Pearson Education
5. Belcourt, Monica and Kenneth McBay, Strategic Human Resource Planning, Thomson Learning Inc.

**Mapping Matrix of Course: 243MGCC33**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC33: Strategic Human Resource Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	2	2	2	3	2	3	3	3	3
<b>CO3</b>	2	3	2	3	2	2	2	2	3	2
<b>CO4</b>	2	3	2	2	3	3	2	3	2	3
<b>Average</b>	2.5	2.5	1.75	2.25	2.5	2.5	2.25	2.5	2.5	2.5



**Operations and Supply Chain Management  
243MGCC34**

**Credit: 4**

**External Marks: 70  
Internal Marks: 30  
Time Allowed: 3 Hrs.**

**Type of Course:** Core course

**Course Objectives:**

This course is intended to provide an understanding of the components and processes of supply chain design and management as well as the performance drivers of supply chain. This course will teach everything one needs to know about supply chain management. In today's market, firms don't compete with each other; supply chains do. With this course, students will learn all about the main processes involved in the production and distribution of a product or commodity. It is also intended for the students to learn about logistics, transportation, warehousing and outsourcing decisions.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop understanding of key concepts of Operations and Supply Chain Management.

CO2: Apply the integration among Supply Chain Partners for global competitiveness within ethical paradigms.

CO3: Analyze the logistics, manufacturing, and inventory policies with demand and customer satisfaction through real life cases.

CO4: Evaluate the effectiveness of operations and supply chain policies to attain organizational goals.

**Detailed Syllabus:**

**UNIT I**

Supply chain concepts, Objectives of supply chain, Stages of supply chain, Value chain process, Cycle view of supply chain process, Key issues in SCM, Logistics & SCM, Supply chain drivers and obstacles, Supply chain strategies, Strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

**UNIT II**

Logistics, Evolution, Objectives, Components and functions of Logistic Management, Distribution related issues and challenges, Gaining competitive advantage through Logistic Management, Transportation – Functions, Cost, and Mode, Network and Decision, Containerization, Cross docking.

**UNIT III**

Supply chain performance, Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, Scoring model, Demand chain management, Global supply chain – Challenges in establishing global supply chain, Factors that influences designing global supply chain network.

**UNIT IV**

Warehousing, Warehousing concept and types, warehousing strategy, warehousing facility location & network design, reverse logistics, Outsourcing: nature, concept, strategic decision to outsourcing, third

party logistics, fourth party logistics, Supply Chain and CRM, Linkage, IT infrastructure used for supply chain and crm, functional component for crm, Green supply chain management, supply chain sustainability.

**SUGGESTED READINGS:**

1. Supply chain management by Sunil Chopra, and Peter Meindl, Pearson
2. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning
3. D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing
4. Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008

**Mapping Matrix of Course: 243MGCC34**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGCC34: Operations and Supply Chain Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	1	2	3	2
<b>CO2</b>	3	2	2	3	2	2	2	2	2	2
<b>CO3</b>	2	3	1	2	3	2	2	2	2	2
<b>CO4</b>	2	2	2	2	2	3	2	3	2	3
<b>Average</b>	2	2.	1.	2.	2.	2.	1.	2.	2.	2.
	.	2	5	2	2	5	7	2	2	2
	5	5		5	5		5	5	5	5

**Digital Marketing  
243MGDSE1**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Marketing)

**Course Objectives:**

Digital Marketing is a course which offers insights to understand Digital Marketing characteristics, work digital structures, use digital marketing for multiple goals within a larger marketing and/or media strategy, such understanding to enhance the quality of online advertising: Digital display, video, mobile, search engine, and social media and performance in organizations.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop the understanding of components of digital marketing used in today's globalized environment.

CO2: Apply digital marketing processes and tools for strategic decisions making for global market leadership.

CO3: Analyze and evaluate the digital marketing practices for competitive positioning of products or services.

CO4: Design a digital marketing strategy for a brand using innovative technologies.

**DETAILED SYLLABUS:**

**UNIT-I**

Introduction to Digital Marketing: Digital Marketing, Internet Users, Digital Marketing Strategy, Digital Advertising Market in India, Skills required in Digital Marketing, Digital Marketing Plan. Display Advertising: Concept of Display Advertising, Types of Display Ads, Buying Models, Display Plan, Targeting, What Makes a Good Ad?, Programmatic Digital Advertising, Analytical Tools, YouTube Advertising.

**UNIT-II**

Search Engine Advertising: benefits of paid Search Advertising, understanding Ad Placement, understanding Ad Ranks, Creating the First Ad Campaign, Enhance Your Ad Campaign, Performance Reports. Social Media Marketing: How to build a Successful Strategy. Facebook Marketing: Facebook for Business, Anatomy of an Ad Campaign, Adverts, Facebook Insights, Other Marketing Tools, Other Essentials.

**UNIT-III**

LinkedIn Marketing: Why it is Important to have LinkedIn Presence, LinkedIn Strategy, Sales Leads Generation Using LinkedIn, Content Strategy, LinkedIn Analytics, Targeting, Ad Campaign. Twitter Marketing: Getting Started with Twitter, How is Twitter Different?, Building a Content Strategy, Twitter Usage, Twitter Ads, Twitter Analytics, Twitter tools and tips for Marketers. Instagram and Snap chat: Instagram-Content Strategy, Sponsored Ads, Snap chat, Digital Public Relations.

**UNIT-IV**

Mobile Marketing: Mobile Usage, Mobile Advertising, Mobile Marketing Toolkit, Mobile Marketing

Features, Addressing the diversity in India through Mobile, Campaign Development Process, Tracking of Mobile Campaigns. Search Engine Optimisation: Search Engine, Concept of SEO, SEO phases, On Page and Off Page Optimisation, Social Media Reach, Maintenance. Web Analytics: Data Collection, Key Metrics, Making Web Analytics Actionable, Multi-channel attribution, How to connect offline with online, Types of Tracking Codes, Mobile Analytics, Universal Analytics, Competitive Intelligence.

**RECOMMENDED READINGS:**

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies,
5. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business

**Mapping Matrix of Course: 243MGDSE1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGDSE1: Digital Marketing**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	2	2	2	2	2	2	3	2	2	2
<b>CO3</b>	2	3	2	3	2	2	3	3	3	3
<b>CO4</b>	3	2	2	2	2	3	2	2	2	3
<b>Average</b>	2	2.	1.	2.	2	2.	2.	2.	2.	2.
	5	5	5	5	5	5	5	5	5	5

## Security Analysis and Portfolio Management

243MGDSE2

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Finance)

**Course Objectives:** This course enables the students to carry out the analysis of various tradable financial instruments, to help a financial expert or a security analyst to determine the value of assets in a portfolio. Security analysis is a method which helps to calculate the value of various assets and also find out the effect of various market fluctuations on the value of tradable financial instruments (also called securities).

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Develop understanding of working of the financial markets for preparing financial plans at individual and organizational level.

CO2: Apply theoretical knowledge for computation of risk and return on securities for sound financial decisions.

CO3: Analyze and evaluate the profitability of the portfolio through fundamental and technical analysis for measuring trends of the market.

CO4: Create an optimum portfolio using ethical practices and to revise as per the market situation.

**Detailed Syllabus:**

### UNIT I

Introduction: Basic concepts, Investment Objectives, Investment Process; Investment Styles: Contrarian and Momentum Styles; Investment Opportunities; Types of Securities; Real Assets and Mutual Funds; Risk and Return Analysis: Systematic and Unsystematic Risks, Risk Measurement, Minimizing Risk Exposures; Investment vs. Gambling and Specialization.

### UNIT II

Theories of portfolio selection and management- Markowitz portfolio theory: optimal portfolio, meaning and construction of efficient frontier, investors' utility; CAPM: capital asset pricing model, risk-free and risky lending and borrowing, market portfolio; capital market theory: CML, SML and Sharpe Single Index Model; Arbitrage Pricing Theory (APT).

### UNIT III

Bond portfolio management strategies –bond characteristics, fundamentals of bond valuation, bond & equity portfolio management strategies: passive portfolio strategies & active portfolio strategies.

### UNIT IV

Portfolio Revision: Need and Constraints, Portfolio Revision Strategies and Formula Plans Portfolio Performance Evaluation: Risk adjusted methods - Sharpe, Treynor's and Jensen's Performance Index; Components of Portfolio Performance: Market Timings, Stock selectivity and Diversification, Benchmark Portfolio.

**SUGGESTED READINGS:**

- Bhalla, V. K., Investment Management: Security Analysis and Portfolio Analysis, S. Chand, New Delhi.
- Chandra, Prasanna, Investment Analysis and Portfolio Management, McGraw Hill Education, New Delhi.
- Fischer, Donald E. and Jordon Ronald J., Security Analysis and Portfolio Management, PHI, New Delhi.
- Ranganatham, M. &Madhumathi, R., Investment Analysis and Portfolio Management, Pearson

**Mapping Matrix of Course: 243MGDSE2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGDSE2: Security Analysis and Portfolio Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	2	3	2	2	2	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	2	1	2	2	2	2	3	3	2
CO4	2	3	2	2	2	2	2	3	3	2
<b>Average</b>	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2

**Industrial Relations and Labor Laws  
243MGDSE3**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

This course is to sensitize and expose students to critical tasks, functions and issues of industrial relations and to gain insight into the dynamics of employee management relations on the different job situations.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop understanding of different laws applicable to a business.

CO2: Apply the knowledge of laws for solving industrial disputes while following ethical code of conduct.

CO3: Analyze legal case studies related to labor laws and develop critical thinking to formulate plans as per the regulatory framework.

CO4: Evaluate the existing business laws in India and analyze their relevance in today's globalized environment.

**DETAILED SYLLABUS**

**UNIT I**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country, Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926- objectives, recognition and registration, Industrial Democracy & Participative Management

**UNIT II**

Collective Bargaining: Significance, types & Procedure of collective bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry, Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India

**UNIT III**

The Factories Act, 1948 & The shop & Establishment Act 1948 The Payment of Wages Act, 1923 ,The Workmen's compensation Act, 1972 ,The Industrial Disputes Act, 1947

**UNIT IV**

The Payment of Minimum wages act 1936 ,The Contract Labor (Abolition & regulative) act The ESI Act, 1948 ,The Trade unions act, 1926 , The payment of Bonus Act, 1965 The payment of Gratuity Act, 1972 The Maternity Benefit Act, 1961 ,Employee's Provident fund & Miscellaneous Provisions Act,

1952.

**SUGGESETD READINGS:**

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed)
3. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
4. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
5. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designingof 21st Centry, IIRA -Excel Books, New Delhi.
6. Monappa, A . Industrial Relations, Tata McGraw Hill, New Delhi.

**Mapping Matrix of Course: 243MGDSE3:**

**Table 1: CO-PO Matrix for the Course 243MGDSE3: Industrial Relations and Labor Laws**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	2	2	3
CO3	2	3	1	2	2	3	2	2	2	2
CO4	2	2	2	2	2	2	2	2	3	2
Average	2.5	2.25	1.5	2	2.25	2.5	2.25	2	2.25	2.25



## **Total Quality Management**

**243MGDSE4**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs. Type of Course:** Discipline Specific Elective Course (Operations and Supply Chain Management)

### **Course Objectives:**

Currently, companies must compete on the global market for customers who expect nothing less than perfection. A modern management concept such as Total Quality Management (TQM) helps the students to improve the quality of products and services to achieve maximum customer satisfaction.

The concept of TQM is most applicable to companies and organizations that are heavily department-focused. In such organizations, the left hand often doesn't know what the right hand is doing, as the saying goes, and inter-department struggles negatively affect how customers' needs and wants are met.

### **Course Outcomes:**

#### **On the completion of this course the student will be able to:**

CO1: Memorize and understand the tools and techniques of Total Quality Management.

CO2: Apply the philosophy and techniques of TQM in organizations' endeavor for continuous improvement.

CO3: Analyze the importance of continuous improvement in process for maximizing customer's satisfaction and employee involvement.

CO4: Evaluate the effectiveness of TQM practices for optimum performance and benchmarking.

### **Detailed Syllabus**

#### **UNIT-I**

Basics Concepts of Quality: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs -Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

#### **UNIT-II**

TQM Principles: Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating,

Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

### UNIT-III

Statistical Process Control: The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

### UNIT-IV

TQM Tools: Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs. Quality System: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

### RECOMMENDED READINGS:

1. Besterfield Dale H, Quality Control, Pearson Education.
2. Charantimath, P., Total Quality Management, Pearson Education.
3. Bedi, Quality Management, Oxford University Press.
4. Juran J. M. and Gryna, Jr. F.M., Quality Planning and Analysis, TMH, New Delhi
5. Ronald G Day, Quality Function Deployment, TMH, New Delhi..
6. Evan J.R., Total Quality Management, Excel Book, New Delhi.
7. Hansan B.L. and Ghare, P.M. Quality Control and Application, PHI.
8. Hagan, Management of Quality, Oxford University Press.
9. Juran J M and Frank M Gryna, Quality Planning and Analysing, TMH, New Delhi.

### Mapping Matrix of Course: 243MGDSE4

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGDSE4: Total Quality Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	3	2	3	2	3
Average	2.5	2.25	1.5	2.25	2.25	2.5	1.75	2.25	2.25	2.25

## **Customer Relationship Management 243MGMM1**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 15**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Marketing**)

### **Course Objectives:**

This course aims to enable the students to apply the idea of customer relationship management for customer benefits and the growth of businesses. It emphasizes the critical role played by information technology in identifying, acquiring, and retaining the customers, and thereby managing a healthy relationship with them.

### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the concept of customer relationship management and its significance in a globalized environment.

CO2: Apply theoretical knowledge for effective implementation of CRM processes at organizational level.

CO3: Analyze and evaluate the effectiveness of CRM practices for managing customer relationships within the boundaries of ethical conduct.

CO4: Evaluate the CRM plans on various qualitative and quantitative parameters.

### **DETAILED SYLLABUS:**

#### **UNIT-I**

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture

#### **UNIT-II**

Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call centre operations

#### **UNIT-III**

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, collaborative filtering, CRM and business intelligence collaborative CRM

#### **UNIT-IV**

CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment.

### **SUGGESTED READINGS:**

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK

3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi
4. Knox, Simon, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryal, Customer Relationship Management, Butterworth – Heinemann, Oxford, UK

**Mapping Matrix of Course: 243MGMM1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGMM1: Customer Relationship Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3
<b>CO3</b>	2	2	2	3	3	2	2	3	3	2
<b>CO4</b>	3	3	2	2	2	3	3	2	2	3
<b>Average</b>	2.75	2.5	2	2.5	2.5	2.5	2.5	2.25	2.5	2.5

**CONSUMER BEHAVIOUR ANALYSIS**  
243MGMM2

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Marketing**)

**Course Objectives:**

The goal of this course is to enable the students to improve customer service, customer retention and to drive sales growth through deeper understanding of the process behind consumer buying behavior. It enables the students to analyze customer data collected through different channels, or points of contact, between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social networks.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the concept and components of consumer behavior and its relevance in competitive markets.

CO2: Apply theoretical knowledge for strategic decision making for global market leadership.

CO3: Analyze the individual, group and social aspects of consumer behavior for devising strategies to attain customer delight.

CO4: Evaluate consumer behavior under different scenarios for designing a comprehensive marketing strategy.

**DETAILED SYLLABUS:**

**UNIT-I**

Significance and underlying principles of consumer behavior; the basic consumer decision process; methods of studying consumer behavior; using consumer analysis to build consumer relationships and loyalty

**UNIT-II**

Pre-purchases processes; consumer resources and purchase decision process; post-purchase behaviour; consumer demographics and psychographics; personality factors in consumer behaviour; consumer motivation and its challenges; managing consumer knowledge; consumer behaviour towards new and innovative products

**UNIT-III**

Impact of culture, ethnicity, and social classification on consumer behaviour; family influences; household consumer behaviour; group influences; influence through dyadic exchanges

**UNIT-IV**

Approaches to attracting consumer attention; managing consumer exposure; process of customer opinion formation; approaches to changing consumer opinion; improving consumer memory through cognitive learning and retrieval; brand recognition and recall measures.

**SUGGESTED READINGS:**

1. Blackwell, R E et. al, Consumer Behaviour, Thomson, South-Western, New Delhi
2. Kardes K, Consumer Behaviour and Managerial Decision Making, Pearson Education, New Delhi
3. Schiffman, L G and Kanuk, L L, Consumer Behaviour, Pearson Education, New Delhi
4. Ward, Scott and Robertson, T S (eds.), Consumer Behaviour; Theoretical Sources, Prentice-Hall, Englewood Cliffs, N J

**Mapping Matrix of Course: 243MGMM2****Table 1: CO-PO & CO-PSO Matrix for the Course 243MGMM2: Consumer Behaviour Analysis**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3
<b>CO3</b>	2	2	2	3	3	2	2	3	3	2
<b>CO4</b>	3	3	2	2	2	3	3	2	2	3
<b>Average</b>	2.75	2.5	2	2.5	2.5	2.5	2.5	2.25	2.5	2.5

**Financial Analytics**  
**243MGFM1**

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Finance**)

**Course Objectives:**

This course is designed for understanding the foundations of accounting principles and financial analysis, this understanding of the subject will also allow the individuals to develop the link between accounting and finance. The course will also help the students in understanding how firm's value creation is done. This is one of the most comprehensive, dynamic and practical courses.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Knowledge and understanding of Python on Financial data, financial statement analysis, calculating liquidity, solvency, profitability and growth ratios.

CO2: Apply various theories of capital structure and dividend policy, Liquidity, Solvency, Profitability, and Growth ratios of a company's performance.

CO3: Analysis of risk in capital budgeting decisions and feasibility through the Net present value technique and to perform industry analysis.

CO4: Evaluation of cost of various sources of finance and working capital policy.

**DETAILED SYLLABUS:**

**UNIT-I**

Introduction to Python/Excel and Terminal for Working. Read and write Excel/ CSV file, Introduction to Different Libraries in Python/Excel, Introduction to Data Frames, Introduction to Various Loops in Python/Excel. Discounting Cash Flows in Python/Excel, Calculating Internal Rate of Return (IRR) in Python/Excel, Using the PMT Function to Create a Complete Loan Schedule, Building professional chart using Matplotlib in python/ Excel. Working with Pivot Table & Slicer in Python/Excel, Building a flexible model with multiple scenarios, Calculating Historical Percentage Ratios and Use INDEX and MATCH for Scenarios, Building a Flexible Model using For LOOP, While LOOP, If Else LOOP.

**UNIT-II**

Present value/future value/ net present value/ Terminal value, Annuities and perpetuities, Capital markets, Capital raising process/IPO, Capital structure – debt financing, equity financing, Bond financing, par value, coupon rate, yield to maturity. Precedents analysis, Discounted cash flow analysis, Weighted average Cost of capital, Enterprise value, equity value multiples, Free cash flow to the firm and free cash flow to equity, Net present value and internal rate of return.

**UNIT-III**

Building Balance sheets, income statements, cash flow statements from scratch, Understanding concept of Assets liabilities, shareholders' equity, Understanding concept and implication of Pre payments accrued expenses and unearned revenue on balance sheet, Operating cash flow, investing cash flow, financing cash flow, Depreciating methods.

#### UNIT-IV

Discounted Cash Flow Analysis, Monthly Cash Flow Forecasting , Scenario and Sensitivity Analysis , Dilution Analysis/Accretion , Leveraged Buy Out, Merger & Acquisition , Industry Specific Financial Modelling. Incremental, Activity Based, Value Proposition, Zero Based Budgeting , Break Even Analysis, Margin of Safety , Quantitative Forecasting – Moving Average, Simple/Multiple Linear Regression , Variance Analysis, Budgeting Tools – Goal Seek, Solver, Consolidate, Pivot Table

#### SUGGESTED READINGS:

1. The Financial Analyst's Handbook Subsequent Edition by Sumner N. Levine
2. The Bank Analyst's Handbook Money, Risk and Conjuring Tricks Stephen M. Frost
3. Corporate Finance, The Ultimate Guide to Financial Reporting, Business Valuation, Risk Management, Financial Management, and Financial Statements, Greg Shields.
4. Best Practices for Equity Research Analysts: Essentials for Buy-Side and Sell-Side Analysts 1st Edition by James J. Valentine.

#### Mapping Matrix of Course: 243MGFM1

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGFM1: Financial Analytics**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	3	3	2	2	2	2
CO2	2	3	3	2	2	2	2	2	3	2
CO3	2	2	1	3	2	3	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	3
Average	2.25	2.25	1.75	2.25	2.25	2.5	2	2	2.25	2.25



## Management of Financial Markets and Institutions

243MGFM2

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Finance**)

**Course Objectives:** Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, streaming of the regulatory framework and so on. Many innovative financial products are introduced to cater to the varied requirements of both corporate and individual customers. In this changing financial scenario, this course will equip the students with the understanding and application of the broad framework of the financial system, its constituents, their linkages and the regulatory mechanism under which it operates. The course content includes a study of the financial markets, financial intermediation and different financial services.

### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the structure of the Indian Financial System and regulatory framework.

CO2: Apply knowledge to interpret the role of financial institutions for inclusive economic development.

CO3: Analyze the role of regulatory bodies in protecting the financial interest of the public within the boundaries of ethical conduct.

CO4: Evaluate the functioning of financial institutions and frame strategies for increasing their global competitiveness.

### **DETAILED SYLLABUS:**

#### **UNIT-I**

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing; issue management activities/procedures of merchant banking.

#### **Unit-II**

Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization

#### **UNIT-III**

Development Banks - operational policies and practices of IDBI, ICICI, IFCI, SIDBI; EXIM BANK; UTI; LIC; segments/instruments of money market.

#### **UNIT-IV**

Mechanism of security trading, NSE, OTCEI, scripless trading, depository system and custodial services; SEBI– its objectives, functions and powers. mechanism of Commodities trading.

### **SUGGESTED READING:**

1. Bhole, L. M., Financial Institutions and Markets , Tata McGraw Hills, New Delhi
2. Khan, M. Y., Financial Services, Tata McGraw Hill, New Delhi
3. Pathak, Indian Financial System, Pearson Education
4. Khan, M.Y., Indian Financial System, Tata McGraw Hill, New Delhi
5. Machiraju, H.R., Indian Financial System, Vikas Publishing House

**Mapping Matrix of Course: 243MGDSEFM2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGDSEFM2: Management of Financial Services and Institutions**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	3	2	3	1	2	2	2
<b>CO2</b>	3	2	1	2	2	2	1	2	2	3
<b>CO3</b>	1	2	2	3	2	2	2	2	2	3
<b>CO4</b>	2	3	2	2	2	3	2	3	3	2
<b>Average</b>	2.25	2.25	1.5	2.5	2	2.5	1.5	2.25	2.25	2.5

**Compensation and Benefits Administration**  
**243MGHRM1**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialisation Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

Course is designed to provide the students with a thorough knowledge of various methods and practices of Compensation Management. It enables students to understand and perform job evaluation for various job positions of different fields. It also serves to develop and strengthen the overall analytical skills of students Related to various HR Functions.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop understanding of basic components, tools and techniques of compensation.

CO2: Apply the knowledge to solve compensation related problems in organizations.

CO3: Analyze and evaluate the compensation structure of organizations through real world cases.

CO4: Design rational and equitable compensation administration systems in modern organizations, keeping the needs of stakeholders in mind.

**DETAILED SYLLABUS:**

**UNIT -I**

**The reward system:** compensation & non compensation dimension, system for non-compensation

Job analysis-Planning a job analysis program, Collection and description of job data, designing of custom made job analysis questionnaire, Guidelines for conducting a job analysis interview.

Job Description-Broad , generic job (class descriptions versus Narrow, specific job (Position) descriptions, A job contract, Planning, operations and control, elements of the job description, Job summary ,other ways of describing job facts

**UNIT-II**

Job evaluation-Job requirements and pay, whole job ranking, position classification Predetermined grading Approach, a market pricing approach, a maturity curve method, Development and use of compensable factors, Weighting and rating of compensable factors. Designing a Base pay structure-Pay structure architecture, Determining a pay policy line, the need for more than one pay structure, displaying job data, identifying lowest and highest rates of pay, developing pay grades, single rate pay grade, two tier wage plan, multiple point pay structure, range or spread dimension, pay grade width, determining pay grade minimum and minimum rates of pay, internal design consideration, spread of range and steps, pay grade overlap, broad banding

**UNIT-III**

Measuring and paying for performance -Merit pay, performance appraisal: cost- effectiveness analysis, designing a job content-based performance appraisal program, Rating scale design and development, performance standards, maintaining an employee documentation File. Point factor method of job

evaluation-Combining point factor and factor comparison methods, job evaluation committee, Using FES to determine job worth, Factor evaluation system position evaluation statements

**UNIT-IV**

Short term incentives-Premium and differentials, pay for unit produced, individual based bonus and rewards, organization wide short-term incentives, Scanlon plan, Lincoln’s incentive system. Long term incentives-Designing a long term incentive and deferred compensation plan, Qualified deferred compensation arrangement, Social security, retirement plan, pension plans, profit sharing plan, stock bonus plan, ESOP, employer benefits and employer costs for ESOP, Individual retirement account, Savings incentive match plan for employees.

**SUGGESTED READINGS:**

1. Compensation Management in a knowledge- based world, Richard I. Henderson, Pearson Education
2. Compensation planning, George T Mulkovich& Jerry Newmann, McGraw Hill Publication
3. Compensation and reward management, B. D. Singh, Excel Publication
4. Aswathappa, K. (2001). Human resource & personal management (text & cases). New Delhi: Tata McGraw-Hill.
5. Mamoria, C. B., &Gankar, S.V. (2002). Personal management (text & cases). New Delhi: Tata McGraw-Hill.
6. Rao, T. V. (2015). Performance Management: Toward organizational excellence. Sage Publication.

**Mapping Matrix of Course: 243MGHRM1**

**Table 1: CO-PO Matrix for the Course 243MGHRM1: Compensation and Benefits Administration**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	3	3	3
CO3	2	3	2	3	2	2	2	2	3	2
CO4	2	3	2	2	3	3	2	3	2	3
Average	2.5	2.5	1.75	2.25	2.25	2.5	2.25	2.5	2.5	2.5

**Learning and Development  
243MGHRM2**

**Credit: 3**

**External Marks: 50  
Internal Marks: 25  
Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

Learning and development is a systematic process to enhance an employee's skills, knowledge, and competency, resulting in better performance in a work setting. Specifically, learning is concerned with the acquisition of knowledge, skills, and attitudes. Development is the broadening and deepening of knowledge in line with one's development goals. The goal of learning and development is to develop or change the behavior of individuals or groups for the better, sharing knowledge and insights that enable them to do their work better, or cultivate attitudes that help them perform better.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop an understanding of training and development methods and their suitability in learning organizations.

CO2: Apply knowledge to convert a mechanistic organization into a learning organization for its environmental adaptability.

CO3: Analyze the significance of on job and off job training methods under different scenarios for value based learning.

CO4: Evaluate the various training models and design sound training plans for global leadership.

**UNIT – I**

Introduction to Employee learning and Development, learning, Meaning and significance, The Forces Influencing Working and Learning, classification of learning capabilities, learning theories- Reinforcement Theory, Social Learning Theory, Goal Theories, Expectancy Theory, Adult Learning Theory, pedagogy and andragogy; The basic principles of learning, The Learning Process, Mental and Physical Processes, The Learning Cycle, Instructional Emphasis for Learning Outcomes.

**UNIT – II**

Training and Learning: Introduction, Relationship, meaning, Designing Effective Training, Forces influencing working & learning, Strategic Training, Work Environment, Characteristics influencing transfer of training, organizational environments encouraging transfer.

Training Needs Analysis: Meaning and significance of training needs, types of needs, components of needs, data collection, analysis and interpretation. Meaning and significance of training design and development, principles of training design, design process, identifying the training objectives, determining structure, content, duration, method, learning activities,

**UNIT – III**

Training implementation & Methods: Meaning and significance of implementation, making or buying decision, implementation process for making and buying decisions, skills of effective trainer. Training Methods: Presentation Methods, Hands-on Methods, Group Building Methods. Choosing Training methods. E-Learning & Use of Technology in Training: Technology's Influence on Training, Technology & Multimedia, Computer-Based Training, Developing Effective Online Learning, Blended Learning,

Simulations, Mobile Technology & Training Methods, Intelligent Tutoring Systems, Distance Learning, Technologies for Training Support, Technologies for Training Administration, Learning Management Systems (LMSs), Systems for Training Delivery, Support & Administration, Choosing New Technology Training Methods. Outward bound methods: Meaning and significance of outward bound learning (OBL) methods, process of OBL, risk, safety and ethical issues. Training aids.

#### UNIT – IV

Training Evaluation: Meaning, Reasons for Evaluating Training and significance of training evaluation, Donald Kirkpatrick’s Evaluation Model, Return on investment in Training, Types of Evaluation Designs, Considerations in Choosing an Evaluation Design, data collection for training evaluation, Threats to Validity, Determining Costs, Evaluation Practices in different organizations, Measuring Human Capital and Training Activity

#### Recommended Readings:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education
2. Hellreigel, Management, Thomson Learning, Bombay
3. Koontz, H and Wechrich, H; Management, Tata McGraw Hill
4. Stoner, J et. al, Management, Pearson Education
5. Robbins and Coulter, Management, Pearson Education
6. Pravin Durai, Principles of Management, Pearson Education.
7. Satya Raju, Management – Text and Cases, PHI, New Delhi
8. Richard L. Daft, Management, Thomson South-Western
9. Nelson, Debra L and James C Quick, Organizational Behavior, Thomson Learning
10. Hellgiegel, D and J.W. Slocum, Organizational Behavior, Thomson Learning
11. Luthans, Fred, Organizational Behavior, McGraw Hill, New York
12. New Storm and Keith Davis, Organization Behavior, TMH, New Delhi

#### Mapping Matrix of Course: 243MGHRM2

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGHRM2: Learning and Development**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	3	3	3
CO3	2	3	3	3	2	2	2	2	3	2
CO4	2	3	2	2	3	3	2	3	2	3
<b>Average</b>	2.5	2.5	2	2.25	2.5	2.5	2.25	2.5	2.5	2.5

**Procurement and Logistics Management  
243MGOSCM1**

**Credit: 3**

**External Marks: 50  
Internal Marks: 25  
Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Operations and Supply Chain Management**)

**Course Objectives:**

Procurement and Logistics Management includes a broad area that covers both manufacturing and service industries, involving the functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment, and more.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Acquire knowledge on Procurement and Logistics Management for managing the supply chain.

CO2: Apply the tools and techniques of procurement and logistics for smooth functioning of value based supply chain.

CO3: Analyze the role of various logistics strategies for relationship development in Supply Chain Management.

CO4: Evaluate the dynamics of physical procurement and distribution functions.

**Detailed Syllabus:**

**Unit -I**

Introduction to Procurement and Logistics Management; Factors affecting Procurement and Logistics Management, Decision making in Procurement and Logistics Management; P & L strategies; Demand Forecasting, Qualitative & Quantitative Forecasting methods; Designing of processes and types of Process.

**Unit-II**

Facility Capacity ; Capacity Strategies; evaluation of capacity alternatives; analyzing capacity planning decisions; facility location; Factors, types and location planning methods, facility layout; Operation facility layout; types and layout decision models, Material Handling and packaging and Managing Quality, JIT and Lean production in operations management.

**Unit-III**

Introduction to supply chain management; global optimization; future trends in supply chain management; increasing supply chain responsiveness, Logistics; logistical operation in supply chain management, Supply chain synchronization, model and data validation, Logistic renaissance and logistics strategy & Decision Models, Logistic design and operational planning, network integration, managing operation across the supply chain.

**Unit-IV**

Procurement Process and sourcing decision; procurement process perspective, strategies & trends in procurement, The sourcing decision and strategies, E- Procurement, risk and benefits of outsourcing. Inventory, role and importance of inventory in supply chain Management. Customer value and supply chain Management, performance measure measurement along supply chain, Social issues & Relationship

development in S.C.M.

**SUGGESTED READINGS:**

1. Bozarth, Cecil C. & Handfield, Robert B.; Introduction to Operations and Supply Chain Management; Pearson Education; New Delhi
2. Wisner, Joel D., Leong, G. Keong & Tan, Keah- Choon; Principles of Supply Chain Management – A balanced approach; Thomson Learning; New Delhi
3. Gaither, Norman & Frazier, Greg; Operations Management; Thomson Learning; New Delhi
4. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi
5. Krajewski, Lee J. & Ritzman, Larry P.; Operations Management – Processes and Value Chains; Pearson Education; New Delhi

**Mapping Matrix of Course: 243MGOSCM1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGOSCM1: Procurement and Logistics Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	1	2	3	2
<b>CO2</b>	2	2	2	3	2	2	2	2	2	2
<b>CO3</b>	2	3	1	2	3	2	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	3	2	3
<b>Average</b>	2.25	2.25	1.5	2.25	2.25	2.25	2.25	2.25	2.25	2.25



## **Supply Chain Design and Management**

**243MGOSCM2**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs. Type of Course: Specialization Specific Elective Course (Operations and Supply Chain Management)**

**Course Objectives:** Supply chain management is a vital part of a company's efficiency. A reliable supply chain strategy prevents downtime and helps to forecast future success. These days, successful supply chain design must consider sustainability to be successful. As we consider how raw materials and the product lifecycle affect areas like the environment, population growth, and the future of a company, we must consider how components of supply chain network design work together to produce sustainability.

### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the key concepts and models of supply chain and design management and functions of elements of the supply chain.

CO2: Apply the techniques of demand forecasting, inventory management, and transportation for smooth functioning of the supply chain.

CO3: Analyze the role of technology in supply chain design and management.

CO4: Evaluate the effectiveness of design performance metrics and supply chain organization design.

### **DETAILED SYLLABUS:**

#### **UNIT-I**

Introduction to Supply Chain Design: Review of Concepts. Supply Chain Network Design Models, Network Models, Facility Location Models, Supply Chain Network Design, Advanced Supply Chain Network Design Topics, Practical Considerations in Supply Chain Network Design

#### **UNIT-II**

Production Planning, Fixed Planning Horizon, Material and Distribution Requirements Planning, Connecting Sales to Operations, Aggregate Planning Model, Monthly Sales & Operations Planning Process, Distribution and Channel Strategies, Supply Chain Sourcing, Procurement Strategy, Procurement Optimization

#### **UNIT-III**

Supply Chain Finance, Accounting Fundamentals, Costing Systems, Supply Chain Cash Flows, Discounted Cash Flow Analysis, Defining Supply Chain Finance, Analyzing Financial Performance

#### **UNIT-IV**

Organizational, Process, and Performance Metric Design, Supply Chain Organization Design, Supply Chain Metric Design.

**SUGGESTED READINGS:**

1. Arntzen, B. (2013) MIT Center for Transportation & Logistics, Hi-Viz Research Project.
2. Fisher, M. (1997) “What Is the Right Supply Chain for Your Product?” Harvard Business Review.
3. Olavsun, Lee, &DeNyse (2010) “A Portfolio Approach to Supply Chain Design,”
4. Supply Chain Management Review. Adapted from Sheffi (2010) ESD.260 Course Notes

**Mapping Matrix of Course: 243MGOSCM2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 243MGOSCM2: Supply Chain Design and Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	3	2	3	2	3
Average	2.5	2.25	1.5	2.25	2.25	2.5	1.75	2.25	2.25	2.25

## **Fourth Semester**

### **Entrepreneurship and Innovation**

**244MGCC1**

**Credit: 3**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

#### **Course Objectives:**

The course provides a framework for comprehending the process of forming and leading creative businesses. This will prepare students to deal effectively with changing market and client needs as they become more sophisticated and knowledgeable. Entrepreneurship has a significant impact on the country's economic growth and development. The dynamic of the corporate world is shifting in tandem with the global economy. The goal of this course is to instil and ignite an entrepreneurial spirit in pupils.

#### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Identify and understand various constituents and environmental factors for innovation and entrepreneurship development.

CO2: Apply SWOT analysis for internal and external environmental assessment for devising a creative strategy for feasible business plans, within ethical boundaries.

CO3: Analyze feasibility of businesses under the constantly changing global environment for sustainable global competitiveness.

CO4: Evaluate the alternatives in order to be able to create successful business plans.

#### **DETAILED SYLLABUS:**

##### **UNIT-I**

Entrepreneurship: India's startup evolution, Concept, trends, benefits; Rural entrepreneurship, social entrepreneurship, women entrepreneurship; role of entrepreneurship in economic development; Entrepreneur:- characteristics, Entrepreneurial decision process, functions, need for an entrepreneur, types of entrepreneurs.

##### **UNIT-II**

Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; Business plan- How to develop it, what all should it have, what it shouldn't have presenting business plan to investors

##### **UNIT-III**

Need for finance, sources of finance, Venture capital, Nature and Overview, Venture capital process, locating venture capitalists; Functional Plans: Marketing Plan- Market Segmentation, Market sizing, pricing strategy; Organizational Plan- form of ownership, designing organization structure, job design, manpower planning and Financial Plan.

#### **UNIT-IV**

Project Planning & Project appraisal; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing and franchising; Team Formation, Team Work Planning; Role of Government in Promoting Entrepreneurship; Entrepreneurial environment: factors affecting entrepreneurship growth, entrepreneurial motivation; Digital haves and Have-nots, Digital economy as a resource.

#### **DETAILED SYLLABUS:**

1. Holt, David H. Entrepreneurship: New venture creation. prentice hall, 1992.
2. Entrepreneurship in Action, PHI B.K. Mohanty, Sangram Publication, 2005
3. Jayshree Suresh, Entrepreneurial Development, Margham Publications, 2015
4. Poornima M Charantimath, Entrepreneurship Development Small Business Enterprises, Pearson Education, 2006.
5. Mohanty, Sangram Keshari. Fundamentals of entrepreneurship. PHI Learning Pvt. Ltd., 2005.

#### **Mapping Matrix of Course: 244MGCC1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC1: Entrepreneurship and Innovation**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	2	2	2	3	2	2	2	2
<b>CO2</b>	3	3	3	3	3	3	3	2	2	3
<b>CO3</b>	2	2	2	3	3	2	3	2	3	2
<b>CO4</b>	2	2	2	2	2	2	2	3	2	2
<b>Average</b>	2.5	2.25	2.25	2.5	2.5	2.5	2.5	2.25	2.25	2.25

**Business Environment and Sustainability  
244MGCC2**

**Credits:4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:**

With sustainability increasingly becoming a part of corporate strategy and operations in today's business world, this course aims to instill the core concepts of sustainable management in its students and to enable them to spread sustainability through the development of innovative products, solutions, and business models alongside learning about the core business environment.

The course focuses on skill development and a thorough understanding of topics that will aid in the implementation of future sustainable company development methods.

**Course Outcome:**

CO1: Understand the internal and external components of the business environment for global sustainable development.

CO2: Apply the knowledge of the business environment for creating sustainable ecosystems and application of sustainable practices at both individual and organizational levels.

CO3: Analyze the risks and opportunities that globalization brings to company, as well as the push towards more sustainable corporate practices.

CO4: Evaluate how to put essential sustainable business ideas and practices by profiling business instances in various areas.

**Detailed syllabus:**

**UNIT- I**

Nature and structure of business environment; macro and micro indicators; assessing risk in business environment; emerging sectors of Indian economy; relative size and growth of public and private sectors and sustainability.

**UNIT-II**

Design and strategy of economic reforms; current state of growth and investment; interest rate structure and

present monetary policy; fiscal environment; current inflationary position and its impact on business sector; competitive environment; legislation for anti-competitive and unfair trade practices; sustainable consumer

and investor protection.

**UNIT-III**

Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy; public sector reforms and performance; public-private partnership; intellectual property regime and the R&D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector with sustainability goal.

#### UNIT-IV

Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's sustainable business environment.

#### SUGGESTED READINGS:

1. Pritwani, K. (2019). Sustainability of Business in the context of environmental management. CRC Press.
2. Molthan-Hill, P. (2017). 2<sup>nd</sup> Edition. The business student's guide to sustainable management: Principles and practice. Routledge. Green Leaf Publishing.
3. Cherunilam, F. (2021). *Business environment*. Himalaya Publishing House Pvt. Ltd.
4. Weybrecht, G. (2010). The Sustainable MBA: The manager's guide to green business. John Wiley & Sons.
5. Starik, M., Kanashiro, P., & Collins, E. (2017). Sustainability management textbooks: Potentially necessary, but probably not sufficient.

#### Mapping Matrix of Course :244MGCC2

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC2: Business Environment and Sustainability**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	3	2
CO2	3	3	3	3	3	3	3	2	2	3
CO3	2	3	3	3	2	2	3	2	3	2
CO4	2	2	3	2	2	2	3	2	2	3
Average	2.5	2.5	2.5	2.5	2.25	2.5	2.75	2	2.5	2.5

**Integrated Marketing Communications  
244MGCC31**

**Credit: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:**

Integrated Marketing Communication course enables the students to understand Marketing characteristics, work for developing a business structure, use Integrated marketing communication study for multiple goals within a larger marketing strategy, such understanding to enhance the quality of marketing business work culture and performance in organizations at international level.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Define and understand various terms and components associated with the field of integrated marketing communication.

CO2: Develop and apply marketing communication strategy and the utility of various elements of promotional mix.

CO3: Analyze the effectiveness of various marketing communication tools to find appropriate solutions to problems like modes of advertising.

CO4: Evaluate the impact of factors of the business environment on global marketing communication strategy.

**DETAILED SYLLABUS:**

**UNIT-I**

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix; models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process

**UNIT-II**

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources

**UNIT-III**

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copywriting, layout, copy testing and diagnosis; media planning – traditional and contemporary media; media objectives – reach, frequency, cost etc.;

media strategy, media scheduling, media planning models, key issues in advertising – comparative advertising, web advertising; advertising agency – functions and types, outdoor advertising

#### UNIT-IV

Wider Issues and Dimensions – Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, marketing communication budgeting, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

#### RECOMMENDED READINGS:

6. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi
7. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi
8. Moriarty, Sandra and Wells, William. Advertising and IMC, Pearson Education.
9. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi
10. Kenneth E. Clow, Integrated Advertising, Promotion and Marketing Communications, Pearson Education.

#### Mapping Matrix of Course: 244MGCC31

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC31: Integrated Marketing Communications**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	3	3	3	3	2	3	2	3	3
CO3	2	2	2	3	3	2	2	3	3	2
CO4	3	3	2	2	2	3	3	2	2	3
<b>Average</b>	2.75	2.5	2	2.5	2.5	2.5	2.5	2.25	2.5	2.5



**Corporate Restructuring and Business Valuation**  
**244MGCC32**

**Credit: 4**

**External Marks: 70**

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Type of Course:** Core Course

**Course Objectives:** Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisitions and corporate restructuring are implemented.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Define and understand the concepts and terminology of corporate restructuring and business valuation under today's dynamic business environment.

CO2: Apply knowledge to design financial restructuring plans for mergers, takeovers, amalgamation etc.

CO3: Analyze the regulatory environment governing financial restructuring and valuation

CO4: Evaluate restructuring and valuation plans through real world cases of mergers, acquisitions, takeovers etc.

**DETAILED SYLLABUS:**

**UNIT – I**

Introduction to Mergers: Meaning, Types of Mergers, Merger Strategy-Growth, Synergy, Operating Synergy, Financial Synergy, Diversification, Other Economic Motives, Hubris Hypothesis of Takeovers, Other Motives, Tax Motives; Corporate Restructuring – Significance, Forms of Restructuring; Merger Process.

**UNIT – II**

Approach for Merger, Acquisition and Takeover: Defence Against Hostile Takeover, Poison Pill, Bear Hug, Greenmail, Pacman; Negotiation, Due Diligence: Five Stage Model, Types, Due Strategy and Process, Challenges; Criteria for Negotiating Friendly Takeover, Financing of Merger; Post Merger H.R. and Cultural Issues.

**Unit – III**

Legal Aspects of Mergers/ Amalgamation and Acquisition: Provisions of Companies Act; Regulation by SEBI; Takeover Code: Scheme of Amalgamation, Approval from Court. Valuation of a Business.

**Unit – IV**

Methods of Valuation: Cash flow Basis, Earning Potential Basis, Growth Rate, Market Price etc.; Computation of Impact on EPS and Market Price; Determination of Exchange Ratio; Impact of Variation in Growth of the Firms; MBO, LBO, Boot Strapping; Recent Case Studies of Merger and Acquisitions.

**SUGGESTED READINGS:**

6. Gaughan P.A., Merger, Acquisitions and Corporate Restructuring, Wiley India Pvt Ltd.
7. Godbole P.G., Mergers, Acquisitions and Corporate Restructuring, Vikas Publishing House Pvt.

Ltd., New Delhi

8. Fred Weston J, Chung K.S., Hoag S.E., Mergers, Restructuring and Corporate Control, Prentice Hall of India, New Delhi
9. Ramanujan S, Mergers: the new Dimensions for Corporate Restructuring, Mc Graw Hill Education
10. Donald D, Merger, Acquisitions and other Restructuring Activities, Elsevier Incorporation

**Mapping Matrix of Course: 244MGCC32**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC32: Corporate Restructuring and Business Valuation**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	2	3	2	2	2	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	2	1	2	2	2	2	3	3	2
CO4	2	3	2	2	2	2	2	3	3	2
Average	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2

**STRATEGIC HUMAN RESOURCE MANAGEMENT  
244MGCC33**

**Credit: 4**

**External Marks: 70**

**Type of Course:** Core course

**Internal Marks: 30**

**Time Allowed: 3 Hrs.**

**Course Objectives:**

The Objective of this course is to provide students with a conceptual understanding of Strategic Human Resource Management in the modern organizations. This will also impart the skills required in applying theory to practice for effective decision making and change management.

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Understand the theories and concepts of Strategic Human Resource Management for strategic human resource planning.

CO2: Apply the knowledge of SHRM concepts for holistic development of an individual at group as well as organizational level, to combat the global HR challenges.

CO3: Analyze the significance of HR practices for the enhancement of competitive advantage in the globalized environment by application of strategic human resource management techniques.

CO4: Evaluate the HR policies and strategies under different scenarios and their effectiveness for goal attainment, change management and critical problem solving.

**UNIT-I**

HR environment; HRM in knowledge economy; concept of SHRM: investment perspective of SHRM, evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning

**UNIT-II**

Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach; business strategy and human resource planning; HRM and firm performance linkages – measures of HRM performance; sustained competitive advantages through inimitable HR practices

**UNIT-III**

HR Systems: staffing systems, reward and compensation systems, employee and career development systems, performance management systems

**UNIT-IV**

Strategic options and HR decisions – Downsizing and restructuring, domestic and international labour market, mergers and acquisitions, outsourcing and off shoring

**SUGGESTED READINGS:**

6. Mello, Jeffrey A., Strategic Human Resource Management, Thomson Learning Inc.
7. Agarwala, Tanuja, Strategic Human Resource Management, Oxford University Press, New Delhi
8. Dreher, George and Thomas Dougherty, Human Resource Strategy, Tata McGraw Hill
9. Greer, Charles, Strategic Human Resource Management, Pearson Education
10. Belcourt, Monica and Kenneth McBay, Strategic Human Resource Planning, Thomson Learning Inc.

**Mapping Matrix of Course: 244MGCC33**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC33: Strategic Human Resource Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	2	2	2	3	2	3	3	3	3
<b>CO3</b>	2	3	2	3	2	2	2	2	3	2
<b>CO4</b>	2	3	2	2	3	3	2	3	2	3
<b>Average</b>	2.5	2.5	1.75	2.25	2.5	2.5	2.25	2.5	2.5	2.5

**Operations and Supply Chain Management  
244MGCC34**

**Credit: 4**

**External Marks: 70  
Internal Marks: 30  
Time Allowed: 3 Hrs.**

**Type of Course:** Core course

**Course Objectives:**

This course is intended to provide an understanding of the components and processes of supply chain design and management as well as the performance drivers of supply chain. This course will teach everything one needs to know about supply chain management. In today's market, firms don't compete with each other; supply chains do. With this course, students will learn all about the main processes involved in the production and distribution of a product or commodity. It is also intended for the students to learn about logistics, transportation, warehousing and outsourcing decisions.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop understanding of key concepts of Operations and Supply Chain Management.

CO2: Apply the integration among Supply Chain Partners for global competitiveness within ethical paradigms.

CO3: Analyze the logistics, manufacturing, and inventory policies with demand and customer satisfaction through real life cases.

CO4: Evaluate the effectiveness of operations and supply chain policies to attain organizational goals.

**Detailed Syllabus:**

**UNIT I**

Supply chain concepts, Objectives of supply chain, Stages of supply chain, Value chain process, Cycle view of supply chain process, Key issues in SCM, Logistics & SCM, Supply chain drivers and obstacles, Supply chain strategies, Strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

**UNIT II**

Logistics, Evolution, Objectives, Components and functions of Logistic Management, Distribution related issues and challenges, Gaining competitive advantage through Logistic Management, Transportation – Functions, Cost, and Mode, Network and Decision, Containerization, Cross docking.

**UNIT III**

Supply chain performance, Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, Scoring model, Demand chain management, Global supply chain – Challenges in establishing global supply chain, Factors that influences designing global supply chain network.

**UNIT IV**

Warehousing, Warehousing concept and types, warehousing strategy, warehousing facility location & network design, reverse logistics, Outsourcing: nature, concept, strategic decision to outsourcing, third

party logistics, fourth party logistics, Supply Chain and CRM, Linkage, IT infrastructure used for supply chain and CRM, functional component for CRM, Green supply chain management, supply chain sustainability.

**SUGGESTED READINGS:**

5. Supply chain management by Sunil Chopra, and Peter Meindl, Pearson
6. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning
7. D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing
8. Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008

**Mapping Matrix of Course: 244MGCC34**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGCC34: Operations and Supply Chain Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	1	2	3	2
<b>CO2</b>	3	2	2	3	2	2	2	2	2	2
<b>CO3</b>	2	3	1	2	3	2	2	2	2	2
<b>CO4</b>	2	2	2	2	2	3	2	3	2	3
<b>Average</b>	2.5	2.25	1.5	2.25	2.25	2.5	1.75	2.25	2.25	2.25

**Digital Marketing  
244MGDSE1**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Marketing)

**Course Objectives:**

Digital Marketing is a course which offers insights to understand Digital Marketing characteristics, work digital structures, use digital marketing for multiple goals within a larger marketing and/or media strategy, such understanding to enhance the quality of online advertising: Digital display, video, mobile, search engine, and social media and performance in organizations.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop the understanding of components of digital marketing used in today's globalized environment.

CO2: Apply digital marketing processes and tools for strategic decisions making for global market leadership.

CO3: Analyze and evaluate the digital marketing practices for competitive positioning of products or services.

CO4: Design a digital marketing strategy for a brand using innovative technologies.

**DETAILED SYLLABUS:**

**UNIT-I**

Introduction to Digital Marketing: Digital Marketing, Internet Users, Digital Marketing Strategy, Digital Advertising Market in India, Skills required in Digital Marketing, Digital Marketing Plan. Display Advertising: Concept of Display Advertising, Types of Display Ads, Buying Models, Display Plan, Targeting, What Makes a Good Ad, Programmatic Digital Advertising, Analytical Tools, YouTube Advertising.

**UNIT-II**

Search Engine Advertising: benefits of paid Search Advertising, understanding Ad Placement, understanding Ad Ranks, Creating the First Ad Campaign, Enhance Your Ad Campaign, Performance Reports. Social Media Marketing: How to build a Successful Strategy. Facebook Marketing: Facebook for Business, Anatomy of an Ad Campaign, Adverts, Facebook Insights, Other Marketing Tools, Other Essentials.

**UNIT-III**

LinkedIn Marketing: Why it is Important to have LinkedIn Presence, LinkedIn Strategy, Sales Leads Generation Using LinkedIn, Content Strategy, LinkedIn Analytics, Targeting, Ad Campaign. Twitter Marketing: Getting Started with Twitter, How is Twitter Different, Building a Content Strategy, Twitter Usage, Twitter Ads, Twitter Analytics, Twitter tools and tips for Marketers. Instagram and Snap chat: Instagram-Content Strategy, Sponsored Ads, Snap chat, Digital Public Relations.

**UNIT-IV**

Mobile Marketing: Mobile Usage, Mobile Advertising, Mobile Marketing Toolkit, Mobile Marketing

Features, Addressing the diversity in India through Mobile, Campaign Development Process, Tracking of Mobile Campaigns. Search Engine Optimisation: Search Engine, Concept of SEO, SEO phases, On Page and Off Page Optimisation, Social Media Reach, Maintenance. Web Analytics: Data Collection, Key Metrics, Making Web Analytics Actionable, Multi-channel attribution, How to connect offline with online, Types of Tracking Codes, Mobile Analytics, Universal Analytics, Competitive Intelligence.

**RECOMMENDED READINGS:**

6. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education
7. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
8. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley
9. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies,
10. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business
11. Miller, The Ultimate Web Marketing Guide, Pearson Education.

**Mapping Matrix of Course: 244MGDSE1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE1: Digital Marketing**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	2	2	2	2	2	2	3	2	2	2
CO3	2	3	2	3	2	2	3	3	3	3
CO4	3	2	2	2	2	3	2	2	2	3
<b>Average</b>	2	2.	1.	2.	2	2.	2.	2.	2.	2.
	.	2	7	2		5	5	2	2	5
	5	5	5	5				5	5	



**Global Marketing  
244MGDSE5**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Marketing)

**Course Objectives:**

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of global marketing.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand and describe the concept & need of global marketing and basic global market entry strategies.

CO2: Apply their knowledge to identify the emerging issues and developments in global marketing.

CO3: Analyze and differentiate the marketing practices at domestic and global level.

CO4: Evaluate the marketing mix strategy of a company competing at global level.

**DETAILED SYLLABUS:**

**UNIT-I**

Global Marketing- Introduction, Drivers towards globalization, Global marketing objectives; Initial modes of entry; Process of international marketing Culture and Global Marketing- Cultures across countries, Culture and negotiations.

**UNIT –II**

Country Attractiveness- Environmental research, Entry evaluation procedure, Country data sources, Forecasting country sales and market share. Local Marketing- Understanding local customers, Local marketing in mature markets and growth markets.

**UNIT-III**

Global Segmentation and Positioning- Global market segment, Targeting segments, Global product positioning. Global products- Standardization versus Adaptation, Developing new global products, Global brand management.

**UNIT-IV**

Global Pricing- Pricing policy and strategy, Transfer pricing, Counter trade. Global Distribution Local channels, Wholesaling and retailing, Global logistics, Effects of parallel distribution. Global Advertising and Promotion- Global advertising decision, Elements of global advertising, Global sales promotion; E-commerce as a tool of global marketing.

**RECOMMENDED READINGS:**

1. Warren, J. Keegan, *Global Marketing Management*, Pearson Edu/PHI, New Delhi
2. Johansson Johny, *Global Marketing: Foreign Entry, Local Marketing and Global Management*, McGraw Hill.
3. Sak Onkvisit and John Shaw, *International Marketing (analysis and Strategy)*, PHI.
4. Phillip R. Cateora, *International Marketing*, Tata McGraw Hill.
5. Vern Terpestra and Ravi Sarathy, *International Marketing*, Thomson
6. R. L. Varshney and B. Bhattacharya, *International Marketing*, Sultan Chand Publications.

**Mapping Matrix of Course: 244MGDSE5**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE5: Global Marketing**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	2	2	2	2	2	2	3	2	2	2
<b>CO3</b>	2	3	2	3	2	2	3	3	3	3
<b>CO4</b>	3	2	2	2	2	3	2	2	2	3
<b>Average</b>	2 .5	2. 2 5	1. 7 5	2. 2 5	2	2. 5	2. 5	2. 2 5	2. 2 5	2. 5

## Security Analysis and Portfolio Management

244MGDSE2

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Finance)

**Course Objectives:** This course enables the students to carry out the analysis of various tradable financial instruments, to help a financial expert or a security analyst to determine the value of assets in a portfolio. Security analysis is a method which helps to calculate the value of various assets and also find out the effect of various market fluctuations on the value of tradable financial instruments (also called securities).

**Course Outcomes: On the completion of this course the student will be able to:**

CO1: Develop understanding of working of the financial markets for preparing financial plans at individual and organizational level.

CO2: Apply theoretical knowledge for computation of risk and return on securities for sound financial decisions.

CO3: Analyze and evaluate the profitability of the portfolio through fundamental and technical analysis for measuring trends of the market.

CO4: Create an optimum portfolio using ethical practices and to revise as per the market situation.

**Detailed Syllabus:**

### UNIT I

Introduction: Basic concepts, Investment Objectives, Investment Process; Investment Styles: Contrarian and Momentum Styles; Investment Opportunities; Types of Securities; Real Assets and Mutual Funds; Risk and Return Analysis: Systematic and Unsystematic Risks, Risk Measurement, Minimizing Risk Exposures; Investment vs. Gambling and Specialization.

### UNIT II

Theories of portfolio selection and management- Markowitz portfolio theory: optimal portfolio, meaning and construction of efficient frontier, investors' utility; CAPM: capital asset pricing model, risk-free and risky lending and borrowing, market portfolio; capital market theory: CML, SML and Sharpe Single Index Model; Arbitrage Pricing Theory (APT).

### UNIT III

Bond portfolio management strategies –bond characteristics, fundamentals of bond valuation, bond & equity portfolio management strategies: passive portfolio strategies & active portfolio strategies.

### UNIT IV

Portfolio Revision: Need and Constraints, Portfolio Revision Strategies and Formula Plans Portfolio Performance Evaluation: Risk adjusted methods - Sharpe, Treynor's and Jensen's Performance Index; Components of Portfolio Performance: Market Timings, Stock selectivity and Diversification, Benchmark Portfolio.

### SUGGESTED READINGS:

- Bhalla, V. K., Investment Management: Security Analysis and Portfolio Analysis, S. Chand, New Delhi.
- Chandra, Prasanna, Investment Analysis and Portfolio Management, McGraw Hill Education, New Delhi.
- Fischer, Donald E. and Jordon Ronald J., Security Analysis and Portfolio Management, PHI, New Delhi.
- Ranganatham, M. & Madhumathi, R., Investment Analysis and Portfolio Management, Pearson Education, New Delhi.

### Mapping Matrix of Course: 244MGDSE2

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE2: Security Analysis and Portfolio Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	2	3	2	2	2	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	2	1	2	2	2	2	3	3	2
CO4	2	3	2	2	2	2	2	3	3	2
Average	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2

## Public Finance

244MGDSE6

Credit: 3

External Marks: 50

Internal Marks: 25

Time Allowed: 3 Hrs.

**Type of Course:** Discipline Specific Elective Course (Finance)

**Course Objectives:** The objective of this course is to analyze the major concepts, theories of public finance in logical and critical manner.

**Course Outcomes: On the completion of this course the student will be able to:**

**CO1:** Understand the concepts of public expenditure, revenue and identify the issues involved in public debt management in India.

**CO2:** Apply analytical skills and judgement in major areas of public finance reforms.

**CO3:** Analyze the possible burden, benefits and distribution of various types of taxes and their impact on general welfare.

**CO4:** Evaluate the issues in Government finances, in light of the global competitive environment.

### Detailed Syllabus:

#### UNIT-I

Nature and Scope of Public Finance; Principle of maximum social advantage public revenue  
General considerations: Division of tax burden and incidence of taxes, Classification and choice of taxes and effect of taxation. Indian taxation system and its key issues

#### UNIT-II

Public Debt and some issues in debt management; Public expenditure- General considerations and effect of public expenditure; Public budget- budget classification, Performance and Programme budgeting system (PPBS) and zero base budgeting; Balance budget and fiscal policy. Comments on recent central Government budget

#### UNIT-III

Introduction to Indian Public Financial System – Historical background, Financial Federalism under Constitution; Indian Federal finance- Recommendations of latest finance commission of India; Public debt in India-Central and states Government debt.

#### UNIT-IV

Government of India Finances: expenditure trends expenditure policy, control of public expenditure in India, Suggestions for reforming the budget, trends in receipts. Railway finances, public sector in India and its Financial Autonomy and Accountability of Public sector, states finances and local finances. Investment policy of public sector in India: Financial, economic and social appraisal. Financial control; Legislative and Executive Accounting and Auditing System in India, Role of Comptroller and Auditor General (CAG), Contemporary Issues in Government Finances.

### Suggested Readings:

1. Musgrave, R.A., and P. B. Musgrave, *Public Finance in Theory and Practice*, Tata McGraw Hill.
2. Harvey S. Rosen, Ted Gayer, *Public Finance*, McGraw Hill
3. Tayagi, B.P., *Public Finance*, S. Chand & Co.
4. Lekhi, R.K., *Public Finance*, Kalyani Publishers.

5. Mithani, D.M., *Public Finance and International Trade*, Himalaya Publications.

**Mapping Matrix of Course: 244MGDSE6**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE6: Security Analysis and Portfolio Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	2	3	2	2	2	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	2	1	2	2	2	2	3	3	2
CO4	2	3	2	2	2	2	2	3	3	2
Average	2.5	2.5	1.5	2.25	2	2.25	2	2.5	2.5	2

**Industrial Relations and Labor Laws**  
**244MGDSE3**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

This course is to sensitize and expose students to critical tasks, functions and issues of industrial relations and to gain insight into the dynamics of employee management relations on the different job situations.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Develop understanding of different laws applicable to a business.

CO2: Apply the knowledge of laws for solving industrial disputes while following ethical code of conduct.

CO3: Analyze legal case studies related to labor laws and develop critical thinking to formulate plans as per the regulatory framework.

CO4: Evaluate the existing business laws in India and analyze their relevance in today's globalized environment.

**DETAILED SYLLABUS**

**UNIT I**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country, Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926- objectives, recognition and registration, Industrial Democracy & Participative Management

**UNIT II**

Collective Bargaining: Significance, types & Procedure of collective bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry, Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India

**UNIT III**

The Factories Act, 1948 & The shop & Establishment Act 1948 The Payment of Wages Act, 1923 ,The Workmen's compensation Act, 1972 ,The Industrial Disputes Act, 1947

**UNIT IV**

The Payment of Minimum wages act 1936 ,The Contract Labor (Abolition & regulative) act The ESI Act, 1948 ,The Trade unions act, 1926 , The payment of Bonus Act, 1965 The payment of Gratuity Act, 1972 The Maternity Benefit Act, 1961 ,Employee's Provident fund & Miscellaneous Provisions Act,

1952.

**SUGGESTED READINGS:**

7. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
8. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed)
9. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
10. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
11. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Century, IIRA -Excel Books, New Delhi.
12. Monappa, A . Industrial Relations, Tata McGraw Hill, New Delhi.

**Mapping Matrix of Course: 244MGDSE3:**

**Table 1: CO-PO Matrix for the Course 244MGDSE3: Industrial Relations and Labor Laws**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	2	2	3
CO3	2	3	1	2	2	3	2	2	2	2
CO4	2	2	2	2	2	2	2	2	3	2
Average	2	2.	1.	2	2.	2.	2.	2	2.	2.
	.	2	5		2	5	2		2	2
	5	5			5	5	5		5	5



**Performance Management  
244MGDSE7**

**Credit: 3**

**External Marks: 50  
Internal Marks: 25  
Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

This course identifies the knowledge and skills needed for effective management of individual and team performance and examines the design of performance management systems that aim to transform organizational objectives into performance outcomes.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the concept of performance management and different advantages of implementing well-designed performance management systems and practices.

CO2: Apply the techniques of performance management in performance planning, execution, assessment, and review.

CO3: Analyze different approaches to performance measurement for global competitiveness.

CO4: Implement and evaluate various performance management practices in different organizations.

**DETAILED SYLLABUS:**

**UNIT-I**

**Introduction to Performance Management System**

Meaning, Uses and purpose of performance management, how it differs from performance appraisal, Performance management and its challenges in current scenario, Performance management as a system and process, Establishing the performance criterion of developing an effective appraisal system, Criteria (KRA, KSA VS KPI), why performance appraisal,

**Unit-II**

Managing Performance Methods of managing performance of all the levels of management- 360 degree performance appraisal, MBO and, Performance analysis for Individual and organizational development, Potential appraisal, competency mapping & its linkage with career development and succession planning, Balance scorecard- advantages and applications.

**UNIT-III**

Performance Monitoring Assessment Centre, Measuring performance, Criteria for performance measurement; Setting Organizational, Team & Individual Performance Standards; Methods for evaluating Performance – 360 Degree appraisal, Competency Mapping & Competency Modelling, H.R. Score-card, H.R. Audit, Errors in appraisal.

**UNIT-IV**

Role of Training and Development in PMS, Performance based compensation, Performance based career planning and succession planning, Role of HR Professionals in Performance Management, Performance Agreements; Performance Reviews; feedbacks – e-PM, strategic role of HR professionals.

**SUGGESTED READINGS:**

1. Performance Management by Kohli A S & Deb T, Oxford Higher Education (Latest edition)
2. Performance Management and Appraisal Systems: HR Tools for Global Competitiveness by T.V. Rao. New Delhi, Response Books, 2007.
3. Michael, Armstrong (1999). Performance Management. Kogan Page.
4. Chadha, P. (2003). Performance Management: It's About Performing Not Just Appraising. MacMillan India Ltd.
5. Performance Management: Robert Bacal, McGraw-Hill Education, 2007

**Mapping Matrix of Course: 244MGDSE7****Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE7: Performance Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	3	3	3
CO3	2	3	2	3	2	2	2	2	3	2
CO4	2	3	2	2	3	3	2	3	2	3
Average	2.5	2.5	1.75	2.25	2.5	2.5	2.25	2.5	2.5	2.5

## **Total Quality Management**

**244MGDSE4**

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs. Type of Course:** Discipline Specific Elective Course (Operations and Supply Chain Management)

### **Course Objectives:**

Currently, companies must compete on the global market for customers who expect nothing less than perfection. A modern management concept such as Total Quality Management (TQM) helps the students to improve the quality of products and services to achieve maximum customer satisfaction.

The concept of TQM is most applicable to companies and organizations that are heavily department-focused. In such organizations, the left hand often doesn't know what the right hand is doing, as the saying goes, and inter-department struggles negatively affect how customers' needs and wants are met.

### **Course Outcomes:**

#### **On the completion of this course the student will be able to:**

CO1: Memorize and understand the tools and techniques of Total Quality Management.

CO2: Apply the philosophy and techniques of TQM in organizations' endeavor for continuous improvement.

CO3: Analyze the importance of continuous improvement in process for maximizing customer's satisfaction and employee involvement.

CO4: Evaluate the effectiveness of TQM practices for optimum performance and benchmarking.

### **Detailed Syllabus**

#### **UNIT-I**

Basics Concepts of Quality: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs -Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

#### **UNIT-II**

TQM Principles: Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

### UNIT-III

Statistical Process Control: The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

### UNIT-IV

TQM Tools: Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs. Quality System: Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

### RECOMMENDED READINGS:

10. Besterfield Dale H, Quality Control, Pearson Education.
11. Charantimath, P., Total Quality Management, Pearson Education.
12. Bedi, Quality Management, Oxford University Press.
13. Juran J. M. and Gryna, Jr. F.M., Quality Planning and Analysis, TMH, New Delhi
14. Ronald G Day, Quality Function Deployment, TMH, New Delhi..
15. Evan J.R., Total Quality Management, Excel Book, New Delhi.
16. Hansan B.L. and Ghare, P.M. Quality Control and Application, PHI.
17. Hagan, Management of Quality, Oxford University Press.
18. Juran J M and Frank M Gryna, Quality Planning and Analysing, TMH, New Delhi.

### Mapping Matrix of Course: 244MGDSE4

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE4: Total Quality Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	3	2	3	2	3
Average	2.5	2.25	1.5	2.25	2.25	2.5	1.75	2.25	2.25	2.25

## Technology Management

244MGDSE8

**Credits: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Discipline Specific Elective Course (Operations and Supply Chain Management)

**Course Objectives:** The course focuses on different matters of significance related to Technology Management. It aims to make students understand various aspects of technological innovation and subsequent diffusion. It also analyses the Technology Management scenario in India.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the concept and nature of technology management.

CO2: Apply the tools and techniques for forecasting the technology needs of the business organisations.

CO3: Analyze the dynamic nature of management of technology and its related issues.

CO4: Evaluate the various factors influencing technology management.

**Detailed Syllabus**

### UNIT I

Introduction: Definition and Characteristics of Technology, Market Based and Resource Based view, Concept and significance of management of technology, Dynamics of Technological Change: Forms of technological change, Process of Technological Change; Innovation: Components of Innovation, Innovation Dynamics at the Firm Level, recent developments in Technological environment - Globalization, Time Compression, Technology integration, Induced & Autonomous changes in the Technological environment, Competitive advantages through new technologies.

### UNIT II

Technology supply and Research & Development Management: Sources of technology, Process of new product development; managing hi-tech products: Strategy to avoid product failure in market. Principles and Process of Product Development; Managing R& D Organization –issues and recent trends, Linkage between technology, development and competition, management of Intellectual Property Rights in context of technology management, strategic issues in managing IPR

### UNIT III

Technological Forecasting: Meaning, significance of Technology forecasting, techniques of Technology forecasting: Exploratory and normative technique; Process and application of techniques like Delphi, Growth Curves, S- curve, Pearl Curve, Gompertz curve: Relevance Tree, Morphological Analysis, Mission Flow Diagram

### UNIT IV

Meaning and Importance of Technology Intelligence; Technology Strategy: Meaning and Key Principles Underlying Technology Strategy, framework for formulating technology strategy Technology Strategy Types; Linkage of technology strategy with business strategy, Issues in technology strategy

**RECOMMENDED READINGS:**

1. Narayanan, V. K., *Managing Technology and Innovation for Competitive Advantage*, Pearson Education.
2. Khalli, T., *Management of Technology*, McGraw-Hill
3. Betz. F., *Strategic Technology Management*, McGraw-Hill
4. Lowell W. S., *Managing Technology – The Strategic View*, McGraw Hill.
5. Schilling *Strategic Management of Technological Innovation*, McGraw-Hill

**Mapping Matrix of Course: 244MGDSE8****Table 1: CO-PO & CO-PSO Matrix for the Course 244MGDSE8: Technology Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	3	2	3	2	3
Average	2.5	2.25	1.5	2.25	2.25	2.5	1.75	2.25	2.25	2.25

## **Marketing Analytics 244MGMM1**

**Credit: 3**

**External Marks: 50  
Internal Marks: 25  
Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (Marketing)

### **Course Objectives:**

Organizations large and small are inundated with data about consumer choices. But that wealth of information does not always translate into better decisions. Knowing how to interpret data is the challenge -- and marketers in particular are increasingly expected to use analytics to inform and justify their decisions. Marketing analytics enables marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions.

### **Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand and build a brand architecture and how to measure the impact of marketing efforts on brand value over time, for attaining market leadership.

CO2: Apply the concepts of marketing analytics to measure customer lifetime value and use that information for decision making.

CO3: Design and analyze basic experiments to assess the marketing efforts, interpret outputs, confounding effects and biases.

CO4: Evaluate the economic and statistical significance of strategic marketing alternatives.

### **DETAILED SYLLABUS:**

#### **UNIT I**

Marketing Analytics, Introduction to the Marketing Process, Airbnb Marketing Process, Airbnb's Strategic Challenge, Airbnb's Marketing Strategy with Data, Using Text Analytics, Utilizing Data to Improve Marketing Strategy, Improving the Marketing Process with Analytics.

#### **UNIT II**

Intro to Metrics for Measuring Brand Assets, Snapple and Brand Value, Developing Brand Personality, Developing Brand Architecture, Measuring Brand Value, Revenue Premium as a Measure of Brand Equity, Calculating Brand Value.

#### **UNIT III**

Customer Lifetime Value (CLV), Calculating CLV, Understanding the CLV Formula, Applying the CLV Formula, Extending the CLV Formula, CLV to Make Decisions.

#### **UNIT IV**

Determining Cause and Effect through Experiments, Designing Basic Experiments, Designing Before - After Experiments, Designing Full Factorial Web Experiments, Calculating Projected Lift, Pitfalls of Marketing Experiments.

Regression Analysis, Interpreting Regression Outputs, Multivariable Regressions, Omitted Variable Bias, Using Price Elasticity to Evaluate Marketing, Understanding Log-Log Models, Marketing Mix Models.

**Mapping Matrix of Course: 244MGMM1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGMM1: Marketing Analytics**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	1	2	3	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	3	2
<b>CO3</b>	2	2	2	3	2	3	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	2	2	3
<b>Average</b>	2.25	2.25	2	2.25	2.25	2.5	2	2	2.25	2.25



**Sales & Distribution Management**  
**244MGMM2**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Marketing Management**)

**Course Objectives:**

Sales and Distribution Management is a course which offers insights to understand Marketing and sales distribution characteristics, work for develop a business structure, use Sales and Distribution Management study for multiple goals within a larger marketing strategy, such understanding to enhance the quality of marketing and distribution channel work culture and performance in marketing and distribution channel at different level.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand and define the concepts of sales and distribution management, to explain the role, functions, and methods of the selling and distribution process.

CO2: Apply the concepts to solve practical sales and distribution problems.

CO3: Analyze different methods used for sales and distribution related decision making and implement decisions for sales and distribution management.

CO4: Develop and evaluate strategies that help in taking strategic decisions.

**DETAILED SYLLABUS:**

**UNIT-I**

Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers. Theories of Selling. Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; determining size of salesforce.

**UNIT-II**

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Salesforce: Recruitment, selection, training, compensation, motivating and leading the salesforce; Sales meetings and contests.

**UNIT-III**

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; evaluating sales force performance; Ethical issues in sales management.

**UNIT-IV**

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behaviour and Organization, Channel Design Decision; Channel Management Decisions; Distribution Intensity; Partnering Channel Relationship.

**SUGGESETD READINGS:**

1. Still, Cundiff, Govoni and Sandeep Puri, Sales and Distribution Management, Pearson Education.
2. Anderson R, Professional Sales Management, Englewood Cliff, New Jersey, Prentice Hall, India.
3. Dalrymple, Douglas J., and William L., Sales Management: Concepts and Cases, New York, NY: Wiley
4. Panda, T. K., Sahadev, S., Sales And Distribution Management, Oxford Publishing, India
5. Hughes, G. David, Daryl McKee, Charles H. Singler, Sales Management: A Career Path Approach, Cincinnati, OH: South-Western College Publishing
6. Peppers, D. and Rogers, M., 'The short way to long-term relationships', Sales and Marketing Management

**Mapping Matrix of Course: 244MGMM2**

**Table 1: CO-PO Matrix for the Course 244MGMM2: Sales & Distribution Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3
<b>CO3</b>	2	2	2	3	3	2	2	3	3	2
<b>CO4</b>	3	3	2	2	2	3	3	2	2	3
<b>Average</b>	2 . 2 5	2. 5	2	2. 5	2. 5	2. 5	2. 5	2. 2 5	2. 5	2. 5

**Brand Management**  
**244MGMM3**

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Marketing Management**)

**Course Objectives:**

The objective of this course is to impart in depth knowledge to the students regarding the theory and practices of brand management.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

- CO1: Understand basic branding concepts, outline major branding issues and identify branding challenges and opportunities.
- CO2: Apply marketing programme to build brand equity.
- CO3: Analyze and implement different branding programmes.
- CO4: Evaluate brand performance and evaluating brand extension opportunities.

**DETAILED SYLLABUS:**

**UNIT-I**

Branding terminology, basic branding concepts- brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity, major branding decisions: selecting a brand name, brand extension decision, family versus individual brand names, multiple branding, private versus national branding, importance of branding

**UNIT II**

Branding challenges and opportunities, concept of brand equity, sources and benefits of brand equity, Customer based Brand equity, designing marketing programme to build brand equity, measurement of brand equity, Strategic brand management process, concept of Brand positioning and repositioning, Identifying and establishing brand positioning and values.

**UNIT III**

Planning and implementing brand marketing programmes, designing marketing programmes, measuring and interpreting brand performance, Legal aspects of Branding, Copyright, Trademarks and IPR, designing and implementing branding strategies; Brand building and communication, E Branding, handling brand name changes.

**UNIT IV**

New products and brand extension, evaluating brand extension opportunities, reinforcing brands, revitalising brands, managing brands over geographic boundaries and market segments, rationale for going international, global marketing programmes- advantage and disadvantage, standardisation versus customisation, global brand strategy. Branding in rural marketing, branding in specific sectors: retail, industrial, service brands

**SUGGESTED READINGS:**

1. Kevin Lane Keller, *Strategic Brand Management*, Pearson Education.
2. David A Aaker, *Managing Brand Equity*, New York, Free Press.
3. Don Cowley, *Understanding brands*, Kogan page

4. J.N. Kapferer, *Strategic Brand Management*, Free Press.

**Mapping Matrix of Course: 244MGMM3**

**Table 1: CO-PO Matrix for the Course 244MGMM3: Brand Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	3	3	3	3	2	3	2	3	3
CO3	2	2	2	3	3	2	2	3	3	2
CO4	3	3	2	2	2	3	3	2	2	3
Average	2 . 2 5	2. 5	2	2. 5	2. 5	2. 5	2. 5	2. 2 5	2. 5	2. 5

## Forex & Derivatives Management

244MGFM1

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialisation Specific Elective Course (**Finance**)

**Course Objectives:** This subject will enrich students with the mechanism of the foreign exchange markets, measurement of exposure and hedging against risk through derivative management.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Describe and understand the concepts and terminologies of financial and commodity derivatives, valuation, explanation of models used for pricing/valuation of derivatives.

CO2: Apply innovations in financial and commodity markets for valuation, analysis and application for hedging, speculation and arbitrage for Financial Derivatives.

CO3: Evaluate derivative pricing and hedging practices, mechanics, concepts of valuation, and trading strategies of the derivative market.

CO4: Develop basic risk management and trading strategies using derivatives in a volatile market.

### **UNIT-I**

Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free market rates. Direct, Indirect and Cross Rates, Forward Rates: Quoting and Structure, Forward Exchange Rates versus Expected Future Spot Rate, Outright Forwards versus Swaps, Currency Futures, Marking to Market, Futures Contract Versus Forward Contract, the link between the Future and the Forward Contract Currency Options, Exchange Traded Options, Quotation Conventions and market organization, determining market value of Options, Over the Counter (OTC) Options.

### **UNIT-II**

The Balance of Payment Accounts, The net International Investment Position, Supply and demand View of Exchange Rates, Modern Theories of Exchange Rates, Alternative Systems of Exchange Rate, Hybrid System and Target Zone Arrangement, The nature of Exchange Rate Risk and Exposure, Types of Foreign Exchange Exposure, Alternative Strategies for Exposure Management. Exposure Management Techniques. Hedging Risk and Exposure.

### **UNIT-III**

Different Forms of Taxes, Import Duties. Withholding Taxes and Branch vs Subsidiary Taxes. Organizational structures for reducing taxes. Tax Reliefs. Tax Treatment of Foreign Exchange Gains and Losses. Foreign Exchange Market in India. Carbon Credits.

### **UNIT IV**

Interest rate Forwards & Futures: FRA – Introduction, settlement, Pricing, Hedging, Speculation & Arbitrage with FRA and T-Bills, Euro dollars, Treasury bond futures, Pricing T-Bonds, Duration & Modification, Interest rate futures in India. Interest rate & currency swaps: Features of Swap, Need, swap dealer, Applications, Rationale, Types, hedging, Features, Valuing Interest rate and currency swap,

Commodity swaps, equity swaps.

Options –Basic: Terminology, call, Put, Quotations, Trading & settlement, Margins, Adjustment for corporate actions, Options other than stocks/indices, Difference options & futures/ forwards. Option Pricing: Intrinsic value & time value, Boundary conditions for option pricing, arbitrage-based relationship of option pricing, Put call parity.

**SUGGESTED READINGS:**

1. Derivatives & Risk Management, Rajiv Srivastava, 4th Edition, Oxford Publication House
2. Futures and Option Markets, John C. Hull, Pearson Education
3. Risk Management & Derivative, Rene M. Stulz, Cengage

**Mapping Matrix of Course: 244MGFM1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGFM1: Forex & Derivatives Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	1	1	2	2	1	1	2	2
CO2	2	3	1	2	2	3	1	2	2	2
CO3	1	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2
Average	1.75	2.25	1.5	1.75	2	2.25	1.5	1.75	2	2

**Corporate Tax Planning**  
**244MGFM2**

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialisation Specific Elective Course (**Finance**)

**Course Objectives:** This course aims at making students conversant with the concept of the corporate tax planning and Indian tax laws, as also their implications for corporate management.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize theoretical knowledge in the field of tax planning and understanding the meaning and scope of taxation policy and basic concepts of taxation.

CO2: Apply, master and reinforce skills in calculating tax savings and in applying methods of tax planning in companies and financial institutions.

CO3: Analyze the rationale, benefits and costs of various tax incentives offered by the government.

CO4: Evaluate tax implications while taking business decisions.

**DETAILED SYLLABUS:**

**UNIT 1:**

**INTRODUCTION TO CORPORATE TAX PLANNING: -**

Corporate Tax Planning: Meaning, objectives and types of tax planning and tax management, tax evasion and tax avoidance; Factors on the Basis of which Tax Planning is done, Methods used by Companies to Minimise Tax Liability, Definition of Company. Types of Companies, Residence of a Company [Section 6(3)]. Computation of Total Income of a Company. Computation of Tax Liability of a Company. Tax on the Income Received from Venture Capital Companies/Venture Capital Funds [Section 115U and Rule 12C]. Carry Forward and Set Off of Losses in Case of Certain Companies [Section 79]

**UNIT II:**

**TAX PLANNING AND DECISION MAKING**

Tax Planning for New Business: Location, Nature, and Size of Business, Form of Business Organisation; Tax Planning and Financial Management Decisions;

Tax Planning Relating to Capital Structure Decision: Dividend Policy, Inter-Corporate Dividends and Bonus Shares; Tax Planning and Managerial Decisions: Tax Planning with respect to own or Lease, Sale of Assets used for Scientific Research, Make or Buy Decisions, Repair, Replace, Renewal or Renovation of an Asset, Shut-down or Continue Decision.

**Unit III**

Special Tax Provisions:

Tax Provisions in respect of Free Trade Zone, Tax Provisions in respect of Infrastructure Development, Tax Provisions in respect of Backward Areas, Tax Provisions in respect of Tax Incentives to Exporters, Purchase by Instalment or Hire, Amalgamation and Demerger. Tax Payment: Tax Deduction at Source, Tax Collection at Source, Advance Payment of Tax, Tax Planning in respect of Managerial Remuneration, Tax Planning in respect of Foreign Income: Selling in Domestic or Foreign Market, Avoidance of Double Taxation Agreements, Foreign Collaborations and Joint Ventures.

**UNIT IV**

**TAX PLANNING WITH REFERENCE TO BUSINESS RESTRUCTURING**

Advance Rulings, Some other aspects of Tax Planning: Receipt of Insurance Compensation, Distribution of Assets at the Time of Liquidation of Company, Slump Sale ,Conversion of Sole Proprietary Concern/Partnership Firm into Company, Conversion of A Private Company, Transfer of Assets Between Holding and Subsidiary Companies.

**SUGGESTED READINGS:**

1. E.A. Srinivas, Corporate Tax Planning, Tata McGraw Hill.
2. Vinod K. Singhania, Taxmann’s Direct Taxes Planning and Management.
3. V.S. Sundaram, Commentaries on the Law of Income- Tax in India, Law Publishers, Allahabad.
4. A.C. Sampath Iyengar, Law of Income Tax, Bharat Publishing House, Allahabad.
5. Taxman, The Tax and Corporate Law Weekly.
6. Bhagwati Prasad, Direct Taxes Laws Practice, Wishwa Prakashan

**Mapping Matrix of Course: 244MGFM2**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGFM2: Corporate Tax Planning**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	1	1	2	2	1	1	2	2
CO2	2	3	1	2	2	3	1	2	2	2
CO3	1	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2	2
<b>Average</b>	1.75	2.25	1.5	1.75	2	2.25	1.5	1.75	2	2



**Project Management**  
**244MGFM3**

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialisation Specific Elective Course (**Finance**)

**Course Objectives:** The basic purpose of this course is to understand the framework for evaluating capital expenditure proposals, their planning, finance, appraisal and management in the review of the projects undertaken.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the importance, scope, functions and Life Cycle of any given project.

CO2: Apply the techniques of estimation for Time, Costs and Resources required for Project Management by applying different methods.

CO3: Analyze the Scheduling Resources and Reducing Project Duration.

CO4: Evaluate Role and Responsibilities of the project Manager, Planning, Organizing, Controlling, Skills of the Project Manager.

**Detailed Syllabus:**

**UNIT-I**

Project Analysis: Meaning, Overview, Capital Budgeting and Strategic Issues, Generation and Screening of Project Ideas.

**UNIT-II**

Feasibility Reports: Market and Demand Analysis; Technical Analysis; Financial Analysis; Analysis of Project Risk; Risk specific to individual firm and Market Risk; Decision under risk and Risk Analysis in Practice.

**UNIT-III**

Social Cost and Benefit Analysis: UNIDO approach and L-M Approach; Multiple Projects and Constraints, Financing of Projects, Sources of Risk capital, Recent development in India.

**UNIT-IV**

Project Management: Project Planning and Control, Human aspects of Project Management; Project Review and Administrative Aspects; Problem of Time and Cost Overrun.

**SUGGESTED READINGS:**

1. Chandra, Prasanna, Projects: Preparation, Appraisal, Budgeting and Implementation, Tata McGraw Hill.
2. Dhankar, Raj S., Financial Management of Public Sector Undertakings, Westville.
3. Little I.M.D. and J.A. Mirrlees, Project Appraisal and Planning for Developing Countries, Hienemann Educational Book.
4. OCED Manual of Industrial Project Analysis in Developing Countries- Methodology and Case Studies, OCED, Paris.
5. Planning Commission, Guidelines for Preparation of Feasibility reports of Industrial Projects, Controller of Publication.

**Mapping Matrix of Course: 244MGFM3**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGFM3: Project Management**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	2	2	1	1	2	2	1	1	2	2
<b>CO2</b>	2	3	1	2	2	3	1	2	2	2
<b>CO3</b>	1	2	2	2	2	2	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	2	2	2
<b>Average</b>	1.75	2.25	1.5	1.75	2	2.25	1.5	1.75	2	2

**HR Analytics**  
**244MGHRM1**

**Credit: 3**

**External Marks: 50**  
**Internal Marks: 25**  
**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Human Resource Management**)

**Course Objectives:**

HR Analytics is a rapidly moving and an advanced field. Effective managers must understand how data can be used to leverage people's skills, talents and insights. They use data to make better decisions about how to manage and develop people. This course equips students with requisite knowledge and brings new perspectives and practical ideas for HR and Analytics professionals. As part of the evolution of the function towards being more strategic, there is emphasis on scorecards, engagement surveys and strategic workforce planning. Today, all these activities are grouped under the umbrella of HR Analytics.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand the concept and importance of HR Analytics in the current context.

CO2: Apply the competitive role of digital HR techniques and their impact on workforce analysis.

CO3: Analyze the role of workforce analytics and the matrices used for strategic alignment of HR with business.

CO4: Evaluation of various techniques and statistical methods of HR data analysis for strategic decision making.

**DETAILED SYLLABUS:**

**UNIT-I**

Future of work, HR becomes digital, The Why, What and How of measuring HR Data, Understanding HR/People Analytics: Setting the Context, HR Metrics

**UNIT –II**

Data Discovery, Collection and Preparation of Data, Analyzing HR Data: Analysis Strategies, Descriptive statistics/Statistics in HR, Predictive Analytics, Workforce Planning & Recruitment, Workforce issues: Predicting Employee Turnover

**UNIT-III**

Workforce Planning & Recruitment, Workforce issues: Predicting Employee Turnover , Retention Analysis, Measuring effectiveness of recruitment Diversity Analytics, On boarding and Culture Fit

**UNIT-IV**

Motivation & Engagement, Training & Development, Analytical Performance Management, Compensation & Benefits, Linking Human Resources to ROI, Future of HR/People Analytics

**SUGGESTED READINGS:**

1. Edwards, Martin & Edwards, Kirsten :Predictive HR Analytics: Mastering the HR Metric Paperback, Kogan Page, 2019
2. Diez, Bussin & Lee, Fundamentals of HR Analytics: A Manual on Becoming HR Analytical,

Emerald Publishing, 2020

3. Bhattacharya, HR Analytics: Understanding Theories and Applications, Sage Publications, Sage Publication, 2017
4. Soundararajan & Singh, Winning on HR Analytics: Leveraging Data for Competitive Advantage, Sage

**Mapping Matrix of Course: 244MGHRM1**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGHRM1: HR Analytics**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	3	3	2	2	2	2
<b>CO2</b>	2	3	3	2	2	2	2	2	3	2
<b>CO3</b>	2	2	2	3	2	3	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	2	2	3
<b>Average</b>	2	2.	2	2.	2.	2.	2	2	2.	2.
	.	2		2	2	5			2	2
	2	5		5	5				5	5
	5									

## Employee Relations & Compliance

244MGHRM2

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Human Resource Management**)

**Course Objectives:** This course is designed to provide the student with a thorough knowledge of various methods and practices of Employee relation and compliance. It enables students to understand and perform jobs for various positions while maintaining healthy relationships at different areas of the organization. It also serves to develop and strengthen the overall analytical and interpersonal skills of students Related to various HR Functions.

**Course outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand and describe the concept of employee engagement and standards of compliance.

CO2: Apply the techniques of employee engagement for identifying and addressing problems associated with both over-engagement and disengagement.

CO3: Analyze the extent to which emotional and aesthetic labor are positioned in some contemporary organizations.

**CO4: Evaluate the effectiveness of various employee engagement methods in times of organizational change, including the role of effective communications during organizational change.**

**DETAILED SYLLABUS:**

### **UNIT – I**

Employee Relations: Meaning and scope, Theoretical Background of ER, Parties to ER, Industrialization Strategy and ER. ER in India: Labour Policy in Five Year Plans, Bipartism, Tripartism; Role of government and State; Role of management; Role of Trade Unions. Industrial Disputes: Causes, Types, Trends. Labour Welfare and ER: Concept, Purpose, Statutory and Non-statutory provisions, ILO Conventions.

### **UNIT – II**

Globalisation and ER. Background: Industrial Relations vs Employee Relations, Assumption - Traditional vs New. Organizational and Behavioural Aspects of Employee Relations Nature and Type of Employees (needs, desires, aspirations, drive, motivation), Managerial Assumptions about Employees. Management of Employee Relations Practices in Industry, Power & Authority Structure, Organizational Politics, Conflict Handling, Consultation, Counselling, Mentoring, Building Positive Employee Relations, and Work Culture.

### **UNIT – III**

Changing Concept of meaning of discipline from ancient period to Modern era (Oriental and Occidental) with reference to Social, Economic, Political and Psychological Perspective. Discipline as a process of

learned behaviour - Socialization - Role of institutions - family, educational institutions, society, organization. Reward and punishment as reinforce. Employee **Involvement**: Meaning, Methods, forms of involvement and participation, Planning for involvement and participation, etc.

#### UNIT – IV

Understanding of Employment Practices: Terms and references of employment in terms of employment contracts, Transfer policy and procedure affecting attitude of the employees, Promotion procedure, Managing workforce diversity, Biographical characteristics, and employment.

Disciplining and Communication - Interpersonal, communication - Barriers Organizational Culture and discipline Managerial and Leadership practices and discipline Self-discipline reference to our bodily system, Techniques of modifying behaviour

#### SUGGESTED READINGS:

1. C.V.Venkata Ratnam: Industrial Relations,
2. E.A.Ramaswamy & Uma Ramaswamy: Industry and Labour,
3. A. Monappa: Industrial Relations, Tata McGraw Hill
4. ILO: Collective Bargaining
5. B D Singh: Industrial Relations, Excel Books
6. Govt. of India: The National Commission on Labour (1969)
7. A Handbook of Personnel Management Practices - M. Armstrong

#### Mapping Matrix of Course: 244MGHRM2

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGHRM2: Employee Relations & Compliance**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	1	2	2	3	2	2	2	2
<b>CO2</b>	3	2	2	2	3	2	3	2	2	3
<b>CO3</b>	2	3	1	2	2	3	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2	2	2	3	2
<b>Average</b>	2	2.	1.	2	2.	2.	2.	2	2.	2.
	.	2	5		2	5	2		2	2
	5	5			5		5		5	5

## **Cross Cultural Management**

**244MGHRM3**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Human Resource Management**)

**Course Objectives:** The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations

### **Course outcomes:**

**On the completion of this course the student will be able to:**

CO1: Understand and memorize different terms used in cross-cultural management.

CO2: Apply conceptual framework of cross-cultural management in line with the process of global management.

CO3: Analyze the cultural aspects in global management.

CO4: Evaluate practical solutions of problems in cross-cultural management.

### **DETAILED SYLLABUS:**

#### **UNIT – I**

Human and Cultural Variables in Global Organizations; Cross Cultural Differences and Managerial Implications, Complexities of international firms, staffing policy, Process of recruitment and training.

#### **UNIT – II**

Cross Cultural Research Methodologies and Hofstede's Study, Structural evolution of Global Organizations; Cross Cultural Leadership and Decision Making.

#### **UNIT – III**

Cross Cultural Communication and Negotiation, Human Resource Management in Global Organizations, Management of industrial relations.

#### **UNIT – IV**

Ethics and social responsibility in international business, Western and Eastern Management thoughts in the Indian Context, Management of cultural diversity

### **SUGGESTED READINGS:**

1. Adler, N J., *International Dimensions of Organizational Behaviour*, Kent Publishing.
2. Bartlett, C and Ghoshal, S., *Transnational Management: Text, Cases and Readings in Cross Border Management*, Irwin.
3. Dowling, P J., *International Dimensions of Human Resource Management*, Wadsworth.
4. Hofstede, G., *Cultures Consequence: International Differences in Work Related Values*, Sage.

**Mapping Matrix of Course: 244MGHRM3**

**Table 1: CO-PO & CO-PSO Matrix for the Course 244MGHRM3: Cross Cultural Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	2	2	2	2
CO2	3	2	2	2	3	2	3	2	2	3
CO3	2	3	1	2	2	3	2	2	2	2
CO4	2	2	2	2	2	2	2	2	3	2
Average	2 .5	2. 2 5	1. 5	2	2. 2 5	2. 5	2. 2 5	2	2. 2 5	2. 2 5



**Logistics Management and Warehousing  
244MGOSCM1**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Operations and Supply Chain Management**)

**Course Objectives:** The aim of this course is to know how a logistic strategy fits into an organization's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the concepts and importance of logistics and warehousing for managing the supply chain.

CO2: Apply the concepts of logistics for supply chain management.

CO3: Analyze the role of various logistics strategies for an uninterrupted supply chain.

CO4: Evaluate the dynamics of physical distribution functions.

**DETAILED SYLLABUS:**

**UNIT I**

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework -Role of Logistics Management-Integrated Logistics Management- Evolution of the concept- model - process-activities (in brief). Outsourcing Logistics-Reasons-Third party logistics Provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers.

**UNIT II**

Logistics Strategy-Strategic role of Logistics-Definition-role of logistics managers in strategic decisions- Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy. Quality customer service & integrated logistics-customer service-importance elements- the order cycle system-distribution Channels.

**Unit III**

Warehousing-Definition-nature and importance-role of warehousing in logistic system types-basic components-functions-warehousing layout and design-warehousing decisions & operations-warehouse productivity. Packaging-importance-advantages-objectives and principles-types of packaging materials Used-Bar coding.

**Unit IV**

Warehouse and its Operations: Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse.

## SUGGESTED READINGS:

1. David J. Bloomberg, Stephen LeMay & Joe B. Hanna: Logistics, Prentice-Hall of India Pvt Ltd. New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters: Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
6. Warehouse management– Student Study Guide – by Gwynne Richard
7. Essentials of inventory management by Max Muller—Publishers-HarperCollins
8. Warehouse distribution & operations handbook by DAVID E MULCAHY
9. Inventory strategy by Edward H Frazelle

### Mapping Matrix of Course: 244MGOSCM1

**Table 1: CO-PO Matrix for the Course 244MGOSCM1: Logistics Management and Warehousing**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	2	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	2	2	3	2	3
Average	2	2.	1.	2.	2.	2.	2.	2.	2.	2.
	.	2	5	2	2	2	2	2	2	2
	2	5		5	5	5	5	5	5	5
	5									

**Operations Research  
244MGOSCM2**

**Credit: 3**

**External Marks: 50**

**Internal Marks: 25**

**Time Allowed: 3 Hrs.**

**Type of Course:** Specialization Specific Elective Course (**Operations and Supply Chain Management**)

**Course Objectives:** The Course is designed to introduce the students to the principles of operations research techniques and their applications in decision making. Students will also be required to use computer packages for data processing purposes.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the concepts and importance of operations research.

CO2: Apply the tools and techniques of operations research for solving the business problems related to allocation of the scarce resources.

CO3: Analyze the problems of optimising the given objectives subject to constraints, in order to find the best alternative in a decision-making environment.

CO4: Evaluate the the models describing the industry related problems.

**DETAILED SYLLABUS:**

**UNIT –I**

Introduction to Operations Research and Modeling Linear Programming: Formulation, Solution Methodologies, Simplex Method, Two Phase Method, Dual Simplex Method and Modified Simplex Method. Duality Theory Post Optimal Analysis of LP models, Parametric Linear programming

**UNIT –II**

Transportation models, Transshipment models and Assignment Models; Integer Programming: formulations, Cutting Plane method, Branch and Bound Algorithm, Additive algorithm for Zero one programming.

**UNIT –III**

Dynamic Programming: Stages, states, Principle of Optimality, recursive relationship. Capital Allocation model, Knap sack Model, Traveling salesmen's model and other related model

Decision Theory: Decision under Certainty, Risk and Uncertainty,

**UNIT –IV**

Game Theory: Two-Person Zero Sum Game, graphical method, Linear-programming formulation of Game Queuing theory: characteristics, Single server and multi-server models, Self-service system, Finite Population Network models: Minimum spanning tree, shortest path model, Maximal Flow Introduction to Goal Programming.

**SUGGESTED READINGS:**

1. Ahuja A K. et al., *Network Flows*, Englewood Cliffs, Prentice Hall Inc.

2. Gould, F J. et al., *Introduction to Management Science*, Englewood Cliffs, Prentice Hall Inc.
3. Gupta, M P. & Sharma J K., *Operations Research for Management*, National Publishing House
4. Taha Hamby A., *Operations Research: An Introduction*, Macmillian.
5. Mathur, K & Solow D., *Management Science*, Englewood Cliffs, Prentice Hall Inc.
6. Shamla, S. J K., *Operations Research: Theory and Applications*, Macmillian
7. Srinath, L S., *Operations Research for Executive*, East West Press.
6. Paneerselvan, R. *Operations Research*, , Prentice Hall of India.
7. Hamdy A. Taha, *Operations Research - an Introduction*, Prentice Hall of India.

**Mapping Matrix of Course: 244MGOSCM2**

**Table 1: CO-PO Matrix for the Course 244MGOSCM2: Operations Research**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	2	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	2	2	3	2	3
Average	2	2.	1.	2.	2.	2.	2.	2.	2.	2.
	.	2	5	2	2	2	2	2	2	2
	2	5		5	5	5	5	5	5	5
	5									

## Service Operations Management

244MGOSCM3

Credit: 3

External Marks: 50

Internal Marks: 25

Time Allowed: 3 Hrs.

**Type of Course:** Discipline Specific Elective Course (**Operations and Supply Chain Management**)

**Course Objectives:** Through this course the learner will understand the growing significance and impact of services on the growth and economy and the scientific ways to run the operations so as to optimize the business and brand returns.

**Course Outcomes:**

**On the completion of this course the student will be able to:**

CO1: Memorize and understand the nature and characteristics of services in the global digital scenario.

CO2: Apply the concept of service blueprinting for mapping a variety of real life service processes to achieve global competitive advantage.

CO3: Analyze the types of service operations and operational parameters that are imperative for organizational success.

CO4: Evaluate and compare strategies leading to improvement of service operations quality.

### **DETAILED SYLLABUS:**

#### **UNIT-I**

**Understanding Service Operations:** Introduction; Nature & Role of Services in Economy; Service Operations and their Management Fundamentals; Service Strategy; Positioning of Services in the Organization Value Chain

#### **UNIT-II**

**Service Operation Infrastructure:** Service Facility Design, Layout & Location, Off-shoring & Outsourcing; Technology in Services, Front-office Back-office Interface; Human Factor in Services; External Associates in Service Processes

#### **UNIT-III**

**Service Process Management:** Service Encounter Design and Control; Managing Service Processes; Experience Management in Service Operations; Service Quality and Reliability Assurance; Service Process Improvement & the Associated Methodologies; Experience Innovation Paradigm; New Service Development

#### **UNIT-IV**

**Improving Service Delivery Propositions:** Service Growth and Globalization; Forecasting Demand for Services; Capacity and Demand Management; Customer Expectations and the Planned Provision in Service Delivery; Legal Aspects of Expectation-Delivery Gaps; Service Waiting Line and Customer Relationship Management; Inventory Management for Improved service Delivery

### **SUGGESTED READINGS:**

1. Deborah (2008), Competitive Strategies for Service Businesses, New Delhi: Jaico
2. Fitzsimmons & Fitzsimmons (2006), Service Management, Tata McGraw-Hill
3. Haksever, et al. (2006), Service Management and Operations, Pearson Education
4. Hollins (2007), Managing Service Operations, Sage Publications

5. Johnston & Clark (2009), Service Operations Management, Pearson Education
6. Metters, et al. (2006), Service Operations Management, Cengage Learning
7. Davis & Heineke (2003), Managing Services: People and Technology, Tata McGraw Hill.

**Mapping Matrix of Course: 244MGOSCM3**

**Table 1: CO-PO Matrix for the Course 244MGOSCM3: Service Operations Management**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	1	2	3	2
CO2	3	2	2	3	2	2	2	2	2	2
CO3	2	3	1	2	3	2	2	2	2	2
CO4	2	2	2	2	2	3	2	3	2	3
Average	2 .5	2. 2 5	1. 5	2. 2 5	2. 2 5	2. 5	1. 7 5	2. 2 5	2. 2 5	2. 2 5

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