



ANNAMALAI UNIVERSITY

A State University Accredited with 'A' Grade by NAAC



FACULTY OF ARTS

DEPARTMENT OF BUSINESS ADMINISTRATION

MBA

DUAL SPECIALISATION

2 YEARS FULL-TIME PROGRAM
(CBCS)

REGULATIONS

2019

CURRICULUM & SYLLABUS



**REGULATIONS FOR THE TWO-YEAR POST GRADUATE PROGRAMMES UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)**

These Regulations are common to all the students admitted to the Two-Year Master's Programmes in the Faculties of Arts, Science, Indian Languages, Education, Marine Sciences, and Fine Arts from the academic year 2019-2020 onwards.

1. Definitions and Nomenclature

University refers to Annamalai University.

Department means any of the academic departments and academic centres at the University.

Discipline refers to the specialization or branch of knowledge taught and researched in higher education. For example, Botany is a discipline in the Natural Sciences, while Economics is a discipline in Social Sciences.

Programme encompasses the combination of courses and/or requirements leading to a Degree. For example, M.A., M.Sc.

Course is an individual subject in a programme. Each course may consist of Lectures/Tutorials/Laboratory work/Seminar/Project work/Experiential learning/Report writing/viva-voce etc. Each course has a course title and is identified by a course code.

Curriculum encompasses the totality of student experiences that occur during the educational process.

Syllabus is an academic document that contains the complete information about an academic programme and defines responsibilities and outcomes. This includes course information, course objectives, policies, evaluation, grading, learning resources and course calendar.

Academic Year refers to the annual period of sessions of the University that comprises two consecutive semesters.

Semester is a half-year term that lasts for a minimum duration of 90 days. Each academic year is divided into two semesters.

Choice Based Credit System A mode of learning in higher education that enables a student to have the freedom to select his/her own choice of elective courses across various disciplines for completing the Degree programme.

Core Course is mandatory and an essential requirement to qualify for the Degree.

Elective Course is a course that a student can choose from a range of alternatives.

Value-added Courses are optional courses that complement the students' knowledge and skills and enhance their employability.

Credit refers to the quantum of course work in terms of number of class hours in a semester required for a programme. The credit value reflects the content and duration of a particular course in the curriculum.

Credit Hour refers to the number of class hours per week required for a course in a semester. It is used to calculate the credit value of a particular course.

Programme Outcomes (POs) are statements that describe crucial and essential knowledge, skills and attitudes that students are expected to achieve and can reliably manifest at the end of a programme.

Programme Specific Outcomes (PSOs) are statements that list what the graduate of a specific programme should be able to do at the end of the programme.

Learning Objectives also known as **Course Objectives** are statements that define the expected goal of a course in terms of demonstrable skills or knowledge that will be acquired by a student as a result of instruction.

Course Outcomes (COs) are statements that describe what students should be able to achieve/demonstrate at the end of a course. They allow follow-up and measurement of Learning Objectives.

Grade Point Average (GPA) is the average of the grades acquired in various courses that a student has taken in a semester. The formula for computing GPA is given in section 11

Cumulative Grade Point Average (CGPA) is a measure of overall cumulative performance of a student over all the semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters.

Letter Grade is an index of the performance of a student in a particular course. Grades are denoted by the letters S, A, B, C, D, E, RA, and W.

2. Programmes Offered and Eligibility Criteria

The Department of Business administration offers SEVEN two Year MBA Programmes and the eligibility criteria for each of these programmes are detailed below.

Faculty of Arts		
S.No.	Programme	Eligibility
1.	M.B.A. Business Analytics	The candidate who has undergone 10+2+3/4 pattern of study in any discipline with a minimum of 50% marks in Part- III. Admission is through TANCET.
2.	M.B.A. Dual Specialization	
3.	M.B.A. Financial Management	
4.	M.B.A. Human Resource Management	
5.	M.B.A. Infrastructure Management	
6.	M.B.A. International Business Management	
7.	M.B.A. Marketing Management	

In the case of SC/ST and Differently-abled candidates, a pass is the minimum qualification for all the above Programmes.

3. Reservation Policy

Admission to the various programmes will be strictly based on the reservation policy of the Government of Tamil Nadu.

4. Programme Duration

The Two Year Master's Programmes consist of two academic years.

Each academic year is divided into two semesters, the first being from July to November and the second from December to April.

Each semester will have 90 working days (18 weeks).

5. Programme Structure

The Two Year Master's Programme consists of Core Courses, Elective Courses (Departmental & Interdepartmental), and Project.

Core courses

These are a set of compulsory courses essential for each programme.

The core courses include both Theory (Core Theory) and Practical (Core Practical) courses.

Elective courses

Departmental Electives (DEs) are the Electives that students can choose from a range of Electives offered within the Department.

Interdepartmental Electives (IDEs) are Electives that students can choose from amongst the courses offered by other departments of the same faculty as well as by the departments of other faculties.

Students shall take a combination of both DEs and IDEs.

Experiential Learning

Experiential learning provides opportunities to students to connect principles of the discipline with real-life situations.

In-plant training/field trips/internships/industrial visits (as applicable) fall under this category. Experiential learning is categorised as Core.

Project

Each student shall undertake a Project in the final semester.

The Head of the Department shall assign a Research Supervisor to the student.

The Research Supervisor shall assign a topic for research and monitor the progress of the student periodically.

Students who wish to undertake project work in recognised institutions/industry shall obtain prior permission from the University. The Research Supervisor will be from the host institute, while the Co-Supervisor shall be a faculty in the parent department.

Value added Courses (VACs)

Students may also opt to take Value added Courses beyond the minimum credits required for award of the Degree. VACs are outside the normal credit paradigm.

These courses impart employable and life skills. VACs are listed in the University website and in the Handbook on Interdepartmental Electives and VACs.

Each VAC carries 2 credits with 30 hours of instruction, of which 60% (18 hours) shall be Theory and 40% (12 hours) Practical.

Classes for a VAC are conducted beyond the regular class hours and preferably in the II and III Semesters.

Online Courses

The Heads of Departments shall facilitate enrolment of students in Massive Open Online Courses (MOOCs) platform such as SWAYAM to provide academic flexibility and enhance the academic career of students.

Students who successfully complete a course in the MOOCs platform shall be exempted from one elective course of the programme.

Credit Distribution

The credit distribution is organised as follows:

	Credits
Core Courses	65-75
Elective Courses	15
Project	6-8
Total (Minimum requirement for award of Degree)	90-95*

**Each Department shall fix the minimum required credits for award of the Degree within the prescribed range of 90-95 credits.*

Credit Assignment

Each course is assigned credits and credit hours on the following basis:

1 Credit is defined as -

1 Lecture period of one hour per week over a semester
1 Tutorial period of one hour per week over a semester

1 Practical/Project period of two or three hours (depending on the discipline) per week over a semester.

6. Attendance

Each faculty handling a course shall be responsible for the maintenance of *Attendance and Assessment Record* for candidates who have registered for the course.

The Record shall contain details of the students' attendance, marks obtained in the Continuous Internal Assessment (CIA) Tests, Assignments and Seminars. In addition the Record shall also contain the organisation of lesson plan of the Course Instructor.

The record shall be submitted to the Head of the Department once a month for monitoring the attendance and syllabus coverage.

At the end of the semester, the record shall be duly signed by the Course Instructor and the Head of the Department and placed in safe custody for any future verification.

The Course Instructor shall intimate to the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students.

Each student shall have a minimum of 75% attendance in all the courses of the particular semester failing which he or she will not be permitted to write the End-Semester Examination. The student has to redo the semester in the next year.

Relaxation of attendance requirement up to 10% may be granted for valid reasons such as illness, representing the University in extracurricular activities and participation in NCC/NSS/YRC/RRC.

7. Mentor-Mentee System

To help the students in planning their course of study and for general advice on the academic programme, the Head of the Department will attach certain number of students to a member of the faculty who shall function as a Mentor throughout their period of study.

The Mentors will guide their mentees with the curriculum, monitor their progress, and provide intellectual and emotional support.

The Mentors shall also help their mentees to choose appropriate electives and value-added courses, apply for scholarships, undertake projects, prepare for competitive examinations such as NET/SET, GATE etc., attend campus interviews and participate in extracurricular activities.

8. Examinations

The examination system of the University is designed to systematically test the student's progress in class, laboratory and field work through Continuous Internal Assessment (CIA) Tests and End-Semester Examination (ESE).

There will be two CIA Tests and one ESE in each semester.

The Question Papers will be framed to test different levels of learning based on Bloom's taxonomy viz. Knowledge, Comprehension, Application, Analysis, Synthesis and Evaluation/Creativity.

Continuous Internal Assessment Tests

The CIA Tests shall be a combination of a variety of tools such as class tests, assignments, seminars, and viva-voce that would be suitable to the course. This requires an element of openness.

The students are to be informed in advance about the assessment procedures.

The pattern of question paper will be decided by the respective faculty.

CIA Test-I will cover the syllabus of the first two Units while CIA Test-II will cover the last three Units.

CIA Tests will be for two to three hours duration depending on the quantum of syllabus.

A student cannot repeat the CIA Test-I and CIA Test-II. However, if for any valid reason, the student is unable to attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Department.

End Semester Examinations (ESE)

The ESE for the first/third semester will be conducted in November and for the second/fourth semester in May.

A candidate who does not pass the examination in any course(s) of the first, second and third semesters will be permitted to reappear in such course(s) that will be held in April and November in the subsequent semester/year.

The ESE will be of three hours duration and will cover the entire syllabus of the course.

9. Evaluation

Marks Distribution

Each course, Theory and Practical as well as Project/Internship/Field work/In-plant training shall be evaluated for a maximum of 100 marks. For the theory courses, CIA Tests will carry 25% and the ESE 75% of the marks.

For the Practical courses, the CIA Tests will constitute 40% and the ESE 60% of the marks.

Assessment of CIA Tests

For the CIA Tests, the assessment will be done by the Course Instructor

For the Theory Courses, the break-up of marks shall be as follows:

	Marks
Test-I & Test-II	15
Seminar	05
Assignment	05
Total	25

For the Practical Courses (wherever applicable), the break-up of marks shall be as follows:

	Marks
Test-I	15
Test-II	15
Viva-voce and Record	10
Total	40

Assessment of End-Semester Examinations

Evaluation for the ESE is done by both External and Internal examiners (Double Evaluation).

In case of a discrepancy of more than 10% between the two examiners in awarding marks, third evaluation will be resorted to.

Assessment of Project/Dissertation

The Project Report/Dissertation shall be submitted as per the guidelines laid down by the University.

The Project Work/Dissertation shall carry a maximum of 100 marks.

CIA for Project will consist of a Review of literature survey, experimentation/field work, attendance etc.

The Project Report evaluation and viva-voce will be conducted by a committee constituted by the Head of the Department.

The Project Evaluation Committee will comprise the Head of the Department, Project Supervisor, and a senior faculty.

The marks shall be distributed as follows:

Continuous Internal Assessment (25 Marks)		End Semester Examination (75 Marks)	
Review-I 10	Review-II 15	Project / Dissertation Evaluation 50	Viva-voce 25

Assessment of Value-added Courses

Assessment of VACs shall be internal.

Two CIA Tests shall be conducted during the semester by the Department(s) offering VAC.

A committee consisting of the Head of the Department, faculty handling the course and a senior faculty member shall monitor the evaluation process.

The grades obtained in VACs will not be included for calculating the GPA.

Passing Minimum

A student is declared to have passed in each course if he/she secures not less than 40% marks in the ESE and not less than 50% marks in aggregate taking CIA and ESE marks together.

A candidate who has not secured a minimum of 50% of marks in a course (CIA + ESE) shall reappear for the course in the next semester/year.

10. Conferment of the Master's Degree

A candidate who has secured a minimum of 50% marks in all courses prescribed in the programme and earned the minimum required credits shall be considered to have passed the Master's Programme.

11. Marks and Grading

The performance of students in each course is evaluated in terms Grade Point (GP).

The sum total performance in each semester is rated by Grade Point Average (GPA) while Cumulative Grade Point Average (CGPA) indicates the Average Grade Point obtained for all the courses completed from the first semester to the current semester.

The GPA is calculated by the formula

$$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

where, C_i is the Credit earned for the Course i in any semester;

G_i is the Grade Point obtained by the student for the Course i and

n is the number of Courses passed in that semester.

CGPA is the Weighted Average Grade Point of all the Courses passed starting from the first semester to the current semester.

$$CGPA = \frac{\sum_{i=1}^m \sum_{j=1}^n C_{ij} G_{ij}}{\sum_{i=1}^m \sum_{j=1}^n C_{ij}}$$

where, C_{ij} is the Credit earned for the Course i in any semester;

G_{ij} is the Grade Point obtained by the student for the Course i and

n is the number of Courses passed in that semester.

m is the number of semesters

Evaluation of the performance of the student will be rated as shown in the Table.

Letter Grade	Grade Points	Marks %
S	10	90 and above
A	9	80-89
B	8	70-79
C	7	60-69
D	6	55-59
E	5	50-54
RA	0	Less than 50
W	0	Withdrawn from the examination

Classification of Results. The successful candidates are classified as follows:

For First Class with Distinction: Candidates who have passed all the courses prescribed in the Programme *in the first attempt* with a CGPA of 8.25 or above within the programme duration. Candidates who have withdrawn from the End Semester Examinations are still eligible for First Class with Distinction (*See Section 12 for details*).

For First Class: Candidates who have passed all the courses with a CGPA of 6.5 or above.

For Second Class: Candidates who have passed all the courses with a CGPA between 5.0 and less than 6.5.

Candidates who obtain highest marks in all examinations at the first appearance alone will be considered for University Rank.

Course-Wise Letter Grades

- The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.
- A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than RA.
- A course successfully completed cannot be repeated for the purpose of improving the Grade Point.
- A letter grade RA indicates that the candidate shall reappear for that course. The RA Grade once awarded stays in the grade card of the student and is not deleted

even when he/she completes the course successfully later. The grade acquired later by the student will be indicated in the grade sheet of the Odd/Even semester in which the candidate has appeared for clearance of the arrears.

- If a student secures RA grade in the Project Work/Field Work/Practical Work/Dissertation, he/she shall improve it and resubmit if it involves only rewriting/ incorporating the clarifications suggested by the evaluators or he/she can re-register and carry out the same in the subsequent semesters for evaluation.

12. Provision for Withdrawal from the End Semester Examination

The letter grade W indicates that a candidate has withdrawn from the examination.

A candidate is permitted to withdraw from appearing in the ESE for one course or courses in ANY ONE of the semesters ONLY for exigencies deemed valid by the University authorities.

Permission for withdrawal from the examination shall be granted only once during the entire duration of the programme.

Application for withdrawal shall be considered only if the student has registered for the course(s), and fulfilled the requirements for attendance and CIA tests.

The application for withdrawal shall be made ten days prior to the commencement of the examination and duly approved by the Controller of Examinations. Notwithstanding the mandatory prerequisite of ten days notice, due consideration will be given under extraordinary circumstances.

Withdrawal is not granted for arrear examinations of courses in previous semesters and for the final semester examinations.

Candidates who have been granted permission to withdraw from the examination shall reappear for the course(s) when the course(s) are offered next.

Withdrawal shall not be taken into account as an appearance for the examination when considering the eligibility of the candidate to qualify for First Class with Distinction.

13. Academic misconduct

Any action that results in an unfair academic advantage/interference with the functioning of the academic community constitutes academic misconduct. This includes but is not

limited to cheating, plagiarism, altering academic documents, fabrication/falsification of data, submitting the work of another student, interfering with other students' work, removing/defacing library or computer resources, stealing other students' notes/assignments, and electronically interfering with other students'/University's intellectual property. Since many of these acts may be committed unintentionally due to lack of awareness, students shall be sensitised on issues of academic integrity and ethics.

14. Transitory Regulations

Wherever there has been a change of syllabi, examinations based on the existing syllabus will be conducted for two consecutive years after implementation of the new syllabus in order to enable the students to clear the arrears. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the Head of the Department concerned.

15. Notwithstanding anything contained in the above pages as Rules and Regulations governing the Two Year Master's Programmes at Annamalai University, the Syndicate is vested with the powers to revise them from time to time on the recommendations of the Academic Council.

**Pattern of question paper for end semester examinations
(Based on Revised Bloom's Taxonomy)**

Year : I

Programme: _____: Two Year PG Programme

Semester: I / II

Course Code:

Course Name:

Time: 3 Hrs

Max.Marks: 100

Part-A (Level-K1/ Level-K2) Marks: (10x2=20)

(Answer ALL of the questions)

1. Define.....
2. Multiple Choices a. b. c. d.
3. Multiple Choices a. b. c. d.
4. Match the following i - a ii- b iii- c iv -d v -
5. Match the following i - a ii- b iii- c iv -d v -
6. Explain.....
7. Select.....
8. Describe.....
9. Classify....
10. Elucidate....

Part-B (Level-K3/ Level-K4)Marks: (8x5=40)

(Answer any EIGHT of the questions)

11. Prepare.....
12. Solve.....
13. Apply.....
14. Show.....
15. Categorize...
16. Analyze...
17. Distinguish....
18. Infer....
19. Compare....
20. Compute

Part-C (Level-K5)Marks: (3x10=30)

(Answer any THREE of the questions)

21. Discuss...
22. Summarize....
23. Evaluate.....
24. Disprove....

Part-D (Level-K6)*Marks: (1x10=10)

(Answer any ONE of the questions)

25. Design....
 26. Develop...
-

Year : II

Programme: ____: Two Year PG Programme Semester: III / IV
Course Code: Course Name:
Time: 3 Hrs Max.Marks:100

Part-A (Level-K1/ Level-K2)Marks: (10x2=20)
(Answer ALL of the questions)

1. Define.....
2. Multiple Choices a. b. c. d.
3. Multiple Choices a. b. c. d.
4. Match the following i - a ii- b iii- c iv -d v -
5. Match the following i - a ii- b iii- c iv -d v -
6. Explain.....
7. Select.....
8. Describe.....
9. Classify....
10. Elucidate....

Part-B (Level-K3/ Level-K4)Marks: (6x5=30)
(Answer any SIX of the questions)

11. Apply.....
12. Show.....
13. Prepare
14. Make use of....
15. Categorize...
16. Analyze...
17. Distinguish....
18. Simplify.....

Part-C (Level-K5)Marks: (3x10=30)
(Answer any THREE of the questions)

19. Discuss...
20. Recommend with
21. Evaluate.....
22. Justify...
23. Optimize...

Part-D (Level-K6)*Marks: (2x10=20)
(Answer any TWO of the questions)

24. Design....
OR
25. Formulate ...

26. Case Study (Compulsory) ...

M.B.A (TWO YEAR) PROGRAMME							
[End Semester Examinations]							
Bloom's Taxonomy - Questions Conforming to Levels K1 to K6							
I Year (Two year PG)				II Year (Two Year PG)			
Level	Part	Questions & Marks	Total Marks	Level	Part	Questions & Marks	Total Marks
K1	A	5 x 2	10	K1	A	5 x 2	10
K2		5 x 2	10	K2		5 x 2	10
K3	B	4 x 5	20	K3	B	2 x 5	10
K4		4 x 5	20	K4		4 x 5	20
K5	C	3 x 10	30	K5	C	3 x 10	30
K6	D	1 x 10	10	K6	D	2 x 10	20
			100				100

ASSESSMENT PATTERN
Continuous Internal Evaluation (25 Marks)

Bloom's Category Marks (out of 25)	Test	Assignment	Seminar	Non CIA		
				Activities	Industrial Visit	Quiz
Knowledge	√					√
Comprehension	√	√	√		√	√
Apply		√	√	√		
Analyze	√					√
Evaluate	√					
Create	√		√	√		

End Semester Examination (75 Marks)

Bloom's Category Marks	Test (75 Marks)
Knowledge	
Comprehension	
Application	
Analysis	
Synthesis	
Evaluation	
Creation	

Annamalai  University

Department of Business Administration
M.B.A. (Dual Specialisation) (Two Year Programme)
Programme Code: ABUS21
Programme Structure

(For students admitted from the academic year 2019-2020)

Course Code	Course Title	Hours per week		C	Marks		
		L	P		CIA	ESE	Total
19BDLC101	Core 1: Management Process	4	-	2	25	75	100
19BDLC102	Core 2: Managerial Economics	4	-	2	25	75	100
19BDLC103	Core 3: Organizational Behaviour	4	-	2	25	75	100
19BDLC104	Core 4: Accounting for Managers	4	-	3	25	75	100
19BDLC106	Core 5: Computer Applications in Management	4	-	2	25	75	100
19BDLC107	Core 6: Project Entrepreneurship and Small Business Management	4	-	2	25	75	100
19BDLC108	Core 7: Research Methodology	4	-	2	25	75	100
19BDLV109	Comprehensive Viva-voce (Industrial Visits and Courses)	-	-	2	25	75	100
	Total			17	200	600	800
19BDLC201	Core 8: Financial Management	4	-	3	25	75	100
19BDLC202	Core 9: Marketing Management	4	-	3	25	75	100
19BDLC203	Core 10: Human Resource Management	4	-	3	25	75	100
19BDLC204	Core 11: Production and Materials Management	4	-	3	25	75	100
19XXXXXXX	Elective 1: Interdepartmental Elective	3	-	3	25	75	100
19BDLC206	Core 12: Decision Support System and Management Information System	4	-	3	25	75	100
19BDLE207	Elective 1: Departmental Elective	4	-	3	25	75	100
19BDLE208	Elective 2: Departmental Elective	4	-	3	25	75	100
19BDLC209	Core 13: Practical I (Statistical package on Business Decision)	-	4	2	40	60	100
19BDLV210	Field visit and Viva-voce (Exposure to Small and Medium Enterprises)	-	-	2	25	75	100
	Total			28	250	750	1000
	Value Added Course (VAC)						Carries Additional Credits

19BDLC301	Core 14: Operations Research	4	-	2	25	75	100
19BDLC302	Core 15: Introduction to Business Analytics	4	-	3	25	75	100
19BDLC303	Core 16: Business Legislations	4	-	2	25	75	100
19BDLC304	Core 17: International Business and Export Management	4	-	2	25	75	100
19XXXXXXX	Elective 2: Interdepartmental Elective	3		3	25	75	100
19SOSC306	Core 18: Soft Skills	4	-	4	25	75	100
19BDLE307	Elective 3: Departmental Elective	4	-	3	25	75	100
19BDLE308	Elective 4: Departmental Elective	4	-	3	25	75	100
19BDLV309	Internship Project and Viva- voce	-	-	3	25	75	100
	Total			25	200	600	800
	Value Added Course (VAC)	Carries Additional Credits					
19BDLC401	Core 19: Retailing and Rural Marketing	4	-	3	25	75	100
19BDLC402	Core 20: Business Policy and Strategic Management	4	-	3	25	75	100
19BDLC403	Core 21: Logistics and Supply Chain Management	4	-	3	25	75	100
19BDLC404	Core 22: Indian Ethos and Values	4	-	3	25	75	100
19XXXXXXX	Elective 3: Interdepartmental Elective	3	-	3	25	75	100
19BDLC406	Core 23: Practical II (Behavioural Science and Communication Lab)	-	4	2	40	60	100
19BDLE407	Elective 5: Departmental Elective	4	-	3	25	75	100
19BDLE408	Elective 6: Departmental Elective	4	-	3	25	75	100
19BDLV409	Comprehensive Viva-voce (Industrial Visits and Courses)	-	-	2	25	75	100
19XXXXXXX	Constitution of India	2	-	*	25	75	100
	Total			25	225	675	900
	Total credit			95			
Online Course (SWAYAM/MOOC)							

* Non Credit Compulsory Course

L- Lectures; P- Practical; C- Credits; CIA- Continuous Internal Assessment; ESE- End-Semester Examination

Note:

1. Students shall take both Departmental Electives (DEs) and Interdepartmental Electives (IDEs) from a range of choices available.
2. Students may opt for any Value-added Courses listed in the University website.

PROGRAMME OUTCOMES

- P01: Critical thinking
- P02: Cultivating Cognitive skills required in the job market
- P03: Effective Communication
- P04: Familiarity with ICT to thrive in the information age
- P05: Cultivating aptitude for research
- P06: Respect for alternate view-points including those conflicting with one's own perspectives
- P07: Ability to work individually and as members in a team
- P08: Upholding ethical standards
- P09: Acting local while thinking global
- P010: Commitment to gender equality
- P011: Commitment to Sustainable development
- P012: Lifelong learning

PROGRAMME SPECIFIC OUTCOMES

- PSO1: Acquire basic knowledge of management, its functions, disciplines and its relevance and importance for a successful infrastructure development.
- PSO2: Acquire in depth knowledge of specific courses in the Infrastructure Management, including present global perspective with an ability to evaluate, analyse, discriminate and blend existing, indigenous and new knowledge and integrate the same.
- PSO3: Analyse and synthesize problems related to infrastructure management by applying critical thinking in a practical and policy context.
- PSO4: Evaluate a wide range of potential solutions and to arrive at practical solutions feasibly considering public health and safety, cultural, societal and environmental factors in the core areas.
- PSO5: Obtaining information relevant to problems through literature surveys and experiments and applying of research methodology, techniques

and tools design analyse and interpret data to view things in broader perspective and contribute individually and group to the technological knowledge and scientific development of infrastructure.

PSO6: Understanding group dynamics, recognise opportunities and contribute positively in scientific research with rational analysis in order to achieve common goals and further the learning of themselves as well as others towards infrastructure management.

PSO7: Develop strategies and procedures for successful implementation of infrastructure projects designed and developed for well-being of the society.

19BDLC101	Core - 1	L	T	P	C
Semester I	Management Process	4	-	-	2

Learning Objectives:

To enable the student to understand

L01: To impart knowledge in general management practice in an organization

L02: To provide managerial skills to students to manage an organization

L03: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.

L04: To provide the general outline about the need for controlling in an organization

L05: To impart knowledge on the need for communication and different types of communication

Course Outcomes:

At the end of the course, the student will be able to

C01: Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.

C02: Understand the need for team work, to work effectively in a team and to act as a global leader.

C03: Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation.

C04: Understand the need for quality policy and controlling techniques to be practiced in an organization.

C05: Improve and develop the communication skills and the need for ethical business practice.

C06: Develop conflict management plan and to solve the problems in an organization.

Unit-I: Introduction

Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving. Understanding and managing group processes – Group decision making.

Unit-II: Planning

Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policymaking.

Unit-III: Organising

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority – Charismatic authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization.

Unit-IV: Staffing and Directing

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination.

Unit-V: Supervising Control and MBO

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – Rensis Likert studies of supervision – Effectiveness – Concept of control – Importance of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Ramasamy.T. (2004). *Principles of Management*. Mumbai: Himalaya publishing House.
2. Gupta, C.B. (2011). *Management Theory and practice*. New Delhi: Sultan Chand & sons.

Supplementary Readings

1. Stoner, J. (2003). *Management (6th Ed.)*. New Delhi: Prentice hall of India.
2. Heinz Weihrich, Mark V. Cannice and Harold Koontz. (2008). *Management (12th Ed.)*. New Delhi: Tata McGraw Hill.
3. Bhushan, Y.K. (2013). *Fundamentals of Business organization and Management*. New Delhi: Sultan Chand & sons.
4. Samuel C. Certo and S. Trevis Certo. (2008). *Modern Management*. New Delhi: PHI learning.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3														2				
C02								3											
C03		3																	
C04															2				
C05			2															3	
C06						3													

19BDLC102	Core - 2	L	T	P	C
Semester I	Managerial Economics	4	-	-	2

Learning Objectives:

To enable the student to understand

L01: To understand and learn the economic theories and concepts to be adapted in business development.

L02: To impart knowledge in analytical skills enabling the students to face the challenges arising in business organisation.

L03: To provide and help the students a vast knowledge on managerial economics to become business entrepreneurs.

L04: To provide the concepts of cost analysis and pricing decision in economic aspects

L05: To impart knowledge in profit analysis towards business operation

Course Outcomes:

At the end of the course, the student will be able to

C01: Understand the role of Economic theory and concepts in Management Decision

C02: Analyse the situations challenging the management environment in an

C03: Knowing the cost theories will be able to be effective manager in cost reduction.

C04: Handle the Micro and Macro Environment.

C05: Manage any situation arising in Business environment.

Unit-I: Basic Concepts

Nature and Scope of Managerial Economics – Economic theory and Managerial Economics – Demand Analysis and Forecasting – Demand determinants – Demand Distinctions – Demand Forecasting – Capital budgeting.

Unit-II: Cost Analysis

Cost concepts and classifications – Cost output relationship in the long run and short run – Economies (Internal and External) and Diseconomies of scale – Cost control and Cost reduction – Production function – Isoquants, Isocost curves and Least cost combination.

Unit-III: Pricing Decisions

Pure competition – Perfect competition – Policies and Practices – Pricing and output decisions under imperfect competition – Pricing Policies – Price discrimination – Methods of Pricing – Monopolistic Competition – Oligopoly.

Unit-IV: Profit Analysis

Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – Theory of profit maximization.

Unit-V: Macro Economics and Business Decision

Business Cycle and Business Policies – Current Industrial Policy and Monetary Policy and Fiscal Policy – National Income and Methods of its Estimation - Large Scale Industries and Small Scale Enterprises – Financial Institutions – Inflation: Nature and Causes – Meaning: Effects and cost – Inflation: Anticipated and Unanticipated – Inflation: Measures to control inflation.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Varshney and Maheswari (2009), *Managerial Economics*, Sultan Chand, New Delhi.
2. Ahuja, H.L.(2007), *Managerial Economics*, S. Chand & Company Ltd., New Delhi.

Supplementary Readings

1. Mark Hirschey, Eric Bentzen(2016) – *Managerial Economics* – Cengage Learning.
2. Luke M.Froeb , Brian T.McCann, Michael R. Ward, Shor (2015) – *Managerial Economics: A Problem solving Approach* – Cengage Learning.
3. Joel Dean (2012), *Managerial Economics*, PHI Learning Private Ltd., New Delhi.
4. Moti Paul S. Gupta (2013), *Managerial Economics*, Tata McGraw Hill Pub., New Delhi.
5. Mithani, D.M.(2014), *Managerial Economics*, Himalaya Publishing House, New Delhi.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01													3							
C02		3														2				
C03																				
C04																	2			
C05			3																	
C06											3									1

19BDLC103	Core - 3	L	T	P	C
Semester I	Organizational Behaviour	4			2

Learning Objectives:

To enable the student to understand

L01: To learn and understand organizational behaviour concepts and models, moving from individual behaviour to group behaviour

L02: To explain the concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.

L03: To provide the concepts of attitude, motivation and job satisfaction and related theories.

L04: To impart knowledge on the personality & personality attributes of employees in an organisation

L05: To provide the concepts of leadership conflict organizational change.

Course Outcomes:

At the end of the course, the student will be able to

CO1: Understand individual behavior in organizations, including diversity, attitudes.

CO2: Study job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

CO3: Recognize group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

CO4: Unleash the organizational system, including organizational structures, culture, human resource and change.

CO5: Analyze the Leadership characteristics, organizational conflicts

CO6: Know the importance of organizational change.

Unit-I: Organizational Behaviour: An Overview

Historical Development, Behavioural sciences and Organizational behaviour organizational behaviour (OB) in global context, Managing worker diversity-Developing Assertive Behaviour Skills-Emerging Business Realities.

Unit- II: Learning-Attitudes-Values and -Job Satisfaction

Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool, Applications in organizations. Attitudes, Values and Job Satisfaction: Sources and types of attitudes, Attitude formation and change, Cognitive Dissonance Theory. Values: meaning, importance, source and types, and applications in organizations. Effects of employee attitude, Job related attitudes.

Unit-III: Personality & Personality Attributes -Perception -Creativity

Personality: Foundations of individual behaviour, Personality, Meaning and Importance, Development of personality, Determinants of personality, Theories of personality, Relevance of personality to managers. Perception: Nature, Importance and Definition of Perception, Factors involved in perception, The Perceptual Process, Perceptual Selectivity and Organization, Applications in Organizations.-Creativity-process and Blocks.

Unit-IV: Motivation-Culture-Group Dynamics

Motivation: Theories of motivation, Motivation applied in organizations, Principles, applications - dimensions & Types of culture, Creating, Sustaining & Transmitting culture, Keeping cultures alive & How employees learn culture-Emotions & Emotional Intelligence- Handling Fear, Anger and Depression- Group Processes & Teams in Organizations -nature of groups, Stages of group development, Meaning of teams, Types of teams, characteristics of teams, Team development, Team decision making Interpersonal Communications- Increasing Personal and Interpersonal effectiveness through understanding and practicing, Transactional Analysis and Johari Window Model.

Unit-V: Leadership-Conflict-Organizational Change

Leadership- Characteristics of Leading, Importance of Leading, Functions of Leading Power & Politics at work -nature & bases of power, power relationships, organizational politics, outcomes of power- Conflict, Negotiations sources of conflict, Resolution techniques, and stimulation techniques. Stress: Meaning, factors responsible for stress, coping strategies & Stress Management-types of change, managing organizational change, resistance to change, overcoming resistance to change. Meaning & values of organizational development, Organizational development approaches and techniques.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Stephen P Robbins; Tim Judge, (2019). *Organizational behaviour, Organization and Administration*. Pearson 18th edition, New York, NY.
2. Robbins P. Stephen, Timothy, A. Judge and Neharika Vohra (2017). *Organizational Behavior*, Pearson Education, New Delhi

Supplementary Reading

1. Davis, Keith. (2018). *Human Behaviour at work*. New Delhi: Tata McGraw Hill.
2. McShane, Steven Lattimore. & Von Glinow, Mary Ann Young. (2015). *Organizational behavior: emerging knowledge, global reality*. New York: McGraw Hill Education.
3. Luthans, F. (2013). *Organisational Behaviour* (12th Ed.). New Delhi: McGraw Hill Education.
4. Greenberg, J. (2011). *Behaviour in Organization* (10th Ed.). New Delhi: PHI Learning.
5. Pareek, U. (2011), *Understanding Organisational Behaviour* (3rd Ed.). Oxford Higher Education.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01	3													3						
C02		3					3								2					
C03							3									3				
C04																	3			
C05							3												2	
C06							1													

19BDLC104	Core - 4	L	T	P	C
Semester I	Accounting for Managers	4			3

Learning Objectives:

To enable the student to understand

L01: To acquaint the students with the various concepts, techniques of accounts methods

L02: To analyse the process of accounting data analysis and interpretation.

L03: To help the student take decision making in the areas of management accounting.

L04: To impart knowledge on the financial statement analysis, ratio analysis, fund and cash flow analysis

L05: To provide the managerial concepts of standard costing and variance analysis

Course Outcomes:

At the end of the course, the student will be able to

C01: Understand and get knowledge on accounting format with effectively and professionally.

C02: Acquire the knowledge and skills that related to financial and nonfinancial information to formulate business.

C03: Develop the global business, how to management accounting helps for decision making.

C04: work individual as well as team member in financial aspects of business.

C05: Analyse and Implementation their responsibility and ethical financial information.

C06: Provide sustainable development of business using tools and technique in accounting.

Unit-I: Introduction to Management Accounting and Financial Accounting

Introduction – Principles – Concept – Accounting conventions – Management accounting – Its origin – Role – Function – Growth – Cost accounting – Financial accounting – Difference between various accounting – Financial Accounting – Journal – Ledger – Trail

Balance – Trading – Profit and Loss account – Balance sheet. (Final Accounting Problems with adjustments). Accounting Standards (INDAS) – Generally Accepted Accounting Principles (GAAP).

Unit-II: Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis

Analysis and interpretation of financial statements – Analysis of Comparative Balance sheet – Common size statement (simple problems) – Ratio Analysis – Nature – Classification – Limitations – Interpretations of Ratios – Funds flow analysis – Concept – Merits and Demerits – Cash flow analysis – Concept – Merits and Demerits (simple problems).

Unit-III: Methods and Techniques of Cost Accounting

Concept of cost – Elements of cost – Cost Accounting – Objectives – Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing.

Unit-IV: Marginal Costing, Budget and Budgetary Control

Marginal Costing – Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis – Budget and Budgetary control – Objectives – Type of budgets – Preparation of Sales, Cash, flexible and master budgets (simple problems).

Unit-V: Standard Costing and Variance Analysis

Standard Costing – Advantages of Standard Costing – Limitation of Standard Costing – Determination of Standard Costs – Revision of Standards – Standard Cost Card Variance Analysis Material Cost Variances – Sales Variances – Labour Variances (Simple Problems in Variances).

Current Stream of Thoughts : The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text books

1. Gunasekaran, E. (2012). *Accounting for Management*, Lakshmi Publication, Chennai.
2. Khan. M.Y. & P.K. Jain.(2017). *Management Accounting*, Tata McGraw Hill Pub.,

Supplementary Readings

1. Maheswari, S.N. (2013). *Cost and Management Accounting*. New Delhi: Sultan Chand & Sons.
2. Pandikumar, M.P. (2010). *Management Accounting*. New Delhi: Excel Books.

3. Narayanasamy, R. (2017). *Financial Accounting - A Managerial Perspective* (6th Ed.). PHI Learning Private Limited.
4. Gupta, R.L. & Radhaswamy, M. (2017). *Advanced Accountancy*, Vol I, Sulthan Chand & Sons, New Delhi.
5. Jain, S.P. & Narang, K.L. (2018). *Advanced Accounts*, Ludiana: Kalyani Publishers.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01															3				
C02	2																	3	
C03																2			
C04							3												
C05								2											
C06											3								

19BDLC106	Core -5	L	T	P	C
Semester I	Computer Applications in Management	4			2

Learning Objectives:

To enable the student to understand

L01: To explain the fundamentals of computers, hardware, software and its evolution.

L02: To provide indepth knowledge on software development process and its related functionalities.

L03: To enable data processing concepts and its applications.

L04: To impart knowledge on networking, its types and topologies.

L05: To introduce the strategic implementation of IT and its applications in organisations

Course Outcomes:

At the end of the course, the student will be able to

C01: Understand the evolution and recent developments in hardware, software, management functions related packages and other accessories.

C02: Recognise, understand and involve in development of programs, system software and applications for various functions of business.

C03: Organize and work with files, folders and data storage for various functions in modern business

C04: Get familiar with working in MS office and its application for various functions in modern business.

C05: Gain familiarity with the concepts and terminology used in the network development Implement and maintain the operations of networking in information system of various functions for strategic advantage.

Unit-I: Computer Fundamentals

Organization of computers – Generations of computers – Types of computers – Input /Output devices – Storage devices – Software: Systems software, Application software –

Overview of Linux, Unix, Windows, Freewares- Programming Languages/ Assembly Languages – Compiler – Interpreter.

Unit-II: Software Development applications

Software Development Process: File Design & Report Design – Data File Types/ Organization; Master, Transaction File. Application and uses of MSOffice: Word, Power Point, Excel, Access.

Unit-III: Data Processing Concepts

Basics of Data Processing – Modes of Data Processing – Data Hierarchy – Data Processing Systems – Management of Data Processing System in Business Organization – Application portfolio Development – Program Development Cycle – FlowChart.

Unit-IV: Computer Networks

DATA Communications: Networking Concepts, Classification – LAN, MAN, WAN – Wireless LAN – Internet, Intranet, Extranet – Virtual Private Networks (VPN) – PeertoPeer, Client Server – Networking topologies – Virus – Meaning – Types – Antivirus – Benefits – Detection and Elimination.

Unit-V: Implementing and Managing IT

IT strategic Alignment – Competitive Forces Model – Value Chain Model – Strategic Resources and Capabilities – IT Planning – Managing IS Department – Evaluating IT Investment: Benefits, Costs and Issues – IT Economics Strategies – Managerial Issues. An Integrated Stepped Approach – Consulting Process – Proposal Development – Contract – Execution –Implementation – Planning – Closing and Collecting.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Alexis Leon & Mathews Leon (2014), *Fundamentals of Information Technology*, New Delhi: Vikas Publishing.
2. Alexis Leon and Mathews Leon (2013), *Introduction to Computers*, Vikas Publishing, New Delhi.

Supplementary Readings

1. Peter Norton (2015). *Introduction to Computer* (7th Ed.). New Delhi: Tata McGraw Hill.

2. Rajaram, V. (2013). *Introduction to Information Technology*. New Delhi: Prentice Hall India, 2013.
3. Mohan Kumar, K. & Rajkumar, S. (2009). *Computer Applications in Business*. New Delhi: Tata McGraw Hill.
4. Ritendra Goel and Kakkar, D.N. (2013). *Computer Applications in Management*, New Delhi: New Age Publishing.
5. Sanjiva Shankar Dubey, V. (2012). *Management and IT Consultancy*, New Delhi: McGraw Hill.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01				3						3			3						
C02		3		3	3							3	3			3		3	
C03			3	3					3		2	3			3		3		
C04				3									3		3				2
C05				2	3		3							2					
C06	3			2		3		3			2	3		2		2	3	3	2

19BDLC107	Core - 6	L	T	P	C
Semester I	Project, Entrepreneurship and Small Business Management	4			2

Learning Objectives:

To enable the student to understand

L01: Make understand the frame work for of project and stages involved in it

L02: Explain the process of developing the project and roles and responsibilities of personnel involved in it.

L03: Create awareness of the project feasibility and finance involved in it.

L04: Create awareness of SMME and its role in economy and its developments.

L05: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Course Outcomes:

At the end of the course, the student will be able to

C01: Understand and get skill on Project management tools and Information system used in a project.

C02: Impart knowledge on infrastructure project and project identification methods that are practiced in Indian and Global scenario.

C03: Improve cognitive skills on project delays and to resolve conflict in a project.

C04: Understand the role of entrepreneur and ethical practice in Indian and global scenario.

C05: Develop the leadership skills, communication skills and the ability to work with a project team.

C06: Impart knowledge on Training institute and financial institution that assist the small scale industry in the sustainable development.

Unit-I: Project Planning

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Roles and Responsibilities of project manager – Managing project team.

Unit-II: Project Feasibility and Project Finance and Evaluation

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation. Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance Review Techniques.

Unit-III: Introduction to Entrepreneur

Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian business context – Entrepreneurial Motivation – Entrepreneurial Development Programme: Role and objectives of the programme–Contents–InstitutionsaidingEntrepreneurs–CentralandStatelevelInstitutions.

Unit-IV: Entrepreneurship Environment and Challenges

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

Unit-V: Small Business Management

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification–Joint Venture–Merger and Sub Contracting.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text books

1. Chandra, P., & Chandra, P. (2014). *Projects: Planning, analysis, selection, financing, implementation, and review*. New Delhi: Tata McGraw Hill Education.
2. Khanka, S. S. (2012). *Entrepreneurial development: For B Com, M Com and MBA students of all Indian universities*. New Delhi: S Chand..

Supplementary Readings

1. Clifford F. Gray and Erik W.Larson (2007), *Project management*, Tata McGraw hill, New Delhi.
2. Nagarajan, K. (2007). *Elements of Project Management*, New Delhi: New Age International (P) Ltd.
3. Hisrich, R. D., Peters, M. P., Shepherd, D. A. & Sinha, S. (2020). *Entrepreneurship* (11th Ed.). New Delhi: Tata McGraw hill.
4. Vasant Desai (2008), *Dynamics of Entrepreneurial Development and Management*, Himalayas publishing house, New Delhi.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01		3														3			
C02								3							3				
C03		3																	
C04				2				3											
C05				3										2					
C06											3								

19BDLC108	Core - 7	L	T	P	C
Semester I	Research Methodology	4			2

Learning Objectives:

To enable the student to understand

L01: To equip the students with the basic understanding of the research methodology

L02: To provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

L03: To impart knowledge in data collection and research tools to efficiently complete their business research.

L04: To provide the statistical concepts of primary and secondary data and its collection methods

L05: To make understand the method of preparing statistical reports in business organization

Course Outcomes:

At the end of the course, the student will be able to

C01: Display competencies and knowledge on the key knowledge area of research and its methodologies.

C02: Acquire the skills to explore appropriate research problems and parameters.

C03: Evaluate research problems and various research designs,

C04: Formulate hypotheses and develop statistical models

C05: Acquire the skills to analyse various research problems, interpret the various statistical tests results and generate good research reports.

C06: Develop proficiency in using SPSS for Data analysis.

Unit-I: Introduction to Research and Research Methodology

Research – Meaning – Types – Nature and scope of research – Problem formulation – Statement of research Objective – Value and cost of information – Importance of research in Management – Research process – Research design.

Unit-II: Data Collection

Methods of data collection – Observational and Survey methods – Field work plan – Administration of surveys– Training for field investigators – Sampling methods – Sample size.

Unit-III: Research Tools

Source of Data – Primary – Secondary data – Questionnaire Design; Attitude measurement techniques – Scaling Techniques.

Unit-IV: Application of Statistics in Research

Introduction to Statistics – Estimation of Population parameters – Point of Internal estimates of means and proportions – Correlation – Regression – Hypothesis testing – Chi-square test – T test– F test – Tabulation of data – Analysis of data – Advanced techniques – ANOVA – Discriminate Analysis – Factor analysis – Multidimensional Scaling – Cluster Analysis.

Unit-V: Report Preparation

Research Applications – Types of Report – Report preparations – Format – Languages – Tables – Pictures & Graphs – Bibliography Comments.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques*. New Delhi: New Age International (P) Ltd.
2. Arora, P. N., & Arora, S. (2007). *Statistics for management: [for M.B.A. course, Anna Univ., Chennai & other Indian universities]*. New Delhi: S. Chand.

Supplementary Readings

1. Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th Ed.). New Delhi: Tata McGraw Hill.
2. Krisnasamy, O.R. & Ranganathan, M. (2005). *Methodology of Research in Social Science*. Mumbai: Himalaya Publishing House.
3. Panneerselvam, R. (2008). *Research Methodology*. New Delhi: Prentice Hall of India.

4. Saunders, M. N. K., Lewis, P., & Thornhill, A. (2015). *Research methods for business students*. New Delhi: Pearson.
5. Easterby-Smith, M., Thorpe, R., Jackson, P., & Jaspersen, L. J. (2018). *Management & business research* (6th Ed.). Sage publishers.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3														3				
C02		3												3					
C03																	3		
C04											3							2	
C05																			3
C06								2										3	

19BDLV 109		L	T	P	C
Semester II	VIVO-VOCE (Industrial Visits & Courses)				2

19BDLC 201	Core - 8	L	T	P	C
Semester II	FINANCIAL MANAGEMENT	4			3

Learning Objectives:

Enable the students to understand and

- L01:** To educate the concept of finance and its concern with everything that takes place in the conduct of the business.
- L02:** To develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.
- L03:** To Explain various sources of finance, dividend policy and capital structure.
- L04:** To impart knowledge on the working capital management
- L05:** To provide the financial concepts of capital structure and capital budgeting.

Course Outcomes:

At the end of the course, the student will be able to practice and to

- C01:** Analyze the functions of finance manager who entails planning, organizing, controlling, monitoring and evaluating the financial resources of an organization to achieve its overall objectives.
- C02:** Describe the characteristics of various sources of long term financing.
- C03:** Analyze the key issues related to working capital policy and various facets of inventory management
- C04:** Discuss the techniques of Capital budgeting and explore certain advanced issues in capital budgeting.
- C05:** Expound various views on relationship between capital structure and cost of capital.

Unit-I: Introduction to Financial Management

Finance function: Meaning – Definition – Scope of Finance function – Executive functions and Incidental functions –Goals of Financial Management –Profit maximization and Wealth maximization - Time Value of Money – Future value and Present Value.

Unit-II: Long Term Financing

Sources of long term financing Nature of long term financing Common stock – Preferred stock – shares – types and benefits – types of preferences shares – bonds, yield to maturity (simple problems) – debentures ploughing profit. Debt financing: Secured and Unsecured debts Under writing of shares –Rights issue: Meaning –Procedure –Pricing –Underwriting of rights – Dilution of market price rights –Market price of shares.

Unit-III: Working Capital Management

Meaning of working capital Net working capital – Financing mix approaches Sources of working capital financing Management of cash and marketable security: Importance of cash and liquidity Cash balance deciding factors Determination of cash cycle –Receivable management Objectives Formulation of Credit and collection policies Inventory management Objectives of Inventory – Determination of optimum level of inventory Types of Inventory.

Unit-IV: Capital Structure and Capital Budgeting

Capital Structure –Theories of Capital Structure – Assumptions Features of an appropriate capital structure Determinants of the capital structure. Capital Budgeting – Methods of ranking Investment proposals – Payback method – Average Rate of Return method – Discounted Cash Flow method – IRR method – NPV method – Excess present value method (simple problems).

Unit-V: Cost of Capital and Dividend Policy Decision

Cost of Capital – Significance –Determining component of Cost of Capital – Weighted Average Cost of Capital (Simple Problems) – Flotation Costs. Dividend policy decision: Dividend and Retained earnings M.M. Model Walters Model Dividend practices Factors affecting dividend policy Dividend payout ratio – Stock dividend and Stock splits Issue of bonus shares and its procedure.

Current Stream of Thoughts : The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Khan, M.Y. & Jain, P.K (2017). *Financial Management–Text and Problems* (4thed.,). New

Delhi: Tata McGraw Hill Publishing Co.,

2. Srivastava, R.M. (2016). *Financial Management*, Mumbai: Himalaya Publication House.

Supplementary Readings

1. Eugene F. Brigham & Michael C. Ehrhardt (2015). *Financial Management: Theory and Practice*. CengagePublication,
2. James C Van Horne (2015). *Fundamentals of Financial Management* (13th Edition). New Delhi: PHI Learning Publisher,
3. Kuchhal, S.C. (2014). *Financial Management*, Allahabad: Chaitanya Publishing House.
4. Pandey, I.M. (2014). *Financial Management* (10th Edition), New Delhi: Vikas Publishing House.
5. Prasanna Chandra. (2012). *Financial Management: Theory and Practice*, Tata McGraw Hill.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01	3					2									3					2
C02			3															3		
C03										2					1					
C04			2		3															
C05									3									3		

19BDLC202	Core - 9	L	T	P	C
Semester II	MARKETING MANAGEMENT	4			3

Learning Objectives:

Enable the students to understand and

L01: To familiarize with the various concepts in marketing

L02: To assimilate the students about the marketing environment

L03: To understand consumer behavior

L04: To analyze the factors influencing consumer decision

L05: To develop the ability and to design the best marketing strategy

Course Outcomes:

At the end of the course, the student will be able to practice and to

C01: Familiar into marketing concept and environment.

C02: Built the Critical approach and analyze the market and segmenting markets.

C03: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.

C04: Analyze the innovative market information and derive insights.

C05: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.

Unit – I: Marketing and its Environment

Definition – Role of marketing – Marketing Concepts and Tasks – Customer Value and Satisfaction – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Environmental Scanning Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies

Unit-II: Market Analysis and Segmentation

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer’s opinion – Composite Sales force opinion – Experts opinion – Market test method.

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy – Marketing Planning and Control.

Unit-III: Product and Pricing Strategies

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types
– Packaging – Labeling – Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Priceoff.

Unit-IV: Physical Distribution and Promotion

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Public Relations – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentalism – Global Marketing – Services Marketing – Rural Marketing.

Unit-V: Consumer Behaviour and CRM

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process – Strategies – Family decision making – Stages in buying process – Dissonance behaviour – Customer Relationship Management.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Gupta, G.B. & N. Rajan Nair. (2016). *Marketing Management*, New Delhi: Sultan Chand & Sons.
2. Kotler, P. & Keller, K.L. (2016). *Framework for Marketing Management* (6thEdition). New

Delhi: Pearson Education.

Supplementary Readings

1. Webb, K. (2011). *Consumer Behaviour* (2nd Edition). New Delhi: Tata McGraw Hill.
2. Kotler, P., Keller, K., Koshy, A. and Jha. (2012). *Marketing Management* (14th Edition). New Delhi: Pearson Education.
3. Ramasamy Namakumari. (2016) .*Marketing Management: Asian Perspective*, New Delhi: McMillan,
4. Russel S. Winer. (2012). *Marketing Management*, New Delhi :Tata McGraw Hill.
5. Warren J. Keegan, (2014). *Global Marketing Management* (8th Edition). New Delhi: Pearson Education.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01				3									3							
C02	3													3						
C03			2												2					3
C04										3						2				
C05								2									3			

19BDLC203	Core - 10	L	T	P	C
Semester II	HUMAN RESOURCE MANAGEMENT	4			3

Learning Objectives:

After the completion the students will be able

- LO1:** To introduce the basic concepts to understand the importance of human resource Management
- LO2:** To provide understanding of the various functions of human resource management
- LO3:** To Acquaint the application of management functions and principles towards acquisition, development, retention and compensation of employees.
- LO4:** To provide the concepts of job analysis and job design
- LO5:** To impart knowledge on the promotion, job evaluation and compensation issues.

Course Outcomes:

At the end of the course, the student will be able to practice and

- CO1:** Apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection, and Retention.
- CO2:** Create the design and evaluation of Training and Development Programmes.
- CO3:** Develop and Facilitate Performance management and Compensation management by upholding ethical standards for sustainable development.
- CO4:** Critically evaluate and communicate Health, Welfare and safety aspects of employees and organization.
- CO5:** Appreciate Human Resource aspects of an organization for better decision making.

Unit-I: Introduction

Human Resource Management – Importance – Challenges – Line and Staff aspect – HR management activities – Role of Personnel manager – Images and qualities of HR manager – Integration of employee/management interests – Environment of Human resource Management – External Forces, Internal Forces – HR Metrics.

Unit-II: Job Analysis, Job Design and Human Resource Planning

Job Analysis – Content, Steps in job analysis, methods of collecting job data, potential problems with job analysis – Factors affecting job design – Job Design Approaches – Job specification – Human resource planning – Importance – Future Personnel needs, creating talented Personnel, foundations for personnel functions – Factors affecting HRP – HR supply / demand forecast – Recruitment – Factors affecting recruitment – Recruitment policy – Internal / External sources of recruitment – Methods of recruitment – Selection procedure – Orientation Program – Recruitment Metrics.

Unit-III: Training and Performance Appraisal

Distinction between training, development and education – Inputs in T&D – Skills, Development, Ethics, Attitudinal Changes, Decision making Skills – Gaps in training – Principles of Learning – Learning Curve – Training process – Training techniques/methods – Evaluation of on the job and off the job training methods – Management Development – Training and Development Metrics – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure–Ethics of appraisal–HRIS–HR Scorecard–Career planning and development - Succession planning – Organizational components and organizational career opportunities.

Unit-IV: Promotion, Job Evaluation and Compensation

Promotion – Promotion policy – Types of Promotion – Seniority – Merit – Ability – Transfers – Reasons, Principles and types – Separation – Lay off – Resignation – Dismissal – Retrenchment Voluntary retirement scheme – Retention Metrics, Retention Determinants, Attrition – Job evaluation - Procedure, Advantages & Limitations – Job evaluation methods – Components of Remuneration – Wages and salary, incentives, fringe benefits – Factors affecting employee remuneration – Minimum wage, fair wage and living wage – Executive remuneration.

Unit-V: Quality of work life and Participative Management

Scope and ways of Participation – Staff council, Joint council, Collective bargaining, Job enlargement/enrichment, Suggestion schemes and Quality circle – Total quality management – Structure of Participative management – Nature and benefits of

participation – Managing diversity – Gender equality in employment – Quality of work life – Role of supervisor in QWL – Safety – Types of accidents – Safety programs – Work place health issues – Work place violence – Outsourcing HR activities – Productivity & Performance Metrics

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Aswathappa, K. (2017). *Human Resource Management: Text & Cases*. McGraw Hill Education.
2. Durai. (2016). *Human Resource Management*. (2nd Edition). Pearson Education India.

Supplementary Readings

1. Dessler Gary, (2017). *Fundamentals of Human Resource Management*. Pearson Education.
2. SubbaRao, P. (2013). *Essentials of HRM and Industrial Relation*. (5th Edition). Himalaya Publishing House.
3. Biswajeet Pattanayak. (2018). *Human Resource Management* PHI Learning.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	2															2		3	2
C02		3									3		3						
C03								3			2					2			3
C04	2		2																
C05	3						1				3						2		

19BDLC204	Core - 11	L	T	P	C
Semester II	PRODUCTION AND MATERIALS MANAGEMENT	4			3

Learning Objectives:

Enable the students to understand and

LO1: To acquire a working understanding of production function in the context of business enterprises and the various ergonomics considerations in designing the production system of an organisation.

LO2: To analyze the factors influencing plant location and principles of plant out existing in the industry.

LO3: To help the students to understand about production, planning and control and the role of Gantt charts in production scheduling.

LO4: To explain the essentials of materials management and the role of inventory system in running a business and to develop skills in solving production related problems.

LO5: To impart knowledge on the materials management information system

Course Outcomes:

At the end of the course, the student will be able to practice and to

C01: Demonstrate the core features of production function at the operational and strategic levels, its correlation with employees, process, productivity, quality and information technology besides its contribution to the competitiveness of firms.

C02: Appraise the production functions and their interaction with other business functions such as finance, marketing, human resource, supply chain and innovation

C03: Evaluate the factors that may influence the location of a plant in national and foreign along with the ability to identify operational methodologies to assess and improve the organizational overall performance.

C04: Assess the principles underlying on Production Planning and Control and pertain various qualitative techniques of maintenance function for an extensive sustainability and development of the organizations.

C05: Apply materials forecasting and planning techniques to carry out the work

independently or team and develop basic materials requirement schedules in order to take aggregate decisions.

Unit-I: Production Function

Introduction – Production functions – Design of production system – Types of production – Types of process – Productivity – Ergonomics. Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit-II: Plant Layout and Maintenance

Plant Layout – Types of layouts – Process layout – Product layout – Layout of service facilities – Office layout – Use of service facilities – Use of drawings, templates and models in layout physical facilities. Maintenance – Objective of maintenance – Elements of maintenance – Types of maintenance – Breakdown time – Distribution time – Preventive maintenance Vs Breakdown maintenance – Optimum crew size – Maintenance records.

Unit-III: Production Planning and Control

Production Planning and Control – Routing – scheduling – Dispatching – Expediting – GANTT charts – Work study and Motion study and Method study analysis – Use of Computers in PPC – Design and Implementation of PPC System.

Unit-IV: Materials Management and Materials Management Information System

Materials Management – Objective of Materials management – Materials forecasting and planning – Inventory control – Fixed order size, P&Q Inventory System – Deterministic probabilistic models, Static inventory models – Spare parts management – Materials requirement planning – Aggregate inventory management – Implementation aspects of inventory systems – Materials accounting and budgeting evaluation of materials management performance. Information systems and computers in materials management.

Unit-V: Store and Purchase Function

Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and Automation of warehouses – Materials handling equipments– Stores Account – Price – Cost analysis and Negotiation forward

buying – Speculation and Commodity markets – Capital equipment buying, imports and customs – Clearance – Purchasing research. Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply and make or buy decisions–Vendor evaluation and rating–vendor development.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Sarangi S.K. (2011). *Production Management and Materials Management: Text & Cases*. New Delhi: Asian Books Private Limited Publication,
2. Gopalakrishnan Sundaresan. (2003). *Materials Management*. New Delhi: PHI Learning.

Supplementary Readings

1. Tony Arnold J. R., Stephen N. Chapman, & Lloyd M. Clive. (2008). *Introduction to Materials Management. (6th edition)*, Pearson Prentice Hall.
2. Dutta, A.K.. (2000). *Integrated Materials Management*. New Delhi: PHI Learning.
3. Nair,N.K. (2005). *Purchasing and Materials Management*. New Delhi: Vikas Publishing House.
4. Paneer Selvam, R. (2010). *Production and Operations Management*. New Delhi: PHI Learning.
5. Shridhara Bhat, K. (2009). *Production and Materials Management*. Mumbai: Himalaya Publishing House.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01						3													3	
C02			2											3						
C03									3						3					
C04	3																2			
C05							3					1			2					3

19BDLC206	Core - 12	L	T	P	C
Semester II	DECISION SUPPORT SYSTEM AND MANAGEMENT INFORMATION SYSTEM	4			3

Learning Objectives:

After the completion of the course the students will able

L01: To provide a real world understanding of information systems and Decision Support System application in business.

L02: To impart a firm foundation and background needed in the field of information systems.

L03: To explain the Information System technologies currently available in business world.

L04: To provide the right balance of conceptual background, technical information and real world applications.

L05: To introduce the infrastructure required and security issues for the effective use of information System.

Course Outcomes:

At the end of the course, the student will be able to practice

C01: Categorize the components of information systems and differentiate how they interact among them.

C02: Understand MIS and DSS within a context of an integrated collection of subsystems within an organisation.

C03: Classify the conceptual foundations, structure and technology of information systems.

C04: Formulate and develop an information based DSS and MIS, supporting improved decision making and problem solving by improved individual insight.

C05: Determine and develop MIS and DSS in support of management, users and functional areas for the organisation

Unit-I: Basic MIS and DSS concepts

Management Information System: Definition; Concept; Frame Work. Elements of MIS: MIS Structure; Functional Components; Information Component; Human Component; System Component. Decision Support Systems: Definition; Types of problems structured semi structured and unstructured problems; Sub Systems of DSS: Dialogue Management; Model Management and Data Management Subsystems.

Unit-II: Design and development of MIS and DSS

Designing Information System: System Development Life cycle (SDLC) approach: Requirement Analysis; Information gathering; Design and developing the IS; Implementation of IS in organizational settings. Rapid application Development: Application Systems; ERP applications. DSS development process DSS evolution GDSS application and design. Mathematical models in DSS.

Unit-III: Infrastructure for MIS and DSS

Hardware requirement for MIS and DSS: Communication Processors and Channels; Network Infrastructure for MIS and DSS Different types of Computer networks 4GL Technologies Expert Systems: Artificial Intelligence; GIS applications in Business Cloud Computing.

Unit-IV: MIS in Functional Components and System Security

Information systems applications on Functional domains of Business: Marketing Information system, HR Information System, Financial Information System, Accounting Information System, Production Information System Information System applications in retailing, Information System applications in Supply Chain Management. Document Management Systems: Record Keeping systems Information system Security and Control – Different layers of protection for IS application Privacy and freedom of information system end users Information privacy norms Fairuse doctrine.

Unit-V: IT infrastructure Management

Organising MIS function in the enterprise- structure of MIS team in the organization, Different strategies of IT infrastructure management; Inhouse development of MIS Outsourcing MIS function; Hardware and Software updating Enduser training and

development End user training need identification.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Goyal, D.P. (2014). *Management Information Systems: Managerial Perspectives*. (4th edition). New Delhi: Vikas Publishing House.
2. Janakiraman & Sarukeshi. (2011). *Decision Support Systems*. (12th Edition). (New Delhi): PHI Learning Pvt. Ltd.

Supplementary Readings

1. Ken J. Sousa & Effy Oz. (2014). *Management Information Systems*. New Delhi: Cengage Learning India Pvt. Ltd.
2. Efrem G. Mallach. (2011). *Decision Support Systems and Data Warehouse Systems* (10th Edition). New Delhi: Tata McGraw Hill.
3. Kennet C. Laudon & Jane P.Laudon. (2011). *Management Information Systems Managing Digital Firms* (12th Edition). New Delhi: Prentice Hall of India.,
4. Rajesh Ray. (2011). *Enterprise Resource Planning Text & Cases*. New Delhi: Sultan Chand & Sons.
5. Vicki L. Sauter. (2011). *Decision Support Systems for Business Intelligence*. (2nd Edition). Wiley.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01		3					2						3							
C02				3		2								2		3				
C03		3							2				3							
C04	3				2							2							2	
C05			3				2							3			2			

19BDLC 207 & 208 (DUAL SPECIALIZATION)

Sl.No	Specialization	Course Code	Course Title
1	FINANCE	19BDLE207A/ 19BDLE208A	Accounting Software - Practical
2	MARKETING	19BDLE207B/ 19BDLE208B	Marketing Research and Consumer Behaviour
3	HUMAN RESOURCE	19BDLE207C/ 19BDLE208C	Industrial Relations and Labour Welfare Management
4	PRODUCTION	19BDLE207D/ 19BDLE208D	Production Planning and Control
5	SYSTEMS	19BDLE207E/ 19BDLE208E	System Analysis and Software Development
6	INTERNATIONAL BUSINESS	19BDLE207F/ 19BDLE208F	Export - Import Procedures, Documentation and Logistics

19BDLE 207A/208A	Departmental Elective	L	T	P	C
Semester II	ACCOUNTING SOFTWARE – PRACTICAL			4	3

Learning Objectives

To enable the student to understand

L01: To acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data analysis.

L02: To learn the application software of Tally ERP 9.

L03: To impart knowledge of Goods and services Tax (GST)

Course outcomes

Upon completion of the course students will be able to:

CO1: Depth knowledge in Tally ERP 9 software and it helps key functions of business.

CO2: Acquire the effective skills of knowledge in Tally ERP 9 for Inventory master and voucher for decision making process in business.

CO3: Formulate the new business strategies practice using Tally ERP 9 software.

CO4: Understand financial data and compare with book keeping trustily information of business.

CO5: Develop the new ideas for ICT application to enhance the business community like GST, POS.

CO6: Provide sustainable development of business using Tally ERP 9 software.

Accounting Software

Tally ERP 9 is an application software that records and processes accounting transactions within functional modules such as accounts payable, accounts payable, accounts receivable, payroll and trial balance. It functions as an Accounting Information System. Tally is Financial and Inventory Management System. It is one of the acclaimed Accounting Software with larger user base.

Unit-I: Basics of Accounting

Types of accounts, Golden Rules of Accounting, Accounting Principles, Concepts and Conventions, Double Entry System of Book Keeping, Mode of Accounting, Financial

Statements, Final Accounts – Preparation of Trial balance, Profit and Loss Account, Balance sheet.

Unit-II: Fundamentals of Tally.ERP 9

- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features
- Configurations
- Setting up Account Heads.
- Preparation of Trading Account
- Preparation of Profit & Loss Account
- Preparation of Balance Sheet

Unit-III: Inventory in Tally.ERP 9

- Order Processing
- Reorder Levels
- Tracking Numbers
- Batch wise Details
- Additional Cost Details
- Bill of Materials
- Price List.
- Features of Point of Sale (POS) in Tally. ERP.9.
- Configuring Point of Sale in Tally. ERP.9.
- Entering POS Transactions
- POS Reports

Unit-IV: Goods and Services Tax (GST)

- Introduction about Goods and Services Tax (GST)
- Activating Tally in GST
- Setting Up GST (Company Level, Ledger Level and Inventory Level)
- GST Taxes & Invoices
- Understanding SGST, CGST & IGST
- Creating GST Masters in Tally

Unit-V: Sales Voucher with GST

- Updating GST Number for Suppliers
- Practical on Intra-State Sales Entry in GST (SGST + CGST)
- Practical on Inter-State Sales Entry in GST (IGST)
- Printing GST Sales Invoice from Tally ERP9 Software

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Kumar, A. (2018). *Tally ERP 9 with GST* (1st Ed.). New Delhi: TB Publications.
2. Shraddha Singh. (2018). *Tally ERP 9, Power of Simplicity*. New Delhi: V&S Publishers.

Supplementary Readings

1. Official Guide to Financial Accounting Using Tally ERP 9. Fourth Revised & Updated Edition. BPB Publications, 2018.
2. GST Using Tally ERP 9. Tally Education Pvt. Ltd. (1st Ed.). Bengaluru: Sahaj Publisher, 2018.
3. Asok K. Nadhani. (2018). *Tally ERP 9 – Training Guide*. BPB Publications.
4. Parag Joshi. (2018). *Tally ERP 9 with GST* (1st Ed.). Dnyansankui Prakashan's Publications.
5. Rajesh Chheda. (2018). *Learn Tally ERP 9 with GST & E-way Bill* (3rd Ed.). New Delhi: Ane's Student Edition.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01														3					
C02																	3		
C03																		3	
C04								3											
C05				3															
C06												3							

19BDLE 207B/208B	Departmental Elective	L	T	P	C
Semester II	MARKETING RESEARCH AND CONSUMER BEHAVIOR	4			3

Learning Objectives

The objective of this course is

L01: To learn how to design a research plan, analyze the data gathered and accurately interpret and communicate survey reports.

L02: To gain the tools and techniques to translate a decision problem into a research question in the Market Research module.

L03: To equip you with the knowledge required to understand the state of your product before approaching the market strategy

L04: To demonstrate how as a marketer you can use your knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.

Course Outcome

Upon completion of the course the students will be able to

CO1: Understand current theoretical and methodological approaches to various aspects of Marketing Research.

CO2: Equip with knowledge of appropriate marketing research techniques.

CO3: Describe models for consumer decision processes and main theories in communications

CO4: Relate internal dynamics to the choices consumers make and group dynamics to the choices made by groups of people.

CO5: Critically analyze consumer behaviour & decision processes and create marketing strategies.

CO6: Demonstrate the market research knowledge and consumer behaviour patterns to develop marketing strategies to influence those behaviours.

Unit-I: Market Research

Marketing research – Scope – Applications and Limitations – Marketing Research scenario

in Indian Corporate sectors and other researchers. Research Process – Formulating research problem – Exploratory, Descriptive, Causal research design – Data source – Evaluating Secondary data – Designing a questionnaire – Methods of scale construction – Sampling design and Sample size.

Unit-II: Report Preparation / Presentation and Applications of Marketing Research

Interpretation – Report preparation – Report format – types of report – Principles of report writing – Graphs and Tables – Oral presentation – Ethics in marketing research – New product development and test marketing – Advertising Research – Consumer research – Consumer Online Review Analysis

- Product Research – Promotion Research – Sales analysis and forecasting.

Unit-III: Consumer Behaviour Introduction, Consumer motivation, Personality and Consumer perception

Consumer behaviour – Definition – Scope – Customer value – Customer satisfaction – Injurious consumption – Traditional marketing concept – Value and retention focused marketing – Models of Consumer Behaviour – Nicosia, Howard Sheth – Consumer benefits and evaluative criteria – Decision Heuristics.

Needs – Goals – Discovering purchase motives – Motivation research – Defence mechanism – Personality – Consumer innovativeness – Dogmatism – Cognitive personality factors – Personality and colour – Self image – Forms of self image – How general personality influence consumer behaviour – Perception – Weber's Law – Selective perception – Figure and ground, grouping, closure – Perceptual distortion – Perceived risk – Perceived quality – Perceptual mapping.

Unit-IV: Consumer Learning and Reference Group Appeal

Classical Conditioning – Instrumental Conditioning – Information Processing – Tricomponent attitude model – Multi attribute attitude model – Attribution – Consumer related reference groups – Brand communities – Family decision making process – Family life cycle.

Unit-V: Consumer Influence, Purchasing Process, Structure and Post Purchase Behaviour

Opinion leadership – Surrogate buyer – Diffusion of innovation – Adopter categories –

Adoption process – Store location, Store design and Physical facilities – Store specific shopper profiles – In- store purchasing behaviour – Usage segmentation – Brand user, Product user, Loyalty, Situation segmentation – Positive/Negative Post purchase behaviour – Online Consumer Behaviour – Factors Influencing Online Shopping - Complaint behaviour.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Suja R. Nair (2015). *Consumer Behaviour and Marketing Research – Text with Cases* (2nd Ed.). Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Naresh K. Malhotra & Satyabhushan Dash, (2016). *Marketing Research* (7th Ed.). New Delhi: Pearson Education.
3. Schiffman, Leon & Ramesh Kumar (2015). *Consumer Behaviour* (11th Ed.). New Delhi: Pearson Education.

Supplementary Readings

1. Blackwell, Roger, D., Paul W. Miniard, James F. Engel & Zillur Rehman (2018). *Consumer Behavior*. New Delhi: Cengage Learning.
2. Loudon, David L., Albert J. & Della Bitta (2007). *Consumer Behavior*. New Delhi: Tata McGraw Hill.
3. Hawkins, Del I., Roger J. Best, Kenneth A. Coney & Amit Mookerjee (2007). *Consumer Behavior, Building Marketing Strategy* (9th Ed.). New Delhi: Tata McGraw Hill.
4. Leon, G. Schiffman & Kanuk Leslie Lazar (2008). *Consumer Behavior*, New Delhi: PHI Learning.
5. Ramanuj Majumdar (2010). *Consumer Behavior*. New Delhi: PHI Learning.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01		3											3							
C02			3		3										3					
C03			3											3						
C04						2										1				
C05	3								3							3	3			
C06					3						2								2	2

19BDLE 207C/208C	Departmental Elective	L	T	P	C
Semester II	INDUSTRIAL RELATIONS AND LABOUR WELFARE MANAGEMENT	4			3

Learning Objectives:

After the completion of the course the students will able

LO1: To enable the students to understand the significance and applications of industrial relations and labour welfare management.

LO2: This course is an attempt to appreciate the conceptual and practical aspects of industrial relations and welfare at the macro and microlevels.

LO3: To impart knowledge on the trade unions and discipline

LO4: To provide the concepts of negotiation and collective bargaining

LO5: To understand the concept of workers participation management

Course Outcomes:

At the end of the course, the student will be able to practice the

CO1: Display competencies and knowledge in industrial relation and labour welfare concepts.

CO2: Contribute efficient decision making in solving labour labour union issues, implementation of I.R policies and practices and evaluation of employee–management industrial issues.

CO3: Develop and collaborate with experts in the implementation, and evaluation of organizational and health and safety policies and practices

CO4: Display the knowledge in development and communication of the organization's total compensation plan and integrate the knowledge in General HRD practice for sustainable development of the organization.

CO5: Facilitate and support effective employee and labour relations in both nonunion and union environments.

Unit-I: Introduction

Industrial Relations Perspectives: Approaches – Scope Concept and Significance – IR Systems – Structure of IR dept. – Role of IR Officer – Industrial Relations and the Emerging Socio Economic Scenario – Causes for poor IR.

Unit-II: Trade Unions and Discipline

Role, Types, Origin, Structure, Theory – Future of Trade Unions: Trade Union and the Employee: Trade Union and the Management – Code of Discipline and Code of Conduct – Grievance Management – Misconduct – Discipline Forms of indiscipline – Stages in disciplinary proceedings – Punishments.

Unit-III: Negotiation and Collective Bargaining

Negotiation, Conciliation, Arbitration, Adjudication and Collective Settlements, Coownership: Productive Bargaining and Gain Sharing – Collective bargaining – Objectives – Process – Position in India – Collective Bargaining and Settlements including present status – ILO – Aims and Role in Promoting IndustrialPeace.

Unit-IV: Labour Welfare

Meaning and Scope – Theories – Classifications, Concepts and Growth of Labour Welfare in India – Role, Responsibilities and Duties of Welfare Officer – Industrial Hygiene and safety.

Unit-V: NCL and Workers Participation Management

Objective of workers Education – Recommendations of National Commission on Labour – Forms – Levels of Participation – Evolution – Models – Objectives – Joint Management Council – Stages of Participative Management – Evaluation

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Sinha, P.R.N., Sinha Indu Bala & Shekhar Seema Priyadarshini (2017). *Industrial Relations, Trade Unions and Labour Legislation*. Pearson Publishers
2. Sita Ram Singh (2016). *Industrial Relations and Labour Laws*. APH Publishing Corporation.

Supplementary Reading

1. Manoria, Mamoria & Gankar (2012). *Dynamics of Industrial Relations*, Mumbai: Himalaya Publishing.
2. Punekar, S.D, Deodhar, S.B. & Sarewathi Sankaran, (2012). *Labour Welfare, Trade Unionism and Industrial Relations*. Mumbai: Himalaya Publishing.
3. Tripathi (2009). *Personnel Management & Industrial Relations*, New Delhi: Sultan Chand.
4. Singh, B.D. (2008). *Industrial Relations and Labour Laws*. New Delhi: Excel Books.
5. Venkatapathy, R. (2003). *Labour Welfare & Industrial Relations*. Mumbai: Himalaya Publication.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3												3						
C02		3												3					
C03																3			
C04			2						2		3							2	
C05						1													3

19BDLE 207D/208D	Departmental Elective	L	T	P	C
Semester II	PRODUCTION PLANNING AND CONTROL	4			3

Learning Objectives:

After the completion of the course the students will able

LO1: To understand the production planning controls system.

LO2: To inculcate the students know about forecasting techniques and planning procedure.

LO3: To enrich their knowledge in scheduling, maintenance and safety management strategies.

LO4: To impart knowledge on the forecasting and planning

LO5: To provide the concepts of scheduling and safety management

Course Outcomes:

At the end of the course, the student will be able to practice

CO1: Production planning control system, implementation of PPC system knowledge in industries.

CO2: Forecasting the demand for smoother operations by using their critical thinking.

CO3: Acquiring the skills that are important in safety management.

CO4: Develop an understanding to work with maintenance in organizational setup.

CO5: Formulate grouping strategies and effectively communicate the group technology

Unit-I: Introduction to PPC

Concepts & functions of PPC for various types of production system – Inventory system – Integrated planning and physical distribution – Operations performance evaluation and reporting, design and implementation of PPC system.

Unit-II: Forecasting and Planning

Demand forecasting – Aggregate planning and master scheduling models – Planning and Scheduling for high volume standardized operations, Basic concepts in flow line design – Material requirement planning.

Unit-III: Scheduling and Safety Management

Planning and scheduling for intermittent systems, criteria for effectiveness in scheduling; flow shop scheduling decision rule, applications of computer – Statistical process control – Safety management.

Unit-IV: Group Technology

Group technology and cell system of production, Line of balance techniques, Project monitoring – Forecasting for inventory and Production control – Job shopplanning.

Unit-V: Maintenance

Maintenance – Objective of maintenance – Elements of maintenance – Types of maintenance – Breakdown time – Distribution time – Preventive maintenance Vs Breakdown maintenance – Optimum crew size – Maintenance records. Maintenance system, Maintenance planning and control, planned maintenance system: Material handling – Principles – Equipments.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Ramachandran, S., Devaraj R. & Rasidhar, L. (2016). *Production Planning and Control*, Chennai: Air Walk Publications.
2. Mukhopadhyay, (2016). *Production Planning And Control: Text And Cases*. New Delhi: PHI Learning Pvt Ltd.

Supplementary Readings

1. Chary, S.N. (2002). *Production and Operations Management*. New Delhi: McGraw Hill.
2. Linda Gonchels, (2012). *The Productt Manager's Hand Book* (4thedition). Tata McGraw Hill.

3. Narasimhan, McLeavey & Billington (2003). *Production Planning & Inventory Control*. New Delhi: Prentice Hall of India.
4. PremVrat, Sardana, G.D. & Sahay, G.D. (2009). *Productivity Measurement for Business Excellence*, New Delhi: Narosa Publishing.
5. Tarek Khalil. & Ravi Shankar (2013). *Management of Technology* (2nd Edition). New Delhi: McGraw Hill.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01													3						
C02	3													3					
C03								2						2					
C04				3												2			
C05											3						3		

19BDLE 207E/208E	Departmental Elective	L	T	P	C
Semester II	SYSTEM ANALYSIS AND SOFTWARE DEVELOPMENT	4			3

Learning Objectives:

After the completion of the course the students will able

LO1: To understand and make the students learn on systems concepts and its applications.

LO2: To impart knowledge on designing computerized reports for an organization.

LO3: To provide and help the students to gain a vast Knowledge on software development process and techniques.

LO4: To enhance on the process of modernization computerization.

LO5: To improve on the reporting skills to various levels of management.

Course Outcomes:

At the end of the course, the student will be able to practice

C01: Describe the need for system analysis and methods of implementation.

C02: Define the various stages of system development life cycle and user's role in system development process.

C03: Conduct feasibility analysis and prepare report as required by management.

C04: Examine the system testing process and procedures.

C05: Identify Key process areas on the business and estimating time schedules.

Unit-I: Basic Concepts of Systems

Systems Definitions – Systems classifications – open, closed: Deterministic and Probabilistic system: Stable system – Business organization as system – organization

structure – Organization Objectives, process and information needs – System – Applications and Development Relationship Process.

Unit-II: Information System Life Cycle

Information System life cycle – System development stages – System Development Life Cycle – Model – JAD – Phase – User role in systems development process – Establishing a portfolio of information system application – Importance of Auditability, Maintainability and Recoverability in information systems.

Unit-III: Systems Planning

Systems Planning – Approaches to systems development – feasibility as event – Technological, Economic and Social. System investigation: Objectives of investigation, Management decision making; Procedure and data–Method of investigation–Recording of Investigation.

Unit-IV: Systems Analysis and Design

Systems analysis – Objectives, Nature and Importance of Analysis – Role and Requirement – Tools of analysis – Steps in analysis – Analysis of Organization structure and procedures – Design Objective – Design Alternatives – Output and Input Design Specifications – Design Tools – Case Tools: Design forms, codes, terminal dialogues and user procedure – Data analysis processing requirements–Clerical and Computer – Selection of alternative.

Unit-V: System Implementation Concepts

Systems implementation – Planning and Control – Unit testing and combined module testing – Testing manual procedures – File conversion and set up – Cut over and parallel testing – Training of users and Operating personnel – Documentation of the system – Maintenance and Review of system.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Lee & Lee (2005). System analysis and design.
2. Denis Alan (2010). *System analysis and design*. Willey Indian publication.

Supplementary Readings

1. Hawryskiewicz, I.T. (2001). *Introduction to Systems Analysis and Design*. Prentice Hall.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01		3							2						3				
C02						2												2	
C03			3											3					
C04							3											2	
C05				3									3						2

19BDLE 207F/208F	Departmental Elective	L	T	P	C
Semester II	EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS	4			3

Learning Objectives:

To enable the student to understand

L01: To acquaint students with knowledge of export-import procedures

L02: To train students in export and import documentation

L03: To expose knowledge of World Logistics.

L04: To enable them to apply the knowledge in Cargo Shipment, Custom Clearance and export and import licence procedures.

L05: To acquaint the students with concept and techniques used in Shipping and Containerization.

Course Outcomes:

At the end of the course, the student will be able to

C01: Understand the Export and Import procedures in International Trade.

C02: Analyse the challenges of the International Environment.

C03: Knowing the Insurance, Banking and Foreign Exchange system in international trade.

C04: Handle the Cargo shipment, Customs clearance in doing Trade practices.

C05: Understand the challenges of National and International Business

C06: Builds the confidence to do his own business.

Unit-I: Export Offer and Documents

Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks.

Export Order – Processing of Export Order – EXIM Documentation – International Business Contracts – Dispute – Methods of Financing Exports – Letter of Credit – Other Methods of Payment for Export – Packing and Post Shipment Finance – Other Long-term Methods of

Payment – Discrepancies in Export Documents – Negotiations of Documents with Commercial Banks – Uniform custom and practices (UCP).

Unit-II: Insurance, Foreign Exchange Risk and Forwarding Agents

Business Risk – Cargo and Foreign Exchange Risk, Foreign Exchange – Cargo Insurance, ECGC –Foreign Exchange Regulations – Quality Control, Inspection and Procedures and Role of Clearing and Forwarding Agents.

Unit-III: Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives

Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty draw backs - Export licence – Import Licence and other export incentives from government of India and from Institutions.

Unit- IV: Shipping and Containerization

World Shipping, Structure, Liners, and Tramps, Conference System and Freight – Containerization – Container Corporation of India - Conferences on Sea Transport.

Unit- V: Air / Sea Transport and Freight

Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure - Export Procedures in Airport and Sea Port – Tariff and Non-tariff for exporters.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Balagopal, T.A.S. (2013). *Export Management*. Mumbai: Himalaya Publishing House.
2. Cherunilam, F. (2010). *International Trade and Export Management*. Mumbai: Himalaya Publishing House.
3. Jain, K. S. (2009). *Export Import Procedures and Documentation: A Complete Reference for the Educators and the Educands*. Mumbai: Himalaya Publishing House.

Supplementary Readings

1. Rai, U. K. (2010). *Export - Import and Logistics Management*. Mumbai: PHI Learning.

2. Seyoum, B. (2009). *Export-import Theory, Practices, and Procedures*. United Kingdom: Routledge.
3. Gopal, C. (2006). *Export Import Procedures – Documentation and Logistics*. Mumbai: New Age International (P) Limited.

Outcome Mapping

Course	Programme Objectives (PO)												Programme Specific Objectives (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3			3					3				3						
C02		3			3	3	3		1			3	3	1		3		3	
C03	3		3				3	3			2	3		1	3		3		
C04				3						3		1	3		3		1	2	
C05	1				3		3			3				2			3		
C06	2			2		3		3			2	3		2		2	3	3	2

19BDLC209	Core - 13	L	T	P	C
Semester II	LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION (Practical)			4	2

Learning Objectives:

After the completion of the course the students will able

L01: To introduce statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.

L02: To provide data transferable skills to students so that they can summarize and interpret the research findings.

L03: To utilize strong analytical skills and apply tools required for professional practices.

L04: To use current techniques, skills and tools necessary for comparisons and correlations.

L05: To provide the concepts of hypothesis testing and probability values.

Course Outcomes:

At the end of the course, the student will be able to practice

C01: Understand the role that statistical data analysis plays in managerial decision making process.

C02: Improved statistical thinking abilities, involving the identification and exploitation of variation in decision making and problemsolving.

C03: Critically evaluate reports presenting statistical data and translate and communicate the results of statistical analyses to organizational managers.

C04: Expertise in recording, presenting, recitation and making inferences from quantitative data.

C05: Develop capabilities as a manager to “think statistically” using data and to substantiate the business intuitions.

Unit-I: Introduction – Basic Research Process

Research methods – Data – Evaluation of measuring Instrument – Scale of measurement – Types of Questions – Sampling methods–Reliability and validity of Questionnaire–Filed

Procedures.

Unit-II: Data Editor

Processing of Data – Coding – Variables and variables labels – Rules in Creating Variables Name – Variable Format – Value Labels – Recode Command – Missing Data – Creating and Editing a Data File.

Unit-III: Hypothesis Testing and Probability Values

Approaches to analyzes – Types of Analysis – Hypothesis Formulation – Hypothesis Testing – Checking of Data – Purification – Modification – Dependent and Independent Variable.

Unit-IV: Simple Tabulation and Cross Tabulation

Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chisquare test for cross tabulation – Measures of the strength of association between variables.

Unit-V: ANOVA and Design of Experiments

Application – Methods – Variables – Completely randomized design in oneway ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t test – Correlation – Regression – Interpretation of Result.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. George, D. & Mallery, P. (2016). *IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference*, New York: Routledge.
2. Alan C. Elliott & Wayne A. Woodward. (2015). *IBM SPSS by Example A Practical Guide to Statistical Data Analysis*. (2nd edition). Sage Publications.

Supplementary Readings

1. Finch, H., French, B. & Immekus, J.C. (2016). *Applied Psychometrics using SPSS and AMOS*. Information Age Publishing.
2. Kalyanaraman, K., Ramanathan, H.N. & Harikumar, P.N. (2016). *Statistical Methods for*

Research A Step by Step Approach Using IBM SPS. New Delhi: Atlantic Publishers.

3. Lawrence S. Meyers., Glenn C. Gamstand & Guarino, A.J. (2015). *Performing Data Analysis using IBM SPSS.* New Jersey: John Wiley & Sons.
4. Asthana & BrajBhushan. (2017). *Statistics for Social Sciences (With SPSS Applications).* PHI Learning.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01	3					2										3				
C02			3																	
C03										2						1				
C04			2		3															
C05		3								3				2						

19BDLV210		L	T	P	C
Semester II	FIELD VISIT AND VIVA VOCE (EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)				2

Course Objective

Students should undergo a 40 hours of observational study to learn from small and medium units and establishments. They should get versatile exposure in all specialization areas of the business. They can make use of second semester evening hours and weekends to undergo the study. They are expected to submit an observational report of their study for evaluation.

MBA SME project evaluation will be done for 100 marks which includes Dissertation (75 marks) and Viva voce examination (25 marks) and the minimum requirement for passing the project is 50 marks. A periodical review will be carried out to assess the originality of the project.

Guidelines

- The duration of the study is 40hours.
- The students have to select a small/ medium/tiny enterprise of their own in and around Chidambaram.
- Students have to visit the enterprise and collect management related data during the evening hours or on leave days to complete the project.
- Allfunctionalareasofthebusinesshavetobestudiedandthesamehavetobereported.
- Students have to submit the report about the firm they are involved in.
- Students should get the attendance from the firm and attach the same in the report.
- Students are allotted a guide in the department.
- Frequent discussions have to be made with the guide for the completion of the project.

19BDLC301	Core - 14	L	T	P	C
Semester III	OPERATIONS RESEARCH	4			2

Learning Objectives

The Objective of this course is

LO1: To provide an in–depth understanding of the concept of Operations Research

LO2: To enable the course participants to understand the various techniques of Operations Research

LO3: To provide an indepth understanding of the Operations Research role in managerial Decision making.

LO4: To impart knowledge on the inventory models

LO5: To understand the concepts of game theory.

Course Outcomes

Upon completion of the course, the student will

CO1: Critically think about the priorities that are involved in the daily activities of a project.

CO2: Cultivate and Enhance the knowledge about Build the best fit route of transportation for carrying schedule of activities.

CO3: Have the ability to work and graphically locate the optimum peak point in completing the project.

CO4: Understand the application of Queuing Theory

CO5: Analyze and apply the research techniques in quantitative and qualitative aspects

CO6: Develop competencies in Maximize the productivity with help of least cost techniques

Unit-I: Introduction

Evolution of Operations Research – Models – Formulation of Models – Using models for problem solving – Techniques of Operations Research – Limitations of Operations Research.

Unit-II: Linear Programming

Requirements of L.P. Applications – Graphical methods and Simplex method of solving optimization problems – Duality – Technical issues in Simplex method.

Special Purpose Algorithms

Transportation model – Balanced and Unbalanced problems – North–West Corner rule – Least Cost Method – Vogels Approximation method – MODI method – Assignment model – Hungarian model – Travelling Salesman Problem.

Unit-III: Inventory Models

Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock.

Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System.

Unit-IV: Game Theory

Two person Zero sum Games – Pure Strategy – Mixed Strategy – Dominance – Mix N Games – Graphical solution. Network Models - PERT – CPM – PERT cost – Resource allocation – Float and slack – Other network models.

Unit-V: Replacement Models

Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement. Sequencing Problems with ‘n’ jobs and 2 machines problems with ‘n’ jobs and 3 machines.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Yadav, S. R. , & Malik, A.K. (2014). *Operations Research. New Delhi:* Oxford University Press
2. Srinivasan, G. (2017). *Operations Research: Principles And Applications*, Delhi: PHI.

Supplementary Readings

1. Kapoor, V.K. (2011). *Operations Research*. New Delhi: Sultan Chand & Sons.
2. Panneerselvam R. (2003). *Operations Research*. New Delhi: Prentice Hall of India.
3. Richard I. Levin and Charles A. Krikpatrick. (1998). *Quantitative Approaches to Management* (6th Ed.). Tokyo: McGraw Hill Kogakuha Ltd.
4. Sharma, J. K. (2001). *Operation Research: Theory & Application*. New Delhi: Macmillan India Ltd.
5. Taha, Hamdy A. (2017). *Operations Research – An Introduction*. United Kingdom: Pearson.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3																2		
C02					2								2						
C03							2											3	
C04														3					
C05																3			
C06								1											3

19BDLC302	Core - 15	L	T	P	C
Semester III	INTRODUCTION TO BUSINESS ANALYTICS	4			3

Learning Objectives

The Objective of this course is to

L01: to study core statistical techniques; data retrieval, analysis and mining;

L02: to decide on decision modeling to effectively persuade in the project-oriented world of data-driven decisions.

L03: To understand the purpose of using business analysis tools within an organization, dataset for making a business decisions and R studio for data analysis.

L04: To provide the concepts of time series and forecasting.

L05: To impart knowledge on the data analysis using R.

Course Outcome

Upon completion of this course, the student will be able to

C01: Display competencies and knowledge in key marketing management problems and apply analytical knowledge in big data

C02: Develop own professional development in marketing management and its models of the field of business analytics.

C03: Able to cultivating cognitive skills on the applications of business analytics to sales, new product development and advertising.

C04: Commitment to sustainable development of data visualization and time series analysis in solving marketing issues.

C05: Provide leadership in application of using R statistics for solving marketing issues within and between disciplines

C06: Cultivating cognitive skills acquired on forecasting methods to support the marketing functions.

Unit-I: Introduction to Business Analytics and Big Data

Business Analytics – Definition - Need – Scope - A categorization of Analytical Methods – Analytics in action – Big data – Business analytics in practice – types of data – modifying data in excel – creating Distributions from data– measures of location

Unit-II: Application of Business Analytics

Machine Learning - Introduction and Concepts - Differentiating algorithmic and model based frameworks, Decision analytics. Descriptive analytics - Predictive analytics - Prescriptive analytics.

Unit-III: Decision support and Data Visualisation

DSS- Executive and enterprise support- Automated decision support - Web analytics- Data mining - Applied artificial intelligence - Visual analysis: Data concepts – Data Dashboards - Data exploration & visualization - Scorecards

Unit-IV: Time Series and Forecasting

Time series pattern – forecasting accuracy – moving averages and exponential smoothing - using regression analysis for forecasting – determining the best forecasting model to use - building good spreadsheet model – What-If analysis – some useful excel functions for modeling – auditing spreadsheet model – a simple maximization problem.

Unit-V: Data Analysis using R

R Studio: Introduction – R data types and objects, reading and writing data - Data structures in R - R programming fundamentals - Advantages and disadvantages of using R.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Jeffery D.Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson. (2015). *Essentials of Business Analytic*. Cengage Learning.
2. Sandhya Kuruganti & Hindol Basu. (2015). *Business Analytics: Applications to Consumer Marketing*, New Delhi: McGraw Hill Education (India) Private Limited.

Supplementary Readings

1. Bernard Marr. (2015). *Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance*, New Delhi: Wiley.
2. Majid Nabavi, David L. Olson. (2018). *Introduction to Business Analytics*, New York: Business Expert Press.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01	3												3							
C02														3						
C03		3													3					
C04											2					2				
C05																	3			
C06		2																		1

19BDLC303	Core - 16	L	T	P	C
Semester III	BUSINESS LEGISLATIONS	4			2

Learning objectives

The Objectives of this course are

L01: To assist the students in understanding basic laws affecting operations of a business enterprise.

L02: To help the students in understanding of the free enterprise system and the legal safeguards of the same.

L03: To develop in the student acceptable attitudes and viewpoints with respect to business ethics and social responsibility.

L04: To provide the concepts of sales and insurance laws.

L05: To impart knowledge on the corporate secretarial practices.

Course Outcomes

Upon completion of this course the students will be able to

C01: Expertise with the business laws and company laws.

C02: Appreciate and analyse the scope of these laws so that they are able to operate their businesses within their legal confines.

C03: Develop students thinking in a logical way, so that even a student with no legal background is able to understand it.

C04: Create the students' analytical thinking and logical reasoning as a technique for decision- making on the basis of business legislations.

C05: Understand the applicability of rules as per today's scenario.

C06: Communicate effectively using standard business and legal terminology.

Unit-I: Contract

Law – Definition – Sources – A brief Study on the Indian Contract Act, 1872: Essentials of a Valid Contract, Void Agreements – Performance of Contracts, Breach of Contracts and its Remedies – Discharge – Quasi- Contracts.

Unit-II: Special Contract

Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principal

at agent, Termination of agency – Bailment – Classification – Duties and Rights of Bailor and Bailee, Law relating to lien – Finder of Goods – Termination of Bailment – Pledge: Rights and Duties of Pawnor and Pawnee – Pledge by non-owner – Contract of Indemnity and Guarantee.

Unit-III: Sales and Insurance Laws

The Sale of Goods Act, 1930: Formation of a Contract – Rights of an Unpaid Seller – Condition and Warranties, performance, Sale by Auction – Law of Insurance – Life, Fire, Marine and miscellaneous.

Unit-IV: Negotiable Instruments, Partnership and Other Laws

The Negotiable Instruments Act, 1881, Nature and Types. Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument - Partnership Act. 1932 -The Limited Liability Partnership Act, 2008 - Law of Arbitration – Consumer Protection Act and Cyber Laws.

Unit-V: Corporate Secretarial Practices

The Indian Company Law – Nature, Kinds, Incorporation of company, One Person Company – The Companies Act, 2013 - Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures and Charges, Management and Administration – Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement - Revival and Rehabilitation of Sick Companies - Winding up – Law relating to corporate governance.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Gogna P. P. S. (2010). *Business and Industrial Laws*. New Delhi: S. Chand.
2. Saravanavel, P. & S. Sumathi. (2012). *Legal aspects of Business*. Mumbai: Himalaya Publishing House.

Supplementary Reading

1. Kuchhal, M. C. & Vivek Kuchhal (2013). *Mercantile Law*. New Delhi: Vikas Publishing House.
2. Pandit and Pandit (2010). *Business Law*, Mumbai: Himalaya Publishing House

3. French, Ben (2018). *Business Law in Practice (1st Ed.)*. Sydney: Thomson Reuters (Professional) Australia, Limited.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01													2							
C02														1						
C03	3																		1	
C04						1									1					
C05																2				
C06			3																	3

19BDLC304	Core - 17	L	T	P	C
Semester III	INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT	4			2

Learning Objectives

The objectives of this course is

L01: To know the origins and patterns of International Trade and concepts of terms of trade

L02: To understand contemporaneous export procedure, pertinent documents and tariff

L03: To acquaint the aspects of international finance and forex markets.

Course Outcomes

Upon completion of the course the students will be able to

C01: Get in depth knowledge about export procedure and documents.

C02: Describe the aspects of export marketing and pricing methods.

C03: Know the facet of export & import finance.

C04: Analyze complexities in export pricing.

C05: Compare EXIM financial services that suits business needs.

C06: Evaluate the need for comprehensive and specific export credit insurance policies to the organization

Unit-I: Theories of International Trade and Nature of International Business and BOT/BOP

International Trade – Theories for basis of international trade (The comparative cost theory, opportunity cost theory, Heckschey ohlin theory) – Concepts of terms of trade – Balance of Payment – Balance of Payment disequilibrium and correction – International Orientation and Environment.

Unit-II: Export Procedure and Export Documents and Tariff

Offer and receipt of confirmed orders – production clearance of the products – Excise duty rebate – shipment – Negotiation of documents – Export incentives – Bill of Lading, commercial invoice – Certificate of Origin and other export documents – Trade barrier – Tariffs – Classification, impacts – Non tariff barriers – Quantitative restrictions – Tariffs Vs

Quota.

Unit-III: International Finance and Foreign Exchange Market

Foreign exchange market – functions – methods of effecting international payments – Swap and forward exchange – Determination of Exchange rate – Exchange Control – Methods, Objectives – Exchange rate classifications – Foreign Direct Investment and Foreign Institutional Investments – Euro Dollar and Euro Currency – WTO.

Unit-IV: Export Marketing and Pricing

Export marketing, Export pricing, costing and packaging factors influencing pricing – Structure of export price – Quotation – Export Contract – F.O.R – F.A.S. – F.O.B. – C&F – CIF – INCO Terms – FRANCO – Pricing Strategies – Impact of incentives on pricing – Labelling, packaging and marking of export consignments.

Unit-V: Export and Import Finance

Export Finance – Payment by documentary credit – Letter of Credit – Parties, types – Advance payment – Cash against documents – Documents on Acceptance – Consignment basis – Pre-shipment Credit and Post shipment Credit – Scrutiny of Export Import Documents - Discrepancies in export documents - Need for export credit insurance – comprehensive and specific policies – Export credit and guarantee corporation – Risks covered and not covered – Import Finance – Export and Import License – Types.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Francis Cherunilam (2010), *International Trade and Export Management*. Mumbai: Himalaya publishing house.
2. Gargi Sanati (2019). *Financing International Trade – Banking Theories and Applications*. New Delhi: Sage Publications India Pvt. Ltd.

Supplementary Readings

1. Mishra P. Y. (2017). *Principles of International Marketing*. Solapur: Laxmi Book Publications
2. Richard Willsher (2016). *Export Finance- Risks, Structures and Documentation*. New Delhi:

Macmillan press Ltd.

3. Chase C. Rhee (2018). *Principles of International Trade*. IN: Author House.
4. Ajay Pathak (2016). *Export Import Management*. Bilaspur: Educreation publishing.
5. Gerald S. Albaum & Edwin Duerr (2011). *International marketing and export management*. New Delhi: Prentice Hall.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01		3																	3	
C02									3					1						
C03																3				
C04	2												3							
C05															2					
C06																				1

19S0SC306	Core - 18	L	T	P	C
Semester III	SOFT SKILLS	4			4

Learning Objectives

The objective of the course is

LO1: To introduce the basic concepts and to explain the importance of Soft Skills.

LO2: To provide understanding of the various Soft Skills.

LO3: To acquaint various soft skills that would assist students in their career and personal lives.

Course Outcomes

Upon completion of the course students will be able to

CO1: Develop effective communication in oral and written forms.

CO2: Improve their cognitive skills by enhancing learning skills, presentation skills with ICT, problem solving and decision making skills.

CO3: Critically think and evaluate their own self better and build ethical qualities for personal and professional success

CO4: Manage emotions and stress and build team skills for sustainable development in global business environment.

CO5: Analyse conflicts and maintain better interpersonal relationships.

CO6: Develop and incorporate time management and resource management skills to achieve one's own goals.

Unit-I: Soft Skill and Personality Development

Soft skills – Meaning and Importance, Self concept - Self awareness, Self development, Know Thyself Power of positive attitude – Etiquette and Manners

Listening – Types of Listening – Effective Listening – Barriers to Listening – Assertive communication

Unit-II: Communication Skills

Oral communication – Forms – Types of speeches - Public Speaking -- Presentation – Elements of effective presentation – Use of visual aids in presentation Written communication – Strategies of writing – Business letters – form, structure & formats –

Types of business letters – Memos – Agenda & Minutes - Non-verbal communication – Body language – Proxemics

Unit-III: Interpersonal Skills

Interpersonal skills – Relationship development and maintenance – Transactional Analysis
Conflict resolution skills – levels of conflict – handling conflict - Persuasion – Empathy –
Managing emotions – Negotiation – types, stages & skills – Counselling skills

Unit-IV: Employability Skills

Goal setting – Career planning – Corporate skills – Group discussion – Interview skills –
Types of Interview - Interview body language - E-mail writing – Job application – cover
letter - Resume preparation

Unit-V: Work Skills

Decision making skills – Problem solving – Emotional Intelligence – Team building skills –
team spirit – Time management – Stress management – resolving techniques.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Alex. K. (2014). *Soft Skills – Know Yourself and Know the World*. New Delhi: S Chand & Company Pvt Ltd.
2. Gopaldaswamy Ramesh & Mahadvan Ramesh (2013), *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*, New Delhi: Pearson Education.

Supplementary Readings

1. Barun Mitra (2016). *Personality Development and Soft Skills*. New delhi: Oxford University Press.
2. Prashant A. Dhanwalkar (Manusmare), S. R. Sharma, & Gunjan Sharma (2015). *Soft Skills Development*. Nagpur: Sai Jyoti Publication.
3. Gajendra Singh Chauhan, & Sangeeta Sharma (2015). *Soft Skills – An Integrated Approach to Maximise Personality*, New Delhi: Wiley.

Outcome Mapping

Course	Programme Outcome (PO)												Programme Specific Outcome (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01																	1		
C02			3	3			3						2	3					
C03								3											
C04										2						1			
C05						2										1			
C06										2	3					2			

19BDLC 307 & 308 (DUAL SPECIALIZATION)

1.	FINANCE	19BDLE307A/ 19BDLE308A	Investment Security and Portfolio Management
2.	MARKETING	19BDLE307B/ 19BDLE308B	Sales and Distribution Management
3.	HUMAN RESOURCE	19BDLE307C/ 19BDLE308C	Legal Framework Governing Human Relations
4.	PRODUCTION	19BDLE307D/ 19BDLE308D	Total Quality Management
5.	SYSTEMS	19BDLE307E/ 19BDLE308E	Data Base Management
6.	INTERNATIONAL BUSINESS	19BDLE307F/ 19BDLE308F	Foreign Trade Policy

19BDLE 307A/308A	Departmental Elective	L	T	P	C
Semester III	INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT	4			3

Learning Objectives

To enable the student to understand

LO1: To impose knowledge regarding Security and Portfolio

LO2: To understand the theory and practice of Security analysis

LO3: To understand the investment pattern

LO4: To make right decisions on Investment

Course Outcomes

Upon completion of this course, the student will have the ability to:

CO1: Analyse the investment process, types of investors and Functions of a brokerage firm.

CO2: To demonstrate how the Fundamental and Technical Analysis are useful in the process of Investment decisions.

CO3: To develop aware of the various portfolio management techniques

CO4: Understand the Fundamental analysis, Industry Analysis, Company Analysis and Financial Analysis for stock market.

CO5: Comprehend the Tools for technical analysis, pattern of charts and Dollar Cost averaging plans of market theory.

CO6: Understand security analysis, portfolio management, and futures market and recognize risk of the portfolio.

Unit-I: Nature, Scope of Investment Management & Listing of Securities

Investments – Concept and objectives – Nature of Investment – Scope for Investment – Types of Investors – The Investment process – Stages of Investment – Speculation – Types of Speculators – Distinction between Investment and Speculation – Gambling – Features of Gambling - Listing of Securities: Introduction – Advantages of Listing – Legal Requirements – Key provisions in listing agreement. Brokerage Business: Introduction – Functions of a brokerage firm – Functional specialisation of members – Selecting a broker – Execution of

orders – Types of transactions in a Stock Exchange – Mechanics of Share Trading – Carry forward Facility – Badla Transactions – Revised Carry Forward System (RCFS) – Brokerage Charges.

Unit-II: Common Stock Analysis

Fundamental Analysis: Economic Analysis – Stock market and the economy – Business cycle and the stock market. Industry Analysis: Classification of industries – Industry life cycle – Methods of analysis – Key characteristics of an industry analysis. Company Analysis: Introduction – Internal information – External information – General aspects. Financial Analysis: Introduction – Structure of a Balance sheet – Financial Ratios and their significance – Valuation of shares. (Simple Problems).

Unit-III: Technical Analysis and the Efficient Market Theory

Technical Analysis: Introduction – Tools for technical analysis – The Dow Theory – Advantages and limitations of technical analysis. Charting Techniques: Introduction – Meaning of Charts – Methods of preparing charts – Uses and limitations “P” and “F” (charts points and figure) – Pattern of charts and their uses. Dollar cost averaging: Introduction – Meaning of DCA – Guidelines for using DCA – Modified DCA plans.

Unit-4: Portfolio Management

Introduction – Meanings – Objectives of portfolio – Traditional portfolio analysis – Diversification of portfolio – Portfolio selection – Portfolio revision Techniques – Advantages and Limitations. Capital Asset Pricing Model – Security Market Line – Capital Market Line – SML Versus CML. (Simple problems)

Unit-5: Financial Derivatives Markets

Warrants: Definition – Considerations for shares issued through warrants – Gearing effect – Valuing warrants – Lapse of warrants – Futures markets – Hedging using index futures – futures versus options – synthetic futures – futures versus forward markets – strategies for futures markets. Swaps – Basic Swap structures – Interest Rate Swap – Fixed Rate Currency Swaps – Currency Coupon Swap – Basis Rate Swaps.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text books

1. Sundar Sankaran. (2018). *Indian Mutual Funds Handbook: A Guide for Industry Professionals and Intelligent Investors* (5th Ed.).
2. Kevin, S. (2015). *Security Analysis and Portfolio Management* (2nd Revised Ed.). PHI Learning.
3. Prasanna Chandra. (2017). *Investment Analysis and Portfolio Management* (5th Ed.). McGraw Hill Education.
4. Singh and Preethi. (2016). *Investment Management*. Himalaya publication.
5. Avathani, V. (2009). *Investment security market*. HPH publication.
6. Chandra. (2012). *Investment analysis and portfolio management*. Tata McGraw Hill.
7. Avathani, V. (2014). *Investment management*. HPH publication.

Supplementary Readings

1. Bhalla. V.K. (2013). *Investment Management: Security analysis and Portfolio Management* (14th Ed.). New Delhi: S. Chand and Company.
2. Dhanesh Kharti. (2011). *Security Analysis and Portfolio Management*. New Delhi: Macmillan.
3. Prasana Chandra. (2005). *Investment Analysis and Portfolio Management* (2nd Ed.). New Delhi: Tata McGraw Hill Publishing Company Ltd.
4. Preeti Singh. (2008). *Investment Management* (13th Ed.). Mumbai: Himalaya Publishing House.

Outcome Mapping

Course	Programme Outcomes (PO)												Programme Specific Outcomes (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	
C01		3																	2	
C02	2																	3		
C03		3											2							
C04							3	3							3					2
C05							3	3							3					
C06															3					

19BDLE 307B/308B	Departmental Elective	L	T	P	C
Semester III	SALES AND DISTRIBUTION MANAGEMENT	4			3

Learning Objective

The objectives of this course is

L01: To know the functions of sales management and its planning activities

L02: To learn the sales forecast techniques

L03: To help in developing a sound sales and distribution policy and organizing, managing the sales force.

Course Outcomes

Upon completion of this course, the student will have the ability to

C01: Understand and learn to improve the cognitive skills in the basic functions of sales management.

C02: Commitment to an effective sales manager with salesmanship qualities

C03: Display competencies and knowledge in consumers' needs and wants.

C04: Create marketing strategies after assessing the competitors sales strategies in the market

C05: Remember the marketing concepts, framework and the sales management practices

C06: Work professionally in a team and communicate the sales information effectively in any organization

Unit-I: Sales Management and Planning

Sales Management – Functions – Sales Objectives – Salesmanship – Duties and Responsibilities of Sales Manager – Sales Management Skills – Characteristics of Sales People – Sales Management Information Systems – Sales Planning – Personal Selling – AIDAS – Selling Process – Sales Negotiation – Types of Selling – Transactional Selling – Telephone Selling – Relationship Selling – Term Selling.

Unit-II: Sales Forecasting and Organization

Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process – Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

Unit-III: Recruitment, Training and Control of Sales Force

Recruitment and Selection of Sales Force – Process – Sales Training – Sales Training Methods – Execution and Evaluation of the Sales Training Programme; Sales Force Motivation – Tools of Motivation ; Sales Force Compensation – Basic Types – Supervision of Sales People – Controlling of Sales Force – Sales Meeting and Sales Contests – Sales Audit – Sales Analysis – Sales Performance Evaluation.

Unit-IV: Distribution and Logistics

Definition – Need for Distribution Channel – Role of Distribution in Marketing – Marketing channel– Channel Classification – Vertical, Horizontal, Multichannel marketing system– Distribution Intensity – Selection of Right Channel – Channels for consumer & industrial products – Inventory Management – Packaging and Material Handling – Distribution cost analysis & Control.

Logistics – Scope – Functions – Focus area of Logistics – Cost of Service – Performance Measurement – Transportation – Modes of transport– Selection of the right transport mode.

Unit-V: Channel Intermediaries Retailing and Channel Design

Channel intermediaries – Role – Wholesaling – Functions – Classifications – Trends – Future of Wholesalers in India. Retailing – Types of Retailers – Role of Retailers – Retail Strategies – Performance Measures – Aspects of Store Design – Franchising – e-tailing – Retailing in India. Channel Design – Stages in channel planning – Non-store Retailing and Electronic channels – Channel Information Systems – Purpose – Elements – Channel Performance Evaluation; Distributors – Selection – Motivation tools – Categorization – Performance evaluation.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

19BDLE 307C/308C	Departmental Elective	L	T	P	C
Semester III	Legal Framework Governing Human Relations	4			3

Learning Objectives

The objective of this course is,

L01: To gain understanding and appreciation of the rules set out in labour laws, industrial relation laws, and their administrative regulations.

L02: To provide overview of industrial disputes, its major proceedings, chapters and the workings trade unions, its evolution, growth and the problems associated in it.

L03: To understand the regulations in terms of the formation and development of rules on workmen compensation, wages, bonus and their payments.

L04: To explain the laws relating to social security and working conditions such as, ESI, PF, Gratuity, and Maternity benefits.

Course Outcomes

Upon completion of this course, the student will have the ability to,

CO1: Demonstrate the elements of industrial relations laws and the development of legal analysis and research in order to solve complex labor related problems in the key business functions.

CO2: Apply and communicate effectively the various machineries available for the settlement of industrial disputes between employees and employer.

CO3: Develop the strategies for critical thinking that may be used to solve legal problems associated in the global business environment.

CO4: Formulate the work effectively and professionally by team or individually in any business organisation for the implementation of safety, health and welfare measures.

C05: Apply quantitative and qualitative decisions for framing standing orders and disciplinary proceedings for the misconduct of employees under the industrial employment act.

C06: Analyze and apply legal statutes for fixing compensation, bonus and other benefits which is indispensable for the sustainable development of the business and innovative business practices with ethical considerations.

Unit-I: Introduction to Labour Law

Scope – Principles, Emergence and Objective of Labour Laws and their Socioeconomic Environment; Industrial Relations Laws – Apprentices Act, Contract Labour Act.

Unit-II: Trade Union & Disputes

Industrial Disputes Act – 1947, Trade Union Act – 1926.

Unit-III: Industrial Employment Act, Wages and Bonus Laws

Standing Orders; Laws Relating to Discharge – Misconduct – Disciplinary Action - The Law of Minimum Wages – Payment of Wages – Payment of Bonus.

Unit-IV: Social Security Laws

Laws Relating to Workmen's Compensation – Employees State Insurance – Provident Fund – Gratuity – Maternity Relief.

Unit-V: Laws Relating to Working Conditions

The Laws Relating to Factories and Establishment – Mines Act – Plantation Act – Interpretations of Labour Laws – Their Working, and Implications for Management – Union – Workmen.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Rajamohan. A., *Industrial Law*, United Publishers, Mangalore – 575 002, 2011.
2. Dheodar, S.B., Saraswathi, S. and Punekar, S.D. (2011). *Labour Welfare, Trade Unionism*

and Industrial Relation. Mumbai: Himalaya Publication.

Supplementary Readings

1. T.S.Papola, Labour Regulation in Indian Industry, Institute for Studies in Industrial Development MK Books ,India 2009
2. Padhi P.K, Labour and Industrial Laws, PHI –Leanning pvt.Ltd. 2016
3. Kapoor. N.D., Elements of Mercantile law, Sultan Chand, New Delhi, 2009.
4. Mamoria, C.B. & Mamoria, S., Dynamics of Industrial Relations in India, Mumbai, Himalaya Publication, 1994.
5. Taxman , labour laws , Amazon publishers ,2019

Outcome Mapping

Course	Programme Outcomes (PO)												Programme Specific Outcomes (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01					3								3						
C02														2					
C03	3															2			
C04							2								3				
C05																	2		
C06											3							3	

19BDLE 308D/308D	Departmental Elective	L	T	P	C
Semester III	Total Quality Management	4			3

Learning Objectives:

To enable the students

L01: To familiarize the basic concepts of total quality management, its evolution and the various dimensions of quality.

L02: To acclimatize the conceptual approach to Statistical Quality Control, Statistical process and Inspection plans for effective quality management.

L03: To know about the key aspects of quality with reliability and maintainability, failure analysis, Just – in – time system and use appropriate tools & techniques for controlling, improving and measuring quality

L04: To analyse the quality audits, marketing aspects of total quality, strategic issues in quality management, and to devise quality implementation plans.

L05: To familiarize about ISO and Six sigma concepts

Course Outcomes:

At the end of the course, the student will be able to

C01: Demonstrate the quality management philosophies, theories and frameworks and to develop analytical skills for investigating and analyzing quality management issues in the business functions.

C02: Formulate strategies to develop quality improvement cycle and to use appropriate tools and techniques for controlling, improving and measuring quality in innovative business practices.

C03 Develop the application SQC and Q7 tools in business organizations which facilitate the quantitative and qualitative decision making skills of managers

C04: Appraise the organizational, communication and teamwork requirements for effective implementation of quality management system..

C05 Analyze the strategic issues in quality management, including current issues and developments, and to devise quality execution plans in order to work with multicultural global business environment

C06: Develop the competencies and knowledge in obtaining ISO 9000 standards and quality audits in constructing quality business organisations.

Unit-I: Basic Concepts and Origin of TQM

Basic concept of total quality (TQ), Evolution of Total Quality Mgt., cost of quality, Scope of TQM, Dimensions of Quality.

Unit-II: Statistical Quality Control and Process Capability

Conceptual approach to SQC, Acceptance sampling and Inspection plans, Statistical process control, Prevention through process improvement. Process capability studies, Humanistic aspects of TQM, Management of quality circle and Z.D. Programmes, Kaizen.

Unit-III: Just in Time, Kanban

Q – 7 tools, Taguchi loss function, Functional linkage of quality with reliability and maintainability, Failure analysis, Just – in – time system, JIT manufacturing system, JIT Pull system, use of kanban, JIT purchase.

Unit-IV: Total Productive Maintenance

Optimum maintenance decisions, TPM, Process design and the work process. Management support mechanisms, Customer Retention.

Unit-V: ISO, Six Sigma

ISO – 9000 standards, Quality audits, TQM tools, Marketing aspects of total quality, Total quality of services, Total Quality – Safety – Six sigma – Quality Standard.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Akshay Puri (2013). *Quality Management Systems*. Mumbai: Himalaya Publishing House.
2. Suresh Dalela & Saurabh (2004). *ISO 9000 A Manual for Total Quality Management*

19BDLE 307E/308E	Departmental Elective	L	T	P	C
Semester III	Database Management	4			3

Learning Objectives:

To enable the students

L01: To understand and learn the concept of the Database

L02: To develop the knowledge of Transaction Management in CRM.

L03: To enhance the knowledge of Data Warehousing and its uses

L04: To help and impart Big Data Analysis

L05: To understand advanced concepts in Database Management

Course Outcomes:

At the end of the course, the student will be able to

CO1: Understand the role of data and databases in information systems.

CO2: Understand the database concept and the developmental activities in DBMS

CO3 Be familiar with the data modeling concepts (E-R diagrams) used in database design.

CO4: Be able to create databases and pose complex SQL queries of relational databases.

CO5 Develop appreciation of several DBMS strategies

CO6: Be familiar with data management issues including data integrity and security.

Unit-I: Introduction to DBMS

Basic concepts of DBMS: Data, Record, File, Record types – Indexing and Hashing: Ordered Indexes, Internal External Dynamic Hashing – Types of DBMS: Advantages & Disadvantages – Database Development Life Cycle (DDLCL).

Unit-II: Introduction to RDBMS

Introduction: Relational data integrity, CODD's rules – Database Architecture and Data Modeling – ER Model – EER Model – Data Normalisation – Logical Access Maps (LAMS) – Database Action Diagram (DAD).

Unit-III: SQL

Relational Algebra and Relational Calculus – Characteristics and advantages of SQL – Data types – Types of SQL commands: DDL, DML, DQL, DCL, TCL – Operators: Arithmetic, Comparison, Logical, Set – Aggregate Functions.

Unit-IV: Transaction Management

Transaction: Concept, Properties – Serializability – Recoverability – Concurrency Control, Protocols, CRM, SCM, Recovery Systems, Recovery with Concurrent Transactions.

Unit-V: Advanced Concepts

Tables, Views, Indexes – Joins and Unions – DB Security – DB Integrity – DB System Architecture: Centralised, Client–Server, Server System, Parallel, Distributed, Network systems – Data Warehouse and Mining, Knowledge Discovery in DB (KDD).

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Elmasri Ramez & Navathe Shamkant (2017). *Fundamentals of Database System* (7th Edition). Pearson Education.
2. Silbers (2017). *Database System Concepts* (6th Edition). McGraw Hill Education.
3. Gaurav Gupta & Sarika Gupta (2012). *Database Management Systems* (1st edition). Khanna Book Publishing.

Supplementary Readings

1. Date, C.J. (2003). *An Introduction to Database Systems*. (8th Edition). New York: Addison Wesley,
2. Fred R. McFadden, Jeffrey A Hoffer & Mary B. Prescott, (2000). *Modern Database Management*. Addison Wesley.
3. Gerald V. Post (2002). *Database Management Systems*, New Delhi: Tata McGraw Hill.
4. Jeffrey A. Hoffer, Mary B. Prescott and Fred R. Mcfadden (2002). *Modern Database Management*. (6th edition). Prentice Hall.
5. Raghu Ramakrishnan, & Johannesgerhrke. (2000). *Data Base Management Systems*. New

York: McGraw Hill International.

Outcome Mapping

Course	Programme Outcomes (PO)												Programme Specific Outcomes (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01														2					
C02					3										3				
C03				3												3			
C04			2	3			3									3			
C05																	2	3	
C06													3						

19BDLE 307F/308F	Departmental Elective	L	T	P	C
Semester III	FOREIGN TRADE POLICY	4			3

Learning Objectives:

To enable the student to understand

L01: To understand and learn with recent trends in India's Foreign trade Policy and management.

L02: To impart knowledge on policy related issues in Foreign trade in the global context.

L03: To provide and help the students to gain a vast Knowledge on Foreign trade aspects.

L04: To have deeper knowledge on role of government.

L05: To figure out the economic theories and barriers of trade.

Course Outcomes:

At the end of the course, the student will be able to

C01: Describe the need on foreign trade policy.

C02: Recall the EXIM policies and procedures for export and import.

C03: Interpret the India's foreign trade and services

C04: Judge on the export promotion councils, EXIM banks, export zones, India's foreign trade.

C05: Analyze on the economic theories and the role of government C06:
Explore on the opportunities for foreign trade.

Unit-I: Trade Policy and Performance of India

Trade policy – National Growth – Stages of national growth – Trade patterns– Recent trends in world trade – leading players in the world – Major items traded - India's Foreign Trade –Commodity composition and destination –India's position in the world merchandise trade and services-Balance of Payments of India.

Unit-II: Tariffs

Barriers to free Trade – Tariffs and economic theory – Tariff systems – Tariff mitigation – Other non-tariff measures – TRIPS – Copyrights.

Unit-III: EXIM Policy

EXIM policy (latest amendment) – License procedures for Export and Import – DGFT – Licensing conditions- Import Policy and control - Export import licenses.

Unit-IV: EXIM Policy Promotions and Transfer of Technology

New initiatives –Export promotion –Marketing Assistance–Trade House Schemes – Export and Trading Houses – Star trading houses. –Foreign investment policy–policy framework for FDI in India - Technology transfer – Appropriate technology – international procurement of technology.

Unit-V: Institutions

Export Promotion councils - Commodity Boards – EXIM Bank -- ECGCI – Role of Government in India's Foreign Trade–EOU - EPZ–SEZ – STP -EHTP in India

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Francis Cherulinam. (2000). *International Business*. New Delhi: Wheeler Publishing.
2. Verma, P.C. (2010). *Indian Foreign Trade*. New Delhi: Wisdom Publishing .
3. Foreign Trade Policy. (2009). India: DGFT by the Controller of Publications.

Supplementary Readings

1. Agarwal, O. P. (2015). *Foreign Trade and Foreign Exchange*. Himalaya Publication,
2. Mathur, V. (2012). *Foreign Trade, Export-Import Policy and Regional Trade Agreements of India*. New Delhi: New Century Publications.

19BDLV309	Project	L	T	P	C
Semester III	INTERNSHIP AND VIVA VOCE				3

Project Training

Summer project is an on-the-job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May-June.

A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

MBA project End Semester evaluation will be done for 75 marks which includes Dissertation (50 marks) and Viva voce (25 marks) and the minimum requirement for passing the project is 38 marks. The internal assessment evaluation carries 25 marks that constitute two reviews (I review-10 marks and II review-15 marks) and the minimum requirement for passing the internal evaluation is 12 marks. Overall the minimum passing requirement for the project is 50 marks.

A Project Evaluation Committee will be formed comprising the Head of the Department, Project Supervisor, and a senior faculty.

Project Related Activities

- Project discussions for students with their guides have to be made once in a week.
- Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.
- Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.
- A formal interim - project presentation will be held before their

juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.

- A mock viva-voce will be held before appearing for their main project viva-voce examination to gain an experience.
- Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.
- Students are encouraged to participate in the National Level Project contest held at various institutions.
- Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.

19BDLC401	Core - 19	L	T	P	C
Semester IV	RETAILING AND RURAL MARKETING	4			3

Learning Objectives:

To enable the student

L01: To focus on the understanding of Retail management

L02: To understand the development of organized retail in India

L03: To explain the importance of rural market both as end market and procurement source.

Course Outcomes:

At the end of the course, the student will be able to

CO1: Understand the principles and functions of Retailing in India.

CO2: Understand the importance of Retail site locations

CO3: Familiar with the HRM functions in retailing.

CO4: Enable to understand the duties and responsibilities of store manager.

CO5: Develop and evaluate the Rural Marketing.

CO6: To know the growth of growth of rural marketing in India

Unit-I: Retailing – Introduction and Strategy

Introduction to Retailing – Meaning and Definition – Retailing Characteristics – Functions – Principles – Retailing in India – Organized – Unorganized – Retailing Formats – General Merchandise Retailers – Food Retailers – Non Store Retailers Retail Strategy – Meaning – Target Market and Retail Format – Building a sustainable competitive advantage – Growth Strategies – The strategic retail planning process.

Unit-II: Retail site Location

Importance of Location – Target Market and Store Location – Site Characteristics – Site Location and Analysis – Trading area Analysis – Density of Target Market – Environmental Issues.

Unit-III: Human Resource Management

Objectives of HRM in Retailing – Human Resource Functions in Retailing – Retail Organization Design – Motivating Retail Employees – Building Employee Commitment – Issue in Retail Human Resource Management.

Unit-IV: Merchandize Management

Presenting the merchandize – Merchandize Amendment Planning – Store display and ambience – Retail Signage – Types and characteristics – Components of retail store operations – Duties and responsibilities of store manager.

Unit-V: Rural Market

Evaluation of Rural Marketing – Nature and Characteristics of Rural Market – Needs and wants of rural customers – Rural market and product life cycle – Rural Marketing of FMCG in India – Commodity Marketing – Life Stock Products.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. James R. Ogden, Denise Togden (2009). *International Retail Management*. New Delhi: Biztantra.
2. Patrick M. Dunne and Robert F. Lusch. (2008). *Retail Management*. New Delhi: Cengage learning.

Supplementary Reading

1. Levy, M., Weitz, B. A. & Pandit, A. (2008). *Retailing Management (6th Ed.)*. New Delhi: Tata McGraw Hill.
2. Barry Berman and Joel R. Evans. (2008). *Retail Management: A Strategic Approach (10th Ed.)*. New Delhi: PHI learning.
3. Balram Dogra & Karminder Ghuman. (2008). *Rural Marketing - Concept and Practices*. New Delhi: Tata McGraw Hill. .
4. Arif Sheikh and Kaneez Fatima. (2008). *Retail Management*. Mumbai: Himalaya Publishing House.
5. Pradhan, S. (2007). *Retailing management: Text and cases*. New Delhi: Tata McGraw-Hill.

19BDLC 402	Core - 20	L	T	P	C
Semester IV	BUSINESS POLICY AND STRATEGIC MANAGEMENT	4			3

Learning Objectives:

To enable the student

L01: To focus on the understanding of Retail management,

L02: To understand the development of organized retail in India

L03: To explain the importance of rural market both as end market and procurement source.

Course Outcomes:

At the end of the course, the student will be able to

CO1: Understand and get knowledge on managerial functions such as the internal and external environment of the organization.

CO2: Improve the cognitive skills that related to Mission, Vision, Goals, Objectives, Policies and Strategies of any organisation.

CO3: Analyse and Implement their responsibility to the society and business organisation.

CO4: Evaluate and develop strategic management tools and recommend strategic responses to business problems.

CO5: Develop strategic management plan for sustainable development of the organization

CO6: Understand the social responsibilities, ethical and social considerations of business organisation.

Unit-I: Basic concepts of Business Policy

Business Policy: Meaning and definition – Importance – Scope – Need Essentials of An Effective Business Policy, Types and Classification of Policies – Organizational Direction: Vision – Mission – Objectives – Goals of business, Business Planning: Process – Benefits – Limitation.

Unit-II: Business Analysis

Business Portfolio Analysis: BCG matrix – GE matrix, Industry Analysis: Michael Porter's Five force model – Strategic Competitive Advantage Analysis – Values Chain in Analysis – 7' Frame work – SWOT analysis.

Unit-III: Basic concept of strategy

Evolution of Strategy – Strategic Management – Benefits – Strategy Vs Policy – Strategy Formulation – Strategic Planning – Strategic Management Process – Strategic Decision Making – Strategic Risks – Corporate Level Generic Strategies – Strategy Implementation: Functional Issues, Challenges of Strategy Implementation – Strategic Evaluation and Control Process – Monitoring Performance and Evaluating Deviations

Unit-IV: Business Development Strategies

Corporate Governance – Business Growth Strategies: Intensive – Integrative – Diversification Strategies, Functional Strategies: Marketing Strategies – Production Strategies – HR Strategies – Financial Strategies – Product Strategies, Business Process Reengineering.

Unit-V: Business Vs Social

Corporate Social Responsibility – Social Audit: Benefits – Procedures, Ethical and Social Considerations in Strategy Development – Business Organization in Society – Social issues in Business Strategic Management in NonProfit Organization.

Text Books

1. Subba Rao, P. (2014). *Business Policy and Strategic Management*. Himalaya Publishing House.
2. Cherunilam F. (2015). *Business Policy and Strategic Management*. Himalaya Publishing House.

Supplementary Readings

1. Kazmi Azhar. (2015). *Strategic Management*. McGraw Hill Education.
2. Vijay Pithadia. (2016). *Strategic Management and Business Policy*. BIZTANTRA. Dreamtech Press.
3. Elisha Stephens & Brice Martin. (2018). *Business Policy and Strategic Management*. EdTech Press.

19BDLC 403	Core - 21	L	T	P	C
Semester IV	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4			3

Learning Objectives:

To enable the student

L01: To explain the supply chain decisions and supply chain drivers

L02: To understand the factors of distribution, designing network and their tradeoffs

L03: To provide the role of information technology in supply chain

Course Outcomes:

At the end of the course, the student will be able to

CO1: Evaluate complex qualitative and quantitative data to support strategic and operational decisions of supply chain.

CO2: Develop comprehensive strategic and tactical plans for supply chain management.

CO3: Use creative, critical and reflective thinking to address organizational opportunities and challenges.

CO4: Integrate appropriate technologies in developing solutions to business opportunities and challenges.

CO5: Analyze the effect of demand uncertainty managing inventory in the supply chain

CO6: Understand the importance of Enterprise Resource Planning (ERP).

Unit-I: Logistics Design

Logistics Management – Overview Definition – Types – Components functions – Integrated logistics System – Network Design – Information – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures – Role of Government – Logistics in India.

Unit-II: Logistics Network

Logistics Resources – Principles of Logistics Information – Logistics Information System

Flow – Application of Information Technologies – Emerging Technologies Electronic Data Inter change – Barcode – Scanning.

Unit-III: Logistics Demand

Forecasting – Nature and Components – Forecast Components – Forecast Technique – Forecast Error – Transportation Infrastructure – Principle – Transportation Decision – Model Characteristics – Transportation Network – Multimodal transport Logistics Location Structure.

Unit-IV: Supply Chain Management

Supply chain Management – Nature – Concept Definition – Objectives – Applications – Types – Conceptual Models – Mathematical Models – Simulation Models – Formal Models – Implicit Business Models – Key issues in supply chain management – Supply Chain Relationship – Supply Chain Strategy Value Chains Inventory – Concept – Types – Functions – Elements of Inventory Cost Inventory Management The effect of demand uncertainty managing inventory in the supply chain – Push and Pull systems – MRP DRP – JIT Dell's supply chain strategy – Demand and cash flow in supply chain management

Unit-V: Supply Chain Management Design

Channel design Supply Chain Vulnerability, Risk, Robustness, Resilience – The impact of internet on supply chain – E Business – Integrated supply chain management (SCM) – Enterprise Resource Planning (ERP) – Supply chain management matrix – Modules of an ERP system – ERP support to SCM.

Text Books

1. David Simchi-Levi, Philip Kaminsky and Edith Simchi-levi. (2006). *Designing and Managing the Supply Chain Concepts, Strategies and Case* (2nd Ed.). New Delhi: Tata McGraw Hill.
2. Donald J. Bolversox and Davis J. Closs. (2006). *Logistics Management: The Integrated Supply Chain Process*. New Delhi: Tata McGraw Hill.

Supplementary Reading

1. Rahul V. Altekar. (2006). *Supply Chain Management: Concepts & Cases*. New Delhi: PHI Learning.
2. Sunil Chopra, Peter Meindl and DharamrirKalra. (2013). *Supply Chain Management*, New

19BDLC 404	Core - 22	L	T	P	C
Semester IV	INDIAN ETHOS AND VALUES	4			3

Learning Objectives

To enable the student

LO1: To acquaint the students on the applications of Indian Ethos and values; managerial decision making process.

LO2: To train students in Yoga practices such as Asnas (yogic exercise), meditation (exercise for mind), Pranayama (exercise for breath),

LO3: To Introspect (practices for positive thinking) and to manage stress in their managerial career.

Course Outcomes

At the end of the course, the student will be able to

CO1: Enhancing the understanding of Ethics and Religious Values

CO2: Increasing capacities on Indian Ethos for Business Excellence

CO3: Managing stress in real world situations

CO4: Practicing yoga and meditation for better mental health

CO5: Exercising yoga and meditation for better physical health and social skills

CO6: Implementing the outcome of Yoga for Managerial Excellence

Unit-I: Ethics and Religious Values

Value based management – Ethics – Definition – Meaning – Ethical Analysis in decision making – Cultural Values and Indian Management Ethos – Trans-cultural human values – Total quality mind for TQM – Models of values for organizational culture – Values for Indian managers – Guna Theory

– Professional Ethics – Business ethics – Values and ethics from religions: Buddhism, Jainism, Sikhism, Judaism, Taoism, Christianity, Islam.

Unit-II: Indian Ethos for Business Excellence

Principles of Indian Ethos – Gita lessons for management – Kautilya's Arthashastra Principles – Karma Yoga – Nishkama karma – Manu Dharma – Management lessons from Thirukkural – Divine managerial qualities.

Unit-III: Stress Management

Stress management – Types of Stress – Mechanism – Organizational Stressors – Various stress management techniques. Vethathiri Maharishis' views on Mind – Mind – Body – Conscious – relationship – Anger Management.

Unit-IV: Theories in Yoga

Mental health – Yoga – meaning – Patanjali yoga sutras – Detailed steps in Yoga and Meditation – Conditional and unconditional types. Different views on Meditation.

Unit-V: Yoga for Managerial Excellence

Emotional Quotient and yoga – Spiritual Quotient and yoga – Concept of self and Yoga – Mahatma Gandhi and Introspection – Thought analysis – Positive thinking – Trust – Holistic Creativity – Visualization techniques.

Text Books

1. Khandelwal, *Indian Ethos and Values for Managers*, Himalaya Publishing House. 2012
2. Chakraborty, *Management Effectiveness and Quality of Work Life Indian Insight*, TMH, 2007.

Supplementary Readings

1. Indian Ethos and Values Essay Example For Students | ArtsColumbia
<https://artscolumbia.org> › Essays
2. Indian Ethos & Values in Modern Management ;
<https://himadri.cmsdu.org/documents/indianethos.pdf>
3. Indian Ethos and Management ISIB
lsib.co.uk/lms/wpcontent/uploads/2015/02/IndianEthosandManagement.pdf
4. Indian Ethos And Values In Management R Nandagopal
www.bvimsr.com/documents/publication/2012V4N1/15.pdf
5. Indian Ethos in Management RCCM Indore

19BDLC 406	Core - 23	L	T	P	C
Semester IV	BEHAVIOURAL SCIENCE AND COMMUNICATION LAB (Practical)			4	2

Learning Objectives

The students should know

- L01:** To Know the general principles and aim of psychology – to verify certain problems in experimental situations.
- L02:** To explain the methods of giving instruction to the subjects and to conduct the experiments.
- L03:** To collect the data, interpret those using suitable statistical techniques.

Course Outcomes

Upon completion of the course students will be able to

- C01:** Recognize, describe and implement a variety of research methods and skills common to the behavioral sciences.
- C02:** Articulate the key elements of content within a wide variety of areas in the behavioral sciences.
- C03:** Creatively and effectively apply behavioral science principles, knowledge and skills to promote positive change in one's community.
- C04:** To enhance the student's communication Skills through activities.
- C05:** It helps to understand the dimensions of Emotional intelligence & Ego states
- C06:** It helps to understand the dimensions of Decision making.

Unit-I: Creativity and Leadership

Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking. Leadership – Leadership Orientation – Task versus person orientation.

Unit-II: Decision Making and Assertiveness

Decision Making – Styles – Importance stages in decision making. Assertiveness – Assertiveness in communication – Benefits of assertiveness – Submissive Communication – Assertive Communication – Aggressive Communication.

Unit-III: Ego States and Values

Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics. Values – Value system – Values in different cultures.

Unit-IV: Emotional Intelligence and Personality

Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships. Personality – Extraversion – Intraversion.

Unit-V: Communication Development Exercise

Presentation Skill Development Exercise – Role Play – Resume Preparation – Spoken English Skill Development – Listening Skill Development Exercise – Communication Games – Team Building Activities.

Tests

Test will be conducted through practicals on the following aspects:

Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement – Motivation – Traits Personality – Stress – Money attitude – Tolerance of Change.

Outcome Mapping

Course	Programme Outcomes (PO)											Programme Specific Outcomes (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3					2							3						
C02			3											3			2		
C03							2												
C04							3			2					3				
C05		3								2								3	
C06			3														3		

DEPARTMENTAL ELECTIVES

19BDLC 407 & 408 (DUAL SPECIALIZATION)

Sl.No	Specialization	Course Code	Course Title
1	FINANCE	19BDLE407A/ 19BDLE408A	Management of Financial Services
2	MARKETING	19BDLE407B/ 19BDLE408B	Advertising and Sales Promotion
3	HUMAN RESOURCE	19BDLE407C/ 19BDLE408C	Management of Training and Development
4	PRODUCTION	19BDLE407D/ 19BDLE408D	Business Process and Re-Engineering
5	SYSTEMS	19BDLE407E/ 19BDLE408E	E-Commerce
6	INTERNATIONAL BUSINESS	19BDLE407F/ 19BDLE408F	International Marketing Management

19BDLE 407A/408A	Departmental Elective	L	T	P	C
Semester IV	MANAGEMENT OF FINANCIAL SERVICES	4			3

Learning Objectives

The main objectives of this course:

- LO 1:** To help the students to learn the various financial services.
- LO 2:** To acquaint role of managers in financial services
- LO 3:** To provide coherent knowledge of the theoretical and professional disciplines of banking and other services
- LO 4:** To gain the practical knowledge about capital and money markets
- LO 5:** To perceive the organizational structure and functions of various credit rating agencies

Course Outcomes

After completion of this course, the student should be able to

- CO1:** Highlight the significance of various financial services in India.
- CO2:** Explore the functions of financial and nonfinancial intermediaries in the financial markets and to present an overview of financial markets in India.
- CO3:** Discuss the role of merchant bankers and the recent developments in merchant banking.
- CO4:** Describe the mechanics of mutual fund operations in India
- CO5:** Acquaint the functioning of capital market and money markets and its distinctive features.
- CO6:** Know the operations and structure of venture capital financing.

Unit-I: Indian Financial System

Introduction – Structure of the Indian Financial System – Recent Developments – Financial services – Concept – Objectives – Importance – characteristics – Types of Financial Services – Regulatory Framework – Problems in Financial services sector.

Unit-II: Merchant Banking and Consumer Finance

Definition – Need for Merchant Banks – Functions – Role – Recent Developments and Challenges ahead – Categories of Merchant Bankers – Merchant Bankers’ Code of Conduct – SEBI Guidelines. Consumer Finance: Definition – Types – Credit Cards, Debit cards – Mechanics of Consumer Financing – Sources – Modes.

Unit-III: Mutual Funds Concept and Regulations

Introduction – Types – Advantages and Disadvantages – Mechanics of Mutual Fund Operations – Asset Management Company (AMC) – Net Asset Value (NAV) – SEBI’s New Regulations to Mutual Funds (1999).

Unit-IV: Capital Market, Money Market and Factoring Services

Capital Market: Meaning – Functions – Importance – Players in Capital Market – Primary and secondary Capital Market. Money Market: Definition – Features – Money Market Instruments – Capital Market versus Money Market etc., NSE – OTCEI. Factoring Services: Introduction – Mechanics of Factoring – Types – Advantages and disadvantages – Players in factoring services – Factoring Vs Bills Discounting – RBI Guidelines for factoring – Constrains of Factoring Services in India – Forfeiting.

Unit-V: Venture Capital and Credit Rating

Venture Capital: Concept – Features – Forms of Venture Capital – Phases – Functions – Advantages – Venture Capital Institutions. Credit Rating: Introduction – Rating Process – Credit Rating Agencies – CRISIL, ICRA, CARE – Credit Rating Symbols.

Current Stream of Thoughts : The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Avadhani, V.A. (2011). *Marketing of Financial Services of Markets* (4th Ed.).Mumbai: Himalaya Publishing House.
2. Gurusamy, S. (2013). *Financial Services & Markets*. Vijay Nicole Imprints Pvt.Ltd.

Supplementary Readings

1. Khan, M.Y. (2015). *Financial Services* (8th Ed.). New Delhi: Tata McGraw Hill.
2. Siddharth Sankar Saha. (2013). *Indian Financial Systems And Markets*. New Delhi: McGraw Hill.

3. Ramagopal, C. (2014). *Management of Financial Services*. Vikas Publishing House Pvt Ltd.
4. Rajesh Kothari. (2010). *Financial Services in India*. SAGE Publication Pvt Ltd.
5. Thummuluri Siddaiah. (2011). *Financial Services*. Pearson Education.

Outcome Mapping

Course	Programme Outcomes (PO)												Programme Specific Outcomes (PSO)						
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3												3			2			2
C02	3												3						2
C03					3								3					3	2
C04	3				3								3		2		2	3	
C05	3	2	2		3				2									3	2
C06	3					2							2				2	3	

19BDLE 407B/408B	Departmental Elective	L	T	P	C
Semester IV	ADVERTISING AND SALES PROMOTION	4			3

Learning Objective

The basic objective of this course is

LO1: To educate the students about advertising management concepts and fundamentals..

LO2: To enrich the students' knowledge in Psychological Principles and Ethical aspects of Advertising

LO3: To impart the skills to assess Media selection, Creativity and Advertising Agencies.

LO4: To identify the importance of Public Relations and Corporate Advertising.

Course Outcome

Upon completion of the course students will have the ability to

CO1: Understand and remember the advertising fundamentals and its classification.

CO2: Apply their cognitive skills knowledge on communication models which related to advertising.

CO3: Understand and familiar with the way of media selection and functions of advertising Agencies.

CO4: Analyse the importance of interpersonal relationships among ad agency and clients.

CO5: Create marketing strategies and incorporate with sales promotional techniques.

CO6: Work professionally in a team and learn public relations and corporate advertising.

Unit-I: Advertising Fundamentals and Classification

Advertising – Concepts, objectives – Role of advertising in modern Business – Advertisement layout – components of layout – Economic aspects of Advertising – Evolution of IMC – Marketing Communication mix – High control message – Low control message – Strength and weakness of major IMC tools.

Types and Classification of Ads – Advertising appeals: Humor, slice of life, Testimonials, Demonstrations, Problem solution, Talking heads, Characters, News, emotions – Persuasion matrix – Risks of using celebrity – Advertisement based on demand influence level – Advertisement based on audience – Advertisement based on timing of response – Advertisement based on geographic coverage.

Unit-II: Psychological Principles and Ethical aspects of Advertising

Behavioral effects of advertising: Sensory level, Cognitive level, Personal and sociological level – Communication models: AIDA model, Hierarchy effect model – Innovation adoption model, Information processing Model, Operational model – DAGMAR philosophy – Unique selling proposition. Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India.

Unit-III: Media selection

Types of media: print, broadcast, outdoor, transit, internet and other media – Media plan – Media mix Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning.

Creative process: Preparation, incubation, elimination, verification – Copy writing – Advertisement evaluation: Pre-testing – Concept testing, Theme Testing, Copy Research – Post testing – Advertising agencies – types – functions – Selecting an agency – Client agency relationship – Agency compensation – Advertisement as a career.

Unit-IV: Sales Promotion

Sales Promotion – Objectives – Promotional mix – Consumer oriented sales promotion techniques: Sampling, couponing, Premiums, Contests and sweepstakes, Refunds and Rebates, Bonus Packs - Price off deals, Event marketing, – Trade oriented sales Promotion: Trade allowances – Display aesthetics – Types of Displays – Managing displays – Point of purchase materials – Trade shows – Cooperative advertising – Salesman trade promotion: Sales force contest – Evaluation of Sales Promotion – Coordinating sales promotion and advertisement.

Unit-V: Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The

19BDLC 407C/408C	Departmental Elective	L	T	P	C
Semester IV	Management of Training And Development	4			3

Learning Objectives:

The objectives of this course is

L01: To provide an in-depth understanding of the role of Training in the HRD

L02: To enable the course participants to manage the Training systems and processes.

L03: To provide an in-depth understanding of management Development.

L04: To uphold the ethical issues in training and development programme in India.

Course Outcomes:

Upon completion of the course, students will be able to

CO1: Roles, Responsibilities and Challenges to Training Managers.

CO2: Acquiring the skill in 'on-the-job training' and 'off-the-job training'

CO3: Develop an understanding in Career planning and Management

CO4: Analyse the need for training in India

CO5: Develop the competencies in Management development programmes

CO6: understand the responsibilities of Executives in an organization

Unit-I: Introduction

Concepts of Training and Development – Learning principles – Learning curve – Identifying training needs – Structure and functions of training department – Evaluation of Training programme – Roles, Responsibilities and Challenges to Training Managers.

Unit-II: Training Techniques

Techniques of on-the-job training – Coaching – Apprenticeship – Job rotation – Job instruction Training – Training by supervisors – Techniques of off-the-job training; Lectures, Conferences, Group, discussion – Case studies, Role playing, Programmed instruction, T-Group Training – Simulation, Brain Storming, Audio visual lessons – In basket games, Transcendental meditation and Psychodrama.

Unit-III: Career Planning

Concept of Career – Career Stages – Career planning and Development – Need – Steps in Career planning – Methods of career planning and Development – Career problems and solution – Guidelines for Career Management.

Unit-IV: MDP and Training Institutions

Concept of Management Development – Need and importance of management Development – Management development process – Components of MD programme – Need for Training in India – Government – Policy on Training – Training institutes in India.

Unit-V: MDP Institutions

Management Development Institute: – Management development programmes in public sector and private sector organizations – Productivity councils – Management Associations – Educational Institute – Consultant – Critical appraisal of training and development programme in India.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Noe, R. A. (2020). *Employee training and development*. New Delhi: Tata McGraw-Hill Education.
2. Rishipal, (2013). *Training and Development Methods*. S.Chand Publishing.

Supplementary Readings

1. Janakiraman, B. (2007). *Training and Development - Indian Text Edition*. Dreamtech Press.
2. Lynton, R., & Pareek, U. (1990). *Training for Development (2nd Ed.)*. New Delhi: Vistaar Publications.
3. Saks, A. M., & Haccoun, R. R. (2019). *Managing performance through training and development (8th Ed.)*. Nelson Education.
4. Deb, T. (2014). *Performance and reward management*. New Delhi, India: Ane Books.
5. Brown, K. (Ed.). (2017). *The Cambridge Handbook of Workplace Training and Employee Development (Cambridge Handbooks in Psychology)*. Cambridge: Cambridge

19BDLE 407D/408D	Departmental Elective	L	T	P	C
Semester III	Business Process and Re-Engineering	4			3

Learning Objectives:

To enable the students

- L01:** Understanding the role of BPR in organization
- L02** Understand the phases of reengineering and implement effectively
- L03:** Perform network analysis and crashing in the projects
- L04:** Recognise the relationship between reengineering and TQM, CPI and reengineering
- L05:** Understand the Holonic concepts and its relationship with BPR

Course Outcomes:

Upon completion of the course the students will be able to

- C01:** Understanding the basics of BPR and its necessity in organisation
- C02:** Understand the phases of reengineering and effective implementation
- C03:** Perform network analysis and crashing in the projects
- C04:** Recognise the relationship between reengineering and TQM, CPI and reengineering
- C05:** Understand the Holonic concepts and its relationship with BPR
- C06:** Develop holonic network for various business and carryout BPR for various industries.

Unit-I Introduction

Introduction – Definition – Automation – Cost Benefit Analysis – Time Scale – Suitability.

Unit-II Project

Phases in Re-engineering – BPR Implementation – Project Characteristics – Project Life Cycle – Network Analysis – PERT/CPM.

Unit-III: R

Crashing – 3 R's of Re-engineering – Cross Functional team – Work Process Dimension – Quality and Re-engineering – CPI Versus Process Reengineering.

Unit-IV: TQM

TQM & Re-engineering – Simulation – Reengineering Software – Break through improvements – Job Redesign – Break Point.

Unit-V Network

Holonic Concept – Holonic networks – Vertical network – Horizontal Network – Regional Network – Out of Necessity Networks – Self Promoted Networks – BPR Phases – BPR Opportunities Blue Print Business System – Perform the transformation – Pilot Project – Reengineering in Service Industry.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Srinivasan, R. (2011). *Business Process Reengineering*. New Delhi: Tata McGraw Hill Education Pvt. Ltd..
2. Radhakrishnan, R., & Balasubramian, S. (2014). *Business Process Reengineering:Text and Cases*. New Delhi: PHI Learning Pvt. Ltd.

Supplementary Readings

1. Alexis Leon (2014). *Enterprise Resource Planning*. New Delhi: Tata McGraw Hill Publishing Company Ltd..
2. Balasubramanyan, K., UshaPriya, S. & Hema K., (2003). *Business Process Reengineering*, Trichy: GIGO Publication,
3. Henry J. Johnson (2009). *BPR Strategies for Market Dominance*, Wiley publishers.

Outcome Mapping

Programme Objectives (PO)												Programme Specific Objectives (PSO)							
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01	3						2						3						
C02			3							2					3				
C03			2			2													2
C04				3											3				
C05			3					2						3					
C06								3									3		

19BDLE 407E/408E	Departmental Elective	L	T	P	C
Semester IV	E-Commerce	4			3

Learning Objectives:

To enable the students

L01: To introduce the students with the past, present and the future development of electronic commerce,

L02: To Analyse the various IT research issues that are related to the development of electronic commerce

L03: To understand the basic ECom business models and the associated technologies behind electronic systems.

L04: To Evaluate and synthesis the competitive advantage of internet enabled business models through Porter's framework.

Course Outcomes:

After the completion of the course , this course will increase

C01: The knowledge of the students in understanding the development of ecommerce.

C02: The ability of the students on understanding the applications of ecommerce

C03: the knowledge on Understanding ecom business models and the associated technologies

C04: the capacity of working with the internet enabled business.

C05: the knowledge on IT and its advantages in business and for society development

C06: communicative patterns and knowledge to communicate globally

Unit-I: Introduction to ecommerce

E-Commerce Frame work, Traditional Vs EBusiness applications – Unique features of eCommerce – eCommerce: A Brief history Major Categories of e-Commerce – B2C, B2B, C2B and C2C eCommerce Business Models Firm Value Chains and

Firm value Webs Industry Value Chain Business Strategy Porters Model of Internet and Strategy.

Unit-II: Internet governance and technology details

Peer Networks The Internet: Technology Background The World Wide WebThe Internet and Web features Web Hosting Services – Web servers, Domain Naming Systems (DNS) – types – POP, IMAP – Accredited Registrars, Country Coded and Top level domains, Internet Regulatory organizations.

Unit-III: Deploying ecommerce systems

Building and Managing eCommerce Web Site Choosing web server software Choosing the hardware for an eCommerce Commerce site tools Online security and payment systems ePayment systems Online banking systems electronic fund transfer Mobile commerce – Web applications eCommerce in action.

Unit-IV: Consumers on Internet and Ecommerce business models

Consumer Online: The Internet Audience Consumer Behavior Basic Marketing concepts in eCommerce Internet Marketing TechnologiesB2C and B2B ECommerce Marketing and Branding Strategies Understanding Ethical, Social and Political issues in eCommerceB2B Marketing. Online Retailing and Services Online Financial Service Online Travel Service Online Career Service Online Content and publishing Industry The Online Entertainment Industry Search engines Multimedia applications in Internet Internet television and Telephony applications.

Unit-V: Internet and society

Social Networks and Online communities Online Auctions eCommerce Portals Trends in SCM and collaborative commerce Net Market places Private Industrial Networks Cyber Crime Cyber patrols Online system Vulnerability Censoring Internet Ethical and human rights perspectives.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. David Whiteley (2017). *E-Commerce: Strategy, Technologies and Applications*. McGraw Hill Education.
2. Joseph, P. T. (2015). *ECommerce: An Indian Perspective*. PHI Learning.
3. Laudon (2016). *ECommerce* (10th edition). Pearson Education India.

Supplementary Readings

1. Bharath Bhaskar (2007). *Electronic Commerce* (3rd Edition). New Delhi: Tata McGraw Hill,
2. Efraim Turbon, Jae Lee, David King & H. Michael Chung, (2001). *Electronic Commerce: A Managerial Perspective*. Pearson Education Asia.
3. Joseph, P.T. (2008). *Electronic Commerce: A Managerial Perspective* (3rd Edition). New Delhi: Prentice Hall of India Learning.
4. Kenneth C. Laudon & Carol Traver (2011). *ECommerce: Business, Technology, Society* (6th Edition). Pearson Education International.
5. Pandey, U.S., Rahul Srivastava & Saurabh Shukla (2009). *E-Commerce and Its Applications* (1st Edition). New Delhi: S. Chand.
6. Ward A. Hanson & Karthi Kalyanam (2007). *Internet Marketing and Commerce*. (1st Edition). New Delhi: Thomson Southwestern,
7. Paul Phillips (2011). *EBusiness Strategy*. New Delhi: Sultan Chand & Sons.

Outcome Mapping

Programme Objectives (PO)												Programme Specific Objectives (PSO)							
Course	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01				3												3			
C02					3									3					
C03				2					2									2	
C04							3								3				
C05				3						2			3						
C06			3											3		3			

19BDLE 407F/408F	Departmental Elective	L	T	P	C
Semester IV	INTERNATIONAL MARKETING	4			3

Learning Objectives

The Objective of this course is

L01: To understand and learn with environmental, procedural, and international scenario of marketing.

L02: To impart knowledge on decisional aspects of international marketing strategy.

L03: To provide and help the students to gain a vast Knowledge on international marketing procedures.

L04: To compare pricing methods and techniques globally.

L05: To enhance negotiation skills towards merger and acquisition.

Course Outcomes

Upon completion of this course the students will be able to

C01: Describe the need and scenario for international marketing.

C02: Analyze the global market with overall scenario.

C03: Evaluate the political environment internationally with global perspective.

C04: Develop strategies on marketing aspects with special research focus.

C05: Have competence on negotiation for merger and acquisition.

C06: Will have the capacity on fixing pricing of products.

Unit-I: International Marketing

Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of

Markets – Market segmentation– International Market Entry Strategies – Exporting , Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

Unit-II: International Product and Pricing

Product Designing – Product Standardization Vs. Adaptation – International Product Life Cycle- Managing Product Line – New Product Development – Pricing for International Markets- Pricing Methods– Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

Unit-III: International Promotion and Distribution

Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication – Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Components of international logistics management

Unit-IV: Export Marketing

Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export price quotations- Inco terms- Export procedures and export documentation. Export assistance and incentives in India.

Unit-V: Emerging Trends in International Marketing

Regionalism – Multilateralism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing – Role of WTO – Marketing Research for Identifying Opportunities in International Markets.

Current Stream of Thoughts: The Faculty will impart the current developments in the subject during the semester to the students and this component will not be a part of Examinations.

Text Books

1. Czinkota Michael R. & Ilkka A. Ronkainen (2012). *International Marketing* (10th Ed.). Cengage Learning
2. Mcauley, Andrew (2001). *International Marketing: Consuming Globally, Thinking*

Locally. John Wiley & Sons Inc..

Supplementary Readings

1. Jain, Subhash C. (2001). *International Marketing Management* (6th Ed.). Thomson South-Western.
2. Cateora, Philip R. Mary C. Gilly & John L. Graham (2004). *International Marketing*, New Delhi: Tata McGraw Hill Publishing Co. Ltd.
3. Mathur, U. C. (2008). *International Marketing Management*. New Delhi: Sage Publications Pvt. Ltd.

Outcome Mapping

Programme Objectives (PO)												Programme Specific Objectives (PSO)							
Course	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
C01																2			
C02											3		2						
C03															1				
C04																3			
C05														2					
C06														2					

19BDLC409		L	T	P	C
Semester IV	Comprehensive Viva-Voce (Industrial Visits and Subjects)				2