

**DR. A.P.J. ABDUL KALAM TECHNICAL  
UNIVERSITY, LUCKNOW**



**Evaluation Scheme & Syllabus for**

**MBA**

**AS PER**

**AICTE MODEL CURRICULUM**

**(Effective from the Session: 2018-19)**

**MBA 1st Year Course Structure in accordance with AICTE Model Curriculum  
Effective w.e.f. Academic Session 2018  
SEMESTER - I**

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 101	MANAGEMENT CONCEPT & INDIAN ETHOS	4	0	0	30	20	50	0	100	0	150	3
2	KMB102	MANAGERIAL ECONOMICS	4	0	0	30	20	50	0	100	0	150	3
3	KMB103	FINANCIAL ACCOUNTING FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
4	KMB104	BUSINESS STATISTICS AND ANALYSIS	4	0	0	30	20	50	0	100	0	150	3
5	KMB105	ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	50	0	100	0	150	3
6	KMB106	MARKETING MANAGEMENT - I	4	0	0	30	20	50	0	100	0	150	3
7	KMB107	BUSINESS COMMUNICATION	4	0	0	30	20	50	0	100	0	150	3
8	KMB108	COMPUTER APPLICATION IN MANAGEMENT	3	0	1	30	20	50	0	100	0	150	3
9	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		<b>TOTAL</b>										<b>1200</b>	<b>24</b>

**SEMESTER - II**

S. No	CODE	SUBJECT	PERIODS			EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	KMB 201	BUSINESS ENVIRONMENT	4	0	0	30	20	50	0	100	0	150	3
2	KMB202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
3	KMB203	BUSINESS RESEARCH METHODS	4	0	0	30	20	50	0	100	0	150	3
4	KMB204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	4	0	0	30	20	50	0	100	0	150	3
5	KMB205	OPERATIONS MANAGEMENT	4	0	0	30	20	50	0	100	0	150	3
6	KMB206	QUANTITATIVE TECHNIQUES FOR MANAGERS	4	0	0	30	20	50	0	100	0	150	3
7	KMB207	LEGAL ASPECTS OF BUSINESS	4	0	0	30	20	50	0	100	0	150	3
8	KMB208	MARKETING MANAGEMENT – II	4	0	0	30	20	50	0	100	0	150	3
9	KMB209	COMPREHENSIVE VIVA	0	0	0					100	0	100	3
10	NON CREDIT	DEVELOPING SOFT SKILLS & PERSONALITY	2	0	0							0	0
		<b>TOTAL</b>										<b>1300</b>	<b>27</b>

**MANAGEMENT CONCEPTS AND INDIAN ETHOS**  
**KMB101**

**Course Objectives:**

1. The purpose of this course is to expose the student to the basic concepts of management in order to aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
3. Study and understand management concepts and styles in Global context.
4. Familiarizing the students with the contemporary issues in management.

**Course Credit: 3**

**Contact Hours: 36 hours**

**UNIT-I**

Role of Indian Ethos in managerial practice , Management lessons from Vedas, Mahabharata, Kautaliya's Arthashastra, Ethics Vs Ethos , Indian Vs western Management Contemporary issues in Management. (7 Hours)

**UNIT-II**

Management practices from past to present, Different levels of management, Managerial skills, Roles & Functions, Manager and Business environment. (7 Hours)

**UNIT – III**

Planning- Objective of planning, planning process, Types of planning, Types of plans, Corporate planning, Management by Objective, Decision-making- types, process & techniques, making decision effective. (7 hours)

**UNIT-IV**

Organising & staffing- Meaning of organization, types of organization, Organization structure, Span of management, Line and staff relationship, Departmentation, Delegation- Centralization and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. (8 Hours)

**UNIT- V**

Directing & Controlling- Principle of directing, Essence of coordination, Basic control process, Different control techniques, Management by exception. (7 Hours)

**Course Outcomes:** After completing the course student will be able to understand and explain

Course Outcomes	Bloom's taxonomy
CO 1: Developing understanding of managerial practices and their perspectives.	<ul style="list-style-type: none"> <li>• <b>Knowledge (K 2)</b></li> <li>• <b>Remembering (K1)</b></li> </ul>
CO2: Applying planning and managerial decision making skills.	<ul style="list-style-type: none"> <li>• <b>Applying (K 4)</b></li> </ul>
CO 3: Develop analytical and problem solving skills, based on understanding of management concepts and theories.	<ul style="list-style-type: none"> <li>• <b>Analyzing (K 5)</b></li> </ul>
CO 4: Comprehend and practice Indian Ethos and Value Systems.	<ul style="list-style-type: none"> <li>• <b>Comprehending (K 3)</b></li> </ul>
CO 5: Applying value based management and ethical practices.	<ul style="list-style-type: none"> <li>• <b>Applying (K4)</b></li> </ul>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	<b>Exercise</b> <b>Workshop</b> <b>Quiz</b> <b>Classroom Discussions</b>

**Reference Books:**

1. Koontz Harold & Wehrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)
2. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi
2. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
3. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications Pearson Education, 6th Edition.
4. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective.
5. James F. Stoner, et al, Management, Pearson Education Delhi, 2008
6. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.

**Text Books:**

1. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
2. N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing

## **MANAGERIAL ECONOMICS**

### **KMB102**

#### **Course Objective:**

- Understand the relative importance of Managerial Economics
- Know how the application of the principles of managerial economics can aid in achievement of business objectives
- Understand the modern managerial decision rules and optimization techniques.
- Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand
- Understand and be able to apply latest pricing strategies
- Understand and analyse the macro environment affecting the business decision making.

**Course Credit: 4**

**Contact Hours: 40 hours**

#### **UNIT –I**

(6 Hrs)

Basic Concepts and principles:

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility.

#### **UNIT –II**

(8Hrs)

Demand and Supply Analysis :

Theory of Demand, Types of Demand. Determinants of demand , Demand Function , Demand Schedule , Demand curve , Law of Demand, Exceptions to the law of Demand , Shifts in demand curve , Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making , Demand forecasting meaning, significance and methods.( numerical Exercises)

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.

Price of a Product under demand and supply forces

#### **UNIT –III**

(10Hrs)

Production and cost Analysis:

Production concepts & analysis; Production function, Types of production function, Laws of production : Law of diminishing returns , Law of returns to scale.

Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run.

Estimation of Revenue. Average Revenue, Marginal Revenue

**UNIT –IV**

(10Hrs)

Market structures:

Perfect and Imperfect Market Structures , Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.

**UNIT –V**

(6Hrs)

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

Employable Skills Measuring tool

Ability to forecast demand Exercise + Workshop
Ability to analyse various market structures Exercise + Workshop
Ability to appreciate the role of various
monetary policy tools in controlling inflation Exercise + Workshop

Course Outcomes:

Course Outcomes	Bloom’s taxonomy
<b>CO1:</b> Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	<ul style="list-style-type: none"> <li>• <b>Knowledge (K 2)</b></li> <li>• <b>Remembering (k1)</b></li> </ul>
<b>CO2:</b> The students would be able to understand the law of demand & supply & their elasticities , evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.	<ul style="list-style-type: none"> <li>• <b>Knowledge (K 2)</b></li> <li>• <b>Applying (K 4)</b></li> <li>• <b>Synthesizing (K6)</b></li> <li>• <b>Evaluating (K7)</b></li> </ul>
<b>CO3:</b> The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in	<ul style="list-style-type: none"> <li>• <b>Comprehending (K 3)</b></li> <li>• <b>Applying (K 4)</b></li> <li>• <b>Analyzing (K 5)</b></li> <li>• <b>Evaluating (K7)</b></li> </ul>

the business world	
CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic	<ul style="list-style-type: none"> <li>• <b>Applying ( K 4)</b></li> <li>• <b>Analyzing ( K 5)</b></li> <li>• <b>Synthesizing ( K6)</b></li> </ul>
CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	<ul style="list-style-type: none"> <li>• <b>Knowledge ( K 2)</b></li> <li>• <b>Comprehending (K 3)</b></li> </ul>

**Text Books:**

1. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
2. Managerial Economics: Concepts and Applications (SIE), THOMAS& MAURICE, McGraw-Hill Education, 9th Ed
3. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
4. Managerial Economics ,D.N.Dwivedi, Vikas Publication, 7th Ed
5. Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.
6. Sociology & Economics for Engineers, Dr. Premvir Kapoor, Khanna Publishing House

**Financial Accounting for Managers**  
**KMB 103**

**Course Objectives:** This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

**Course Credit: 4**

**Contact Hours: 40 hours**

**UNIT I (6Hrs)**

**Meaning and Scope of Accounting :** Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation , Overview to Deprecation (straight line and diminishing method) .

**UNIT II(6Hrs)**

**Accounting Standards and IFRS:** International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Human Resource Accounting, Forensic Accounting.

**UNIT III (10 Hrs)**

**Mechanics of Accounting :** Double entry system of Accounting, Journalizing of transactions; Ledger posting and Trial Balance ,Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.

**UNIT IV (10 Hrs)**

**Analysis of financial statement:** Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analyzing Balance sheet.

**UNIT V (8 Hrs)**

Concepts of Working Capital and its types, Determinants of Working Capital, methods of calculating Working Capital, Working Capital Financing. Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.



**Course Outcome:**

After successful completion of this course students will be able to

S.No	Course Outcome	Bloom's taxonomy
1.	<b>CO1.</b> Understand and apply accounting concepts, principles and conventions for their routine monetary transaction;	Knowledge ( K2)/ Comprehending ( K 3)
2.	<b>CO2.</b> Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.	Knowledge ( K2)
3.	<b>CO3.</b> Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles	Synthesizing ( K6)/ Remembering ( k1)
4.	<b>CO4.</b> Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes	Applying ( K 4)
5.	<b>CO5.</b> Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	Analyzing ( K 4) / Evaluating ( K7))
6.	<b>CO<sub>6</sub></b> Understand the basic concepts and importance of working capital management	Remembering ( k1)

**SUGGESTED READINGS :****Text Books :**

- 1) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 2) Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
- 3) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 4) PC Tulsian- Financial Accounting (Pearson, 2016)
- 5) Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).

**Reference Books**

- 1) Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)
- 2) Dhaneshk Khatri- Financial Accounting (TMH, 2015)
- 3) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 4) Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- 5) Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

**BUSINESS STATISTICS & ANALYTICS**  
**KMB104**

**COURSE OBJECTIVES**

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the practical application of various concepts.
3. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
4. Understand the concept of Probability and its usage in various business applications.
5. Understanding Decision making environment and applying the Concept of Business Analytics.

**Course Credit: 4**

**Contact Hours: 40 hours**

**UNIT I (10 Sessions): Descriptive Statistics**

Meaning, Scope, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

**UNIT II (8 Sessions): Time Series & Index Number**

**Time series analysis:** Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

**Index Numbers:-** Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

**UNIT III (6 Sessions): Correlation & Regression Analysis**

**Correlation Analysis:** Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

**Regression Analysis:** Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

**UNIT IV ( 8 Sessions): Probability Theory & Distribution**

**Probability:** Theory of Probability, Addition and Multiplication Law, Baye's Theorem

**Probability Theoretical Distributions:** Concept and application of Binomial; Poisson and Normal distributions.

**UNIT V (8 Sessions) Decision-making environments**

Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

**Concept of Business Analytics-** Meaning, types and application of Business Analytics.

**COURSE OUTCOME :**After the completion of the course the students will be able to:

<b>Course Outcome</b>	<b>Blooms Taxonomy</b>
CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.	<ul style="list-style-type: none"> <li>• Knowledge ( K 2)</li> </ul>
CO2. To develop practical understanding of various statistics concepts.	<ul style="list-style-type: none"> <li>• Remembering ( K1)</li> <li>• Applying ( K 4)</li> </ul>
CO3. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	<ul style="list-style-type: none"> <li>• Comprehending (K 3)</li> <li>• Applying ( K 4)</li> </ul>
CO4. Evaluating basic concepts of probability and perform probability theoretical distributions.	<ul style="list-style-type: none"> <li>• Analyzing ( K 5)</li> <li>• Synthesizing ( K6)</li> </ul>
CO5. Taking managerial decision and applying the Concept of Business Analytics.	<ul style="list-style-type: none"> <li>• Evaluating ( K7)</li> <li>• Applying ( K 4)</li> </ul>

### **Text Book**

1. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. Manish Sharma & Amit Gupta, The Practice of Business Statistics, Khanna Publishing House, Delhi
3. Chandrasekaran&Umaparvathi-Statistics for Managers, 1st edition, PHI Learning

### **Reference Book**

1. Davis,Pecar – Business Statistics using Excel, Oxford
2. Ken Black – Business Statistics, 5th ed., Wiley India
3. Levin and Rubin – statistics for Management, 7th ed., Pearson
4. Lind, Marchal, Wathen – Staistical techniques in business and economics, 13th ed, McGrawHill
5. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
6. J.K. Tyagi, Business Statistics, Khanna Publishing House, Delhi.
6. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
7. Walpole – Probability and Statistics for Scientists and Engineers, 8th ed., Pearson

**ORGANIZATIONAL BEHAVIOR**  
**KMB105**

**Course Objectives:**

1. To enhance the understanding of the dynamics of interactions between individual and the organization.
2. To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations.
3. To develop greater insight into their own behavior in interpersonal and group, team, situations.

**Course Credit: 3**

**Contact hours: 36hrs**

**UNIT I: (8 Hours)**

Introduction to OB: The meaning of OB, Why study organizational behaviour, Fundamentals of individual behaviour. Determinants of Personality, types of personality, Personal effectiveness. Attitudes: Meaning, Types, Components, Theory of attitude formation and attitude change.

**UNIT II: (8 Hours)**

Foundation of Group Behaviour: Group: Meaning, types, group dynamics, group cohesiveness, Meaning of Interpersonal Behaviour & Interpersonal skills, Transactional Analysis, Johari Window, FIRO – B, MBTI

**UNIT III: (8 Hours)**

Motivation: Meaning & definition, Traditional theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, OB MOD.

Perception: Meaning, process, principles and errors of perception, managerial & behavioural applications of perception.

**UNIT IV: (8 Hours)**

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development.

**UNIT V: (4 Hours)**

Organizational Change: Meaning of organizational change, approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

**Course Outcomes:** Upon the successful completion of this course, the student will be able to:

Course Outcomes	Bloom's taxonomy
CO 1: Comprehending the nature, functioning and design of organizations as social collectives	<ul style="list-style-type: none"> <li>• <b>Comprehending (K3)</b></li> <li>• <b>Knowledge (K 2)</b></li> </ul>
CO2: To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior.	<ul style="list-style-type: none"> <li>• <b>Analyzing (K 5)</b></li> </ul>
CO 3: Develop practical insights and problem solving capabilities for effectively managing the Organisational processes	<ul style="list-style-type: none"> <li>• <b>Synthesizing (K6)</b></li> </ul>
CO 4: Analysing the behavior of individuals and groups in organizations.	<ul style="list-style-type: none"> <li>• <b>Analyzing (K 5)</b></li> </ul>
CO 5: Developing conceptual understanding of change and its implementation.	<ul style="list-style-type: none"> <li>• <b>Applying (K4)</b></li> </ul>

**References:**

**Books:**

1. Fred Luthans, "Organizational Behaviour", 12th Edition, McGraw Hill International Edition
2. Stephen P. Robbins, "Organizational Behaviour", 12th Edition, Prentice Hall
3. Aswathappa K, "Organizational Behaviour (Text, Cases and Games)", Himalaya Publication
4. UdaiPareek, "Organizational Behavior", Oxford University Press

# MARKETING MANAGEMENT - I

## KMB 106

### COURSE OBJECTIVE

- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- To develop understanding on Consumer and business buying behavior
- Develop skill to understand Segmentation, Targeting and Positioning and develop strategy
- Ability to Understand and implement the Marketing-Information Systems

**Course Credit: 3**

**Contact hours: 36 hrs**

### COURSE CONTENTS

#### UNIT I

**Marketing Management:** Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations

**Marketing Environment:** Introduction, Environmental Scanning, Techniques of Environment Scanning, Analyzing the Organization's Micro Environment, Company's Macro Environment, Differences between Micro and Macro Environment, Marketing Planning and Implementation (7hrs)

#### UNIT II

**Consumer buying behavior:** Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models(7hrs)

#### UNIT III

**Business Buyer Behaviour:** Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Buying Situations in Industrial/Business Market, Buying Roles in Industrial Marketing, Factors that Influence Business Buyer, Steps in Business Buying Process (7hrs)

#### UNIT IV

**Segmentation, Targeting and Positioning:** Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition, Differentiation-Meaning, Strategies (8hrs)

**UNITV Understanding the Marketing-Information Systems (MKIS):** Introduction, Characteristics of MKIS, Benefits, Types, Components, Marketing Research (7 hrs)

**Course Outcomes:** Upon the successful completion of this course, the student will be able to:

S.No	Course Outcome	Bloom's taxonomy
1	CO1. Remember and Comprehend basic marketing concepts.	Remembering ( k1) Knowledge ( K 2)
2	CO2. Understand marketing Insights on application of basic marketing concepts.	Synthesizing ( K6) Comprehending (K 3)
3	CO3. Able to Apply and develop Marketing Strategies and Plans	Applying ( K 4)
4	CO4. Understand and Analyzing Business/ Consumer Markets	Analyzing ( K 5)
5	CO5. Develop skills and ability Identify & evaluate Market Segments and Targeting.	Evaluating ( K7)

**TEXT BOOKS:**

- 1) Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
- 2) Marketing Management - Ramaswamy V. S. & Namakumar S, 5/e, McGrawHill Education Publishers, 2015.
- 3) Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.

**REFERENCE BOOKS:**

- 1) Managing Marketing, Noel Capon, SidharthShekar Singh, 4/e Wiley
- 2) Marketing: Lamb, Hair, McDanniel, Cengage Learning 2012.

**Business Communication**  
**KMB107**

**Course Objectives**

- 1: To understand business communication strategies and principles for effective communication in domestic and international business situations.
- 2: To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- 3: To develop the ability to research and write a documented paper and/or to give an oral presentation.
- 4 : To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.
- 5: To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

**Course Credits 3**

**Hours 36 Hrs**

**UNIT I : ( 8 hrs)**

Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.

**UNITII: (7 hrs)**

Oral communication: What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication. Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.

**UNITIII: (7 hrs)**

Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid

**UNITIV: (7 hrs)**

Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.



**UNITV : (7 hrs)**

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release press conference – media interviews Seminars – workshop – conferences. Business etiquettes.

**Course Outcomes**

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

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
<b>1</b>	<b>CO1.</b> Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	Applying (K4)
<b>2</b>	<b>CO2.</b> Analyse ethical, legal, cultural, and global issues affecting business Communication.	Analyse (K5)
<b>3</b>	<b>CO3.</b> Develop an understanding of appropriate organizational formats and channels used in business communications	Knowledge (K2)
<b>4</b>	<b>CO4.</b> Gaining an understanding of emerging electronic modes of communication.	Comprehending(K3)
<b>5</b>	<b>CO5.</b> Developing effective verbal and non verbal communication skills.	Remembering(K1)/ Applying (K4)

**Suggested Readings:**

1. Bovee&Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.
2. Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
3. Bisen&Priya – Business Communication (New Age International Publication)
4. Kalkar, Suryavanshi, Sengupta-Business Communication(Orient Blackswan)
5. Varinder Bhatia, Business Communications, Khanna Publishing House
5. Business Communication : Skill, Concepts And Applications – P D Chaturvedi, MukeshChaturvedi Pearson Education.
6. AshaKaul, Business Communication, Prentice Hall of India.

<b>EMPLOYABLE SKILLS Skill</b>	<b>Measurement tool</b>
Understanding of fundamentals of business communication strategies.	Presentations, Quiz

Apply suitable modes of expression.	Role Play followed by discussion
Compose accurate business documents	Group assignment/ Workshop/ Exercise.
Develop skills to use latest technology used for communication	Group project, presentations
Develop group communication skills.	Role play, Debate, Case study analysis

## **Computer Applications and Management Information System KMB108**

### **COURSE OBJECTIVES:**

1. The course aims to provide knowledge about basic components of a computer and their significance.
2. To provide hands on learning of applications of MS Office and Internet in businesses.
3. To provide an orientation about the increasing role of management information system in managerial decision making to gain Competitive edge in all aspects of Business.
4. To understand various MIS operating in functional areas of an organization.
5. To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.

**Course Credits 3**

**Hours 36 Hrs**

### **UNIT I (05 hours) Conceptual Framework**

**Hardware:** (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display UNIT, printers, plotters (c) Storage

Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

**Software:** Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

### **UNIT II (06 hours) Communication Technology**

Network and Internet: Types of computer networks (LAN, WAN and MAN), Network topologies, EDI.

Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

### **UNIT III (12 hours) Office tools for Business**

**Use of MS-Office: Word:** Paragraph formatting, Page formatting, Header and footer, Bullets and numbering, Finding and replacing text, Mail merge, Macros.

Cell referencing, Ranges.

**Excel:** Formulae, Functions, Auto sum, Copying formula, Formatting data, creating charts, creating Database, sorting data, filtering.

**Power Point:** Formatting text on slides, Inserting charts, adding tables, Clipping, Slide animation, Slide shows.

#### **UNIT IV (7 hours) Information System Classification**

Concept of Data and Information, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System (PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System (DSS), Executive Information System(EIS).

Artificial Intelligence (AI), Applications of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES).

#### **UNIT V (06 hours) Information Systems for Business**

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues, Cyber Laws, IT Act 2000.

#### **Course Outcomes**

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

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
<b>1</b>	<b>CO1.</b> Gain in depth knowledge of working of an IT enabled organisation	Knowledge (K2)
<b>2</b>	<b>CO2.</b> Learn to use various IT tools for solving Business Problems.	Applying (K4)
<b>3</b>	<b>CO3.</b> Develop and implement Information Systems for Business Applications.	Synthesizing ( K6)
<b>4</b>	<b>CO4.</b> Learn to increase efficiency of various management processes by using IT enabled technology.	Applying (K4) Knowledge (K2)
<b>5</b>	<b>CO5.</b> Analyse various security and ethics related issues pertaining to the increasing use of Information Technology.	Analyse (K5)

#### **Suggested Readings**

1. Nasib Singh Gill – Handbook of Computer Fundamentals, Khanna Publishing House, Delhi
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
3. Leon A and Leon M - Introduction to Computers ( Vikas, 1st Edition).
4. R.S. Salaria, Computer Fundamentals, Khanna Publishing House, Delhi.

5. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
- 6 ITL ESL – Introduction to Computer science (Pearson, 2nd Edition).
7. Introduction to Computers, Norton P. (TATA McGraw Hill)
8. Leon - Fundamentals of Information Technology, (Vikas)
9. A. Ravichandran, Computers Today, Khanna Publishing House, Delhi.

## **Business Environment KMB 201**

### **Course Objectives:**

- The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- To provide knowledge about the Indian and international business environment.

**Course Credit: 3**

**Contact Hours:36Hrs**

### **UNIT I Introduction- (8Hrs)**

Business – Meaning, Definition, Nature & Scope, Objectives of Business: Economic & Social , Types of Business Organizations , Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment.

Introduction to Micro-Environment – Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society, Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal) Difference between macro and micro environment.

### **UNIT II Economic, Political and Legal environment (8Hrs)**

Role of government in Business, Legal framework in India, Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy ,Impact of business on Private sector, Public sector and Joint sector , Competition Act and FEMA, Monetary and fiscal policies RBI-Role and functions, Regulations related to Capital Markets, Role of SEBI and working of stock Exchanges.

### **UNIT III (8Hrs)**

- A) Social and Cultural Environment – Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit and Social Responsibility of Business
- B) Competitive Environment – Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies. Introduction to Industrial Policy Resolutions

## UNIT IV ( 4Hrs)

**Natural and Technological Environment:** Innovation, technological leadership and followership impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technol

## UNITV

### International Environment – (12Hrs)

International forces in Business Environment, SEZ, EPZ, GATT/ WTO, Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India, FDI Policy

**Course Outcomes (CO) :** (Identify minimum skills/ knowledge necessary to be imbibed by students)

S. No.	Course Outcome	Bloom's Taxonomy
1	<b>CO1)</b> Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.	K3 Comprehending K4 Applying
2	<b>CO2)</b> Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.	K5 Analysing
3	<b>CO3)</b> Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.	K5 Analysing
4	<b>CO4)</b> Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.	K5 Analysing
5	<b>CO5)</b> Understand the international influences on domestic business and measures to be taken for successful global business operations	K2 Knowledge

### Text Books

1. Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House, Delhi

2. Business Environment: Test and Cases, PAUL, McGraw Hill Education, 3<sup>rd</sup> Ed.
3. Business Environment ---Francis Cherunilam, Himalaya Publishing House

**REFERENCE BOOKS:**

1. V. Neelamegam – Business Environment (Vrinda Publications , 2nd Edition)
2. Shaikh&Saleem - Business Environment (Pearson, 2nd Edition)
3. International Business Environment—Ian Brooks, Jamie Weatherstom and Grahm Wilkinson
4. Dr. Rimpi, A Textbook of Environment Sciences, Khanna Publishing House

<b>Employable Skills:</b> Employable Skill	<b>Measurement tools</b>
Entrepreneurial skill	Workshop on business planning
Managerial competitive skill	Assignment on SWOT analysis
Business acumen	Case studies

**HUMAN RESOURCE MANAGEMENT**  
**KMB202**

**Course Objectives:** In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

**Course Credit: 3**

**Contact Hours:36Hrs**

**UNIT I: (6 Hours)**

**Essentials of HRM:** Nature of HRM, Scope, functions and importance of HRM, HRM vs.HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, HRM linkage with TQM & productivity.

**UNIT II: (8 Hours)**

**Human Resource Planning and Employee Hiring :** Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

**UNIT III: (8 Hours)**

**Employee Training & Development:** Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

**UNIT IV: (8 Hours)**

**Compensation Management and Employee Relations:** Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

**UNIT V: (6 Hours)**

**Employee Safety/ Health and International Human Resource Management:** Basics of ethics and fair treatment at work, measures and policies for employee safety at work, basic principles governing International Human Resource Management and the role of culture.

**Course Outcomes:** After the successful completion of the course the students will be in a position to address the challenges of organizational management through and with human resources. In addition it will help in:

S.	Course Outcome	Bloom's Taxonomy
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<b>No.</b>		
1	<b>CO1.</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	<b>K6</b> Synthesizing
2	<b>CO2.</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	<b>K2</b> Knowledge
3	<b>CO3.</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	<b>K3</b> Comprehending
4	<b>CO4.</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	<b>K5</b> Analysing
5	<b>CO5.</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	<b>K2</b> Knowledge <b>K4</b> Applying

**References: Books:**

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication, 2013, 14th Edition.
4. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.
5. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.

<b>Employable Skills</b>	<b>Measuring Tools</b>
<b>Ability to identify and apply the knowledge of subject practically in real corporate situations</b>	<b>Exercise Workshop Quiz Classroom Discussions</b>

**BUSINESS RESEARCH METHODS**  
**KMB 203**

**COURSE OBJECTIVES**

1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes various parametric test and non parametric test and ANOVA technique and understand technique of report writing.

**Credit-3**

**Hours-36**

**UNIT 1 (8 Sessions)**

**Research:** – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research.

Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process

Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question

Research Proposal – Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

**UNIT 2 (8 Sessions)**

**Research design:** Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.

Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.

Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research

Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

**UNIT 3 (6 Sessions)**

**Scaling & measurement techniques:** Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

#### **UNIT 4 (6 Sessions)**

**Sampling:**Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.

Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.

Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

#### **UNIT 5 (8 Sessions)**

**Data Analysis:** Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.

Hypothesis: Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance. Test of Significance: Small sample tests: t-test (Mean, proportion) and F tests, Z test, Cross tabulations, Chi-square test; Analysis of Variance: One way and two-way Classifications.

**Mechanism of Report Writing-** Report Preparation: Types, Report Structure: preliminary section, main report, interpretation of results, suggestions and recommendations, limitations of the study, Report formulation.

#### **COURSE OUTCOMES**

<b>Course Outcomes</b>	<b>Blooms Taxonomy</b>
CO1. Knowledge of concept / fundamentals for different types of research.	<ul style="list-style-type: none"><li>• Knowledge ( K 2)</li></ul>
CO2. Applying relevant research techniques.	<ul style="list-style-type: none"><li>• Remembering ( K1)</li><li>• Applying ( K 4)</li></ul>
CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques	<ul style="list-style-type: none"><li>• Comprehending (K 3)</li><li>• Applying ( K 4)</li></ul>
CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	<ul style="list-style-type: none"><li>• Analyzing ( K 5)</li><li>• Synthesizing ( K6)</li></ul>
CO5.Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.	<ul style="list-style-type: none"><li>• Evaluating ( K7)</li></ul>

**Text Book**

1. Research Methodology, Deepak Chawla, NeenaSondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education

**Reference Book**

- 1) Research Methodology, C R Kothari, New Age International.
- 2) Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
- 3) Business Research Methods by Alan Bryman& Emma Bell, Oxford University Press, 2ndEdition.
- 4) Business Research Methods by T N Srivastava&ShailajaRao, TMH Publication, 2ndEdition.

**CORPORATE FINANCIAL MANAGEMENT**  
**KMB 204**

**Course Credit: 3**

**Contact Hours:36Hrs**

**UNIT I (6 Hrs)**

**Introduction to Finance & Corporate Finance** : Finance & its scope Financial Decisions, Sources of Finance Time Value of Money ,Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Corporate Finance Introduction:– Nature and Scope . Concept of Risk and Return.

**UNIT II (10 Hrs)**

**Investment Decision** : Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital ,Cash Flows as Profit and components of Cash Flows , Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analyzing Projects.

**UNIT III(10 Hrs)**

**Financial Decision: Capital** Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference

**UNIT IV (10 Hrs)**

**Dividend Relevance:** Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models :Walter and Gordon Model, Miller- Modigliani(MM) Hypothesis .

**UNIT V (4 Hrs)**

Indian Financial System: Role of Financial Institution, Primary and Secondary Market, Lease Financing, Venture Capital, Mutual Funds. Introduction to Derivatives.

**Course Outcome:**

After successful completion of this course students will be able to

<b>S.No</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1.	<b>C01</b> Understand the different basic concept / fundamentals of Corporate Finance	<ul style="list-style-type: none"><li>• Knowledge(K2)</li><li>• Remembering(K1)</li></ul>

2.	<b>C02</b> Understand the practical application of time value of money and evaluating long term investment decisions	<ul style="list-style-type: none"> <li>• Analyzing (K5)</li> <li>• Evaluating(K7)</li> </ul>
3.	<b>C03</b> Developing analytical skills to select the best source of capital ,its structure on the basis of cost of capital	<ul style="list-style-type: none"> <li>• Analyzing(K5)</li> <li>• Synthesizing(K6)</li> </ul>
4.	<b>Co4</b> Understand the use and application of different models for firm's optimum dividend payout.	<ul style="list-style-type: none"> <li>• Comprehending(K3)</li> <li>• Applying(K4)</li> </ul>
5.	<b>Co5</b> Understand the recent trends of primary and secondary market and developing skills for application of various financial services.	<ul style="list-style-type: none"> <li>• Comprehending(K3)</li> <li>• Synthesizing (K6)</li> </ul>

**Text Books :**

- 1) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 2) Pandey I M - Financial Management (Vikas, 11th Ed.)
- 3) William HakkaBettnerCarcello- Financial and Management Accounting(TMh-16th Ed.)
- 4)Sheebakapil-Fundamental of financial management (Wiley,2015 )
- 5) Prasanna Chandra - Fundamentals ofFinancial Management (TMH, 9th Ed.)
- 6) Bark DemazoThampy- Financial Management (Pearson,2nd Ed.)
- 7) R P Rustagi - Financial Management(Galgotia, 2000, 2nd revised ed.)
- 8) Damodaran, A., Applied Corporate Finance, 3rd Edition, Wiley, 2012

**Reference Books :**

- 1.) Ravi.M Kishore – Financial Management (Taxman, 7th Ed)
- 2.) Fundamentals to Financial Management , Brigham & Houston, 14/e ,Cengage Learning
- 3.) Van Horne - Financial Management and Policy (Prentice hall, 2003, 12th Ed.)
- 4.) Horne Wachowicz- Fundamentals of Financial Management (Pearson,13th Ed)
- 5.) Lawrence J.Gitman – Principles of Managerial Finance (Pearson Education, 2004)

# Operations Management

## KMB205

### **COURSE OBJECTIVES:**

- To understand the role of Operations in overall Business Strategy of the firm.
- To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.
- To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
- To understand the trends and challenges of Operations Management in the current business environment.
- To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

### **UNIT –I (4 sessions) Production Concept**

Difference between Production and Operations Management, Productivity, Work Study, Productivity measurement, Factors affecting Productivity. Production Technology – Types of Manufacturing processes

### **UNIT –II (6 sessions) Operations Concept**

Difference between product and service, Product and service design, Characteristics of service, Classification of service, factors affecting service operations, Service capacity planning, SERVQUAL model of measuring service quality.

### **UNIT-III (10 sessions) Material and Inventory Management**

Types of production planning, process of Production planning and control(PPC) – Routing, Scheduling, Loading, Just-in-time (JIT), KANBAN. Types of inventories, Inventory control techniques- EOQ, ABC and others.(Simple numericals on Inventory control techniques)  
Factors affecting Plant Location, Types of Plant layout.

### **UNIT-IV (10 sessions) Supply Chain Management**

Conceptual model of SCM, Supply chain drivers, Demand forecasting in Supply Chain – Simple moving average, weighted moving average, exponential smoothing method, Supply Chain efficiency, Core and reverse Supply Chain, International Supply Chain, Aggregate planning, inbound and outbound SCM, bullwhip effect in SCM.  
Latest trend in Production and operation – Lean manufacturing, Agile manufacturing.

### **UNIT-V (6 sessions) Productivity and Quality**

TQM, Deming's 14 principles, PDCA cycle - KAIZEN, Quality Circles, 7QC tools and its advancements, ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S.

## SUGGESTED READINGS

1. MAHADEVAN: Operations Management: Theory and Practice (PEARSON) (with MLSA)
2. Chase, Shankar, Jacobs – Operations & Supply Chain Management (Tata McGraw-Hill, 14th Edition)
3. Chary - Production and Operations Management (Tata McGraw-Hill, 1997, 9th Edition)
4. Bisen& Singh - Operation & Logistics Management (Excel Books)
5. R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
6. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Edition)
7. Krishnan Dr. Gopal - Material Management, (Pearson,New Delhi, 5th Ed.)
8. Adam JrEverett E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

### Expected Course Outcomes:

S.No.	Course Outcomes	Bloom's Taxonomy
<b>CO1.</b>	Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	<ul style="list-style-type: none"> <li>• <b>Knowledge ( K2)</b></li> <li>• <b>Comprehending ( K 3)</b></li> <li>• <b>Remembering ( K1)</b></li> </ul>
<b>CO2.</b>	Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	<ul style="list-style-type: none"> <li>• <b>Knowledge ( K2)</b></li> <li>• <b>Remembering ( K1)</b></li> <li>• <b>Applying (K4)</b></li> </ul>
<b>CO3.</b>	Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	<ul style="list-style-type: none"> <li>• <b>Comprehending (K3)</b></li> <li>• <b>Applying ( K4)</b></li> </ul>
<b>CO4.</b>	Analyze / understand the trends and challenges of Operations Management in the current business environment.	<ul style="list-style-type: none"> <li>• <b>Analyzing ( K5)</b></li> </ul>
<b>CO5.</b>	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	<ul style="list-style-type: none"> <li>• <b>Synthesizing ( K6)</b></li> <li>• <b>Evaluating ( K7)</b></li> </ul>



# Quantitative Techniques in Management

KMB 206

## Course Objectives

To make better decisions in complex scenarios by the application of a set of advanced analytical methods. It couples theories, results and theorems of mathematics, statistics and probability with its own theories and algorithms for problem solving.

**Course Credit: 3**

**Contact Hours:36Hrs**

## UNIT I (4 Sessions)

**Operations Research Introduction :-** Introduction, Historical Background, Scope of Operations Research , Phases of Operations Research, Types of Operations Research Models, Limitations of Operations Research

## UNIT II (10 Sessions)

**Linear Programming Problem & Transportation Problem** Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; duality.

Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and optimal solution-Stepping Stone & MODI Method, Maximization Transportation Problem

## UNIT III (10 Sessions)

**Assignment model & Game Theory** Assignment model: Hungarian Algorithm and its applications, Maximization Assignment Problem.

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

## UNIT IV (10 Sessions)

**Sequencing & Queuing Theory** Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

**UNIT V (6 Sessions)**

**Replacement Problem & Project Management** Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail suddenly. Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; crashing of operations.

**Course Outcome**

After successful completion of this course students will be able to

S.No	Course Outcome	Bloom's taxonomy
1.	CO1. Understand the basic operations research concepts and terminology involved in optimization techniques	Knowledge ( K2)/ Remembering ( k1)
2.	CO2.Understand how to interpret and solve business-related problems and	Knowledge ( K2)
3.	CO3. Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources	Applying ( K 4)
4.	CO4. Apply the most widely used quantitative techniques in decision making	Applying ( K 4)
5.	CO5. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in order to achieve project success	Synthesizing ( K6)/ Evaluating ( K7)/

**TEXT BOOK**

1. R. Panneerselvam - Operations Research ( PHI, 2nd Edition)
2. Sharma J K - Operations Research (Pearson, 3rd Edition)

**REFERENCE BOOKS:**

- 1) Apte-Operation Research and Quantitative Techniques (Excel Books)
- 2) S Kalawathy-Operation Research (VikasIVth Edition)
- 3) Natarajan- Operation Research(Pearson)
- 4) Singh & Kumar—Operation Research(UDH Publisher edition 2013)
- 5) TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
- 6) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
- 7) Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition).

**Legal Aspects of Business**  
KMB 207

Course Objectives

1. To provide basic understanding of law of contract, Law of agency, Bailment & Pledge
2. To provide basic requirements of Negotiable Instruments Act, Law of Insurance and Law of Partnership for the purpose of conducting business
3. To impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
4. To create an awareness about important legislations namely Sale of Goods Act, Consumer Protection Act, Factories Act having impact on business.
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.

Course Credits 3

Contact Hours 36 Hrs

**UNIT- I (8 hrs)**

Law of Contract: Definition, essentials and types of contracts, offer – definition and essentials, acceptance – definition and essentials, consideration – definition and essentials, exceptions to the rule, no consideration, no contract, doctrine of privity of contract, capacity of parties, free consent, quasi contract, legality of object, performance of contract, termination of contract, remedies for breach of contract. Law of Agency: Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency

**UNIT II (8 hrs)**

Negotiable instruments act 1881, Nature and characteristics of Negotiable instruments, kinds of negotiable instruments – promissory notes, bills of exchange and cheques. Parties to negotiable instruments, Negotiation, presentment, discharge and dishonour of negotiable instruments  
Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, registration of partnership, dissolution of partnership firm.

**UNIT III (7hrs)**

Companies Act: definition, characteristics and kinds of companies, steps in formation of company. Memorandum of association, articles of association, prospectus.  
Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings.  
Auditor: appointment, rights and liabilities. modes of winding up of a company.

**UNIT IV (6 hrs)**

Sale of goods Act: Essentials, sale v/s agreement to sell. Condition v/s warranties, rights of unpaid seller.

Consumer Protection Act: Objectives, definition, consumer protection council and state consumer protection council.

**UNITV (7 hrs)**

**The Information Technology Act, 2000**

Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

**The Right to Information Act, 2005**

Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, In formation commissions, powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of courts.

**Course Outcome**

After successful completion of this course students will be able to

S. No.	Course Outcome	Bloom's Taxonomy
1	<b>CO1.</b> Acquire a sound understanding of the legal aspects of the laws affecting businesses	Knowledge(K2)/Comprehending(K3)
2	<b>CO2.</b> Apply basic legal knowledge to business transactions.	Applying (K4)
3	<b>CO3.</b> Communicate effectively using standard business and legal terminology	Applying (K4)
4	<b>CO4.</b> Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.	Analyse (K5)
5	<b>CO5.</b> Describe current law, rules, and regulations related to settling business disputes	Remembering(K1)/ Applying (K4)

**Suggested Readings**

1. Kuchhal M.C. - Business Law (Vikas Publication)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. N D Kapoor – Elements of Mercantile Law – Sultan Chand-2014
4. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2014
5. NandanKamath- Law relating to Computer, Internet and E-Commerce (A Guide to cyber Laws), Universal Law Publishing Co. Ltd.New Delhi, 2012.
6. Relevant Acts

<b>Employable Skills Skill</b>	<b>Measurement tool</b>
Understanding of fundamentals of the legal aspects of the law affecting businesses.	Presentations, Quiz
Understanding of principles of Indian Business Law and Company Law.	Group assignment, Case study analysis
Develop reasoning abilities for applying law principles.	Group assignment, Case study analysis
Develop a suitable legal operational framework.	Quiz, Debate, Case study analysis

**MARKETING MANAGEMENT - II**  
**KMB 208**

**Course Objectives:**

- Understand basics of marketing mix.
- Develop effective understanding on product and brand management.
- Develop effective understanding on pricing and distribution management.
- Understand Promotion Management and develop promotion strategies
- Ability to understand Recent Trends in Marketing, Rural Marketing, Digital and Mobile Marketing,. Customer Relationship Management

**Course Credit: 3**

**Contact Hours:36 Hrs**

**COURSE CONTENTS**

**UNIT I**

**Concept of Marketing Mix:** Introduction, Traditional Marketing Mix 4Ps, and 4Cs', Service Marketing Mix, Developing of an Effective Marketing Mix, Managing and Designing Marketing Mix. (7hrs)

**UNIT II**

**Product Management:** Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Mix Strategies, Product Line Strategies, Packaging and Labeling, New Product Development Process, Why new products fail, Adoption Process, Diffusion of Innovation, Product Life Cycle (PLC)

**Brand Management:** Meaning, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Portfolio (8hrs)

**UNIT III**

**Pricing:** Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies, Initiating and Responding to the Price Changes. (7hrs)

**Distribution Management:** Introduction, Need for Marketing Channels, Decisions Involved in Setting up the Channel, Channel Management Strategies, Introduction to Logistics Management, Retailing Meaning, Types, Wholesaling- Meaning, Types, Multi Channel Marketing, Vertical and Horizontal Marketing System. (8 hrs)

## UNIT IV

**Promotion Management-:** Introduction, Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications, Promotion Mix, Advertising- Meaning, Objectives, Advertising Budget Fundamentals of Sales Promotion, Public Relations, Direct Marketing, (7hrs)

## UNITV

**Recent Trends in Marketing-** Rural Marketing- Meaning, Characteristics of Rural Market. Digital and Mobile Marketing Meaning & types (6hrs)

**Customer Relationship Management:** Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management .

S.No	Course Outcome	Bloom's taxonomy
1	CO1. Understand and Analyze marketing for creating value with Product and price Strategy.	Remembering ( K1)
2	CO2.Develop aptitude to Create and Craft the Brand Positioning/ Equity by Evaluating Brands and Identifying Market Segments and Targets	Comprehending ( K 3) / Knowledge (K2)
3	CO3. Understand and Analyze marketing for delivering and communicating value with Integrated Marketing Channels and promotion strategy.	Analyzing ( K 5) / Applying ( K 4)
4	CO4. Remember and Comprehend advance marketing concepts for the New Realities and digital aspect of marketing.	Evaluating ( K7)
5	CO5.Creating and developing marketing strategies and plans for Conducting marketing responsibly for long-term success	Synthesizing ( K6)



**TEXT BOOKS:**

- 1) Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
- 2) Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
- 3) Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

**REFERENCE BOOKS:**

- 1) Marketing: An Introduction - Rosalind Masterson & David Pickton, 2/e, Sage Publications, 2010.
- 2) Marketing Management- Russ Winer, Ravi Bhar 4/e Pearson Education 2015.
- 3) Principles & Practices of Management – Dr. Premvir Kapoor, Khanna Publishing House, Delhi.

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
LUCKNOW**



**Evaluation Scheme & Syllabus**

**For**

**MBA Second Year**

**AS PER AICTE MODEL CURRICULUM**

**(Effective from the Session: 2019-20)**

## MBA Scheme of Teaching & Evaluation for Session 2019-20

<b>SEMESTER III</b>											
<b>S. No.</b>	<b>Code</b>	<b>Course Title</b>	<b>Periods</b>			<b>Evaluation Scheme</b>					<b>Credit</b>
			<b>L</b>	<b>T</b>	<b>P</b>	<b>Sessional Exams</b>			<b>Total</b>		
						<b>CT</b>	<b>TA</b>	<b>Total</b>		<b>ESE</b>	
1	KMB301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB302	International Business Management	4	0	0	30	20	50	100	150	3
3		Specialization Group -1	4	0	0	30	20	50	100	150	3
		Elective 1*									
4		Specialization Group -1	4	0	0	30	20	50	100	150	3
		Elective 2*									
5		Specialization Group -1	4	0	0	30	20	50	100	150	3
		Elective 3*									
6		Specialization Group -2	4	0	0	30	20	50	100	150	3
		Elective 1*									
7		Specialization Group -2	4	0	0	30	20	50	100	150	3
		Elective 2*									
8	KMB303	Summer Training Project Report	2	0	0	0	0	50	100	150	3
		& Viva Voce									
		<b>TOTAL</b>							<b>800</b>	<b>1200</b>	<b>24</b>

**SEMESTER IV**

S. No.	Code	Course Title	Evaluation Scheme								Credit
			Sessional Exams								
			L	T	P	CT	TA	Total	ESE	Total	
1	KMB401	Project Management	4	0	0	30	20	50	100	150	3
2	KMB402	Entrepreneurship Development	4	0	0	30	20	50	100	150	3
3	RVE401	Universal Human Values and Professional Ethics	4	0	0	30	20	50	100	150	3
4		Specialization Group -1	4	0	0	30	20	50	100	150	3
		Elective 4*									
5		Specialization Group -1	4	0	0	30	20	50	100	150	3
		Elective 5*									
6		Specialization Group -2	4	0	0	30	20	50	100	150	3
		Elective 3*									
7	KMB405	Research Project Report and Viva Voce	4	0	0	0	0	100	200	300	6
		<b>TOTAL</b>							<b>800</b>	<b>1200</b>	<b>24</b>

### **Specialization Group: Human Resource**

#### **Elective Papers in III Semester**

<b>S. No</b>	<b>Code</b>	<b>Course Title</b>
1	KMBHR01	Talent Management
2	KMBHR02	Performance and Reward Management
3	KMBHR03	Employee Relations and Labour Laws

#### **Elective Papers in IV Semester**

<b>S. No</b>	<b>Code</b>	<b>Course Title</b>
1	KMBHR04	Strategic Human Resource Management
2	KMBHR05	International Human Resource Management

### **Specialization Group: Marketing**

#### **Elective Papers in III Semester**

<b>S. No</b>	<b>Code</b>	<b>Course Title</b>
1	KMBMK01	Sales & Retail Management
2	KMBMK02	Consumer Behaviour & Marketing Communications
3	KMBMK03	Digital & Social Media Marketing

#### **Elective Papers in IV Semester**

<b>S. No</b>	<b>Code</b>	<b>Course Title</b>
1	KMBMK04	Marketing of Services
2	KMBMK05	Marketing Analytics

### **Specialization Group: Finance**

#### **Elective Papers in III Semester**

S. No	Code	Course Title
1	KMBFM01	Investment Analysis & Portfolio Management
2	KMBFM02	Tax Planning and Management
3	KMBFM03	Financial Market & Services

**Elective Papers in IV Semester**

S. No	Code	Course Title
1	KMBFM04	Working Capital Management
2	KMBFM05	Financial Derivatives

**Specialization      Group:      International  
Business**

**Elective Papers in III Semester**

S. No	Code	Course Title
1	KMBIB01	International Marketing
2	KMBIB02	International Logistics
3	KMBIB03	Export Import Documentation

**Elective Papers in IV Semester**

S. No	Code	Course Title
1	KMBIB04	International Trade Laws
2	KMBIB05	Cross Cultural Management

**Specialization      Group:      Information  
Technology**

**Elective Papers in III Semester**

S. No	Code	Course Title
1	KMBIT01	Enterprise Resource Planning
2	KMBIT02	Web Technology & E- Commerce

3	KMBIT03	Cloud Computing for Business
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### Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIT04	Database Management System
2	KMBIT05	System Analysis & Design

### Specialization Group: Operations Management

#### Elective Papers in III Semester

S. No	Code	Course Title
1	KMBOM01	Supply Chain & Logistics Management
2	KMBOM02	Operations Planning and Control
3	KMBOM03	Quality Toolkit For Managers

#### Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBOM04	Sourcing Management
2	KMBOM05	Management of Manufacturing System

## Strategic Management

**Code: KMB301**

**Credits: 3**

**Teaching Hours: 36**

### Course Objectives

1. A clear understanding of the key concepts and principles of strategic management
2. A set of useful analytical skills, tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

**UNIT 1****(6 Hours)**

**Introduction:** meaning nature, scope, and importance of strategy; and strategic management, Introduction to Business policy, Strategic decision-making, Process of strategic management and levels at which strategy operates, strategic intent: Vision, Mission, Business definition, Goals and Objectives

**UNIT 2****(8 hours)**

**Environmental Scanning :** Factors considered, approaches, External environmental analysis: PESTEL Analysis, EFE matrix (External Factor Evaluation): Porter's Five Forces Model methods and techniques used, Internal Appraisal – The internal environment, Organizational Capability Factors, organizational appraisal- factors affecting, approaches, methods & techniques Resource Based View (RBW) Analysis, VRIO Framework, Value Chain Analysis, IFE matrix (Internal Factor Evaluation).

**UNIT 3****(8 hours)**

**Strategy Formulation:** Corporate, Business, Functional strategy, Concentration Strategies, Integration Strategies: Horizontal & Vertical, Diversification: Related & Unrelated, Internationalization, Porter's Model of competitive advantage of nations, Cooperative: Mergers & acquisition Strategies, Joint Venture, Strategic Alliance, Digitalization Strategies.

**Unit 4****(8 hours)**

**Strategy Analysis :** Process, Analysing Strategic alternative, Evaluating and choosing among Strategic Alternative, Tools & Techniques of strategic Analysis, Strategic Choice. BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework

**Strategy implementation:** Resource allocation, Projects and Procedural issues. Organization structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.

**Unit 5****(6 hours)**

**Strategy Evaluation & Control :** Nature, Importance, Organizational systems and Techniques of strategic evaluation & control.

**Course Outcome**

After successful completion of this course students will be able to

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Formulate organizational vision, mission, goals, and values.	Apply (K3)
2	CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals.	Create (K6)



3	<b>CO3.</b> Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.	Create (K6)
4	<b>CO4.</b> Evaluate and revise programs and procedures in order to achieve organizational goals;	Evaluate (K5)
5	<b>CO5.</b> Consider the ethical dimensions of the strategic management process;	Analyse (K4)

### Suggested Readings

1. Henry, A :Understanding Strategic Management, OUP
2. Stewart Clegg, Chris Carter, Martin Kornberger & Jochen Schweitzer : Strategy - Theory and Practice (Sage Publication, South Asia Edition)
3. Kazmi, Azhar; Business Policy and Strategic Management; McGraw-Hill Education. Fourth edition.
4. David, Fred; Strategic Management: Concepts and Cases; PHI Learning. Fifteenth edition.
5. Thomson, Arthur A. and Strickland, A. J.; Strategic Management: Concept and Cases; McGraw Hill Education, Eleventh edition.
6. Jauch, L.F., and Glueck, W.F.; Business Policy and Strategic Management; McGraw-Hill Education, Fifth edition.
7. Wheelen, L. Thomas and Hunger, David J.; Strategic Management and Business Policy, Crafting and Executing Strategy; Pearson Education, Thirteenth edition.

Skills	Measuring tool
Ability to scan business environment	Assignments + Case study + Workshop
Ability to draft strategic intent.	Case study + Workshop
Ability to formulate strategy and its Implementation	Assignments + Case study + Workshop

# INTERNATIONAL BUSINESS MANAGEMENT

**Code: KMB302**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

## **Course Objectives**

1. To give the student an exposure to the dynamic environment of International Business
2. To understand the impact of environment on the International Business Operations of the firm
3. To explain the functions and form of the global monetary system
4. To explain the role of International organizations and Regional Trade

## **Unit I**

**( 8 hours)**

**Introduction:** Meaning, Nature and Scope of International Management, Driving and Restraining Forces, Domestic to Transnational Business, Modes of Entry. Globalization – Forces, Meaning, dimensions and stages in Globalization, Characteristics and role of MNCs. International Business Environment – The economic environment; social and cultural environment, political, legal and regulatory environment, natural environment, technological environment.

## **Unit 2**

**(8 hours)**

**International Trade Theories:** Mercantilism; Absolute Cost theory, Comparative Cost theory, Factor endowment theory, International Product life Cycles Theory, International Investment Theories: Theory of Capital Movements, Market Imperfections theory; Internationalization Theory; Location Specific Advantage Theory; Eclectic Theory Free Trade: Advantages and Disadvantages, Forms of Protection: Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy

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## **Unit 3**

**( 8 hours)**

International Marketing: Nature & significance, International Marketing Orientations, International Segmentation, International Product Life Cycle International HRM: International Staffing Approaches, Expatriate Management, International Labor Relations.

## **Unit 4**

**(6 hours)**

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, Brief History of Indian Rupee

**Unit 5****(6 hours)**

**International Institutions:** Objectives and Functions of WTO, IMF, IBRD, UNCTAD, Regional Economic Integration: Introduction, Levels of Economic Integration, Objectives and Functions of EU, NAFTA, ASEAN, SAARC, BRICS

**SUGGESTED READINGS**

1. Joshi, R M : International Business, OUP
2. Hill - International Business, McGraw-Hill
2. Cherunilam F- International Business: Text and Cases, PHI

- Reference Books
1. Aswathappa- International Business, McGraw-Hill
  3. Cherunilam, F - International Trade and Export Management, Himalaya
  4. Daniels - International Business (Pearson)
  4. Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.)

Websites: [www.ibef.org](http://www.ibef.org) [www.cia.gov.in](http://www.cia.gov.in) [Course](#)

<b>Course Outcomes(CO)</b>	<b>Bloom's Taxonomy</b>
CO 1: To get an overview of the key issues and concepts of International Business.	Knowledge (K2) Comprehending (K3)
CO 2: Understand how and why the world's countries differ.	Comprehending (K 3)
CO 3: Understand the monetary framework in which international business transactions are conducted .	Comprehending (K 3) Knowledge ( K 2)
CO 4: Understand the role of International Organizations and Regional Trade blocks	Knowledge ( K 2) Evaluating ( K7)
CO 5: Implement the decisions for international operations in a superior manner	Evaluating ( K7) Applying ( K 4)

<b>Skills</b>	<b>Measuring tool</b>
Understanding of principles of International Business Group assignment.	Case study analysis
Develop reasoning abilities for applying the theoretical Knowledge	Group assignment Case study analysis
Understanding of fundamentals of International Marketing, Finance & HRM	Group project Presentations
Critical thinking skills for understanding the role of International organizations and Regional Trade Blocks	Quiz, Debate, Case study analysis

## Semester IV

### PROJECT MANAGEMENT

**Code: KMB401**

**Credits: 3**

**Teaching Hours: 36**

**Course Objective:** The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on the managerial aspects of project management along with understanding of various tools and techniques for project appraisal and control. It will help the MBA students to draft the project proposal in any area of management and evaluate the worth of projects.

#### **Unit 1(6 Sessions)**

**Introduction of Project:** Definitions & Characteristics of Project, Types of Projects, Project Life Cycle. Concepts of Deliverables, Scope of Work and Milestones. **Project Management Process:** Introduction, Tools & Techniques of Project Management. **Project Team and Scope of Project Management:** Characteristics of a Project Team & Project Leader, Project Organization, and Importance of Project Management. Case Studies

#### **Unit II(08 Sessions)**

**Project Identification & Selection:** Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. **Market & Demand Analysis Techniques:** Survey & Trend Projection Methods. **Project Risk Management:** Concepts and Types of Project Risks, Risk Identification, Risks Analysis, Risks Mitigation Strategies. **Case Studies**

#### **Unit III (08 Sessions)**

**Project Costing:** Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. **Project Financing and Budgeting:** Sources of Finance, Top down Budgeting, Bottom up Budgeting, Activity Based Costing. **Social Cost Benefit Analysis (SCBA) of Project:** Concept & significance of SCBA, Approaches to SCBA. **Case Studies**

#### **Unit IV (08 Sessions)**

##### **Project Scheduling and**

**Network Analysis:** Steps in Project Scheduling and Network design, Gantt Chart, Work Breakdown Structure (WBS) & Responsibility Assignment Matrix. **Project Network Design:** Identifying the Nodes and Activities, Activity on Arrow (AoA) and Activities on Node (AoN) methods, Introduction to PERT and CPM, Crashing in Projects. **Case Studies**

#### **Unit V (10 Sessions)**

**Project Monitoring and Control:** Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart.

**Earned Value Analysis (EVA):** Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). **Project Termination:** Types of Terminations, Project Termination Process. **Case Studies**

<b>Course Outcomes(CO)</b>	<b>Bloom's Taxonomy</b>
CO 1: Students will be able to understand the characteristics of Project and Project Management	Knowledge ( K 2) Remembering ( k1) Comprehending (K 3)
CO 2: The students will understand the managerial process along with tools & techniques used in Project management	Knowledge ( K 2) Applying ( K 4) Synthesizing ( K6) Evaluating ( K7)
CO 3: Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling	Comprehending (K 3) Applying ( K 4) Analyzing ( K 5) Evaluating ( K7)
CO 4: Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.	Applying ( K 4) Analyzing ( K 5) Evaluating ( K7)

### **SUGGESTED READINGS**

Project Management – Achieving Competitive Advantage: Jeffrey K. Pinto (Pearson)

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)
2. Project Management : MrSanjivMarwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley)
5. Quantitative Techniques in Management : N D Vohra (TMH)

<b>Skills</b>	<b>Measuring tool</b>
Application of various Project Techniques	Exercise and workshop
Ability to visualize the best projects among alternatives	Assignments + Case study + Workshop
Monitoring and controlling of Project cost.	Live Training

# ENTREPRENEURSHIP DEVELOPMENT

**Code: KMB402**

**Credits: 3**

**Teaching Hours: 36**

## **COURSE OBJECTIVES**

- The purpose of this course is to expose the student to the basic concepts of entrepreneurship and Common myths to becoming an entrepreneur. Students will be exposed to the functions of entrepreneurs, and problems faced by them in the real world.
- To impart understanding of Entrepreneurial Finance, Assistance and role of entrepreneurial development agencies
- To provide insights to students in converting an Idea to an opportunity and develop understanding of various funding sources for a startup.
- Familiarizing the students on Developing a Business Plan and to provide basic understanding of Launching a New Venture

### **Unit 1**

**Introduction:** Meaning, definition and concept of entrepreneur, entrepreneurship and entrepreneurship development. The entrepreneurial mind-set. Common myths to becoming an entrepreneur and how to overcome them. Corporate entrepreneurship. Concepts of intrapreneurship, types of entrepreneurs, functions of entrepreneur. Family Business, Women entrepreneurship, social and rural entrepreneurship.

### **Unit 2**

#### **Entrepreneurial Finance, Assistance and Entrepreneurial**

**Development Agencies:** Estimating financial funds requirement; Sources of finance – banks, various financial institutions (including IFCI, ICICI, IDBI and SIDBI), financing of small scale industries in developing countries.

Role of central government and state government in promoting entrepreneurship with various incentives, subsidies, grants, export oriented units – fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth. Overview of MSME policy of government in India.

**Role of agencies assisting entrepreneurship:** DICs, SSIs, NSICs, EDIINIESBUD, NEDB, Entrepreneurship Development Institute (EDI). New initiatives taken by government to promote entrepreneurship in India at larger scale.

### **Unit 3**

**From Idea to opportunity:** Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity, Opportunity assessment, challenges of new venture start-up, Venture capital, Angel investing, Crowdfunding

### **Unit 4**

**Developing a Business Plan:** Environmental Scanning and SWOT analysis, and. The business plan as an entrepreneurial tool, Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility.

## Unit 5

**Launching a New Venture:** Steps involved in launching a business (Process charts), Various Forms of business ownership, Registration of business units; start-up to going IPO; revival, exit and end to a venture.

### Course Outcome

After successful completion of this course students will be able to-

S. No.	Course Outcome	Bloom's Taxonomy
1	<b>CO 1:</b> Developing understanding of basic concepts of entrepreneurship.	<ul style="list-style-type: none"><li>• Knowledge ( K 2)</li><li>• Remembering ( K1)</li></ul>
2	<b>CO2:</b> Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	<ul style="list-style-type: none"><li>• Applying ( K 4)</li><li>• Analyzing ( K 5)</li><li>• Evaluating ( K7)</li></ul>
3	<b>CO 3:</b> Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources	<ul style="list-style-type: none"><li>• Analyzing ( K 5)</li><li>• Evaluating ( K7)</li></ul>
4	<b>CO 4:</b> Comprehend and develop skills to Develop a Business Plan.	<ul style="list-style-type: none"><li>• Comprehending (K3)</li><li>• Synthesizing ( K6)</li></ul>
5	<b>CO 5:</b> Students to have a basic understanding of Launching a New Venture	<ul style="list-style-type: none"><li>• Applying (K4)</li><li>• Synthesizing ( K6)</li><li>• Evaluating ( K7)</li></ul>

### Suggested Readings

1. Roy :Entrepreneurship, OUP
2. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill
3. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
4. Kumar, Arya; Entrepreneurship; Pearson Education.
5. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
6. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
7. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning.

Skills	Measuring tool
Ability to understand of basic concepts entrepreneurship, Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	Assignments + Workshop
Ability to convert an Idea to an opportunity and understanding of Launching a New Venture.	Assignments + Case study +Workshop
Ability to Develop a Business Plan.	Assignments + Case study + Workshop

**Elective:** **Human Resource Management**  
**TALENT MANAGEMENT**

**Code: KMBHR01**

**Course objective**

1. This course focuses on the attraction, acquisition, and retention of talent in organizations
2. A clear understanding of talent management and its linkage with organizational strategy and other HR practices.
3. To provide the understanding of acquiring and retaining the talent in the organization.
4. To provide them the process of identifying and developing the potential talent to fulfil the present and future need of the organization.
5. In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.

**Credits:**

**Teaching Hours: 36**

**Unit 1 ( 6hrs)**

**Introduction to Talent Management:** Concept , Meaning & Objectives, Role of Talent Management in building Sustainable Competitive Advantage to a firm; **Key Processes of Talent Management:** Recruitment, Selection, Human Resource Planning, Retention, Talent vs. Knowledge, Consequences of Failure in Managing Talent, **Identifying and Assessing High-Potential Talent:** Current Organizational Practices .  
**Case Studies**

**Unit 2 ( 8hrs)**

**Talent Acquisition:** Job Analysis, Questionnaires, Interviews, Developing job Description & Job Specification, Attracting and Recruiting the best Talents, Strategic Trends in Talent Acquisition, Talent acquisition management solutions. **HR Planning for Talent Management:** Process (using MS-Excel and quantitative tools), Evaluation of factors affecting HR Planning, Strategic view of Recruitment & Selection. **Case Studies**

**Unit 3 (7 hrs)**

**Recruitment and Selection Process:** Introduction, Sources of Recruitment, Use of Assessment Centers, Selection Errors & Minimising Selection Errors, Reliability & Validity of Selection Tests, Choosing suitable types of Interviews, Formulating a recruitment strategy for senior level executives. **Employee Engagement:** Process and outcomes of Employee Engagement, Ways of Achieving Employee Engagement; **Talent Development:** Need Analysis, Knowledge Management, Competency Development and Developing Leadership Talent. **Case Studies**



#### Unit 4 ( 8hrs)

**Employee Retention:** Comprehensive approach to Employees Retention, Managing Voluntary Turnover, Dealing with Job Withdrawal; **Strategic Compensation plan for Talent Engagement:** Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model. , Career and Succession Planning. **Case Studies**

#### Unit 5.( 7hrs)

**Emerging Trends in HR:** Human Resource Audits, Human Resource Information System (HRIS), Human Resource Accounting (HRA), Business Process Re-engineering, Contemporary Talent Management Issues and Challenges. **Case Studies**

#### Course Outcome

After successful completion of this course students will be able to-

CO 1: Knowledge of Talent Management Processes	K1(Remember) K2(Understand)
CO 2: Understanding for analysis of the impacts of Talent management in the organization	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)
CO 3: Competency to implement Talent Management practices	K4(Analyse) K5(Evaluate) K6(Create)
CO 4: Competency to develop leadership qualities among subordinate	K4(Analyse) K5 (Evaluate)
CO 5: Knowledge about the reward system to support Talent management	K2(Understand) K3(Apply)

#### Suggested Readings:

1. Gowri Joshi & Veena Vohra, Talent Management, cengage Learning
2. Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, 14th Edition References:
3. Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
4. Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication
5. Rob Silzer (Editor), Ben E. Dowell (Editor), Strategy-Driven Talent Management: A Leadership Imperative, Wiley
6. K. Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
7. Robbins SP, Timothy A, Judge & Sanghi Seema, Organizational Behaviour, Pearson Education, New Delhi, 13th edition.
8. Sonal Minocha: Talent Management (Sage Publication)

**Employability Skills:**

<b>Functional Skills</b>	<b>Measurement</b>
1. Laying foundation of critical thinking Skills	Cases+ Exercise
2. Developing students to strategically formulate talent management tools.	Exercise+ Case
3. Developing analysis of multiple perspectives of Talent Management	Case/Workshop
4. Developing an understanding of how to manage other people (i.e. their subordinates or peers) and themselves with regard to career-related issues.	Case

# Performance and Reward Management

**Code: KMBHR02**

**Course Credits: 3**

**Teaching Hours: 36 Hr**

## **Course Objective:**

1. To create an understanding of the key concepts of performance management and contemporary methods for administering compensation and rewards in practices.
2. To articulate the benefits of using a performance development plan and the consequences of not having one in place.
3. To distinguish the elements of an effective, integrated performance development system.
4. To devise “SMART” annual performance objectives (e.g., objectives that are specific, measurable, attainable, relevant and track able).
5. To familiarize the students with the concept of competency mapping and understanding its role in career development.
6. To familiarize students with various aspects of compensation system in India and make them understand various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.

## **Unit1: (7 hours)**

**Introduction to Performance Management System** :Meaning, Uses and purpose of Performance Management, Performance Management vs Performance Appraisal, Performance management and its challenges in current scenario, Performance management as a System and Process, Establishing Performance Criterion of developing an Effective Appraisal System, Criteria (KRA, KSA VS KPI). **Case Studies**

## **Unit2: (7 hours)**

**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. **Case Studies**

## **Unit3: (7 hours)**

**Contemporary Issues:** Potential appraisal, Competency mapping & its linkage with Career Development and Succession planning, **Balance score card:** Introduction and Applications, Advantages and limitations. **Case Studies**

## **Unit 4: (7 hours)**

**Reward System:** Compensation- Definition, Function, and significance. **Job evaluation:** Methods of job evaluation, Inputs to job evaluation, Practical implication for technical/non-technical and executive/managerial positions and significance of wage differentials. **Case Studies**

## **Unit 5: (8 Hours)**

**Compensation:** Method of pay and Allowances, Pay structure: Basic Pay, DA, HRA, Gross Pay, Take home pay etc. Incentive schemes; **Methods of payment:** Time and piece rate. **Fringe benefits & other allowances:** Overtime, City compensatory, Travelling etc. **Regulatory compliance:** Introductions, Wage and Pay commissions,

Overview of minimum wages Act- 1948 and Equal Remuneration Act-1976. Profit Sharing options; **Case Studies.**

**Course Outcomes & Bloom's Taxonomy**

CO 1: Knowledge of Performance Management and Performance Appraisal	K1(Remember) K2(Understand)
CO 2: Competency to understand the importance of importance of Performance Management	K1(Remember) K2(Understand)
CO 3: Knowledge about the Compensation and Reward Systems	K1(Remember) K2(Understand)
CO 4: Competency to implement the effective reward systems in the organization	K3(Apply) K4(Analyse) K5 (Evaluate)
CO 5: Ability to explain the relevance of competency mapping and understanding its linkage with career development	K1(Remember) K2(Understand) K3(Apply)

**Suggested Reading:**

1. T V Rao (2007). Performance Management and Appraisal Systems: HR Tools for Global Competitiveness (Response Books)
2. Michael, Armstrong (1999). Performance Management. Kogan Page.
3. Shrinivas R Kandula (2006). Performance Management : Strategies , Intervention & Drivers. Pearson
4. Chadha, P. (2003). Performance Management: It's About Performing Not Just Appraising. McMillan India Ltd.
5. B D Singh (2012). Compensation and Reward Management, Excel Book
6. Robert Bacal (2007). Performance Management ,McGraw-Hill Education.
7. T V Rao : Performance Management :Towards organisational Excellence (Sage Publications)

**Employability Skills:**

<b>Skills</b>	<b>Measuring Tools</b>
Ability to integrate employee performance to business performance.	Exercises
Preparing Pay Roll	Workshop, Exercise
Developing performance appraisal form and performance standards	Exercises

# Employee Relations and Labour Laws

**Code:KMBHR03**

## **Course Objective:**

1. To Provide conceptual framework of Industrial Relation
2. To make students aware with the Indian Labour legislation
3. To make students aware with the basic requirements and mandate of labour legislations
4. To help the students to understand the existing framework of Industrial Relation and Labour legislation.

**Course Credits: 3**

**Teaching Hours: 36 Hr**

## **Unit 1: (8 Lectures)**

**Employee Relations Management (ERM) & Industrial Relation:** Introduction and Importance of Employee Relations Management, Employee Relations Management Tool, 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: Objective, Recognition and registration, Industrial Democracy & Participative Management. **Case Studies**

## **Unit2: (8 Lectures)**

**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 Handling in IR:** Grievance Settlement Procedure, Industrial Disputes, Preventive & Settlement Machinery in India. **Employee Participation and Empowerment:** Objectives, Employee Participation, Advantages of Employee Participation, Employee Participation in India, Methods of Participation, Employee Empowerment. **Case Studies**

## **Unit 3 (6 lectures)**

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 4 (7 lectures)**

The Payment of Minimum wages act 1936, The Contract Labor (Abolition & regulative) act The ESI Act, 1948 The Trade unions act, 1926, Child Labour (Prohibition & Regulation) Act, 1986 and its latest amendment,

## Unit 5 (7 Lectures)

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 .

### Course Outcome

After successful completion of this course students will be able to-

CO 1: Knowledge of Industrial Relation framework	K1(Remember) K2(Understand)
CO 2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)
CO 3: Knowledge about relevant Laws of HR management	K1(Remember) K2(Understand) K3(Apply)
CO 4: Competency to interpreted and implement the Labour Laws within organization	K4(Analyse) K5 (Evaluate)
CO 5: Competency to use Collective Bargaining and Grievance redressal Mechanism	K1(Remember) K2(Understand) K3(Apply)

### Suggested Readings:

1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
2. Monappa Arun, "Industrial Relations and Labor laws", Tata McGraw Hill Edition, New Delhi, 2007.
3. Taxmann (2009) Labour Laws", Taxmann Allied Services Pvt. Ltd.
4. Sinha, P.R.N., Sinha, InduBala and Shekhar, SeemaPriyadarshini (2004) Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi.
5. Mamoria, Mamoria and Gankar, "Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi, 2007.
6. D. P Sahoo: Employee Relations Management - Texts and Cases (Sage Publication)

Employability Skills	Measuring Tool
Ability to identify the mandate (about dates) of the laws	Exercise + workshop
Ability to identify the mandate (Forms) of the laws	Class room discussions
Ability to have a safeguard from the penalty imposed on employer due to Legislation	Exercise + workshop

# STRATEGIC HUMAN RESOURCE MANAGEMENT

**Code: KMBHR04**

**Total Credits: 3**

**Teaching Hours: 36**

## **Objective:**

- To ensure that students are able to identify and critically evaluate the various approaches to human resource management and acquire the skills and techniques to access future issues of relevance to various functions of HRM in an organization.
- To equip the students with comprehensive knowledge of HR role in merger and acquisition.
- To acquaint the students with the basic theories, concepts and interventions of Organization Development.
- To help the students to think strategically and integrate the activities of HR with the organizations goals.

## **Unit 1 (8 Hours)**

Conceptual Framework & Context of strategic SHRM, Impacts of Globalization on HRM, Changing Nature of Workforce, Development of SHRM, Models of Strategic HRM, Development & delivery of HR strategies, Challenges in Strategic Human Resource Management, Impacts of Strategic HRM, SHRM for Competitive Advantage. Case Studies

## **Unit 2 (6 Hours)**

Implementation of Strategic HRM: Staffing, Training & Development, Strategic Options of Human Resource Development, Impacts of SHRM on Performance, Practicalities in Measuring SHRM Outcomes, Compensation, and Employee Separation. Case Studies

## **Unit 3 (8 Hours)**

HR Strategy, Components of Strategic HRM, Organizational HR strategies, Functional HR strategies, Strategic HRM in Action, Improving Business Performance through Strategic HRM. Employee Engagement and Drivers of Engagement. Case Studies

## **Unit 4 (8 Hours)**

Strategic Knowledge Management, Building Knowledge Management into Strategy Framework, Knowledge Sharing as a Core Competency, HR Dimension to Knowledge Management, Strategic Approach to Industrial Relations, Outsourcing & its HR implications, Human Side of Mergers and Acquisitions three- stage model of M&A. Case Studies

**Unit 5 (6 Hours)** Global human resource management, Difference between global HRM & domestic HRM; Strategic HR issues in Global Assignments, Expatriates selection & Repatriation, Building a Multicultural Organization, Multinational Organization, Strategic Choice, Leadership & Strategic issues in International Assignment. Case Studies

## **Suggested Readings**

1. Charles R Geer : Strategic Human Resource Management – A General Managerial Perspective (Pearson Education India)
2. Armstrong, Michael & Baron Angela. (2005). *Handbook of Strategic HRM* , (Jaico Publishing House)
3. Mello, Jeffrey A. (2007). *Strategic Human Resource Management*.(Thomson South Western)
4. Regis, Richard. (2008). *Strategic Human Resource Management & Development* (Excel Books.)
5. Catherine Truss, David Mankin, Clare Kelliher.:*Strategic Human Resource Management*. (Oxford University Press).
6. Dhar, RajibLochan. (2008). *Strategic Human Resource Management* (Excel Books.)
7. Gary Rees & Paul E Smith : Strategic Human Resource Management (Sage Publication

**course Outcomes & Bloom’s Taxonomy**

CO 1: Understanding the dimensions of Strategic HRM	K1(Remember) K2(Understand)
CO 2: Apply the learning of SHRM in organizational context	K1(Understand) K3(Apply) K6(Create)
CO 3: Able to evaluate the impacts of SHRM on competitive advantages	K4(Analyse) K5(Evaluate)
CO 4: Desired level of expertise on organizational knowledge management through SHRM	K4(Analyse) K5 (Evaluate) K6 (Create)
CO 5: Understanding the International culture in SHRM	K2(Understand) K3(Apply)



# INTERNATIONAL HUMAN RESOURCE MANAGEMENT

**Code: KMBHR05**

**Total Credits: 3**

**Teaching Hours: 36**

Objective:

- To familiarize the students with HR management in Global perspective.
- To make the students understand the complexity of workforce diversity in international context.
- To make the students aware of the international labor relations.
- To help develop an understanding of expatriate's recruitment & training programs.

## **Unit 1: (8 Lectures)**

International Human Resource Management-Overview, Developments leading to International HRM Perspectives, International Human Resource Management: Role and Distinguishing Activities, Organisational Structure and HRM, International Human Resource Planning. Case Studies

## **Unit 2 (8 lecture)**

Staffing Practices in International Human Resource Management, Recruitment and Selection for Overseas Assignments, Global Staffing Practices, International Transfers and Repatriation Strategies, Training and Development in International Context, International Performance Management, Global Compensation Practices. Case Studies

## **Unit 3(6 Lectures)**

Industrial Relations and International Practices in Industrial Relations, Shifts in IHRM and IR, International Strategic Human Resource Management, International Labour Standards, Global Unions, Regional Integration and Framework Agreements. Case Studies

## **Unit 4 (8 Lectures)**

Equal Opportunity and Diversity Management in Global Context. Sensitivity to Cultural Diversity, Global Organisation Structures, Emerging Trends in Employee Relations and Employee Involvement, Convergence or divergence in personnel management in developed and developing economies, Case Studies

## **Unit 5 (6 Hours)**

Emerging Trends in International HRM, HR/IR issues in MNCs and Corporate Social Responsibility, Case Studies

## **Suggested Readings:**

1. Peter J Dowling, Marion Fosting, Allen D Engle Sr- International Human Resource Management (Cengage learning)
2. Anne – WilHarzing, Ashly H Pinnington- International Human Resource Management (Sage Publication)

3. P L Rao – International Human Resource Management (Excel Books)
4. P SubbaRao – International Human Resource Management (Himalaya Publishing)
5. K Ashwathappa&Sadhna Dash – International Human Resource Management (McGraw Hill Education)

**Course Outcomes & Bloom’s Taxonomy**

CO 1: Understanding the Contexts of International HRM	K1(Remember) K2(Understand)
CO 2: Knowledge about the HR Processes in International Context	K1(Understand) K3(Apply)
CO 3: Able to evaluate the impacts of Globalisation on HRM	K4(Analyse) K5(Evaluate)
CO 4: Desired level of expertise on organizational	K4(Analyse) K5 (Evaluate) K6 (Create)
CO 5: Understanding the International culture in SHRM	K2(Understand) K3(Apply)

## Specialization Group: Marketing

### SALES AND RETAIL MANAGEMENT

**Code: KMBMK01**

**Credits: 3**

**Teaching Hours: 36**

#### **Objectives:**

1. To build knowledge, understanding, and skills in Sales and Retail Management.
2. Enable development and implementation of Sales and Retail Management strategies.
3. Help to analyze decision alternatives and criteria in the context of realistic problem situations in Sales and Retail Management.

#### **Unit1: (5 Hours)**

**Introduction to Sales:** Role of selling in marketing, Personal selling, Salesmanship and sales manager, Types of sales personnel, Characteristics of a successful salesman, Theories of selling, Sales management, Process of effective selling.

#### **UNIT 2: (5 Hours)**

**Building Sales Organization:** Types of sales organizations and their structure, Functions and responsibilities of sales person, filling sales positions, Recruitment, Selection, Training and Development, Development and Conducting Sales training programme.

#### **UNIT 3: (9 Hours)**

**Leading Sales Organization:** Sales force motivation, Designing & Administering Sales force compensation plans, Designing incentives and contests, Sales forecasting, Sales budget, Sales quota, Sales territory, Building sales reporting mechanism and monitoring, Sales force productivity, Sales force appraisal.

#### **UNIT 4: (8 Hours)**

**Introduction to retailing:** Growing Importance of Retailing, Factors Influencing Retailing, Strategic Retail Planning Process, Retail Organization, Retail Models and Theory of Retail Development, Modern retail formats in India, Retailing in rural India

#### **UNIT 5: (9 Hours)**

**Retail stores and operation management:** Setting up Retail organization, Retail location Research and Techniques, Trading Area Analysis, Store Layout, Objectives of Good store Design, Controlling Costs and Reducing Inventories Loss, Responsibilities of Store Manager, Store Record and Accounting System, Coding System, Logistic and Information system, Strategies, Retail Sales Techniques & Promotion, CRM & Brand Management in retailing.

**Course Outcomes:**

Sl. No.	Course Outcome	Blooms Taxonomy
1.	CO1: Students will develop knowledge, understanding and skills in Sales force management.	K1(Remember) K2(Understand)
2.	CO2: Acquainted with better understanding of implementation of sales management strategies.	K1(Understand) K3(Apply) K4(Analyse)
3.	CO3:Develop analytical skills for effective decision alternatives in sales management problems	K4(Analyse) K5(Evaluate) K6(Create)
4.	CO4: Develop the knowledge, understanding and skills in retail management.	K2(Understand) K3(Apply)
5.	CO5: Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.	K4(Analyse) K5 (Evaluate)

**Text Books**

1. Tapan Panda: Sales and Distribution Management, 3 Ed, OUP.
2. Havaladar, K.K., and Cavale, V.M.; Sales and Distribution Management; McGraw-Hill Education
3. Pradhan Swapna; Retailing Management; 5e, McGraw-Hill Education
4. Spiro, R.L., Stanton, W.J.and Rich, G.A.; Management of Sales Force; McGraw-Hill Education
5. Berman, Evans, Chatterjee; Retail Management Strategic approach;13e ,Pearson

**Reference Books :**

1. Panda, T.K., and Sahdev, S.; Sales and Distribution Management; Oxford Univ Press
2. P. K. Sinha & D. P. Uniyal, : Managing Retailing, Oxford University Press.
3. Still, R.R., Cundiff, E.W. and Govani, N.A.P.; Sales Management; Pearson Education
4. Coughlan, A. T., Anderson, E., Stern, L. W. and El-Ansary, A. I.; Marketing Channels; Pearson Education
5. Futrell, C.M.; Sales Management; Cengage Learning
6. Rosenbloom, B.; Marketing Channels; Cengage Learning

Skills	Measuring tools
Conceptual skills & Analytical Skills, understanding and application of tools and techniques for Sales & Retail Management	Case Study

# Consumer Behaviour & Marketing Communication

**Code : KMBMK02**

**Course Credits: 3**

**Contact Hours: 36**

## **Course Objectives**

1. To understand consumer behavior and explain the consumer decision making process
2. To define external and internal influences on buying behavior
3. To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
4. Help to understand what advertising is and its role in advertising and brand promotion.
5. Understand the importance of message design and the creativity involved in message designing.

## **UNIT-1 (4 Hours)**

**Introduction:** Introduction to Consumer Behavior; Applications of consumer behavior knowledge in marketing. Consumers and Customer, Consumer Behavior in the Contemporary Environment. Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Post-Purchase Behavior, Attribution theory and Diffusion of Innovation.

## **UNIT-2 (8 Hours)**

**Consumers as individuals and in the social context:** Consumer Perception, Consumer Attitude Formation & Change, Behavioral learning theories and cognitive learning theories to consumer behavior. Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, Cultural Influences on Consumer Behavior

## **UNIT-3 (9 Hours)**

**Marketing Communication:** Objectives of Marketing Communication, Functional areas of marketing communication. Integrated Marketing Communication (IMC): concepts and process, Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, Fundamentals of Advertising Campaigns, The Creative Brief, and Advertising Appeal. Advertising Agencies – their role, functions.

## **UNIT-4(10 Hours)**

Ad Budget, Methods of Budgeting .Measuring Effectiveness of Advertisement , Legal and Ethical concepts and issues in Advertising, global vs local advertising, decision areas in international advertising, Media Planning and Strategy - Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, ; Media Strategy, Emerging Concepts and Issues in Marketing Communications.

## **UNIT 5 (5 Hours)**

Trade Promotion, its nature, types and objectives, Consumer Promotion: coupons, premiums, Contests and sweepstakes, Refunds and rebates, Sampling, bonus packs and price offs.

## Course Outcome

S.No.	Course Outcome	Bloom's Taxonomy
1	<b>CO1.</b> Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.	Understand (K2)
2	<b>CO2.</b> Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities	Create (K6)
3	<b>CO3.</b> Be able to demonstrate how concepts may be applied to marketing strategy.	Apply (K3)
4	<b>CO4.</b> Apply an IMC approach in the development of an overall advertising and promotional plan.	Apply (K3)
5	<b>CO5.</b> Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign	Analyze (K4)

## Suggested Readings

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.
2. Kruti Shah & Alan D' Souza: Advertising & promotions an IMC perspective- McGraw Hill education
3. Sahney S: Consumer Behaviour, OUP
4. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education
5. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
6. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.

Skills	Measuring Tool
Understanding of consumer as an Individual	Quiz, role play followed by class discussion
Understanding of consumer in group/society	Role play, presentations
Understanding of consumer decision making and post-purchase behavior	Case study analysis, group project

## DIGITAL AND SOCIAL MEDIA MARKETING

**Code:KMBMK03**

### **Course Objectives:**

- To help students understand digital and social media marketing practices.
- To provide understanding of the concept of social media platforms
- To impart learning on various digital channels and how to acquire and engage consumers online.
- To provide insights on building organizational competency by way of digital marketing practices and cost considerations.
- To develop understanding of the latest digital practices for marketing and promotion.

**Credits: 3**

**Teaching Hours: 36**

### **Unit 1 (6 hrs.)**

**Introduction to Digital Marketing:** The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices.

### **Unit 2 (9 hrs.)**

**Social Media Marketing** -Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns

### **Unit 3 (9 hrs.)**

**Acquiring & Engaging Users through Digital Channels:** Understanding the relationship between content and branding and its impact on sales, search engine marketing, mobile marketing, video marketing, and social-media marketing. Marketing gamification, Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

### **Unit 4 (6 hrs.)**

**Designing Organization for Digital Success:** Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies

### **Unit 5 (6 hrs.)**

**Digital Innovation and Trends:** The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing Understanding trends in digital marketing – Indian and global context, online communities and co-creation,

### **Course Outcome**

After successful completion of this course students will be able to-

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	<b>CO1.</b> Students will develop an understanding of digital and social media marketing practices.	Apply (K3),
2	<b>CO2.</b> Students will develop understanding of the social media platforms	Evaluate (K5)

3	<b>CO3.</b> Students will acquire the skill to acquire and engage consumers online.	Apply (K3), Create (K6)
4	<b>CO4.</b> Students will develop understanding of building organizational competency by way of digital marketing practices and cost considerations.	Create (K6)
5	<b>CO5.</b> Students will develop understanding of the latest digital practices for marketing and promotion.	Analyze (K4)

### **Suggested Readings**

1. Mouty Maiti: Internet Marketing, Oxford University Press India
2. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
3. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
4. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).
5. Tracy L. Tuten & Michael R. Solomon : Social Media Marketing (Sage Publication)

<b>Skills</b>	<b>Measuring tool</b>
Ability to understand and analyze digital and social media marketing practices.	Assignments + Case study + Workshop
Ability to acquire and engage consumers online.	Assignments + Case study + Workshop
Ability to use Digital and social media marketing for building organizational competency by way of digital marketing practices and cost considerations	Case study + Workshop



# Marketing of Services

**Code: KMBMK04**

## Course Objectives

1. To develop an understanding of the basic concepts and issues in service marketing.
2. To build a working service marketing vocabulary so as to understand and discuss marketing concepts in business settings.
3. To learn about key characteristics of service and service processes, customer service experiences, the role of internal stakeholders in service delivery, and organizational challenges of managing service.
4. To strengthen the ability to justify and support decisions through information acquisition and management.
5. To provide an understanding of how service customers determine value in a service exchange and how this translates into a satisfied customer base.

**Course Credits: 3**

**Contact Hours: 36 Hrs**

### UNIT- 1(8 Hours)

**Introduction To Services Marketing.** Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services Marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's, Strategies for Services Marketing: Segmentation, Targeting & Positioning, Differentiation.

### UNIT- 2 (7 Hours)

**Understanding Consumer Behavior and Service Design** Understanding Consumer Behavior: Services vis-à-vis goods, Consumer Behavior in Services, Customer Expectations and Perceptions of Services – Evaluation of services. Service Development Design & Standards: New Service Development Process – Basic service to potential service, Customer Defined Service Standards, Demand and Capacity Management.

### UNIT- 3 (7 Hours)

**Delivering, Pricing and Managing Service Promise** .Delivering Services: Role of Employees and Customers in service delivery; Role of Intermediaries, Service process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Revenue Management. Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations.

### UNIT- 4 (7 Hours)

**Service Performance.** Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Recovery management, Service Guarantees. Role of CRM, the Gaps Model of Service Quality.

### UNIT – 5 (7 Hours)

**Overview Of Current Trends In Service Industries** .Understanding of Current Trends in Service Industries: Financial, Hospitality, Health, Telecom, Consultancy, Logistics,

Education, NGO, Public Utilities, ITES (IT enabled Services), Travel & Tourism, e-Services and Professional Services.

### Course Outcome

S.No.	Course Outcome	Bloom's Taxonomy
1	<b>CO1.</b> Understand and explain the nature and scope of services marketing	Understand (K2)
2	<b>CO2.</b> Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence;	Apply (K3)
3	<b>CO3.</b> Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes	Analyze (K4)
4	<b>CO4.</b> Provide a theoretical and practical basis for assessing service performance using company examples;	Apply (K3)
5	<b>CO5.</b> Identify and discuss characteristics and challenges of managing service firms in the modern world	Understand (K2)

### Suggested Readings

1. Services Marketing Text and Cases, Vinnie Jauhari & Kirti Dutta, Oxford University Press.
2. Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler & Pandit, Tata McGraw Hill.
3. Services Marketing, Lovelock, Christopher. Prentice Hall.
4. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill
5. The Essence of Services Marketing, Adrian Payne. PHI.
6. Services Marketing, Ravi Shankar. Excel Publishing

Skills	Measuring Tool
Understanding of fundamentals of services	Presentations, Quiz
Understanding of consumer behavior in services	Role play followed by discussion
Designing and delivering Services	Group assignment, Case study analysis.
Service quality measurement	Group project, presentations
Service performance analysis	Quiz, Debate, Case study analysis

# MARKETING ANALYTICS

**Code: KMBMK05**

## COURSE OBJECTIVES

- To understand the basic concepts of Marketing Analytics
- To study various tools to have marketing insights in various marketing areas through empirical data
- To interpret the marketing data for effective marketing decision making
- To draw inferences from data in order to answer descriptive, predictive, and prescriptive questions relevant to marketing managers

**CREDIT: 3**

**Teaching Hours: 36**

### **Unit -1: Introduction to marketing Analytics (4 hrs.)**

Meaning, characteristics, advantages and disadvantages of marketing analytics, Market data sources (Primary and Secondary). The new realities of marketing decision making Market Sizing: Data sources, Stakeholders, Applications & Approaches (Top-down and Bottom-up)

### **Unit-2: Pricing Analytics (9 hrs.)**

Estimating Demand Curve: Estimating Linear and Power Demand Curves, Optimize Pricing, Incorporating Complementary Products, Using Pricing subjectively to estimate Demand Curves, Pricing Multiple Products, Price Bundling & Nonlinear Pricing: Pure Bundling & Mixed Bundling, Determine Optimal Bundling Pricing, Profit Maximizing strategies using Nonlinear Pricing Strategies, Price Skimming & Sales

### **Unit-3: Customer Analytics (9 hrs.)**

Segmentation and Targeting: The segmentation-targeting-positioning (STP) framework, Segmentation, The concept of market segmentation, Managing the segmentation process, Deriving market segments and describing the segments -Cluster analysis, Discriminant analysis, Targeting, The concept of product positioning, Conducting a positioning study, Perceptual mapping using principal components analysis, Incorporating preferences into perceptual maps. Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Estimating Chance that customer is still active, Using Customer Value to value a business

### **Unit-4: Retailing & Advertising Analysis (8 hrs.)**

Market Basket analysis: Computing two way and three way lift Allocating Retail Space and Sales Resources: Identifying the sales to marketing effort relationship & its modeling, optimizing sales effort Advertising Analysis: Measuring the Effectiveness of Advertising, Optimizing advertising, Pay per Click (PPC) Online Advertising

### **Unit-5: Sales Forecasting & Conjoint Analysis (6 hrs.)**

Regression model to forecast sales, Modeling trend and seasonality; Ratio to moving average forecasting method, Using S curves to Forecast Sales of a New Product Conjoint analysis: Conjoint analysis as a decompositional preference model, Steps in conjoint analysis, Uses of conjoint analysis.

## **Course Outcome**

After successful completion of this course students will be able to-

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	CO1. Students will develop the skill in marketing analytics	Apply (K3), Create (K6)

2	<b>CO2.</b> Students will be acquainted with better understanding of real life marketing data and its analysis	Evaluate (K5)
3	<b>CO3.</b> Students will develop analytical skill for effective market decision making in real life environment.	Analyze (K4), Create (K6)

### **Suggested Readings**

1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L Winston © 2014 Wiley India Pvt. Ltd. ISBN 9788126548620
2. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger© 2013 Create Space Publishing ISBN 1481900307
3. Marketing Engineering and Analytics by Gary Lilen, ArvindRangaswamy, and Arnaud De Bruyn© 2017 Decision Pro, Inc.

<b>Skills</b>	<b>Measuring tool</b>
Ability to understand and analyze markets with numbers and analytic tools.	Assignments + Case study + Workshop
Ability to understand real life marketing data and its analysis	Assignments + Case study + Workshop
Ability to use analytical skill for effective market decision making in real life environment	Case study + Workshop

# Specialization: Finance

## Investment Analysis & Portfolio Management

**Code: KMBFM01**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

### COURSE OBJECTIVE:

This course will emphasize an understanding of the economic forces that influence the pricing of financial assets.

1. Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection.
2. The course material will cover formulae that can be applied in different business situations regarding active portfolio management.
3. To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.
4. To provide a theoretical and practical background in the field of investments.

**Course Credits 3**

**Contact Hours 36 Hrs**

□

### **Unit I Investment (08 Hrs)**

Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis.

### **Unit II Portfolio Theory (10 Hrs)**

Risk & Return: Concept of Risk, Component & Measurement of risk, covariance, correlation risk. Fundamental coefficient, Measurement of systematic Analysis: Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.

### **Unit III Capital Market & Asset Pricing (06 Hrs)**

Technical Analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.

**Unit IV (08 Hrs) Bond, Equity and Derivative Analysis:** Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio, Economic value added (EVA). Valuation of Debentures/Bonds : nature of bonds, valuation, Bond theorem, Term structure of interest rates.

### **Unit V Active Portfolio Management (08Hrs)**

Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry

## Course Outcomes & Bloom's Taxonomy

After successful completion of this course students will be able to

CO 1: Understand about various investment avenues.	K1 (Remember) K2(Understand)
CO 2: Understand the value of assets and manage investment portfolio.	K1(Remember) K2(Understand)
CO 3 : Understand various Models of Investment and its application	K2(Understand) K3(Apply)
CO 4: Understand and create various investment strategies on the basis of various market conditions.	K1 (Remember) K2(Understand) K3(Apply)
CO 5: Measure riskiness of a stock or a portfolio position.	K1 (Remember) K2(Understand)

### SUGGESTED READINGS :

#### Text Books :

- 1) Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2nd Ed.)
- 2) Chandra P - Investment Analysis and Portfolio Management (Tata McGraw Hill, 3<sup>rd</sup> Ed)
- 3) Bhatt- Security Analysis and Portfolio Management (Wiley ,1<sup>st</sup> Ed)
- 4) Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.)
- 5) Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 10th Ed)

#### Reference Books

1. William F. Sharpe, Gordon J. Alexander and Jeffery V. Bailey: Investments, (Prentice Hall, 6<sup>th</sup> Ed).
2. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, (Pearson Education, 6<sup>th</sup> Ed)
- 13 Charles P. Jones, Investments Analysis and Management, (John Wiley & Sons, 13 Ed)..
4. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 9/e, John Wiley & Sons, 2001.
5. Sidney Cottle, Roger F. Murray, Frank E. Block, Graham and Dodd: Security Analysis, 5/e, Tata McGraw-Hill, New Delhi, 2002.

Mandate to have basic knowledge about NSE and BSE	Glossary at BSE & NSE Site
Mandate to have some analytical ability to analyze	Exercise +Cases

Mandate to have various mock exercises [www.moneycontrol.com](http://www.moneycontrol.com)  
[www.Valueresearch.com](http://www.Valueresearch.com)  
[www.Yahoofinance.com](http://www.Yahoofinance.com)

**Employable Skills:**

Skill	Measurement tool
Numerical Analytical skills	Cases and discussions
Investment skills	Cases ,Online trading, Simulation Games
Investment Models application	Exercise and workshop

**Tax Planning & Management**

**Code: KMBFM02 Course Credits: 3 Teaching Hours: 36 Hrs**

**COURSE OBJECTIVES:**

- The present course aims at familiarizing the participants with the principles, problems and structure of different types of taxes in Indian economy.
- A student of taxation will have to make a detailed study of tax policy and tax provisions in India.
- A broad understanding or role of taxation in economic and industrial development of an economy.
- Acquaint about the relevance of direct and indirect taxes in taking corporate decisions.
- Familiarize students about the relevance of GST in taxation policy of the economy.

**Course Credits 3**

**Contact Hours 36 Hrs**

**Unit I (6 Hours)**

**Introduction:** Definition, Cannons of Taxation Person, Assesse, Income, Previous Year, Assessment Year, Income Tax Important Dates and Forms. Residential Status & Tax Incidence: Individual Income Exempted from Tax.

**Unit 2 (10 Hours)**

**Heads Of Income** Heads of Income – Salaries, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources., Clubbing of incomes, Calculation of Taxable Income ,Tax Calculation including Surcharge and Marginal relief, Deduction, Rebate, Relief, Set Off & Carry Forward of Losses – Principles, Meaning, Inter – sources & Inter – head Set Off.

**Unit III (8 Hours)**

**Tax Planning & Management** Tax Avoidance, Planning, & Evasion, Income Tax Authorities- Their appointment- Jurisdiction-Powers and functions- Provisions relating to collection and recovery of tax- Refund of tax, Offences, penalties and Prosecutions, Appeals and Revisions, Advance Tax, TDS, Advance Rulings, Avoidance of Double Taxation Agreements.

**Unit IV (6 Hours)**

**Corporate Tax** Computation of taxable income, Carry-forward and set-off of losses for companies, Minimum Alternative Tax (MAT), Set-off and Carry-forward of Amalgamation Losses, Tax Planning for Amalgamation, Merger and Demerger of Companies, Tax Provisions for Venture Capital Funds.

**Unit V (6 Hours)**

**Introduction to GST** GST Concepts –Advantages and Limitations of VAT – GST as the preferred Tax Structure. Model of GST. Need for Tax Reforms, GST Principles – Single GST, Dual GST; Transactions covered under GST; Impact of GST. Registration and Filing: – Rates of Tax – Rates in Foreign Countries – In India; Assessment and Administration of GST.

**Course Outcomes & Bloom’s Taxonomy**

After successful completion of this course students will be able to

CO 1: Understand about various Tax provisions and Tax planning	K1 (Remember) K2(Understand)
CO 2: Understand the scope of tax planning concerning various business and managerial and strategic activities can be explored	K1(Remember) K2(Understand)
CO 3: Have knowledge about various Tax Dates, Rates and Forms	K2(Understand) K3(Apply)
CO 4: Measure Corporate Tax and Taxation in case of business restructuring	K1 (Remember) K2(Understand) K3(Apply)
CO 5: Understand how GST can be calculated & managed.	K1 (Remember) K2(Understand)

**SUGGESTED READINGS****Text Books :**

1. Dr. Vinod K. Singhania & Dr. Monica Singhania Students Guide to Income Tax (Taxmann Publication, Latest Edition according to assessment year)



2. Dr.B.K. Agarwal& Dr. Rajeev Agarwal Tax Planning and Management(NirupamPublication,Latest Edition according to assessment year)
3. Paolo M. Panteghini Corporate Taxation in a Dynamic World (Springer, Latest Edition)
4. GirishAhuja& Ravi Gupta Direct Tax Laws & Practice (Bharat Law House, Latest Edition)
- 5.Datey V.S. - Indirect Taxes – Law & Practice (Taxman ,Latest Edition) 6.E. A. Srinivas Corporate Tax Planning( Tata McGraw Hill, Latest Edition)

**Reference Books & Journals :**

1. Dr.Vinod K. Singhanian& Dr. KapilSinghanian Students Guide to Income Tax (TaxmannPublication ,Latest Edition)
2. Parthasarathy Corporate Governance: Principles, Mechanisms & Practice (Wiley, Latest Edition )
3. H. P. Ranina Corporate Taxation (Orient Law House, Latest Edition)
- 4.Balachandran- Indirect Taxes ( PHI, Latest Edition)
- 5.Income Tax Reports, Company Law institute of India PvtLtd(Chennai Latest Edition)
- 6.Taxman, Taxman Allied SerivesPvtLtd.(New DelhiLatest Edition)

**Employable Skills:**

Skill	Measurement tool
Analytical skills	Cases and discussions
Tax calculation and filing skills	Cases ,Exercises
GST Calculation	Exercise and workshop

## Financial Market and Services

**Code: KMBFM03**

**Course Credits: 3    Teaching Hours: 36 Hrs**

### **Course Objective:**

- To impart knowledge of the financial system of India, the role of important financial institutions, financial markets and financial instruments.
- Familiarizing the students with the mechanism of commercial banking, its operations, instruments regulations etc.
- Helping students in acquiring analytical skills in the money and capital market in the context of raising medium and long term funds
- Familiarizing the students with the microfinance as a growing source of financial mechanism
- Developing an appreciation among the students for the Banking services and products.

### **SYLLABUS**

#### **UNIT I : Introduction**

**(3 Hours )**

Structure of Indian financial system: An overview. Theories of the Impact of financial development and savings; Prior saving theory, Credit creation Theory, Theory of forced savings, Financial regulation theory, Financial liberation Theory.

#### **UNIT II: Financial Institutions**

**(11 Hours)**

Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI, Commercial banks: meaning, functions, present structure, types, e-banking and recent developments in commercial banking, NBFC, Sectorial financial institution NABARD, Exim Bank and PFC

#### **UNIT III: Financial Markets**

**(8 Hours )**

Money and capital market, Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market, Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.

#### **UNIT IV Microfinance, Development**

**(7 Hours)**

Overview of micro finance; Types of micro finance; Income generating activities and Micro Enterprise Market (demand) analysis, Technological analysis, Socio-economic analysis, Environmental analysis. Logical framework, Implementation & Monitoring Credit Delivery Methodology; Strategic Issues in Microfinance: Sustainability.

**UNIT V: BANKING****(7 Hours)**

Banking role and structure of banking in India, Products and services of Banking: Types, features and its working, Third party products: Life Insurance, Mutual fund, Equity, General Insurance

**Course Outcomes**

After successful completion of this course students will be able to:

S.No	Course outcomes	Bloom's taxonomy
Co1.	Recognize the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy.	Knowledge (K1)
Co2	Interpret the knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreign market.	Understand (K2)
Co3	Classify about the working of micro finance instruments in India as well as foreign market	Understand (K2)
Co4	Interpret the knowledge about the banking industry and demonstrate the various market demand analysis	Analyze (K4)

**Text Books**

1. Bhole, L M ; Financial Institutions and Markets; McGraw-Hill Education
2. Kohn M, Financial Institutions and Markets, OUP
3. Pathak, Bharti V.; Indian Financial System; Pearson Education
4. Khan, M.Y.; Indian Financial System; McGraw-Hill Education
5. Varshney, P.N ; Banking law and practice ; Sultan Chand and Sons

**Reference Books**

1. Singh, S.P.; Indian Financial System; Wisdom Publication
2. Machiraju, H.R.; Indian Financial System; Vikas Publishing House
3. Desai, Vasant; Fundamental of Indian Financial System; Himalaya Publishing House
4. Varshney, P.N. and Mittal, D.K.; Indian Financial System; S. Chand and Co.

Skills	Measuring Tool
Ability to know Indian financial system	Lecture + Assignments
Ability to know Money & Capital Market	Case study + workshops
Ability to know various market demand analysis	Case study + workshops

# Working Capital Management

**Code:KMBFM04**

**Course Credits: 3    Teaching Hours: 36 Hrs**

Course Objectives:

- To have a basic understanding of the concept and importance of sound working capital strategies of a firm.
- To have an understanding of the impact of working capital policies relating to Cash management, inventory and receivables management on firm's profitability.
- To gain an insight into the sources of working capital financing.

**Unit- I : Introduction to Working Capital (10 Hrs)**Nature, Scope and Definition of Working Capital, Types of working Capital, Determinants of working capital , Working Capital Cycle, Assessment an Computation of Working Capital Requirement, Profitability–Liquidity trade-off, Working Capital Policy - Aggressive & Defensive. Overview of Working Capital Management

## **Unit - II : Management of Cash and Marketable Securities (8 Hrs)**

Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes, Lock Box system and concentration banking, compensating balances ; Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities; Cash Management Practices in India.

## **Unit - - III: Management of Receivables ( 7 Hrs)**

Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies; Credit Management in India.

**Unit - IV: Inventory Management (7 Hrs)**Inventory: Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories, Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management - Classification, order quantity, order point , ABC Analysis etc

## **Unit - V: Working Capital Financing (8 Hrs)**

Need and objectives of financing of working capital, short term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital : accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting,

commercial papers, certificates of deposit, factoring, secured term loans, etc; Pattern and sources of Working Capital Financing in India with reference to Government policies, working capital control and banking policy- Deheja study group, chore committee , Tandon Committee.

### Course Outcomes

- After successful completion of this course students will be able to:

S.No	Course outcomes	Bloom's taxonomy
CO1.	Understand the objectives and functioning of WTO	Understand (k2)
CO2	Investigate funds flow cycles and their impact on working capital management objectives.	Understand (k2)
CO3	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.	Apply (k3) Analyse (k4)
CO4	Formulate appropriate working capital management policies to achieve corporate objectives.	Understand (k2)
CO5	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.	Apply(K3),Analyze (k4), Evaluate(k5)

### SUGGESTED READINGS :

#### Text Book:

- Rustagi - Working capital Management, Taxmann

#### Reference Book;

- **Bhalla V.K - Working Capital management, Text and cases, Anmol Publication, Delhi , 11<sup>th</sup> edition**
- **Rangrajan - Working Capital management, Excel Books**
- Bhattacharya – Working Capital management , 2e, PHI
- Periasamy - Working Capital Management –Theory & Practice, Himalaya
- Sharma - Working Capital Management ,Himalaya publication

Skills	Measuring Tool
Ability to know various working capital techniques	Lecture +workshop +case study
Ability to know various cash management models	Lecture +workshop+case study
Ability to know various inventory techniques	Case study+ workshops
Ability to know various receivable management practices & policies	Case study + assignments.

# Financial Derivatives

**Code: KMBFM05**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

## Course Objective:

1. To make students aware of different types of Derivatives
2. To develop an understanding amongst students of financial derivatives and associated regulatory framework
3. To have an understanding of the derivative tools such as options, futures and their application to hedging.

**Course Credits 3**

**Contact Hours 36Hrs**

## Unit – 1

**(08 Hrs)**

**Introduction:** Derivatives market; Definition, Evolution and features of Derivatives, Types of Derivatives, Forward , futures and options market, Forward market transactions , Forward contracts , Forward market in India , Hedging with forwards.

## Unit – 2

**(10Hrs)**

**Forwards and Futures:**Introduction toForward Contract, features of forward contracts Futures contract , types , functions , distinction between futures and forward , pricing of futures contract, Currency Futures , Hedging in Currency Futures , Speculation and Arbitrage in Currency Futures , Pricing of Futures, Cost of Carry Model , Application of Market Index , Index Futures in the Stock Market , Indian Derivatives Market.

## Unit – 3

**(8hrs)**

**Options: Introduction** to options, Hedging with Currency Options , Speculation and Arbitrage with Options , Pricing Options , General Principles of Pricing , Black Scholes option pricing Model. IndexOptions , Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market , Use of different option strategies to mitigate the risk

## Unit – 4

**(10hrs)**

**Swap** :Financial Swaps, Managing Interest Rate Exposure, Interest Rate Swaps,Currency Swaps , Forward Rate Agreement.

## Course Outcome and Bloomberg's Taxonomy:

After successful completion of this course students will be able to

CO 1: Understand about various Derivative instruments	K1 (Remember) K2(Understand)
-------------------------------------------------------	---------------------------------

CO 2: Understand various future and option strategies of hedging risk	K1 (Remember) K2 (Understand)
CO 3: Have knowledge about various Models and techniques and its application	K2 (Understand) K3 (Apply)
CO 4: Apply various swap strategies to reduce risk	K1 (Remember) K2 (Understand) K3 (Apply)

**Suggested readings:**

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill, 2005
2. Financial Derivatives : Theory, Concepts and practices by S.L. Gupta, PHI, 2013.
3. Financial Derivatives by S.S.S Kumar, PHI ,6<sup>th</sup> ed.
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi, 10<sup>th</sup> ed.

**Websites:**

1. [www.bseindia.com](http://www.bseindia.com)
2. [www.nseindia.com](http://www.nseindia.com)
3. [www.sebi.com](http://www.sebi.com)
4. [www.careratings.com](http://www.careratings.com)
5. [www.crisil.com](http://www.crisil.com)
6. [www.icraindia.com](http://www.icraindia.com)
7. [www.capitalmarket.com](http://www.capitalmarket.com)

**Employable Skills:**

Skill	Measurement tool
Numerical and Analytical skills	Cases and discussions
Hedging risk strategies	Cases ,Online trading, Simulation Games
Derivative Models application	Exercise and workshop

# Specialization Group: International Business

## International Marketing

Code: KMBIB01

### Course Objectives

1. To provide understanding of the decision variables a marketing manager may use in an international marketing environment.
2. To gain experience in developing international marketing strategies.
3. Provide understanding of product and pricing decisions appropriate for international market. Develop the basic skills needed to develop an international marketing communications plan and strategy,
4. Provide opportunities for practical implementation of the relevant concepts through analysing a variety of international business scenarios.

**Course Credits: 3**

**Contact Hours: 36 Hrs**

### UNIT 1 (6 Hours)

**Introduction**, Importance and Challenges – Nature, Importance and scope of International Marketing, Domestic marketing vs. International marketing, International marketing management process , EPRG framework an overview: influence of physical, economic, socio-cultural, political and legal environments on International marketing information, scanning and monitoring global marketing environment.

### UNIT 2 (8 Hours)

International Marketing Research Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system International market segmentation, International positioning strategies, International marketing strategies International Market Entry Strategies Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

### UNIT 3 (8 Hours)

International Product Policy and Planning Introduction, Product Planning in International Markets, Packaging and Labeling, International Product Life Cycle, Branding decisions in international markets: standardization vs Adaptation , Protecting brand names

### Unit 4 (8 Hours)

International Pricing Policy: Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade Legal and Ethical Issues in International Marketing Introduction, Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business



## Unit 5 (6 Hours)

International Promotional Strategies Introduction, Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing International e-tailing, concept and types, benefits, segmentation, pricing and promotional strategies in e-tailing.

### Course Outcome

S.No.	Course Outcome	Bloom's Taxonomy
1	<b>CO1.</b> Identify and analyse opportunities within international marketing environments.	Analyze (K4)
2	<b>CO2.</b> Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies.	Analyze (K4)
3	<b>CO3.</b> Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.	Analyze (K4)
4	<b>CO4.</b> Develop proper product and pricing decisions in a particular target market.	Apply (K3)
5	<b>CO5.</b> Understand process of international marketing communication strategies and adapting to specific market needs.	Understand (K2)

### Suggested Readings

7. Nargundkar- InternationalMarketing (Excel Books)
8. Czinkota - International Marketing (Thompson, 8th Ed.)
9. Kotabehelson- International Marketing( Wiley, 6th Ed.)
10. Cateora Graham - International Marketing (TMH, 10th Ed.)
11. Siddiqui- InternationalMarketing (Wiley Dreamtech)
12. Cherunilam F - International Trade and Export Management (Himalaya, 2007) REFERENCE BOOK
13. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
14. Jain S. – International Marketing (Thomson)

Skills	Measuring Tool
Prepare an international marketing plan	Workshop, case study
Analyzing the social, political, legal, and economic forces that affect the business performance of international marketing .	Workshop, case study
Develop a global marketing communication plan to promote the Brand	Workshop, case study

# INTERNATIONAL LOGISTICS

**Code: KMBIB02**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

COURSE OBJECTIVES : The objectives of this course are :

1. To gain a working understanding of logistics principles
2. To introduce key activities performed by the logistics functions.
3. To understand the aspects of shipping industry and freight system
4. To understand the ports facilities and global air transportation.
5. To understand the role and importance of information and communication technology in logistics management.

## **UNIT 1 (6 sessions)**

Introduction to Logistic System: Concepts of Logistics, Scope and Objectives of Logistics, System Elements, Importance of Logistics, International Logistics development, International trade logistics Chain, Shippers logistics requirement in trade

## **UNIT 2 ( 8 sessions)**

Structure of Shipping Industry, Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of a Shipping Company, Shipping Formalities, Conference System, Chartering-Types, principles and practices; Charter party agreement

Transportation, Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out –sourcing.

## **UNIT 3 (8 sessions)**

Warehouse management , Inventory management, Ocean freight rates: freight or tariff rates, freight surcharge, freight rebates. Principles of Freight Rates, Linear Freight Structure, Tramp Freight Structure, Shipping intermediaries: customs broker, freight forwarders, shipping agents, stevedores.

## **UNIT 4 (8 sessions)**

Ports in India, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo. Concept of Containerization, benefits of Containerization, I.C.D/CFS

International Air transport: Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A.

## **Unit 5 (6 sessions)**

Information and communication technology in logistics management, Reverse Logistics: Application area and activities involved. Internationalization of SCM. Integrated SCM: Concept, span and process of integrated SCM, Supply Chain performance measurement

**Course Outcomes:**

SI No	Course Outcome	Blooms Taxenomy
1.	CO1 : To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage.	K1(Remember) K2(Understand)
2.	CO2: Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .	K1(Understand) K3(Apply) K4(Analyse)
3	CO3: Develop in the right way the process of setting up and managing warehousing operations.	K4(Analyse) K5(Evaluate) K6(Create)
4.	CO4: Able to carry basic assessment of sea and air freight shipments, ports/ infrastructure and work environment.	K4(Analyse) K5 (Evaluate)
5.	CO5: Understand the use and impact of e-commerce in logistics management.	K2(Understand) K3(Apply)

**TEXT BOOK**

1. Ganapathi S.L, Nandi S.K Logistics Management OUP
2. Dr. Sudalaimuthu and S. Anthony Raj, Logistics for International Business: Text and cases, Prentice Hall India, New Delhi.
3. Bowersox, Donal J. and David Closs, Logistical Management, 5th ed., McGraw-Hill
4. Johnson J, Wood D- Contemporary Logistics.
5. Singh, R: International Trade Logistics , OUP.

**REFERENCE BOOK**

1. Reji Ismail- Logistic Management (ExcelBooks)
2. Dornier- Global Operation & Logistic Management (John Wiley)
3. Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)

Skills	Measuring tool
Understands international logistics Systems	Case study + Workshop
Basic assesssment of freight	Exercise + Workshop

# Export Import Documentation

**Code: KMBIB03**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

## **Course Objectives:**

- The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management
- To promote basic understanding on the concepts of export and import documentations to enable them to realize the impact of documentations.

## **Unit 1 Introduction- (8Hrs)**

Introduction to exports, Registration process, Selection of products and market Payment terms, Export costing and pricing , Preliminaries for exports. Registration – IEC, RCMC, EPC, Central Excise.(*BCMC changed to RCMC*) Categories of Export, Physical – Direct & Indirect, Deemed Exports Merchant & Manufacturer Exports

## **Unit 2 (8Hrs)**

Shipment procedures, Role of clearing and forwarding agent, Cargo management Containerization, Shipping documents and terms used in shipping, Export Procedures Excise clearance for exports, Marine insurance of Export cargo Shipment goods, Quality and Pre Shipment inspection, EGC Services, GSP rules of origin

## **Unit 3 (8Hrs)**

Meaning and importance of letter of credit, Documentation papers of L/CEXPORT incentives, risk and insurance, Benefits of Exports, Excise clearance Benefit / Rebate, Income Tax Benefit , (*IPRS is discontinued*), Shipment & Transport – Sea, Air, Rail, Road, Pipeline, Role of overseas agent & remittance of commission.

## **Unit 4 – (12Hrs)**

The organization of exports –imports firms and business planning, Planning of export/import operations. Import procedures Overview of various export promotion schemes Duty Drawback- Advance License, (*Replenishment Licenses, Special Interest License is discontinued*), Remission Scheme, DEPB Scheme

## **Unit 5 (4Hrs)**

Export Promotion Capital Goods Scheme. Diamond & Jewelry, Agricultural & Pharmaceutical product exports promotion, scheme. Export of Principal Commodities in India, SEZ, EHTP, STP & EOU's, Types of Export Houses.

*(Free trade zones have been changed to SEZ)*

**Employable Skills:**

Skill	Measurement tool
Entrepreneurial skill	Workshop on business planning
Managerial competitive Skill	Assignment on swot analysis
Business acumen	Case studies

**Course Outcomes**

After successful completion of this course students will be able to:

S.No	Course outcomes	Bloom's taxonomy
CO1.	Identify the process of Registration process, Payment terms, Export costing and pricing.	Knowledge (k1)
CO2	<b>Interpret</b> the process of Shipment procedures, & summarize the various documents used in Shipping,	Understand (k2)
CO3	Classify the concept of various incentives, benefits & risk involved in shipping process	Understand (k2)
CO4	Discuss the various business planning Import procedures & various export promotion schemes	Understand (k2)
CO5	Demonstrate the various export promotion schemes & Types of Export Houses.	Apply (k3)

**Books Recommended:****Text Books**

c ramagopa, l Export import Policy Procedure & Documentation, Newage publisher

**Reference book :**

1. kiran rai Usha, Export import & logistics management--, Eastern economy edition
2. singh, ram, International trade Logistics, Oxford publishing house.
3. New Import Export Policy - Nabhi Publications
4. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
5. A Guide on Export Policy Procedure & Documentation– Mahajan
6. How to Export – Nabhi Publications
7. Export Management – D.C. Kapoor

# International Trade Law

**Code: KMBIB04**

**Credits: 3**

**Teaching Hours: 36**

## Course Objectives

International Trade Law has two objectives: public and private.

1. The public aspect deals with the harmonization and coordination of national commercial policies
2. Private aspect seeks to provide a legal framework for International commercial transactions between individuals belonging to different nationalities. This course covers both public and private aspects.

**Course Credits 3**

**Contact Hours 36 Hrs**

### Unit 1

**(6 Hours)**

#### The World Trade Organization:

Introduction to International trade and the law of the WTO, Sources of WTO Law, Basic rules and principles of WTO Law, Economic Theories of free trade- Absolute Advantage theory; Comparative Advantage theory; Heckscher-Ohlin theory; Leontief Paradox and New trade theory, Historical background- of WTO- Evolution of GATT as a trading institution and transition of GATT to WTO; Marrakesh Agreement, WTO as an International institution- Origin of WTO; Mandate of WTO; Membership of WTO; Institutional structure of the WTO; Decision-making in the WTO; Other Issues- status of WTO; budget of WTO,

WTO Dispute Settlement - Dispute Settlement Understanding; Principles of Dispute settlement; Institutions of WTO settlement; WTO dispute settlement proceedings; Main challenges to the WTO dispute settlement system, Principles of Non-discrimination- Most favored nation treatment and National treatment obligation, Dumping- Anti-dumping Measures

### Unit 2

**(8 Hours)**

#### The World Trade Organization-2:

WTO jurisprudence on TBT and SPS Agreements- Agreement on Sanitary and Phytosanitary Measures; Agreement on Technical barriers to Trade, WTO and environment protection, General Agreement on Trade in Services (GATS) - Meaning of trade in services, General obligations. Specific obligations. Financial services. Telecommunication services, India and the GATS.

Trade-Related Aspects of Intellectual Property Rights (TRIPs) - IPRs covered by TRIPs. Rights of patentees under the TRIPs. Compulsory licensing. Public health and the TRIPs. Indian response to the TRIPs, Agreement on Agriculture, Trade Related Investment Measures (TRIMS)

### UNIT 3

**(8 Hours)**

**Transnational Transactions And Resolution:** Transnational Commercial Laws: Meaning and scope of Transnational Commercial Law. Evolution of Law Merchant. Sources of Transnational Commercial Law. Movement towards unification of national commercial laws. UNIDROIT and UNCITRAL, International Carriages- Carriage of goods by sea; Carriage by air; Multimodal transportation, International Sales of goods- Vienna Convention on Contract for International Sale of Goods; Drafting of International Commercial contracts- an Introduction. International Payments- The role of International Chamber of Commerce in the

development of Transnational Commercial Laws; Uniform Customs and Practices on Documentary Credits. International Commercial Arbitration. UNCITRAL Model Law on International commercial arbitration. Indian Arbitration and Conciliation Act, 1996; Enforcement of foreign arbitral awards.

**Unit 4**

**(8 Hours)**

**Introduction to Law and Policy of Export-Import Trade in India:**

Foreign Trade Development and Regulation) Act, 1992. Foreign Exchange Management Act, 1999. Special Economic Zones and International trade. Law relating to Customs- Customs Act, 1962. Foreign Investment in India-Liberalization in the nineties. Foreign Investment Promotion Board.Current issues relating to foreign direct investment. The Industries(Development and Regulation) Act and its application.

**Unit 5**

**(6 Hours)**

The recent challenges and proposed amendments by third world . Role of SARC and B|RICS

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Understand the objectives and functioning of WTO	Remember (K1) Understand (K2)
2	CO2. Review and apply the various WTO agreements for effective international trade	Understand (K2) Apply (K3)
3	CO3. Analyze the forces that shape the international commercial laws.	Analyse (K4)
4	CO4. Understand and evaluate the export import policy in India.	Understand (K2) Evaluate (K5)
5	CO5. Analyze the recent challenges in international trade and role of international institutions	Understand (K2) Analyse (K4)

**Suggested Readings**

Law of International Trade , Author : Dr. Jason Chuah , Edition : 5th South Asian Edition 2017

Foreign Trade - Theory, Procedures, Practices and Documentation by Dr. Khushpat S. Jain and Apexa V. Jain

1. International trade law by Dr. S.R MYNENI
2. International Trade Law by Hemant Goel
3. International Trade Law by Niharika Vij

Employability Skills	Measuring Tool
Ability to identify the mandate of the laws	Exercise + workshop
Business acumen	Case studies

# Cross Cultural Management

**Code: KMBIB05**

**Credits: 3**

**Teaching Hours: 36**

## Course Objectives

1. To consider the nature of intercultural communication
2. To learn to think across cultural differences
3. To experiment with different ways of acting in cross-cultural situations
4. To reflect on the cultural foundations of economic systems and of organizational practices

**Course Credits 3**

**Contact Hours 36 Hrs**

### Unit 1

**(6 Hours)**

**Introduction:** Understanding culture: Values, world views and socio-cultural systems  
What is culture and why is it important? How do people react to cultural differences?

Can we measure or graph cultural differences? Is it possible to change a culture? If so, how?  
What does culture have to do with business? Ways of describing cultural differences Going International, (**Assignment**): Come to class with an idea for discussion

### Unit 2

**(8 Hours)**

**Cultural diversity and multicultural teams:** The impact of cultural differences on individuals, Verbal and non-verbal communication across cultures, Kohlberg's theory of moral reasoning, Measuring cultural development, The historical origins of beliefs and values, Impact of cross cultural communication, , Kohlberg, Malcolm X, and Martin Luther King Jr, Are some societies better than others?, Relativism vs. development, Respect cultural differences vs. stages of development, The possibility of an international subculture

### Unit 3

**(8 Hours)**

**Conflict and negotiation:** Gender differences, Gender, multiethnicity, religion, geography  
Body language, The culture of poverty, Hofstede's dimensions, Cultural aspects of international business negotiations, Negotiation process, Negotiation Strategies

### Unit 4

**(8 Hours)**

**Cultural diversity and multicultural teams:** National cultures vs. organizational cultures, Knowledge cultures, Cross-cultural intelligence and managerial competence, Motivating across cultures, Management of cross-culture teams, Leadership traits required for managing cross culture teams Participatory Strategic Planning and the Technology of Participation  
Change in corporate culture: the example of quality improvement

### Unit 5

**(6 Hours)**

**Culture and ethics:** Understanding significance of cultural values & ethics in cross border businesses, Corporate Culture and Cross Border HRM and Employment Practices with respect to Japan, European countries, US, China, corporate social responsibility in MNC's , The McDonald's Corporation



## Course Outcome

After successful completion of this course students will be able to

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Understand and apply different meanings and dimensions of "culture"	Understand (K2) Apply (K3)
2	CO2. Describe and analyze the impact of culture on business practices	Understand (K2) Analyze (K4)
3	CO3. Explain and evaluate the impact of national culture on organizational cultures	Evaluate (K5)
4	CO4. Understand the impact of culture on Human Resource Management	Understand (K2)
5	CO5. Explain how leadership differs across cultures	Understand (K2)

## Suggested Readings

1. Cross culture management by Ms Shobhana Madhavan, Oxford University Press, 2011
  2. Eastern and Cross Culture Management by N K Singh , Springer
  3. Gannon, Martin J. Paradoxes of Culture and Globalization. Sage Publications, 2008.
- Class notes are available at [www.gwu.edu/~umpleby/mgt216](http://www.gwu.edu/~umpleby/mgt216)
  - For information on group projects see [www.gwu.edu/~rpsol/service-learning](http://www.gwu.edu/~rpsol/service-learning)

Skills	Measurement tool
Entrepreneurial skill	Workshop on business planning
Managerial competitive Skill	Assignment
Business acumen	Case studies

# Specialization Group: Information Technology

## ENTERPRISE RESOURCE PLANNING

**Code: KMBIT01**

**Course Credits: 3**

**Teaching Hours: 36**

### Course Objectives:

1. Impart knowledge about Enterprise Resource Planning (ERP)
2. Impart knowledge of related technologies
3. Impart knowledge about implementation of ERP
4. Analyze the applications of ERP at operational levels
5. Analyze the applications of ERP at managerial practices.

### Unit 1

**(8 Hours)**

**Enterprise:** Overview of Enterprise Resources & Business Functions, Classifications of Business Processes, Business Process Management System; **Information:** Characteristics and Value of information in enterprise; **Information System:** Components of an Information System, Characteristics and uses of Decision Support System, Executive Information System & Management Information System; **Business Process Modeling:** Automation and Structuring of Business Processes, Business Process Reengineering (BPR). Cross Functional and Integrated Enterprise Systems; **Case Studies**

### Unit 2

**(6 Hours)**

**Enterprise Systems and Enterprise Resources Planning (ERP):** Characteristics of Enterprise Systems, Enterprise Applications and ERP, Evolution of ERP System, Benefits of an ERP System; **ERP Related Technologies:** Database & Data Warehouse, Data Mining, On-Line Analytical Processing, Workflow Management Systems. **Case Studies**

### Unit 3

**(8 Hours)**

**ERP Modules:** Finance, Production planning, Sales & Distribution, Human resource management (HRM), Inventory Control System, Quality Management, ERP in Supply Chain Management and Customer Relationship Management. **ERP Solutions in the markets and ERP Domains:** Sector specific ERP Solutions, Introduction and Characteristics of SAP, BAAN and Oracle ERP. **Case Studies**

### Unit 4:

**(8 Hours)**

**ERP and Value Chain:** Impacts of ERP on Value Chain (Porter's Value Chain Model), Competitive Advantages of ERP; **Future Directions in ERP:** New Trends in ERP, ERP to ERP II, ERP and e-business, SOA Factors in ERP; **ERP Implementation:** Evaluation and Selection of ERP Package, Project Planning, Testing & End User's Training, Post Evaluation and Maintenance, Issues and Challenges in ERP Implementation, Latest ERP Implementation Methodologies; **Case Studies**

### Unit 5

**(6 Hours)**

**ERP Project Team:** Composition, Organization and Working of ERP Implementation Team, Success and Failure Factors in ERP Project. **Post ERP Implementation:** Organizational Change Management, Post Implementation Review, Post Implementation Support, ERP Security. **Case Studies**

### Course Outcomes & Bloom's Taxonomy

1.	CO 1: Knowledge of ERP Technology and its importance	K1(Remember) K2(Understand)
2.	CO 2: Able to analyze the organizational readiness for ERP	K1(Understand) K3(Apply) K4(Analyze)
3.	CO 3: Able to implement ERP in functional area of businesses and	K4(Analyze)

	management	K5(Evaluate) K6(Create)
4.	CO 4: Interpreting the impacts of ERP on business processes	K4(Analyze) K5 (Evaluate)
5.	CO 5: Understanding the Market Trends in ERP applications	K2(Understand) K3(Apply)

SNo	Skills	Measuring Tools
1	Practical usage of ERP solutions	Live Demo of ERP Solution
2	Industry Readiness	Discussion + Case Study

### **Suggested Readings**

1. ERP Demystified: Leon, Alexis (McGraw-Hill Education)
2. Concepts in Enterprise Resource Planning: Joseph, A. Brady, Ellen, F. Monk and Wangner, Bret J. (Thomson Learning )
3. Enterprise Resource Planning: Concepts and Planning; Garg, V.K. and Venkitakrishnan, N.K.( PHI Learning )
4. Enterprise Resource Planning – A Managerial Perspective: DP Goyal (TMH)

# WEB TECHNOLOGY AND E- COMMERCE

**Code: KMBIT02**

**Course Credits: 3**

**Teaching Hours: 36**

## **Course Objectives:**

1. Impart knowledge about basic concepts
2. Impart knowledge about the significance of web technologies and e-commerce
3. Impart knowledge about different categories
4. Impart knowledge about implementation of e-business
5. Critical assessment of the impact of web based information systems on the business.

### **Unit 1**

**(8 Hours)**

**Growth and potential of Internet:** History of Web and Internet, Milestones and Latest Trends, Values of Internet for Business; **Website Planning:** Strategies and Approaches, Adding Website profiles, Demographics, Visitors ,Traffic sources, Content, Setting goals and Custom, Sitemap, Diagnostics for errors; **Web Protocols & Technologies:** WWW, FTP, HTTP, Search Engine, Social Networking and Analytics. **Case Studies**

### **Unit 2**

**(7Hours)**

**Web Commerce:** Definitions, Scope and Significance of Web Commerce, Emerging trends in Web Commerce; **Web Commerce Business Models:** Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Peer to Peer business model, m-Commerce business model, E – Governance (G2C, G2B, G2G); **Case Studies**

### **Unit 3**

**(8 Hours)**

**e – Marketing and Trade:** Understanding Internet Audience and Online consumer behavior, Internet Marketing Technologies, e – retailing, Online Market Research, Online Marketing Communications Online Advertising, Online Branding Strategies, Online Pricing Strategies; **e - Customer Relationship Management:** Characteristics,Strategies and Technologies; **Case Studies**

### **Unit 4**

**(5 Hours)**

**Online Payment System:** Online Banking, Advantages and Limitations, Mobile Banking, Concept of Digital cash and Plastic money, Debit and Credit cards; **Security Aspects of Electronic Payment Systems:** Security Threats in Online Environment, Elements of good E-commerce Security, E-commerce Security Plan; **Case Studies**

### **Unit 5**

**(8 Hours)**

**Web Page Designing:** Introduction to HTML & CSS, Software for Webpage Development, Technologies for using Image, Audio and Videos in Webpage, Implementing Table, Frames and Form Elements; **Website Publishing:** Domain Registration, Hosting a website, Maintenance &Update,

## **Course Outcomes & Bloom’s Taxonomy:**

CO 1: Understanding the nature of Web Technology	K1 (Remember) K2(Understand)
CO 2: Exploring the business potential of Web Technology	K3(Apply) K4(Analyse)
CO 3: Planning and executing the web based business application	K2(Understand) K3(Apply) K4(Analyse)
CO 4: Knowledge about the Information and Web Security	K1(Remember) K2(Understand) K3(Apply)
CO 5: Knowledge about the functioning of online payment systems	K1(Remember) K2(Understand) K3(Apply)

## Suggested Readings

1. .Laudon, Kenneth C, and Traver Carol G; E-Commerce – Business. Techn
2. Turban, Efraim, Lee Jae, King David and Chung Michael; “Electronic Commerce – A Managerial Perspective”, AddisonWesley
3. Kalakota R; “Electronic Commerce – Frontiers of E – Commerce”, Pearson Education
4. HTML - Beginner’s Guide - Willart

## CLLOUD COMPUTING FOR BUSINESS

**Course Code: KMBIT03**

**Course Credits: 3 Teaching Hours: 36**

**Course Objective:** To impart knowledge about cloud computing and its application in business and understanding the importance of information management for a business organization.

### Unit 1

**(5 Hours)**

**Cloud computing:** Introduction, Evolution and Cloud Market; **Technological Influences for Cloud Computing:** Universal Connectivity, Excess Capacity, Open Source Software. **Technology &ServiceModels for cloud computing:** IaAS, PaAS&SaAS.

### Unit 2

**(8 Hours)**

**Cloud Deployment Models:** Public, Community, Private & Hybrid Models, Approaches for Migrating to Cloud. **Information Assurance and Data Protection:** Phases in Information Lifecycle and Key Challenges in Data Lifecycle Security. **Data centre:** Concept its Operations, Data centre Security Recommendations. **Case Studies**

### Unit 3

**(7 Hours)**

**Enterprise Risk Management:** Information security governance processes, Enterprise risk management in cloud computing, Enterprise risk management recommendations. **Case Studies**

### Unit 4

**(10 Hours)**

**Security:** Cyber Threats in Cloud Computing, Application Security Web Application, Attack methods, Web Application Security, Application Security Layer, Security Solutions, **Virtualization:** Hardware virtualization, Software virtualization, Memory virtualization, Storage virtualization, Data virtualization, Network virtualization, Virtualization security recommendations.

### Unit 5

**(6 Hours)**

**Cloud Computing for Business:** Organisational Readiness for Cloud, Business Advantages of Cloud Computing, Traditional Vs Cloud Based Business Solutions, Designing Cloud Based Business Solutions, Business Models for Engaging Cloud Vendors, Issues and Challenges in Cloud based Business Models. **Case Studies**

## Course Outcomes & Bloom’s Taxonomy

CO 1: Understanding the Technologies in Cloud Computing	K1 (Remember) K2(Understand)
CO 2: Knowledge about the services of Cloud Computing	K1(Remember) K2(Understand)
CO 3: Interpreting the business values of Cloud Computing	K2(Understand) K3(Apply) K4 (Analyse)

CO 4: Knowledge about the Security in Cloud Computing	K1 (Remember) K2(Understand)
CO 5: Knowledge of Virtualisation	K1 (Remember) K2(Understand)

### **Suggested Readings**

1. Mulholland, Andy, Pyke, Jon, and Finger, Peter; Enterprise Cloud Computing: a strategy guide for business and technology leaders; Meghan Kiffer Press
2. Linthicum, David S.; Cloud Computing and SOA Convergence in your Enterprise: A Step-byStep Guide; Addison Wesley Information Technology Series
3. Rhoton, John; Cloud Computing Explained: Implementation Handbook for Enterprises; Kindle Edition
4. Reese, George; Cloud Application Architectures: Building Applications and Infrastructure in the Cloud; O'reilly publication
5. Cloud Computing : Principles and Paradigm-RajkumarBuyya, James Broberg, AndrzejGoscinski (Wiley)

## DATABASE MANAGEMENT SYSTEMS

**Code: KMBIT04**

**Course Credits: 3**

**Teaching Hours: 36**

**Course Objective:** The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations. It is also intended to give an insight to students about the concept of data mining and warehousing.

### **Unit I**

**(8 Hours)**

**Database Management System:** Introduction, Organization and Components of Database Management Systems, Advantages of DBMS. **Database Models:** Relational Database Model, Network Database Model, Hierarchical Database Model, Semantic Database Model.

### **Unit 2**

**(8 Hours)**

**Relational Database Design:** Concepts, E-R Diagram, Integrity Constraints, Functional dependencies, Concept of Normalisation, Physical Database Design, Decomposition of Relation Schema; **Object Oriented Database Design:** Characteristics and advantages

### **Unit 3**

**(8 Hours)**

**Structured Query Language (Oracle):** Creating Tables, Applying column constraints, Inserting Rows, Views Snapshots, Indexes & Sequences, Cursor, Triggers, Procedures; Uses of inbuilt Functions & Package.

### **Unit 4**

**(6 Hours)**

**Data Warehousing:** Characteristics, Functionality and Advantages; **Metadata:** Concepts and classifications; **Data mining Techniques:** Introduction of Association, Classification and Clustering techniques; **Business Applications of Data Mining:** Target Marketing, Risk Management, Customer profiling

### **Unit 5**

**(6 Hours)**

**Working with DBMS:** Database Utilities, Security, Objects, Basic Database Administration, Remote Data Access. **Distributed Database:** Characteristics and Applications.

### **Suggested Readings:**

1. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)
2. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill, 1996)
3. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
4. Beynon -Davies P- Database Systems (Palgrave, 2003)
5. Karthikeyan-Understanding Database Management System (Acme Learning)
6. Hoffer - Modern Database Management (Pearson Education, 6th edition)

### **Course Outcome & Bloom's Taxonomy**

CO 1: Knowledge about the DBMS Technology	K1 (Remember) K2(Understand)
CO 2: Understanding the business application of DBMS	K1 (Remember) K2(Understand) K3 (Apply)
CO 3: Application of DBMS for business process	K2(Understand) K3(Apply) K4 (Analyse)
CO 4: Knowledge and uses of Data mining techniques	K1 (Remember) K2(Understand) K3(Apply)

CO 5: Working knowledge of DBMS Software ORACLE	K1 (Remember) K2(Understand) K3(Apply)
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# SYSTEM ANALYSIS & DESIGN

**Code: KMBIT05**

**Course Credits: 3**

**Teaching Hours: 36**

**Course Objective:** This course aims at acquainting the students with tools techniques of planning, analyzing, designing, implementing and maintaining Information system.

## **Unit 1**

**(8 Hours)**

**Systems:** Concept & Characteristics of a System, Elements of System, Types of Systems, Information Management and Information System. **System Development Life Cycle:** Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance. **Case Studies**

## **Unit 2**

**(6 Hours)**

**Systems Planning and Investigation:** Basis for Planning in Systems Analysis, Dimensions of Planning, Initial Investigation, Needs Identification. **Case Studies**

## **Unit 3**

**(6 Hours)**

**Requirement Specification:** Determining the User's Information Requirements, System Requirement Specification. **Feasibility Analysis:** Study and Considerations in Feasibility Analysis, Feasibility Report. **Case Studies**

## **Unit 4**

**(8 Hours)**

**Tools of Structured Analysis:** Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary; **Process Modeling:** Structured English, Decision Tree & Decision Table; Object Oriented Analysis (OOA) and Object Oriented Design (OOD).

## **Unit 5**

**(8 Hours)**

**Information Security:** Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet; **Security Risk Management:** Intrusion Detection, Disaster Recovery Plan, Cryptography, Authentication, Information Security Policy, Creating a secure environment, Internet Security Standards. **Case Studies**

## **Course Outcomes & Bloom's Taxonomy:**

CO 1: Understand the Systems and its characteristics	K1 (Remember) K2 (Understand)
CO 2: Knowledge about the Information Systems	K1 (Remember) K2(Understand)
CO 3: Knowledge of System Development Life Cycle	K1(Remember) K2(Knowledge)
CO 4: Applying the phases of SDLC in business information system development	K3(Apply) K4(Analyse)
CO 5: Analysing the impacts of information system on business	K4(Analyse) K5(Evaluate)

## **Suggested Readings:**

1. Kenneth E Kendall and Julie E Kendall – SAD (PHI Publication, 7 Ed.)
2. Shah-Software Engineering &SAD(Wiley Dreamtech)
3. Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH, 2nd Ed.)
4. AnkitFadia -Encryption-Protecting your Data (Vikas Publication, 1st Ed.)
5. Singh B –Network Security (PHI Publication, 1st Ed.)

# Specialization Group: Operations Management

## SUPPLY CHAIN & LOGISTICS MANAGEMENT

Code: KMBOM01

Course Credits: 3

Teaching Hours: 36 Hrs

### Course Objectives:

This course is intended to provide an understanding of the components and processes of supply chain and logistics management as well as the performance drivers of supply chain. It is also intended to help the students to learn about logistics, transportation, warehousing and outsourcing decisions.

### Unit 1

(6 Hours)

**Supply Chain Concepts:** Objectives of a 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 2

(8 Hours)

**Logistics** :Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

### Unit 3

(8 Hours)

**Supply Chain Performance** : Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

### Unit 4

(8 Hours)

**Warehousing:** Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics(3PL), Fourth party logistics(4PL).

### Unit 5

(6 Hours)

Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability.

### Course Outcomes

S No	Course Outcomes	Bloom's Taxonomy
1.	CO 1: Apply the basic framework of Supply Chain Management and basic concepts in logistics	K1(Remember) K2(Understand) K3(Apply)

2.	CO 2: Knowledge about distribution, warehousing and its roles in strategic planning with supply chain	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)
3.	CO 3: Competency to analyze and use inventory management methodologies and evaluate and select transportation modes	K4(Analyse) K5(Evaluate) K6(Create)
4.	CO 4: Assess the strategic role and impact of IT on supply chain integration	K4(Analyse) K5 (Evaluate)
5.	CO 5: Knowledge about the latest trends in SCM and logistics	K1(Remember) K2(Understand) K3(Apply)

### **Suggested Readings:**

1. Chopra, Sunil, Meindl, Peter and Kalra, D. V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education
2. Altekar, Rahul V.; Supply Chain Management: Concepts and Cases; PHI Learning Reference Books
3. Ballou, Ronald H.; Supply Chain Management; Pearson Education
4. Sahay, B.S.; Supply Chain Management; Macmillan
5. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
6. BowersoxD.J. ,Closs D.J. , Logistical Management, McGraw-Hill, 1996

S No	Skills	MeasuringTools
1	SCM Network Design and Performance Measurement	Workshop, Discussion, & Exercise

# OPERATIONS PLANNING & CONTROL

**Code: KMBOM02**

**Course Credits: 3**

**Teaching Hours: 36 Hrs**

## Course Objectives:

1. To understand the various fundamentals and functions of production planning and control.
2. To impart learning on work study procedures and practices.
3. To generate understanding on the essentials of product/ process planning and useful tools to accomplish both.
4. To develop knowledge and ability to undertake production scheduling procedures.
5. To know the recent trends in production planning and control such as manufacturing requirement Planning (MRP II) and Enterprise Resource Planning (ERP) and global practices.

### Unit 1 (6 hours)

**Introduction:** Meaning and objective of Production Planning & Control, functions, roles & responsibilities of PPC manager. Forecasting – qualitative and quantitative analysis techniques.

### Unit 2 (8 hours)

#### Process of Production Planning and Control –

Capacity planning –Concept, types, plant capacity, capacity planning strategies-Routing – procedure, materials flow patterns -Scheduling –production scheduling, machine scheduling and Line Balancing with numerical -Loading –process, strategies and relationship between capacity and loading-numerical, PPC in different production systems ie. Job, batch, Mass (assembly) and continuous

### Unit 3 (8 hours)

**Aggregate Planning** –Meaning, Strategies and Cost, concept of Aggregate planning; capital-intensive, labour-intensive, and fashion industries. Materials requirement planning (MRP I), MRP-Manufacturing resource planning (MRP II) – Master production scheduling, Enterprise Resource Planning (ERP) and global practices.

### Unit 4 (7 hours)

**Waste Management** : Value and waste, Types of waste; 5S techniques of eliminating wastes, Lean process to minimize wastages

### Unit 5 (7 hours)

**Control Systems:** Production control systems, Gantt Charts, Bar Charts, production progress reporting and performance analysis, system feedback, strategies for corrective actions, role of control rooms in production plants.

## Course Outcomes:

Sl No	Course Outcome	Blooms Taxonomy
1.	CO1 : It will help in understanding the fundamentals of production planning and profit considerations.	K1(Remember) K2(Understand)
2.	CO2 : It will provide quantitative knowledge and capability to use various product/process planning tools.	K1(Understand) K3(Apply) K4(Analyse)
3	CO3 : It will enable them to devise appropriate strategies concerning aggregate panning and cost.	K4(Analyse) K5(Evaluate) K6(Create)
4.	CO4: It help in resolving complex scheduling issues by way of implementing standard scheduling procedures.	K4(Analyse) K5 (Evaluate)
5.	CO5: It will enhance exposure to recent trends in production planning and control and increase adaptability with latest global-production practices.	K2(Understand) K3(Apply)

## **Text Books**

1. Martand Telsang, “Industrial Engineering and Production Management”, S. Chand and Company, First edition, 2000.
2. S.K. Mukhopadhyay, Production Planning and Control, Prentice Hall of India private limited, 2010.
3. James.B.Dilworth, “Operations Management – Design, Planning and Control for manufacturing and services” Mcgraw Hill International edition 1992.

## **Reference Books**

1. S.N.Chary, “Theory and Problems in Production & Operations Management”, Tata McGraw Hill, 1995.
2. KanishkaBedi, “Production and Operations management”, Oxford university press, 2nd Edition 2007.
3. Elwood S.Buffa, and RakeshK.Sarin, “Modern Production / Operations Management”, 8th Ed. John Wiley and Sons, 2000..
4. Melynk, Denzler, “Operations management – A value driven approach” Irwin Mcgrawhill.
5. Norman Gaither, G. Frazier, “Operations Management” Thomson learning 9th edition IE, 2007
6. K.C.Jain& L.N. Aggarwal, “Production Planning Control and Industrial Management”, Khanna Publishers, 1990.

<b>S No</b>	<b>Skills</b>	<b>MeasuringTools</b>
1	Product/Process Plan development	Workshop, Discussion, & Exercise
2	Costing and aggregate planning	Exercises
3	Production Scheduling tool applications	Exercises

# QUALITY TOOLKIT FOR MANAGERS

Code : KMBOM03 Course Credit : 3

Teaching Hours : 36

**Learning Objective:** This course is designed to help students understand the concepts of Quality Management & Control. It is also intended to help the students develop sufficient level of competency to apply the quality improvement tools and techniques in organizations.

## UNIT 1

(6 Hours)

**Quality Concepts :** Evolution of Quality Management, Concepts of Product and Service Quality, Dimensions of Quality, Quality Philosophies: Deming's, Juran's, Crosby's Quality Philosophy, Quality Cost, Quality Leadership

## UNIT 2

(9 Hours)

**Process Quality Improvement :** Graphical & statistical techniques, 7 QC tools, Regression Control charts, Process capability analysis, Measurement system Analysis, Design and Analysis of Experiment (DOE), Acceptance sampling plan, Process failure mode and effect analysis (PFMEA). SERVQUAL Model with application, case studies.

## UNIT 3

(7 Hours)

**Product Quality Improvement :** Quality Function Deployment, Robust Design and Taguchi Method, Design Failure Mode & Effect Analysis, Product Reliability Analysis.

## UNIT 4

(8 Hours)

**Quality Management :** Quality Circles, TQM, Six Sigma, Six sigma for Process Improvement, Six Sigma in Product Development, Design for Six Sigma.

## UNIT 5

(6 Hours)

**Quality Standards :** ISO-9000 and its concept of Quality management, ISO 14001, ISO 22000, ISO 27001, OHSAS 18001 and QS 9000, Indian Quality standards, Benchmarking, Quality Audit, Quality Awards.

## Suggested Readings

1. Mitra A., Fundamentals of Quality Control and Improvement, PHI, 2nd Ed., 1998.
2. Lt. Gen. H. Lal, "Total Quality Management", Eastern Limited, 1990.
3. Greg Bounds, "Beyond Total Quality Management", McGraw Hill, 1994
4. Menon, H.G, "TQM in New Product manufacturing", McGraw Hill 1992.
5. D. C. Montgomery, Introduction to Statistical Quality Control, John Wiley & Sons, 3rd Edition.
6. J Evans and W Linsay, The Management and Control of Quality, 6th Edition, Thomson, 2005
7. Besterfield, D H et al., Total Quality Management, 3rd Edition, Pearson Education, 2008.
8. D. C. Montgomery and G C Runger, Applied Statistics and Probability for Engineers, John Wiley & Sons, 4th Edition.

## Course Outcomes & Bloom's Taxonomy

CO 1: Knowledge about the quality dimensions and its importance	K1(Remember) K2(Understand)
CO 2: Knowledge about the techniques of quality control and its importance for organizational competitiveness	K1(Remember) K2(Understand)
CO 3: Competency to analyze and impacts of Quality Control tools in the organization	K4(Analyse) K5(Evaluate) K6(Create)
CO 4: Understanding of the International and Indian Quality Control Standards	K1(Remember) K2(Understand)
CO 5: Competency to use statistical methods for process quality control	K1(Remember) K2(Understand) K3(Apply) K4(Analyse) K5(Evaluate)

## SOURCING MANAGEMENT

**Course Code : KMBOM04      Total Credit: 3      Teaching Hours : 36**

**Learning Objective:** This course is designed to help the students to understand all aspects of sourcing and procurement management

### **Unit 1** **( 6 Lectures)**

**Sourcing Management:** Introduction to Sourcing, Sourcing vs Procurement, Sourcing activities. **Purchasing:** Purchasing Cycle, Characteristics of a Purchasing Manager, Risks to be Considered by Purchase Manager. **Make or Buy Decision:** An introduction. **Case Studies**

### **Unit 2** **(8 lectures)**

**Evaluating Suppliers' Efficiency: Vendor Rating, Selection and Development:** Need for Measuring Supplier Performance, Categories of Suppliers, Supplier Evaluation and Selection Process, Vendor Rating process, Factors Affecting the Selection of Optimal Suppliers or Vendor Rating, Suppliers Evaluation Methods/ Vendor Rating Methods, Advantages of Vendor/Supplier Rating. **Case Studies**

**Unit 3****(7 Lectures)**

**Vendor Process Capability and Material Handling:** Introduction to Process Capability, Characteristics of Vendor Process Capability, Handling the Vendor Process Capability, Advantages of Vendor Process Capability. **Case Studies**

**Unit 4****(Lecture 7)**

**Price Determination and Negotiation:** Objectives of Pricing, Factors Influencing Pricing, Types of Pricing Strategies, **Negotiationinsourcing:** Meaning of Negotiation, Examples of Negotiation, Types of Negotiations, The Process of Negotiation, Skills for Successful Negotiating, and Obstacles to Negotiation. **Case Studies**

**Unit 5****(Lecture 8)**

**Legal Aspect of Purchasing Management:** An Introduction, The Indian Contract Act, 1872, GST, Law of Carriage of Goods. **Public Purchasing:** Procurement Process, Fundamental Principles of Public Buying; **Tendering:** Introduction, Terminologies used in Tendering, Tendering Process, e – Tendering. **Case Studies**

**Suggested Readings**

1. Dobler, D. W., jr, L. L., & Burt, D. N. (1995). Purchasing and Materials Management. New Delhi: Tata McGrawHil Publishing Company Limited
2. Gopalakrishnan P., Purchasing and Materials Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. David N. Burt, Sheila Petcavage, Richard Pinkerton: Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement, McGraw Hill

**Course Outcomes & Bloom's Taxonomy**

CO 1: Conceptual knowledge about the procurement and sourcing management	K1(Remember) K2(Understand)
CO 2: Understanding of the processes of sourcing management	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)
CO 3: Competency to vendor selection and rating	K4(Analyse) K5(Evaluate)
CO 4: Assess the importance of effective sourcing	K4(Analyse) K5 (Evaluate)
CO 5: Understanding of laws of Procurements	K1(Remember) K2(Understand) K3(Apply)



# MANAGEMENT OF MANUFACTURING SYSTEM

Code: KMBOM05

Total Credit: 3

Teaching Hours: 36

**Learning Objective:** This course is intended to provide a detail understanding of Manufacturing System and managerial aspects related to the management of manufacturing system

## Unit 1

( 6 Lectures)

**Manufacturing System:** Introduction and components, Importance of Manufacturing for Technological and Socioeconomic developments, Production versus Productivity; **Manufacturing Plant:** Decisions for Plant location. Plant Layouts and its types. **Types of manufacturing System:** Job shop. Mass, Batch, Project shop, Continuous process Linked cell system (Cellular manufacturing system), Flexible Manufacturing System (FMS)

## Unit 2

(7 Lectures)

**Manufacturing Support System:** Process Planning, Computer Aided Process Planning, Production planning and Control Systems, Aggregate Planning and Master Production schedule, Material Requirement Planning, Capacity Planning ; **Shop Floor Control:** Introduction, Overview of Automatic Identification and Data capture , Bar Code Technology and Radio Frequency Identification

## Unit 3

(7 Lectures)

**Facility planning:** Factors affecting selection of plant location, Factor rating analysis, Load distance model, closeness ratings. Types of plant layout, criteria for good layout, Process layout, Assembly line balancing. Computer based solutions to layout problems.

## Unit 4

(8 Lectures)

**Capacity planning:** Analysis of designed capacity, installed capacity, commissioned capacity, utilized capacity, factors affecting productivity and capacity expansion strategies.

## Unit 5

(8 lectures)

**Maintenance System:** Maintenance strategies and planning, **Maintenance economics:** quantitative analysis, optimal number of machines, Replacement strategies and policies, economic service life, opportunity cost, replacement analysis using specific time period, spares management. Maintenance records

## Suggested Readings

1. Kalpakjian and Schmid, Manufacturing Engineering and Technology, 6 ed., Pearson.
2. Lindberg, Processes & Materials of Manufacture, Prentice Hall India.
3. J P Kaushik: Manufacturing Processes , PHI
4. James. B. Dilworth, "Operations Management – Design, Planning and Control for Manufacturing and Services", McGraw Hill Inc. Management Series, 1
5. P. Radhakrishnan, S. Subramanyan and V. Raju, "CAD / CAM / CIM", 2nd Edition, New Age Interational (Pvt.) Ltd. Publishers, 2003

## Course Outcomes & Bloom's Taxonomy

CO 1: Conceptual knowledge working of Manufacturing unit and complete system	K1(Remember) K2(Understand)
CO 2: Understanding of the processes of and activities of Manufacturing	K1(Remember) K2(Understand) K3(Apply)
CO 3: Competency to implement effective managerial practices in manufacturing	K2(Understand) K3(Apply) K4(Analyse) K5(Evaluate)
CO 4: Understanding of tools for maintenance and capacity planning	K4(Analyse) K5 (Evaluate)

## **Summer Training Project Report**

At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

4. The student, after the completion of training will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of September 30.

5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.

6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.

7. The Summer Training Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.

The Project Report evaluation will comprise of 50 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum

three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

8. The parameters on which external evaluation would be carried out are as under:

Project Report Evaluation:

Evaluation Criteria	Understanding of Objectives with topic (20)	Understanding Of Reliance of topic (20)	Interpretation & Analysis (20)	Presentation (20)	Query handling (20)
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9. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

10. The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University

### **Research Project Report (RPR)**

In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The Research Project Report will carry 300 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce. The evaluation of Project Report will comprise of 50 marks and would be evaluated by the internal guide. The evaluation of Viva Voce of Project would comprise of 200 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

### **The scheme of evaluation for Project Report**

Criteria	Relevance of Objectives with topic (20)	Relevance of Research Methodology(40)	Interpretation & Analysis (40)	Total (100)
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### **The scheme of evaluation of Viva voce**

Evaluation Criteria	Understanding of Objectives with topic (40)	Understanding of the relevance of Research (40)	Interpretation & Analysis (40)	Presentation & Communication skills (40)	Query Handling (40)	Total (200)
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The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.