

Outcome-Based Syllabus (OBS)

**Gangadhar Meher University,
AMRUTA VIHAR, SAMBALPUR, ODISHA**



POST GRADUATE PROGRAMME IN
Master in Business Administration (MBA)
(Courses effective from Academic Year 2021-22)
SYLLABUS OF COURSES TO BE OFFERED
Core Courses, Elective Courses & Ability Enhancement Courses

School of Management
MASTER IN BUSINESS ADMINISTRATION (MBA)
Gangadhar Meher University
AMRUTA VIHAR, SAMBALPUR, ODISHA

GANGADHAR MEHER UNIVERSITY

SAMBALPUR

Important Regulation for MBA Students

There will be 4 Semester Examination

| | | |
|--|---|----------------|
| 1 st and 2 nd Semester | - | 800 Marks each |
| 3 rd Semester | - | 1000 Marks |
| 4 th Semester | - | 600 Marks |
| Total | - | 3200 Marks |

- There will be one midterm (Internal) examination in each paper carrying 30 marks except CP-304(Summer Training Project) and CP-402(Project Study). The 30 marks shall consist of two components i.e. written and Group Discussion/Seminar of 20 and 10 marks respectively. The written exam will be of 1 hour duration. Seminar/Group Discussion will be evaluated by two internal examiners of the department (Resource Person/Teachers of the Department). However, there will be no Seminar/Group Discussion in the subjects having practical. In case of non- appearance of mid-term (Internal) Examination there is no provision of repeat examination.*
- A candidate shall be declared to have passed a semester examination if he/she secured a minimum of 40% marks in each theory paper (Internal Assessment and End Term Examination taken together) and 30% in End Term Examination.*

However, a candidate can repeat a maximum of two theory papers in each examination if he/she has secured a minimum of 50% in aggregate of the respective examination. A candidate, who has secured pass mark in all the papers but has failed in securing an aggregate of a minimum of 50% of marks, shall be allowed to appear in maximum of two theory papers of the respective examination in order to secure the minimum aggregate marks of 50%.
- An un-successful student in a semester examination may be permitted to appear the semester examination as repeat examination as in three papers per semester in which he/she failed with in a period of eight nos of semester from the date of registration to programme.*
- Preservation of valued answer scripts:*
 - The valued answer scripts (End Term/Mid Term/Internal) shall be kept in the examination section only for six months after the publication of results, after which the scripts will be disposed off as per the norms of the University.*
- Re-addition of marks/claiming of photocopy of scripts:*
 - The applicants may apply for re-addition of marks/claim the photocopy of the valued scripts (End Term/Mid Term/Internal) within one month of the publication of the results concerned after depositing the prescribed fees.*
- Issue of Rank Certificate:*
 - Rank certificate shall be issued to rank holders (upto 10th position of the merit list) by depositing a fee of Rs. 100.00 (Rupees One hundred) only.*

**MBA COURSE STRUCTURE AND DETAIL SYLLABUS
(UNDER SEMESTER SYSTEM)**

SEMESTER-I

| Paper | Title of Paper | Full Marks | | | | Duration for T.E. Exam. |
|----------|---|------------|----------|---------|------------|-------------------------|
| | | Term End | Mid Term | | Full Marks | |
| | | | Int. | GD/Sem* | | |
| CP – 101 | Management Process and Organization Behaviour | 70 | 20 | 10 | 100 | 3hrs |
| CP – 102 | Quantitative Method | 70 | 20 | 10 | 100 | 3hrs |
| CP – 103 | Managerial Economics | 70 | 20 | 10 | 100 | 3hrs |
| CP – 104 | Environment Management | 70 | 20 | 10 | 100 | 3hrs |
| CP – 105 | Managerial Skill Development | 70 | 20 | 10 | 100 | 3hrs |
| CP – 106 | Indian Ethos and Values | 70 | 20 | 10 | 100 | 3hrs |
| CP – 107 | Accounting for Managers | 70 | 20 | 10 | 100 | 3hrs |
| CP – 108 | Computer for Managers | 70 | 20 | 10 | 100 | 3hrs |

SEMESTER-II

| Paper | Title of Paper | Full Marks | | | | Duration for T.E. Exam. |
|----------|---|------------|----------|---------|------------|-------------------------|
| | | Term End | Mid Term | | Full Marks | |
| | | | Int. | GD/Sem* | | |
| CP – 201 | Organization Effectiveness and Change | 70 | 20 | 10 | 100 | 3hrs |
| CP – 202 | Management Science | 70 | 20 | 10 | 100 | 3hrs |
| CP – 203 | Human Resource Management | 70 | 20 | 10 | 100 | 3hrs |
| CP – 204 | Financial Management | 70 | 20 | 10 | 100 | 3hrs |
| CP – 205 | Marketing Management | 70 | 20 | 10 | 100 | 3hrs |
| CP – 206 | Production and Operations Management | 70 | 20 | 10 | 100 | 3hrs |
| CP – 207 | Research Methodology | 70 | 20 | 10 | 100 | 3hrs |
| CP - 208 | International Business Environment and Management | 70 | 20 | 10 | 100 | 3hrs |

SEMESTER-III
Common Papers

| Paper | Title of Paper | Full Marks | | | | Duration for T.E. Exam. |
|--|--|------------|----------|---------|------------|-------------------------|
| | | Term End | Mid Term | | Full Marks | |
| | | | Int | GD/Sem* | | |
| CP-301 | Business Policy and Strategic Analysis | 70 | 20 | 10 | 100 | 3hrs |
| CP-302 | Decision Support Systems | 70 | 20 | 10 | 100 | 3hrs |
| CP-303 | Business Legislation | 70 | 20 | 10 | 100 | 3hrs |
| CP-304 | Summer Training Project | 70 | 20 | 10 | 100 | 3hrs |
| * PLUS ANY ONE GROUP OF THE FOLLOWING MAJOR SPECIALISATION AREA | | | | | | |

MAJOR SPECIALISATION AREA – FINANCE

| | | | | | | |
|--------|--|----|----|----|-----|------|
| FM-305 | Securities Analysis and Portfolio Management | 70 | 20 | 10 | 100 | 3hrs |
| FM-306 | Corporate Restructuring | 70 | 20 | 10 | 100 | 3hrs |
| FM-307 | International Accounting | 70 | 20 | 10 | 100 | 3hrs |
| FM-308 | Financial Derivatives | 70 | 20 | 10 | 100 | 3hrs |
| FM-309 | Project Planning, Analysis and Management | 70 | 20 | 10 | 100 | 3hrs |
| FM-310 | International Finance | 70 | 20 | 10 | 100 | 3hrs |

MAJOR SPECIALISATION AREA – MARKETING

| | | | | | | |
|--------|-----------------------------------|----|----|----|-----|------|
| MM-305 | Consumer Behaviour | 70 | 20 | 10 | 100 | 3hrs |
| MM-306 | Advertising Management | 70 | 20 | 10 | 100 | 3hrs |
| MM-307 | Marketing of Services | 70 | 20 | 10 | 100 | 3hrs |
| MM-308 | International Marketing | 70 | 20 | 10 | 100 | 3hrs |
| MM-309 | Sales and Distribution Management | 70 | 20 | 10 | 100 | 3hrs |
| MM-310 | Retail Management | 70 | 20 | 10 | 100 | 3hrs |

MAJOR SPECIALISATION AREA – HUMAN RESOURCE

| | | | | | | |
|--------|---|----|----|----|-----|------|
| HR-305 | Management of Industrial Relations | 70 | 20 | 10 | 100 | 3hrs |
| HR-306 | Performance and Compensation Management | 70 | 20 | 10 | 100 | 3hrs |
| HR-307 | Legal framework Governing Human Relations | 70 | 20 | 10 | 100 | 3hrs |
| HR-308 | Management Training and Development | 70 | 20 | 10 | 100 | 3hrs |
| HR-309 | Human Resource Development: Strategies and System | 70 | 20 | 10 | 100 | 3hrs |
| HR-310 | Human Resource Planning and Development | 70 | 20 | 10 | 100 | 3hrs |

SEMESTER-IV

| Paper | Title of Paper | Full Marks | | | | Duration for T.E. Exam. |
|--------|--|------------|----------|----------|------------|-------------------------|
| | | Term End | Mid Term | | Full Marks | |
| | | | Int | GD/Sem * | | |
| CP-401 | Corporate Evolution and Strategic Management | 70 | 20 | 10 | 100 | 3hrs |
| CP-402 | Project study | 70 | 20 | 10 | 200 | 6hrs |

PLUS ANY ONE GROUP OF THE FOLLOWING MINOR SPECIALISATION AREA

MINOR SPECIALISATION AREA – FINANCE

| | | | | | | |
|--------|--|----|----|----|-----|------|
| FM-403 | Securities Analysis and Portfolio Management | 70 | 20 | 10 | 100 | 3hrs |
| FM-404 | International Finance | 70 | 20 | 10 | 100 | 3hrs |
| FM-405 | Management Control System | 70 | 20 | 10 | 100 | 3hrs |

MINOR SPECIALISATION AREA – MARKETING

| | | | | | | |
|--------|-----------------------------------|----|----|----|-----|------|
| MM-403 | Advertising Management | | 20 | 10 | 100 | 3hrs |
| MM-404 | International Marketing | 70 | 20 | 10 | 100 | 3hrs |
| MM-405 | Sales and Distribution Management | 70 | 20 | 10 | 100 | 3hrs |

MINOR SPECIALISATION AREA – HUMAN RESOURCE

| | | | | | | |
|--------|--|----|----|----|-----|------|
| HR-403 | Human Resource Planning and Development | 70 | 20 | 10 | 100 | 3hrs |
| HR-404 | Management Training and Development | 70 | 20 | 10 | 100 | 3hrs |
| HR-405 | Human Resource Development : Strategies and System | 70 | 20 | 10 | 100 | 3hrs |

MINOR SPECIALISATION AREA – IT

| | | | | | | |
|--------|--------------------------------------|----|----|----|-----|------|
| IT-403 | System analysis and design | 70 | 15 | 15 | 100 | 3hrs |
| IT-404 | Application development using oracle | 60 | 15 | | 75 | 3hrs |
| IT-405 | Internet programming for e-commerce | 60 | 15 | | 75 | 3hrs |
| IT-406 | Practical | 35 | 15 | | 50 | 3hrs |

SEMESTER-I

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

Paper Code: CP-101

Course Description:

Human resource professionals need to have a basic understanding of human interaction in the workplace. This social science course provides students with tools to understand and evaluate individual, group, and organizational processes. Students will also understand the importance of learning organizational behavior in the practice of human resource management.

Prerequisites: Basic knowledge of Organization, Organizational structures and its impact on the performance of the Organisation

| Units | Contents | No. of Classes |
|-------|--|----------------|
| I. | Evolution of management thought, systems and contingency approach for understanding organizations, managerial processes, functions, skills and roles in an organization. Understandings and management of organizational system by organizational decision, structure and work stress. | 10 |
| II. | Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation. | 10 |
| III. | Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Learning: Concept and Theories of Learning, reinforcement. Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence Understanding and managing individual behaviour – personality, perceptions, values, attitudes, learning, work motivation, individual decision making and problem solving. | 10 |
| IV. | Understanding and managing group processes – Interpersonal and group dynamics, applications of emotional intelligence in organizations, group decision making, leadership and influence process. Characteristic, element, need, process and types of communication, effective communication and barrier in communication. | 10 |
| Total | | 40 |

Suggested Readings:

1. Koontz, H and Wehrich, H. Management, 10th ed., New York, McGraw Hill, 1995.
2. Luthans, F. Organizational Behaviour, 7th ed., New York, McGraw Hill, 1995.
3. Robbins, S.P. Management, 5th ed., New Jersey, Englewood Cliffs, prentice Hall Inc, 1996.
4. Robbins, S.P. Organizational Behaviour, 7th ed., New Delhi, Prentice Hall of India, 1996.
5. Singh, Dalip Emotional Intelligence at Work, Response Books, Sage Publications, Delhi, 2001.

E Resources:

1. <http://freevidelectures.com/Course/2689/Management-Science>
2. <http://www.onlinevideolecture.com/?course=mbaprograms&subject=principles-of-management>
3. <http://nptel.ac.in/courses/110105034/>
4. <http://nptel.ac.in/courses/110105033/>
5. <http://nptel.ac.in/courses/110102016/>

COURSE OUTCOME:

| | |
|------------|--|
| CO1 | Understand the concept of modern management thought and its utility in the field of real management. |
| CO2 | Analyze individual and group behavior, and understand the implications of organizational behaviour on the process of management and modern techniques to reduce the employees' stress. |
| CO3 | Interpret the concept of the planning process and how it can enrich the decision-making capacity of the manager in the real world. |
| CO4 | Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations. |
| CO5 | Describe and assess the basic design elements of organizational structure and evaluate their impact on employees. |
| CO6 | Explain how organizational change and culture affect working relationships within organizations. |
| CO7 | Apply interpersonal skills for group dynamics and group cohesiveness to generate the OCTAPACE Culture of the organization |

TEACHING PEDAGOGY/ ANDRAGOGY

1. Case study base Learning
2. Theories, based on a meta-analysis
3. Hands-on Training (Advance Excel, SPSS & Others)
4. Mentor and mentees for skill enhancement
5. Student Poster Presentations.

QUANTITATIVE METHODS

Paper code: CP-102:

Course description:

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is on their applications in business decision-making.

Prerequisites: Basics knowledge of Mathematics like A.P., G.P. average, standard deviations, correlations etc. are required.

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Mathematical basis of managerial decision: Functions-application of functions-some special functions A.P. & G.P. and their managerial application, Matrices, determinant | 10 |
| II | Measure of Central tendency, Measure of dispersion, Skewness, Kurtosis, & Moments. | 10 |
| III | Theory of Probability – Probability Function, Random variables, Mathematical Expectation, Theoretical Distribution, Binomial, Poisson and Normal. Testing of Hypothesis – Large and Small Sample Tests | 8 |
| IV | Correlation, types of correlation, correlation coefficient, measurement of linear correlation, properties of correlation coefficient, interpretation and limitation, probable error of the correlation coefficient, rank correlation. Regression analysis, regression lines, determination of regression lines, regression coefficient, properties of regression coefficient, scatter diagram, co-relation relation analysis vs. regression analysis, time series, characteristics of a time series, purpose and uses of time series analysis, components of time series, measurement of trend. | 12 |
| | TOTAL | 40 |

SUGGESTED READINGS:

1. Chandra, N.K. Statistics for Behavioural and Social Scientists, Reliance Publishing House, Delhi, 1996.
2. Gupta, S.P. and Gupta M.P. Business Statistics, New Delhi, Sultan Chand, 1997.
3. Kazmier, L.J. and Phhl, N.F. Basic Statistics for Business and Economics, New York, McGraw Hill, 1988.
4. Levin Richard I and Rubin David S. Statistics for Management, New Jersey, Prentice Hall Inc., 1995.
5. Narag, A.S. Linear Programming and Decision Making, New Delhi, sultan Chand, 1995.

COURSE OUTCOME:

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

| | |
|------------|---|
| CO1 | Describe the basic concepts of statistical inferences to generalize research findings in the social science world. |
| CO2 | Interpreting Statistical Inference to measure the data variability and its uses in the real research world. |
| CO3 | Applying probability distribution which depicts the expected outcomes of possible values for a given data-generating process. |
| CO4 | Applied Correlation & Regression in the field of real research world such as marketing, HR and Finance |
| CO5 | Construct models related to decision-making relevant to research in the field of management. |

TEACHING PEAGOGY:

1. Hands on training using Advance Excel and SPSS
2. Group problem solving and discussion.
3. Demonstration based on class generated data.
4. Project work by students.

MANAGERIAL ECONOMICS

Paper code: CP-103:

Course description:

The objective of this course is to acquaint the participants with concepts and techniques in Micro-Economic Theory and to enable them to apply this knowledge in decision-making. Emphasis is given to changes in the nature of business firms in the globalization.

Prerequisites: Knowledge of basic mathematics, statistics and economics are required

| UNIT | CONTENTS | NO. OF HOURS |
|------------|--|--------------|
| I | Economics for Business Decision – Nature and scope of Managerial Economics, Role of Managerial Economist and Business decision making. Demand Analysis –Determinants of demand, Elasticity of demand, Types and measures of Elasticity of demand, Use in business decision making, demand Forecasting, Supply Theory. | 12 |
| II | Production and cost – Production function, law of variable proportion, law of returns to scale, Cost curves, Break-even analysis; cost minimization and output maximization, Economies of scale and economies of scope (simple numerical problems to be solved). | 8 |
| III | Market Structure – Price and output determination under perfect competition, monopoly, Oligopoly, monopolistic competition Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing. Input Pricing | 10 |
| IV | Concepts of Macro economics and National Income: the concepts of GDP, GNP, GDP deflator, Personal Disposable Income, Business Cycle, Concepts and Theories of Business Cycle, Inflation, Fiscal and Monetary policies to control inflation, Balance of Payment | 10 |
| | TOTAL | 40 |

SUGGESTED READINGS/ REFERENCE BOOKS:

1. Managerial Economics- Petersen, Lewis, Jain, Pearson
2. Managerial Economics, Geetika, Ghosh, Raychoudhury, TMH
3. Business Economics, M. Adhikary, New Delhi, Excel Books, 2000.
4. Managerial Economics – Analysis of Managerial Decision Making, H L Ahuja, S. Chand
5. Managerial Economics Theory and Applications, DM Mithani HPH
6. Managerial Economics, P L Mehta Sultan Chand & Co.
7. Managerial Economics, DN. Dwivedi, Vikash
8. Managerial Economics, O.P. Chopra, New Delhi Tata McGraw Hill, 1995.

COURSE OUTCOME:

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

| | |
|------------|---|
| CO1 | Define the role and functions of a managerial economist and explain the fundamental economic principles and concepts. |
| CO2 | To Understand the importance of individual and aggregate demand and supply affecting the businesses as well as the economy. |
| CO3 | Apply managerial economic ideas in decision-making and forecasting methods for anticipating demand for diverse products and services. |
| CO4 | Applied Break-Even analysis to know the cost Minimisation and maximisation of Business. |
| CO5 | Evaluate a methodical framework with regards to the price strategies to face the real-world business challenges |
| CO6 | Construct models to explain the individual consumer behavior at micro level and the behavior of the aggregate demand in the economy. |

TEACHING PEDAGOGY:

1. Theories based on practical knowledge
2. Project work by students.
3. Meta Analysis of Lecturer series of respective subject using TDX platforms

ENVIRONMENT MANAGEMENT

Paper code: CP-104:

Course description:

To make the students aware about how the business operations affect the environment and it will about the fundamental concepts of the environment and the basics of ecosystem.

Prerequisites: Basis knowledge of Environment and its utility to the Business world

| UNIT | CONTENTS | NO. OF HOURS |
|-------------|--|---------------------|
| I | Environment management: fundamentals-sustainable development, implication of human population growth, limits to growth, environment and business schools: energy management: fundamentals – Fossil fuels use, energy production and trade, energy balance. Water, forest and biodiversity management: water resources, dams and their role | 12 |
| II | Ecosystem concepts: Basic concepts and their application in business, industrial ecology and recycling industry; environment management system: EMS standards, ISO 14000. | 8 |
| III | Environmental auditing, clearance / permissions for establishing industry; environmental management and valuation: environmental accounting, economics – environmental taxes shifts, green funding, corporate mergers, environmental ethics; environmental management trade and environmental management, debt and environment, GATT / WTO provisions. | 12 |
| IV | Environmental laws: Acts, Patents, IPRS, role of NGO'S PIL; pollution and waste management – air, water, land pollution, trade in wastes. Forest products and trade, role of biodiversity in international trade and approaches to corporate ethics: Bio-ethics. | 8 |
| | TOTAL | 40 |

SUGGESTED READINGS:

1. Uberoi, N.K. Environmental Management, Excel Books, A-15, Naraina Phase-1, New Delhi, 2000.
2. Pandey, G.N. Environmental Management, Vikas Publishing House New Delhi, 1997.
3. Gupta, N. Dass: Environmental Accounting, Wheeler Publishing, 19, K.G. Marg, New Delhi, 1997.
4. Mohanty, S.K. Environment & Pollution Law Manual, Universal Law Publishing, G.T. Karnal Road, New Delhi, 1996.
5. Harley, Nick: Environmental Economics, MacMillan India Ltd., Ansari Road, New Delhi, 1997.

COURSE OUTCOME:

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

| | |
|------------|--|
| CO1 | Define the role and functions of a environmental management and explain the key areas of environment which is related to production, energy, trade, water and biodiversity for the largest interest of human being |
| CO2 | Understand the importance of ecosystem and its application of industrial business. |
| CO3 | Apply environmental auditing practices for giving clearance and permission to establishing new industrial units |
| CO4 | Applied environmental accounting in the area of taxes shifts, green funding and corporate mergers. |
| CO5 | Evaluate a methodical framework with regards to environmental ethics as per the guideline of GATT/WTO provisions |
| CO6 | Construct models to explain environmental laws and role of biodiversity in internal trade |

TEACHING PEDAGOGY:

1. Traditional classroom teaching
2. Showing videos relating to environmental protection events.
3. Case study relating to environmental protection by industries.
4. Showing various environmental documentaries.
5. Project work by students.

MANAGERIAL SKILL DEVELOPMENT

Paper code: CP-105

Course description:

The course is aimed at equipping the students with issue critical to successful business communication. The course also offers the students a practical strategy to solve communication problems and to use technology effectively in business communication. It emphasizes the skills and competencies necessary for students to make the transition from school to the workplace.

Prerequisites:

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Importance and nature of business communication; Effective communication skill Types of communication: Verbal communication, Written communication, Non-verbal communication: body language and importance of the 7 C's and the 4 S's concepts. | 12 |
| II | Process of communication; barriers and gateways in communication. The communication situation, Objectives of communication and Significance of communication in business | 8 |
| III | Written Communication - Dos and don'ts of business writing; commercial letters; writing business reports. Oral Communication- presentations of reports, public speaking, and negotiations. | 12 |
| IV | Legal aspects of business communication for Jobs. | 8 |
| | TOTAL | 40 |

SUGGESTED READINGS:

1. Bahl, Sushil, *Business Communication Today*, Response Books, 1996
2. Radhaswamy, P. *Communication Management*, Deep & Deep Publications
3. Kaul, Asha, *Effective Business Communication*, PHI, 2000
4. Goodman, B Michael, *Corporate Communication for executives*, State
5. University New York Pxxress, 1998
6. Bodh Raj and Virendra qKumar, *Business Communication*, Kalyani
7. Publication, 2001
8. Roger, D'Aprix, *Communicating for Change*, Jossey Bass Publishers, 2000
9. Michael, V.P., *Communication and Research for Management*, Himalaya
10. Publishing House, 1992
11. Roger, D'Aprix, *Communicating for Change*, Jossey Bass Publishers, 2000
12. Michael, V.P., *Communication and Research for Management*, Himalaya Publishing
- House, 1992
13. Ramesh MS and Pattanshetti CC, *Business Communication*, R.Chand & Co., 2001

COURSE OUTCOME:

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

| | |
|------------|--|
| CO1 | Define the business communication and its effectiveness for moulding shaping the personality of the manager |
| CO2 | Understanding the importance of the corporate communication and application in the real business world |
| CO3 | Apply business communication in the key areas for the growth and sustainable development of the business. |
| CO5 | Evaluate communication process in the organization and reforms the process for further development of how writing business report, commercial letters and business reports |
| CO6 | Construct models to understand the Legal aspects of business communication and methods to overcome it |

TEACHING PEDGOGY:

1. Case study based Learning
2. Theories, based on Meta analysis
3. Mentor and mentees for skill enhancement
4. Student Poster Presentations.

INDIAN ETHOS AND VALUES

Paper code: CP-106

Course description:

The main objective of the course is to acquaint the students with Ethics and Indian Ethos and values along with its relevance to managerial decision making.

Prerequisites:

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Indian ethos for management: Basic principles of management as per ancient Indian Wisdom and insight, Essential Features of Indian Ethos and Insight, Intuition in Management, Indian Wisdom and Modern Management, Managerial Effectiveness, Globalization, High Technology, Ecology, New Marketing Concept, Managerial Effectiveness. | 8 |
| II | Total quality management: Quality, Assurance, TQM and Human Values, Three Aspects of TQM, Internal Quality, Problem Solving Tools, Total Involvement of all Japanese Operating Management Ethos, HRD Interventions in TQM, Emphasis on Quality of Life, Focus on Quality of Work Life, TQM and Human Values System, TQM Environment, , Mission, Vision, Values, Value based TQM of Western Company, Attributes of Support Team Managers, Quality Management, Kaizen Model. | 12 |
| III | Corporate social responsibility and corporate governance: Social responsibility of business, standard of living or life style, ethical policy and process, forces inducing, social responsibility, business and consumer, business and its environments. Concept of corporate governance, need, evolution, and different governance models, corporate governance and Indian Industries. | 10 |
| IV | Business Ethics and Stress Management: Need for managers, concept behind Business Ethics, ethical dilemma, need for ethical values in global change, Indian perspective, trans-cultural human values in management education. Definition, types of stress, Causes of stress, positive and negative effect of stress, problem relating to stress in corporate management-Indian perspective, stress management, Job burnout. | 10 |
| | TOTAL | 40 |

SUGGESTED READINGS:

1. A study in Business Ethics : Rituparna Raj (Himalaya Publisher)
2. Ethics in Management : S.A.Sherlekar (Himalaya Publisher)
3. Foundation of Managerial Work : S.K.Chakraborty (Himalaya Publisher)

4. Managing in Turbulent Time: P.Drucker(Pan Book)
5. Managing Secularism in new Millennium : S.Kumar and Uberoi(Excel Books)

COURSE OUTCOME:

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

| | |
|------------|--|
| CO1 | To remember the various elements of Indian ethos and management lessons from Indian scriptures. |
| CO2 | Understand the Indian system of learning and the concepts of karma. |
| CO3 | Know the work ethos and values and its relevance to management. |
| CO5 | Apply managerial process to know the reasons of stress and how to reduce it |
| CO6 | Construct a proper path and process to apply Indian ethos for personality development of the new age managers. |

TEACHING PEDAGOGY:

1. Discussion of case study in the classroom
2. Real life CSR cases presentation by students.
3. Meta Analysis of TDX spiritual platforms to better understanding of business ethos in the field of management
4. Group discussion in the classroom.

ACCOUNTING FOR MANAGERS

Paper code: CP-107

Course description:

This course will teach the fundamentals of financial accounting and how to prepare a balance sheet, income statement, and cash flow statement, analyze financial statements, and calculate and interpret critical ratios. The course will teach basics of financial reporting practices followed by business organizations.

Prerequisites:

| UNIT | CONTENTS | NO. OF HOURS |
|------|--|--------------|
| I | Introduction to Accounting: Accounting as a language and need for Accounting, Basic Terminologies of Accounting. External and Internal users of Accounting Information, Accounting concepts and conventions, Accounting cycle, Accounting Equations, Nature of GAAP, Need for Accounting Standards, Limitations of Accounting, Accounting . | 12 |
| II | Mechanics of Accounting: Introduction, Classification, Double Entry System, Preparing Journal, Subsidiary books, Ledger, preparation of Trial Balance. Preparation of Income statement and Balance Sheet, Depreciation Accounting | 10 |
| III | Management Accounting – Meaning, characteristics, objectives, functions, importance, limitations, Financial Statements – Meaning, importance, limitations Financial Statement Analysis – Methods of financial analysis, comparative statement, trend percentage, common size statement | 8 |
| IV | Analysis and interpretation of Financing Statements:- Ratio analysis, Use fullness, Limitation, Types of Ratio, Cash Flow Analysis as per AS – 3 (Revised), Funds Flow Analysis. | 8 |
| | TOTAL | 40 |

SUGGESTED READINGS:

1. Financial Accounting - Gupta, Pearson
2. Financial Accounting and Analysis, Satpathy, Mohapatra and Patra, HPH
3. Financial Accounting for Management; Paresh Shah, Oxford
4. Financial Accounting A managerial Perspective-Bapat & Raitha, McGrawHill
5. Financial Accounting for Management, A.K.Bhattacharya, PHI
6. Financial Accounting by S.N Maheswari, Vikas Publications

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv034- Page1.htm>
2. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv637- Page1.htm>
3. <http://www.onlinevideolecture.com/?course=mba-programs&subject>
4. <http://nptel.ac.in/courses/110101004/>
5. <http://nptel.ac.in/courses/110101003/>
6. <http://nptel.ac.in/courses/110107073/>

COURSE OUTCOME:

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

| | |
|------------|---|
| CO1 | Understand the accounting principle and practice the same to maintaining accounting records |
| CO2 | To find out the performance of the business through profit acknowledgement with the help of PL account. |
| CO3 | Analyze the financial statement or the balance sheet to know about the financial position of the business |
| CO5 | Prepare, understand, interpret and analyze financial statements with confidence. |
| CO6 | Use the analytical techniques of ratios and financial statement analysis and arriving at conclusions from financial information for the purpose of decision making. |

TEACHING PEDAGODY:

1. Practical problems solve in groups
2. Doubt clearing in groups
3. Understanding real P/L account and Balance sheet of real firms.
4. Analyzing real financial statements of real firms.
5. Practical application of Tally software for Accounting for Manager
6. Project work for students.

COMPUTERS FOR MANAGERS

Paper code: CP-108

Course description:

The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the participants and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

Prerequisites: The students should have the basic knowledge of Computer knowledge

| UNIT | CONTENTS | NO. OF HOURS |
|------------|--|--------------|
| I | Computers – an introduction – Components of a computer system; generations of computers, elements of computer system, computer languages, data communications; networking – LAN & WANs. | 10 |
| II | PC-Software Packages – an introduction – disk operating system and windows; text processing software, introduction to a spreadsheet software; creation of spreadsheet applications; range, formulas, functions, data base functions in spreadsheet; graphics on spreadsheet, presentation graphics – creating a presentation on a PC. | 10 |
| III | Modes of data processing , Basics of data processing; data hierarchy & data file structures; data files-types and organizations; master & transaction file; relevance of data base management systems in business. | 8 |
| IV | Introduction to Program using C language, Program Development Life cycle; flow chart; input-process-output analysis; Programming concepts; use of files in programming, C character set, variables, data types, Decision control structure (if else, switch-case), The loop control structure, (for, while and do while loop). Array (Single Dimensional and Double Dimensional), Introduction to function, call by value, call by reference. | 12 |
| | TOTAL | 40 |

SUGGESTED READINGS

1. Burch, John and Grudnitski Gary, Information Systems: Theory and Practice, 5th ed., New York, John Wiley.
2. David, Van Over, Foundations of Business Systems, Fort Worth, Dryden, 1992.
3. Eliason, AL. On-line Business Computer Applications, 2nd ed., Chicago, Science research Associates, 1987.
4. Estrada, Susan, Connecting to the Internet, Sebastopol, CA, O'Reilly, 1993.
5. Let Us C, by Yaswant Kanitkar, BPB Publication.
6. ANSI C, By M.Kamthane.

COURSE OUTCOME:

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

| | |
|------------|---|
| CO1 | Define the role of computers and its networking process for better Management Information System & ERP of the organisation. |
| CO2 | Understand the knowledge of different software and hardware system relevant in maintaining business transaction |
| CO3 | Apply the computer knowledge with specific reference to commercial data processing systems. |
| CO5 | Evaluate data basic data processing systems and it application in the real business field for smoothly capturing data for managerial decision making process. |

Application of C programming for management process

TEACHING PEDAGOGY:

1. Use of computer labs for understanding various concepts
2. Project works by students.

SEMESTER-II

ORGANISATION EFFECTIVENESS AND CHANGE

Paper code: CP-201

Course description:

To familiarize the students with basic organizational processes to bring about organizational effectiveness and change.

Prerequisites: *The students should have the basic knowledge of organization effectiveness and other scope of organizational changes.*

| UNIT | CONTENTS | NO. OF HOURS |
|-------------|--|---------------------|
| I | Overview of Organizational Effectiveness, change and development: Meaning and approaches to organizational effectiveness, factors effecting organizational effectiveness, effectiveness through adaptive coping style, meaning, type, process of organizational change, change agent, resistance to change and overcoming resistance change, Need, steps and techniques of Organizational Development. | 10 |
| II | Organizational climate and culture, power and politics, the process of empowerment. Learning Organisation: creativity and innovation, conflict and negotiation. | 10 |
| III | Behavioural Approach to Group: Meaning and nature of group, reason for group formation, classification of group, stages of group development, group dynamics, interpersonal behaviour, Meaning, nature and process of collaborations. | 12 |
| IV | Business ethics and corporate governance, management of gender issues, cross-cultural dynamics. | 8 |
| | TOTAL | 40 |

SUGGESTED READINGS

1. Anderson, A.H. and Barker D. Effective Enterprise and Change Management, Oxford, Blackwell Publisher Ltd. 1996.
2. French, W.E. and Bell, C.H. Organization Development, New Delhi, Prentice – Hall of India, 1995.
3. Kao, S.R. etc. Effective Organization and Social Values, New Delhi, Sage, 1994.
4. Khandwalla, P.N. Organization Design for Excellence, New Delhi, Tata McGraw Hill, 1992.
5. Luthans, F. Organisational Behaviour, 7th ed., New York, McGraw Hill, 1995.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|---|
| CO1 | Define the degree of an organization attains its short-term (ends) and long-term (means) goals, the selection of which reflect strategic constituencies in the organization's environment, the self-interest of the evaluator and the life stage of the organization. |
| CO2 | Understand organisation climate and culture. How it is empowering learning atmosphere for creativity and Innovation |
| CO3 | Applying behaviour approach in the organisation for enrich interpersonal behaviour of the employees |
| CO4 | Interpreting the nature and process of collaborations for group formation |
| CO5 | Evaluate business ethics and effect on corporate governance |
| CO6 | Construct a model how to manage gender issues, cross-cultural dynamics. |

MANAGEMENT SCIENCE

Paper code: CP-202

Course description:

The objective of this course is to develop an understanding of basic management science techniques and their role in managerial decision making.

Prerequisites: *The students should have the learn basic knowledge of management science and other concepts*

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Management science – Basic concepts of management science. Linear Programming Concept, Formulation & Graphical and Simplex Solution. | 10 |
| II | Transportation Models: Concept, Formulation, Problem types: Balanced, Unbalanced, Minimization, Maximization Basic initial solution using North West Corner, Least Cost & VAM and Optimal Solution using MODI. Assignment Models: Concept, Flood's Technique / Hungarian Method, applications including Restricted & multiple assignments. | 10 |
| III | Queuing Theory: Concept, Single Server (M/M/I), Markov Chains & Simulation Techniques: Markov chains: Applications related to management functional areas. Integer programming (branch and bound algorithm), goal programming, | 12 |
| IV | PERT/CPM. Decision Theory: Concept, Decision under risk (EMV) & uncertainty and decision trees . Game Theory : Concept, 2 zero sum game with dominance, Pure & Mixed Strategy. | 8 |
| TOTAL | | 40 |

SUGGESTED READINGS

1. Budnik, Frank S. Dennis Mcleavey, Rechar Mojena Principles of Operations Research, 2nd ed., Richard Irwin, Illinois – All India Traveler Bookseller, New Delhi, 1995.
2. Gould, FJ etc. Introduction to Management Science, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1993.
3. Mathur, K and Solow, D. Management Science, Englewood Cliffs, New Jersey, Prentice Hall of Inc., 1994.
4. Narag A.S. Linear Programming and Decision Making, New Delhi, Sultan Chand, 1995.
5. Sharma, J.K. Operations Research: Theory and Applications, New Delhi, Macmillan India Ltd., 1997.

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|--|
| CO1 | Define the mathematical technique that helps businesses solve some problems they face. It helps them deal with constrained optimization situations in which they have to make the best of their resources, such as labour, given certain constraints |
| CO2 | Understand the Transportation Models for concerned with selecting the routes between supply and demand points in order to minimize costs of transportation |
| CO3 | Applying mathematical study of the formation, function, and congestion of waiting lines, or queues |
| CO4 | Interpreting examines every component of waiting in line, including the arrival process, service process, number of servers, number of system places, goal programming |
| CO5 | Evaluate the express the importance of properly framing and defining the problem prior to pursuing a decision Pure & Mixed Strategy |
| CO6 | Construct the management science approach is a type of organizational environment theory |

HUMAN RESOURCE MANAGEMENT

Paper code: CP-203

Course description:

In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

Prerequisites: The students should have the basic knowledge of concept of human resource management.

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Concepts and perspectives on human resource management, human resource manager in a changing environment. Corporate objectives and human resource planning for business management. | 10 |
| II | Methods of manpower search, attracting and selecting human resources, induction and socialization. | 10 |
| III | Manpower training and development, career succession planning, job analysis and role description performance appraisal and potential evaluation, job evaluation and wage determination. | 12 |
| IV | Employee welfare, Industrial relations and trade unions, dispute resolution and grievance management, employee empowerment. | 8 |
| | TOTAL | 40 |

SUGGESTED READINGS

1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 1997.
2. De Cenzo, DA & Robbins SP. Human Resource Management, 5th ed., New York, John Wiley, 1994.
3. Guy, V & Mattock J. The New International Manager, London, Kogan Page, 1993.
4. Holloway, J. ed. Performance Measurement and Evaluation, New Delhi, Sage, 1995.
5. Monappa, A. & Saiyadain M. Personnel Management, 2nd ed., New Delhi, Tata McGraw Hill, 1996.

E Resources:

1. <http://www.learnerstv.com/Free-Management-Video-lectures-ltv315-Page1.htm>
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=humanresource-Management>
3. <http://nptel.ac.in/courses/110105069/>
4. <http://nptel.ac.in/courses/122105020/>

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|---|
| CO1 | Define of the importance of human resource management for an organization, principles of human resource management & basics of the conceptual understanding of Human Resource Strategy. |
| CO2 | Understand the concept of the actives related to Human Resource Planning & gain an insight about different operative functions in management of human resources |
| CO3 | Applying concepts of dispute resolution and grievance management, employee empowerment of the human resources. |
| CO4 | Interpreting the strategic Human Resource planning, implementation, training and development and evaluation. |
| CO5 | Human Resource evaluation its contributions approaches & operative functions in management of human resources. |
| CO6 | Construct the mandatory settlement of an industrial dispute by tribunal & employee empowerment |

FINANCIAL MANAGEMENT

Paper code: CP-204

Course description:

The purpose of this course is to acquaint the students with the broad framework of financial decision making in a business unit

Prerequisites: *The students should have the learn aims and objective of financial management & investment methods etc.*

| UNIT | CONTENTS | NO. OF HOURS |
|-------------|---|---------------------|
| I | Aims and objectives of financial management; cost-volume-profit analysis; time value of money, Dividend Policy. | 10 |
| II | Instruments of long term finance; cost of different sources of raising capital; weighted average cost of capital; valuation and rates of return. | 10 |
| III | Operating and financial leverage, capital structure decisions, optimum capital structure. | 12 |
| IV | Investment and methods of capital budgeting decisions, short-term financing investments, management of working capital, cash, receivables and inventory management. | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. Fundamentals of Financial Management, Van Horne, Pearson
2. Essentials of Financial Management, IM Pandey, Vikas
3. Financial Management, Khan & Jain, McGraw Hill,
4. Financial Management, Srivastav & Misra, Oxford.
5. Financial Management, G Sudarsan Reddy, HPH
6. Financial Management – Tulsian (S Chand)
7. Fundamentals of Financial Management, Brigham, Cengage
8. Financial Management by Prasanna Chandra, Tata McGraw Hill
9. Financial Management, Rustogi, Galgotia Publishing.

E Resources:

1. <http://nptel.ac.in/courses/110105057/>

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|--|
| CO1 | Define of the primary objectives of financial management are: Attempting to reduce the cost of finance. Ensuring sufficient availability of funds. |
| CO2 | Understand the dealing with the planning, organizing, and controlling of financial activities like the procurement and utilization of funds |
| CO3 | Applying in the demonstrate an understanding of the overall role and importance of the finance function & communicate effectively using standard business terminology |
| CO4 | Interpreting the financial analysis is the pinpointing of the strength and weaknesses of a business undertaking by regrouping and analysis of figures contained in financial statements, by making comparisons of various components |
| CO5 | Evaluate the expert knowledge of principles and concepts used in financial management & Evaluate a company's interest rates based on its stage of development |
| CO6 | Construct ability to apply such knowledge in decision-making and overall management of an enterprise. |

MARKETING MANAGEMENT

Paper code: CP-205

Course description:

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Prerequisites: *The students should have the basic knowledge of marketing on different fields.*

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Concept, Nature and scope of marketing, corporate orientations towards the marketplace, the marketing environment and environment scanning, marketing information system and marketing research. | 10 |
| II | Understanding consumer and industrial markets, market segmentation, targeting and positioning; product decisions – product mix, product life cycle, new product development. | 10 |
| III | Promotion decision – promotion mix, advertising, sales promotion, Direct Marketing, Public Relation and personal selling. Branding and packaging, labeling decisions, pricing methods and strategies. | 12 |
| IV | Channel selection and management, wholesaling, retailing, physical distribution system, vertical marketing systems, organizing and implementing, new issues in marketing-globalization, consumerism, green marketing, legal issues. | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. Enis, B.M. Marketing Classics: A selection of Influential Articles, New York, McGraw Hill, 1991.
2. Kotler, Philip and Amstrong, G. Principles of Marketing, New Delhi, Prentice Hall of India, 1997.
3. Kotler, Philip, Marketing Management: analysis, Planning, Implementation and Control, New Delhi, Prentice Hall of India, 1994.
4. Ramaswamy, VS and Namakumari, S. Marketing Management: Planning, Control, New Delhi, MacMillan 1990.
5. Stanton, William, J. Fundamentals of Marketing, New York, McGraw Hill, 1994.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

E Resources:

1. <https://www.wrike.com/marketing-guide/marketing-management/>

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|---|
| CO1 | Define of the basic concepts of global marketing strategies implementations & determine strategies for developing new products and services that are consistent with evolving marketing needs. |
| CO2 | Understand to formulate a marketing plan including its objectives, marketing mix, strategies and criteria for its evaluation. |
| CO3 | Applying strategy designed by the organizations to help the students to quickly identify and experience their brand |
| CO4 | Interpreting Know the process of developing global marketing strategies. |
| CO5 | Evaluate wholesale is a middleman that buys its merchandise from a third party supplier and resells the merchandise to retail businesses or the end consumer. A wholesaler normally does not sell to other wholesalers. |
| CO6 | Construct to green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources |

PRODUCTION AND OPERATIONS MANAGEMENT

Paper code: CP-206

Course description:

The course is designed to acquaint the students with decision making in: Planning, scheduling and control of production and operation functions in both manufacturing and services; productivity improvement in operations through layout engineering and quality management etc; Effective and efficient flow, replenishment and control of materials with reference to both manufacturing and services organizations.

Prerequisites: The students should have the basic knowledge of production, operation management & quality management

| UNIT | CONTENTS | NO. OF HOURS |
|------|--|--------------|
| I | Production and Operations Management: Nature and scope of production and operations management , facility location, types of manufacturing systems and layouts, layout planning and analysis. | 10 |
| II | Material Handling: Principles – equipments, line balancing– problems, operation decisions – production planning and control - In mass production – in batch / job order manufacturing. | 10 |
| III | Capacity Planning: Models, process planning – aggregate planning – scheduling – maintenance management concept – work study, method study, work measurement, work sampling, work environment – industrial safety. | 12 |
| IV | Quality Management and Supply Chain Management– Concept of Supply Chain Management; Concept of Quality; Design of Quality Control System, Statistical Quality Control, Types of Control Chart – X Chart, R Chart, P Chart, TQM (Total Quality Management) Concepts, Introduction to ISO 9000 & 14000 Standards. | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. Operations Management, Mahadevan, Pearson
2. Operations Management, Chase et.al – Tata McGraw Hill.
3. Production and Operations Management, S.N Chary, Tata McGraw Hill
4. Operations Management, Meenakhi Kumari, Cengage
5. Production and Operations Management, KaniskaBedi, Oxford
6. Production and Operations Management, K. Aswathappa, K. Shridhar Bhat, HPH
7. Production & Operations Management, SP Singh, Vikas Publication
8. Production and Operations Management, Panneerselvam , PHI
9. Essentials of Operations Management by Scott T Young – Sage Publication

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|--|
| CO1 | Describe the of operational function and management in production unit and to show different evolution in manufacturing firms |
| CO2 | Understand broad idea about material management and cost reducing techniques & Understand the basic concepts of projects and its maintenance management. |
| CO3 | Applying ideas about networking and process planning. |
| CO4 | Interpreting Appreciate various facility location models and plant layout designs. |
| CO5 | Evaluate Learn the concept of integrated materials management and various inventory control techniques. |
| CO6 | Construct product designing, process designing and value engineering. |

RESEARCH METHODOLOGY

Paper code: CP-207

Course description:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Prerequisites: *The students should have the basic knowledge of scope research objectives & techniques of software application.*

| UNIT | CONTENTS | NO. OF HOURS |
|------|---|--------------|
| I | Nature and scope of research, Defining Research Problems, Statement of research Objectives, and formulation, research Process. Sample Design, Methods and Techniques of Data Collection, Questionnaire Design, Scaling Techniques, types of research. | 10 |
| II | Methods of Data Collection: Observational and survey methods, questionnaire design, attitude measurement techniques, motivational research techniques, administration of surveys, sample design. | 10 |
| III | Selecting an appropriate statistical technique, field work and tabulation of data, analysis of data, use of SPSS and other statistical software packages, advanced techniques , t-test, chi-square test, Z test, ANOVA, Discriminate Analysis: introduction, steps of two group Discriminate analysis, directions for multiple discriminate analysis , cluster analysis: concept of clustering, similarity measures, clustering techniques, mathematical model for clustering of objects into “p groups based on attributes. Factor analysis: introduction, terminologies of factor analysis. | 12 |
| IV | Report Writing: Research Proposal Writing, Report Writing, Categories of Report, Layout and Parts of a Report, Presentation of a Report, Summer Placement Report, Preparation of Dissertation | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. Andrews, F.M. and S.B. Withey, Social Indicators of Well Being, Plenum Press, NY, 1976.
2. Bennet, Roger: Management Research, ILO, 1983.
3. Fowler, Floyd J.Jr., Survey Methods, 2nd ed., Sage Pub., 1993.
4. Fox, J.A. and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986. 5. Gupta, S.P. Statistical Methods, 30th ed., Sultan Chand, New Delhi, 2001.

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|---|
| CO1 | Define the of knowledge generation process through use of scientific methodology |
| CO2 | Understand the different steps of a research process & differentiate conceptual and empirical research and the components thereof |
| CO3 | Applying advanced statistical packages for data analysis |
| CO4 | Interpreting writing a research report such as a thesis/dissertation/scholarly research article for a journal |
| CO5 | Evaluate appropriate statistical method depends on the following three things: Aim and objective of the study, Type and distribution of the data used, and Nature of the observations |
| CO6 | Construct the comprehensive layout of the research report should comprise preliminary pages, the main text and the end matter of the report. |

INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT

Paper code: CP-208

Course description:

The primary objective of this course is to acquaint the students to emerging global trends in business environment.

Prerequisites: *The students should have the basic understanding of business environment & management*

| UNIT | CONTENTS | NO. OF HOURS |
|-------------|--|---------------------|
| I | Nature, Scope and Environment of International Business: Nature and Scope of International business, Significance, stages of Internationalization, Approaches of International Business, International Business Environment, Factors of International Business, Social, Economic, Political and Cultural Environment. | 10 |
| II | Modes of International Business and Exchange Rate: Modes of Entering International Business, Country Evaluation and Selection, International Negotiation, Issues in Asset Protection, Foreign Exchange Market Mechanism, Determinants of Exchange Rate, Euro Currency Market. | 10 |
| III | World Financial Environment and IHRM : World Financial Environment, Foreign Direct Investment, Tariff and Non-Tariff Barriers to trade, Global Competitiveness Index, Role of Multinationals in the development of developing countries, International Human Resource Management (IHRM). | 12 |
| IV | Trade Blocks and WTO: International Trade Blocks- NAFTA, ASEAN, SAARC, EU, WTO, and Implications of WTO on Indian Business, WTO and dispute settlement mechanism, Export marketing - Indian and Global context. | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. International Business and Management by P.Subba Rao, HPH
2. Francis Cherunilam, International Business
3. Bhalla, V.K. and s. Shivaramu, International Business Environment and Business, New Delhi, Anmol, 1995.
4. Bhalla, V.K. International Economy: Liberalisation Process, New Delhi, Anmol, 1993.
5. Daniel, John D and Radebangh, Lee H. International Business, 5th ed., New York, Addison Wesley, 1986.
6. Eiteman, D.K. and Stopnehill, Al. Multinational Business Finance, New York, Macmillan, 1983.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

After completing this course the students should be able to:

| | |
|------------|---|
| CO1 | Define of the process of focusing on the resources of the globe and objectives of the organizations on global business opportunities and threats. |
| CO2 | Understand markets have become truly global for most goods, many services, and especially for financial instruments of all types. |
| CO3 | Applying knowledge about International business scenario, its environment, challenges and other international trade theory. |
| CO4 | Interpreting acquire information of Development and Regulations of Foreign Trade, FEMA and BOP. |
| CO5 | Evaluate Principles of Multilateral Trade Negotiations–GATT and its early Rounds–World Trade Organisation (WTO). |
| CO6 | Construct ideas about Global Ownership Strategies: Strategic Alliance |

SEMESTER – III
BUSINESS POLICY AND STRATEGIC ANALYSIS

Paper code: CP-301

Course description:

The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

Prerequisites: The students should have the basic understanding about laws and Acts based on the business enterprise.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement | 10 |
| II | Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis. | 10 |
| III | Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies, Types of renewal strategies | 12 |
| IV | Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Grand strategy selection matrix; Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH
3. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
4. Upendra Kachru: Strategic Management, Excel books
5. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management – Concepts and Cases, McGraw-Hill Companies
6. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management

(McGraw Hill Series in Management).

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the nature and importance of business Policy and strategy with company's mission and vision. |
| CO2 | Understand the concept of corporate business, function and strategy management and the criticality of a mission statement. |
| CO3 | Analysis and diagnose the company's external environmental impact on organizational policy and strategy. |
| CO4 | Apply competitive strategies for an organizational growth, stability and renewal. |
| CO5 | Evaluate the competitive strategies its offensive and defensive moves. |
| CO6 | Develop a strategic Framework to control and evaluate the function of organization and market with continuous surveillance. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

DECISION SUPPORT SYSTEMS

Paper code: CP-302

Course description:

The objective of the course is to develop the basic understanding of the decision support system of the artificial intelligence for business organization.

Prerequisites: The students should have the basic understanding about Management Information System, Database Management System and Decision Support System.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Introduction to MIS , Evolution of MIS, Need of MIS, Definition of MIS, Benefit of MIS, MIS function, objective, Characteristic , Development of Long Range Plans of the MIS, Ascertaining the Class of Information, Determining the Information Requirements, Development and Implementation of the MIS, Management of Information Quality in the MIS, Organisation for Development of MIS, MIS-Development Process Model. | 10 |
| II | Managerial decision making: Decision making process, problem solving techniques, how decisions are being supported – decisions styles group, Simon Model of decision making, features of various CBIS. Decision support system overview - relevance, scope, characteristic and capabilities, components and classification of DSS. | 10 |
| III | Database management system: Objective, characteristics, components and use of DBMS, types of database, Role of DBA. Model base management system: types of models, certainty, uncertainty, risk. | 12 |
| IV | Information Security challenges in E-enterprise: Introduction, Security Threats and Vulnerability, Controlling Security Threat and Vulnerability, Management Security Threat in E-business, Disaster Management, MIS and Security Challenges Dialog generation management system: user interface – graphic menus – forms DSS tools – DSS generators – specific DSS. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Jawadekar W. S.: Management Information System, TMH Publication.
2. Keen, peter G.W.: Decision Support System an Organisational Perspective Addison-Wesley Pub.
3. Theierauff, Robert J.: Decision Support System for effective planning – Prentice Hall – 1982.
4. Kroger, Donald W., and Hugh J. Watson: Computer Based Information System New York, 1984.
5. Davis, Michael W.: A management Approach – Macmillan Publishing company, Prentice Hall, New Jersey, 1988.
6. Andrew P.: Decision support System Engineering, Sage, John Wiley & Sons, New York, 1991.

7. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the Management Information System, Database Management System and Decision Support System. |
| CO2 | Understand the concept and importance of DSS, MIS and DMS. |
| CO3 | Analysis the Managerial Decision making process, Organisatinal MIS and DMS. |
| CO4 | Apply different models of decision making. |
| CO5 | Evaluate the capabilities, components and classification of DSS. |
| CO6 | Develop an effective MIS and DMS Model from determining organizational decision process |

TEACHING PEDAGOGY/ANDRAGOGY

1. Case study base Learning
2. Theories, based on a meta-analysis
3. Hands-on Training (Advance Excel, SPSS & Others)
4. Mentor and mentees for skill enhancement
5. Student Poster Presentations.

BUSINESS LEGISLATION

Paper code: CP-303

Course description:

The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.

Prerequisites: The students should have the basic understanding about laws and Acts based on the business enterprise.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Law of Contract (1872): Nature of contract; Classification; Offer and acceptance; Capacity of Parties to contract; Free consent; Consideration; Legality of object; Discharge of contract; Agreement declared void; Performance of Contract; Remedies for breach of contract, quasi-contracts. | 10 |
| II | The Sale of Goods Act, 1930: formation of a contract, rights of an unpaid seller, the Negotiable Instruments Act, 1981: nature and types, negotiation and assignment, holder-in-due course, dishonor and discharge of a negotiable instrument. : Contract of Agency: Mode of creating & revocation of Agency, Rights and Duties of Agents and Principals. Contract of Bailment (Rights and duties of Bailer and Bailee). | 10 |
| III | The Companies Act, 1956& Amendment 2013: Nature and types of companies, formation, memorandum and articles of association, prospectus, borrowing powers, Management and meetings, prevention of oppression and mismanagement, winding up. | 12 |
| IV | Consumer Protection Act 1986 : Meaning, Definition and Objects, Consumer Protection Councils, Consumer Disputes RedresalMachineryCyber Laws :The information Technology Act 2000 – Digital signature-Electronic Governance, Penalties and Adjudication – offences. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Tuteja, S.K. Business law for Managers, New Delhi, Sultan Chand, 1998.
2. Essentials of Mercantile Law, N.D.Kapoor, S.Chand and Sons, New Delhi
3. Business Law, Gulsan, Excell Book, New Delhi
4. Avtar Singh, Company law, 11th ed. Lucknow, Eastern, 1996.
5. Khergamwala, J.S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
6. Ramaiya, A. Guide to the Companies Act, Nagpur, Wadhwa, 1992.
7. Shah, S.M. Lectures on Company Law, Bombay, N.M. Tripathi, 1990.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the amendments and the law of contract, the Sale of goods Act 1930, The company Act 1956 and Consumer protection Act 1986. |
| CO2 | Understand the nature, faction and mechanism of these amendments and Acts. |
| CO3 | Analysis the agreement, byelaws, memorandum of association, Rule and regulations of these Acts and laws. |
| CO4 | Apply the guideline and procedure of business legislation. |
| CO5 | Evaluate the rights and duties of agents, companies, retailers, consumers. |
| CO6 | Develop a dispute redressal mechanism to address the arising disputes and misunderstanding in an organization. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

SUMMER TRAINING PROJECT REPORT & VIVA VOCE

Paper code: CP-304 (Full Marks: 100 (Project Report: 70, Viva Voce: 30))

Course description:

The candidates are required to undergo summer training for a period of six to eight weeks during the summer vacation in an organization (Service/Industry/Business) under the supervision of an officer of the organization concerned not below the rank of Deputy Manager. After the successful completion of summer training the candidate has to submit a project report to the department within 3 weeks of completion of the training.

The project report will be evaluated both by the internal examiner (HOD/Coordinator) and an External Examiner, preferably an officer of an organization, or an academician. They will also conduct the viva voce examination.

FINANCE AREA

SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

Paper code: FM-305

Course description:

The objective of this paper is to improve the skills of taking intelligent investment decisions and managing them in a rational and systematic manner. It also provides a sound intellectual framework for taking investment decisions and the ability to keep emotions from corroding that decision.

Prerequisites: The students should have the basic knowledge of securities, portfolio, stock market and investment.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Investment: Features and objectives, Alternative forms of investment, Risk & Return on investment measuring risk and return on 2 Asset on 'n' asset portfolio, Markowitz Efficient function. | 10 |
| II | Sharpe's Single Index model, Computation of Risk and Return on a portfolio, Interpretation of portfolio, Alpha, Beta, Efficient frontier with risk free lending and borrowing capital that live, securely Masher live, CAPM, pricing of securities with CAPM, Arbitrage pricing theory. | 10 |
| III | Portfolio Selection: feasible set portfolios, efficient set, utility theory, selection of optional portfolio using utility concept, Markowitz portfolio optimization, Sharpe portfolio optimization, Efficient Market Hypothesis. | 12 |
| IV | Fundamental Analysis, Economic, Industry and Company Analysis, Technical Analysis, Charting tools, Volume and price trends, technical indicators, Performance Evaluation of portfolio, portfolio management strategies | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Security Analysis & Portfolio Management, V.K.Bhalla, S.Chand
2. Security Analysis & Portfolio Management, S.Kevin, PHI
3. Investment Management(SAPM), Preeti Singh, Himalaya Publishing House
4. SAPM, K. Sasidharan, Alex K.Mathews, Tata McGraw Hill
5. Investment Management and Security Analysis, Dhanesh Kumar Khatri, Mac Millan

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the features and objectives of investment. |
| CO2 | Understand the basic concept of Security and Portfolio Management |
| CO3 | Analysis and compute the Risk and return on Portfolio with the help of various indicators and charting tools. |
| CO4 | Apply efficient set , feasible set and utility theory for making an effective Portfolio |
| CO5 | Evaluate and monitor the Portfolio performance and learn the best technique for Portfolio Management. |
| CO6 | Develop an effective strategy for investment using the technical tools of charting, indicators and volume price interpretation. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

PRODUCTION AND OPERATIONS MANAGEMENT

Paper code: FM-306

Course description:

To acquaint the students with the concept and process of corporate restructuring like Mergers and Acquisitions, takeovers, LBOs, MBOs etc Course Contents

Prerequisites: The students should have the basic knowledge of corporate restructuring, financial mergers and Acquisitions.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|---------------------|
| I | Corporate restructuring – Introduction, types of corporate restructuring, importance of corporate restructuring, reason for success of corporate restructuring, reason for failure of corporate restructuring. | 10 |
| II | Mergers and acquisitions: Types of combinations, forms of merger, significance of mergers, analysis of mergers and acquisitions | 10 |
| III | Financial aspects of mergers and acquisitions: Evaluation of merger through DCF technique, estimation of cash flow, estimation of cost of capital, estimation of terminal values, estimation of value per share | 8 |
| IV | Financing a merger, cash offer, exchange of shares, impact of EPS, merger negotiations, significance of P/E ratio, leveraged buy outs, management buy outs, tender offer, Regulation of mergers and acquisitions, accounting principle for mergers and acquisitions. | 12 |
| TOTAL | | 40 |

Suggested Readings:

1. Takeovers, Restructuring and Corporate Governance – (Person) Education Asia J. Fred Weston, Juan A. Sile, Brain A. Johnson
2. Corporate Dynamism Curo PiimpinJaico Publishing House Delhi
3. Ramanujan, Mergers ET AL Issues, Implication and Cases, Law in Corporate Restructuring, Tata McGraw Hill
4. Michel Franken, E.S.Merger and Acquisition Basic, John Willey, New Delhi
5. Blomayl and Jaridan, M &Blackwel Publisher
6. Wesdon Fred, Merger Restructuring and Corporate Control, PHI, New Delhi

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define various types of corporate restructuring. |
| CO2 | Understand the importance and reasons for corporate restructuring. |
| CO3 | Analysis the mergers and acquisitions in corporate restructuring. |
| CO4 | Apply the financial aspect of mergers and acquisitions through DCF technique. |
| CO5 | Evaluate the cash flow, capital estimate, terminal value and value per share |
| CO6 | Develop accounting principles for mergers and acquisitions in an organization. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

INTERNATIONAL ACCOUNTING

Paper code: FM-307

Course description:

The objective of this course is to acquaint the students with the accounting needs of international financial markets and to analyze the accounting measurement and reporting issues unique to multinational business transactions.

Prerequisites: The students should have the basic knowledge of accounting, financial markets and business transactions.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | International dimensions of accounting – conceptual development and comparative development patterns. | 10 |
| II | Currency transactions; – international standards and multinational corporations, | 10 |
| III | International perspective on inflation accounting; financial reporting and disclosure. | 10 |
| IV | Analyzing foreign financial statement; financial management of multinational entities, Transfer pricing | 10 |
| TOTAL | | 40 |

Suggested Readings:

1. Arpon, Jeffrey S and Radebaugh, Lee H. International Accounting and Multinational Enterprises, New York, John Wiley, 1985.
2. Choi, Frederick DS and Mueller Gerhard G. International Accounting, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984.
3. Evans, Thomas G. International Accounting & Reporting, London, MacMillian, 1985.
4. Gray, SJ. International Accounting and Transnational Decisions, London, Butterworth, 1983.
5. Holzer, H Peter, International Accounting, New York, Harper & Row, 1984.
6. A.K.Dasmohapatra, International Accounting, PHI, New Delhi (2007)

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the international dimensions of accounting, conceptual development and comparative development pattern. |
| CO2 | Understand the concept of financial accounting, inflation in market and business transactions. |
| CO3 | Analysis currency transactions with international standards and foreign financial statement. |
| CO4 | Apply these dimensions of accounting in multinational corporations. |
| CO5 | Evaluate the process of transactions. |
| CO6 | Develop a transparent decentralized management system for financial transactions. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

FINANCIAL DERIVATIVES

Paper code: FM-308

Course description:

The objectives of this course is to give an in depth knowledge of the functioning of derivative securities market.

Prerequisites: The students should have the basic knowledge of derivative securities market in the India context.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Financial Derivatives: Financial Derivatives Introduction , Definition of Financial Derivative , Features, Types of Derivatives, Basic Financial Derivatives, History of Derivatives Market, Use of Derivatives, Critiques of Derivatives. Traders in Derivative Markets, Factors contributing to the growth of Derivatives. Financial Derivatives Market in India. Forward contract, Features of Forward contract, Classification of Forward Contract | 10 |
| II | Future Market, Contracting & Pricing: Introduction, Financial Futures contracts, Types of Financial Futures, Contracts, Evolution of Futures Market in India, Operators/Traders in Future Market, Functions and growth in Future Market, Future Market trading Mechanism, Theories of Future prices. Hedging Concepts – Long, Short, Cross. Forward prices Vs Future prices | 10 |
| III | Forward and Swap Market: Module - III Forward and Swap Market: Introduction, concept, Types, Distinction between option and futures contracts, SWAP: Introduction, concept, Nature, Evolution, Features, Types of Swaps. Over view of Commodity Derivatives. | 12 |
| IV | Pricing and Trading Mechanism: Determinants of option pricing , Black – Scholes option pricing model, Binomial Option pricing model , Trading with option, Hedging with option. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Options, Futures and Other Derivatives – Hull / Basu – Pearson
2. Financial Derivatives – Theory, Concepts and problems – Gupta – PHI
3. Derivatives and Risk Management – Srivastav – Oxford
4. Options and Futures, Patwari and Bhargava, Jaico
5. Risk Management and Derivatives – Stulz – Cengage
6. Derivatives and Risk Management – Varma – TMH
7. Introduction to Derivatives, Johnson, Oxford
8. Financial Derivatives – B. Mishra / S.S. Debashis – Excel Books
9. Financial Derivatives – Kumar – PHI
10. Derivatives Simplified, Bhaskar, Mahapatra, Sage
11. Mastering Derivatives Markets, Taylor, Pearson

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define financial derivative securities and the factors contributing to the growth of derivatives Market in India. |
| CO2 | Understand the features and types of financial derivatives securities in Indian Market |
| CO3 | Analysis the Future Market contracting and pricing, analysis the trading mechanism and theories of Future price. |
| CO4 | Apply strategies for trading of derivatives in Indian Market, apply the combine hedging strategies of Future and options. |
| CO5 | Evaluate various strategies and performance of portfolio. |
| CO6 | Develop a sound strategies for trading Future, option, currency, Cash, Metal and equity in the Stock Market. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

PROJECT PLANNING, ANALYSIS AND MANAGEMENT

Paper code: FM-309

Course description:

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

Prerequisites: The students should have the basic knowledge of capital expenditure, planning and management system.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Generation and screening of project idea: Concept of project and project management, Characteristics of project, Project Family tree, Classification of Project, Project selection process, Project life cycle, Project report, Project appraisal, Tools and techniques for project management, Project manager's roles and responsibilities | 10 |
| II | Capital expenditure, importance and difficulties, market demand and situational analysis. Project financing in India, problem of time and cost overrun in public sector enterprises in India, Assessment of the tax burden | 10 |
| III | Technical analysis, financial analysis, analysis of project risk, firm risk and market risk, social cost benefit analysis, multiple projects and constraints. | 12 |
| IV | Network techniques for project management, project review and administrative aspects. Environmental appraisal of projects | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Prasana Chandra: Projects-Planning Analysis, Selection, Implementation & Review, Tata McGraw Hill, New Delhi.
2. Prasana Chandra : Financial Management, Tata McGraw Hill, New Delhi.
3. M.Shaghil and M. Mushtaque : Project Planning and Management Vol. 1
4. C. Choudhury : Project Management, Tata McGraw Hill, New Delhi – 1995
5. I.M. Pandey : Financial management, Vikas Publishing. Ed. 8.
6. Laura Brown and Tony Grundy : Strategic Project Management
7. P. Gopala Krishnan and V. Rama Moorthy : Project Management
8. Johan, M. Nicholas : Project Management for Business & Technology, Ed. 2nd.

References:

1. Bryce, M.C.: industrial Development, McGraw Hill, (inl. Ed.), New York.
2. Chandra, Prasanna: Project Preparation, appraisal and Implementation, Tata McGraw Hill, Delhi.
3. IDBI: Manual of Industrial Project Analysis in Developing Countries.
4. OECD: (i) Manual for Preparation of Industrial Feasibility Studies (ii) Guide to Practical Project Appraisal.
5. Pitalo, R.L.: Project Appraisal Techniques, Oxford and IBH.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the characteristics and classification of project Management. Define the Role and responsibilities of Project Manager. |
| CO2 | Understand the concept and important of project Management, its generation and screening. |
| CO3 | Analysis the Project section process, its life cycle and asses the roles and responsibilities of project manager. |
| CO4 | Apply technical, situational and financial analysis to implement a project activities. |
| CO5 | Evaluate and determine the risk, benefits and constrains of a project |
| CO6 | Develop Network technique for project Management and its appraisal. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

INTERNATIONAL FINANCE

Paper code: FM-310

Course description:

It provides a sound understanding of the nature and management of foreign exchange exposure, international financial markets and instruments

Prerequisites: The students should have the basic knowledge of Foreign Exchange and international market.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | International financial system and capital flows, international monetary system European monetary system | 10 |
| II | Foreign exchange markets, managing exchange rate and foreign exchange reserves, theories of exchange rates, purchasing power parity, interest rate parity and international fisher effect | 10 |
| III | Determination of exchange rates, the balance of payments accounts, supply and demand view of exchange rates, the factors affecting exchange rates, the stability of exchange rates, exchange rate forecasting | 12 |
| IV | Managing foreign exchange risk and exposure: Accounting exposure, real changes in exchange rates, Operating exposure, hedging risk and exposure | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Maurice D. Levi , International Finance, McGraw Hill, Inc., New Delhi
2. P.G.Apte, International Financial Management, Tata McGraw Hill, New Delhi
3. V.K.Bhalla, International Financial Management, Anmol Publications Pvt. Ltd, New Delhi
4. Alan C. Shapiro, Multinational Financial Management, Prentice hall of India (Pvt) Ltd, New Delhi
5. Keith Pilbeam, International Finance, McMillon Publishing House, New Delhi
6. V.Sharan, International Finance Management, PHI, New Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the international financial system and capital flow. |
| CO2 | Understand the concept and important of international monetary system. |
| CO3 | Analysis Foreign Exchange Market and determine the exchange rates. |
| CO4 | Apply demand and supply theory to manage international finance system |
| CO5 | Evaluate the factor affecting exchange rates and stability of exchange Rates. |
| CO6 | Develop a strategy for forecasting the exchange rate and managing the risk and exposure. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MARKETING AREA
CONSUMER BEHAVIOUR

Paper code: MM-305

Course description:

The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.

Prerequisites: The students should have the basic knowledge of costumer behaviour and market function.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Introduction to consumer behaviour; consumer behaviour and marketing strategy; consumer involvement, Diffusion of innovation, consumer decision making process, Factors influencing consumer decision making process | 10 |
| II | Information search process; Determinants of Behaviour- Personality, perception, attitude, learning, evaluative criteria and decision rules; consumer motivation. | 10 |
| III | Psychographics and lifestyle; reference group influence. Group influence on consumer behavior- social class, social group, opinion leaders. Family: Role and structure, Family life cycle, purchasing decision, changing role of families. | 12 |
| IV | Models of consumer behaviour; Howard-seth model, Angle-Blackwell-kollat model, Nicosia model, Family decision making model | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Assail, H. Consumer Behaviour and Marketing Action, Ohio, South western, 1995.
2. Engle, JF. Etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing, Englewood Cliffs, New Jersey, prentice Hall Inc. 1989.
4. Hawkins, DI. Etc. Consumer Behaviour: Implications for Marketing Strategy, Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the consumer behaviour and marketing strategy. |
| CO2 | Understand various determinants attesting the consumer behaviour. |
| CO3 | Analysis the personality, perception and attitude of consumer, which influences the decision making process. |
| CO4 | Apply Psychographic, opinion and lifestyle of reference group, social group, peer group, class group that influence the consumer behaviour. |
| CO5 | Evaluate the model of consumer behaviour as to measure the performance of predicted consumer behaviour. |
| CO6 | Develop a strategy and model of consumer behaviour determining the decision making process. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

ADVERTISING MANAGEMENT

Paper code: MM-306

Course description:

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising program.

Prerequisites: The students should have the basic knowledge of Marketing and advertisement.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Introduction, meaning and framework of Advertising; Advertising and its types, Advertising's role in the marketing process; legal ethical and social aspects of advertising. | 10 |
| II | Building of advertising program- message, headlines, copy, logo, illustration, appeal, layout; campaign planning; Media planning; budgeting. | 10 |
| III | Evaluation – Advertising Effectiveness tests, recognition, recall, experimental designs; Dagmar approach – determination of target audience. Overview of an Advertising Agency; Departments of an Advertising Agency; selection compensation and appraisal of an agency; | 12 |
| IV | Advertising campaign – advertising Vs consumer behavior; sales promotion – role of creative strategies; advertising – retail, national, cooperative, political, international, public service advertising, Rural Advertising | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Aaker, David A. etc. Advertising Management, 4th ed., New Delhi, Prentice Hall of India, 1985.
2. Beleh, George E and Beleh, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981.
4. Hard, Norman. The Practice of Advertising, Oxford, Butterworth Heinemann, 1986.
5. Kleppner, Otto, Advertising Procedure, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the power, types and role of advertising in the marketing process. |
| CO2 | Understand the legal ethical and social aspects of advertising. |
| CO3 | Analysis the need and influencing strategy to attract the consumers. |
| CO4 | Apply the strategy building of advertising programme with campaign planning, Media and budgeting |
| CO5 | Evaluate advertising effectiveness and performance. |
| CO6 | Develop a creating strategy for informative and attracting advertisement. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MARKETING OF SERVICES

Paper code: MM-307

Course description:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis

Prerequisites: The students should have the basic knowledge of Marketing and services.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Meaning, Definition, Characteristics of services, Comparison of goods with services. classification of services, Evolution and growth of service sector in India. Reasons behind the growth of service sector in India, 7 P's of service marketing. | 10 |
| II | Service marketing triangle, Service marketing planning, Service marketing research, Managing demand of services, Service encounter management, Strategic service marketing | 10 |
| III | Quality issue and models, GAP Analysis, SERVQUAL, New service development, Service life cycle, Service research, Service delivery channels: direct channel, franchising, agents, broker, internet channels, Channel conflicts and resolution. | 12 |
| IV | Marketing of Financial service, Tourism service, Education service, health services, Telecom services. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Lovelock, Christopher H. Managing Services : Marketing Operations and Human Resources, Englewood Cliffs, New Jersey, Prentice Hall Inc, 1999
2. Lovelock, Christopher H. Services Marketing, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993
3. McDonald, Malcolm and Payne, A. Marketing Planning for services, Butterworth, Heinemann, 1996
4. Newton MP Payne, A. The Essence of Service Marketing, New Delhi, Prentice Hall of India, 1996
5. Verma, HV, Marketing of Services, New Delhi, Global Business Press, 1993

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the concept and important of service marketing. |
| CO2 | Understand the reasons behind the growth of services sector in India and 7 P's of service marketing. |
| CO3 | Analysis the Management, and Strategies of Service Marketing |
| CO4 | Apply the demand supply theory for providing service to the costumers/clients. |
| CO5 | Evaluate the quality issue, gap, model, delivery channel, conflict and resolutions of Service Marketing. |
| CO6 | Develop strategy and model of SERVQUAL to implement in Financial, Tourism, Education, Health and Telecom Service. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

INTERNATIONAL MARKETING

Paper code: MM-308

Course description:

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

Prerequisites: The students should have the basic knowledge of marketing, packaging delivering of product and service.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | International marketing – definition, concept and setting; distinctions between international trade, marketing and business; economic environment of international marketing, Trading partners – bilateral trade agreements. | 10 |
| II | International institutions – World Bank, IMF, UNCTAD, WTO, customs union, common markets, free trade zones, economic communities; constraints on international marketing – fiscal and non-fiscal barriers, non-tariff barriers. Commodity agreements and GSP; India and World trade. | 10 |
| III | Import and export policy, direction and quantum of India's export; institutional infrastructure for export promotion; export promotion councils, public sector trading agencies, ECGC, commodity boards etc; procedure and documents – registration of exporters, export quotations, production and clearance of goods for exports, shipping and transportation, insurance, negotiation of documents. | 12 |
| IV | Instruments of payments – open account, bills of exchange; letter of credit – export finance; international marketing mix – identification of markets, product policy, international product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business; marketing of joint ventures and turnkey projects. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success, University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren, Global Marketing Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw, JJ, International Marketing: Analysis and Strategy, New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H.: International Marketing, Prentice Hall.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the concept of international marketing and international institutions. |
| CO2 | Understand policy and procedures of import and export business, ECGC, commodity boards etc. |
| CO3 | Analysis the constraints on international Marketing like fiscal and non fiscal barriers, non-tariff barriers. |
| CO4 | Apply the international marketing practice in domestic business |
| CO5 | Evaluate the performance of promotional infrastructure of import-export marketing |
| CO6 | Develop a strategy for effective promotion, pricing and distribution for international business |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

SALES AND DISTRIBUTION MANAGEMENT

Paper code: MM-309

Course description:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Prerequisites: The students should have the basic knowledge of Sales and distribution Management, and different market channels.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Nature and scope of sales management; setting and formulating personal selling objectives; recruiting and selecting sales personnel; developing and conducting sales training programmes. | 10 |
| II | Designing and administering compensation plans; supervision of salesmen; motivating sales personnel; sales meetings and sales contests; designing territories and allocating sales efforts; objectives and quotas for sales personnel; Developing and managing sales evaluation programme. | 10 |
| III | An overview of marketing channels, their structure, functions and relationships; channel intermediaries – wholesaling and retailing; logistics of distribution; channel planning, organizational patterns in marketing channels; managing marketing channels. | 12 |
| IV | Marketing channel policies and legal issues; information system and channel management; assessing performance of marketing channels; international marketing channels. Digital Marketing channels | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Anderson, R. Professional Sales Management, Englewood Cliffs, New Jersey, Prentice Hall of Inc., 1992.
2. Anderson, R. Professional Personal Selling, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, RH and Stanton, WJ. Management of Sales Force, Homewood Illinois, Richard D. Irwin, 1983.
4. Dalrymple, DJ. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the nature and scope of Sales Management and Distribution Management. |
| CO2 | Understand the formulating process and personal selling objectives |
| CO3 | Analysis the supervision of salesman and introduce programmes. |
| CO4 | Apply attractive strategies for wholesaling and retailing and logistic of distribution. |
| CO5 | Evaluate and asses the performance of Marketing channels |
| CO6 | Develop a information system and channel Management system to monitor the abidance of the polices and legal Acts. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

PRODUCTION AND OPERATIONS MANAGEMENT

Paper code: MM-310

Course description:

The course will focus on manufacturers' perspective on retailers and understanding of the retail business.

Prerequisites: The students should have the basic knowledge of production manufacturing and retailer business.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | An introduction to the retailing system, retailing mix – social forces – economic forces – technological force – competitive forces; retailing definition, structure, different formats – marketing concepts in retailing. | 10 |
| II | Consumer purchase behaviour – cultural and social group influence on consumer purchase behaviour; retail store location – traffic flow and analysis – population and its mobility – exteriors and layout – customer traffic flows and pattern – creative display. | 10 |
| III | Merchandise planning – stock turns, credit management, retail pricing, return on per sq. feet of space – retail promotions – staying ahead of competition. Supply chain management – warehousing – role of IT in supply chain management; franchising. | 12 |
| IV | Direct marketing / direct selling – exclusive shops – destination stores – chain stores – discount stores and other current and emerging formats – issues and options; retail equity, technology in retailing – retailing through the internet. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Diamond Allen, Fashion Retailing, Delmar Pub., 1993.
2. Diamond, Jay and Gerald Pintel Retailing, Prentice Hall, NJ, 1996.
3. Drake, Mary Francis, J.H. Spooone and H. Greenwald Retail Fashion, Promotion, and Advertising, Macmillan, NY, 1992.
4. Levy, Michael & Barton a. Weitz Retailing Management, 2nd ed. Irwin, London, 1995.
5. Morgenstein, Melvin and HarriatStrongin Modern Retailing

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the formats and structure of market retailing. |
| CO2 | Understand the consumer purchase behaviour; cultural and social group influence. |
| CO3 | Analysis the traffic flow, pattern, population and its mobility. |
| CO4 | Apply strategy like creative display, retail discount pricing and offers to attract consumer. |
| CO5 | Evaluate Role of IT in Supply chain management and Direct Marketing and Selling |
| CO6 | Develop a modern strategy for retailing through using internet |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

HUMAN RESOURCE MANAGEMENT AREA
MANAGEMENT OF INDUSTRIAL RELATIONS

Paper code: HR-305

Course description:

Organisational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

Prerequisites: The students should understand the basic concept of industries, Trade Union and organizational Management.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Industrial Relations Perspectives: Industrial relations and the emerging socio-economic scenario, industrial relations and the state. Industrial relations system in India: Structure and its evolution; Major contemporary developments in global economy and their impact on industrial relations scenario in India. | 10 |
| II | Legal Frame Work of Industrial Relations: Role and future of trade unions, trade union and employee management. Forms and trends of industrial conflicts and collaboration; Emerging trends in Union-Management relations. | 10 |
| III | Discipline and Grievance management: Negotiation and collective settlements. Employee empowerment and quality management, technology and industrial relations. | 12 |
| IV | Participative management: Rationale, Issues and for participation, Strategies for making participation effective. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Venkataratnam, C. S. *Industrial Relations: Text and Cases*. Delhi. Oxford University Press.
2. Bray, M, Deery.S, Walsh.J, and Waring P, *Industrial Relations: A Contemporary Approach*, Tata Mc Graw Hill.
3. Dwivedi, R.S., *Managing Human Resources: Industrial Relations in Indian Enterprises*, New Delhi, Galgotia Publishing Company.
4. Singh, P., & Kumar, N. *Employee Relations Management*. New Delhi: Pearson Education India.
5. Mamoria C.B. & S. Mamoria: *Dynamics of Industrial Relations in India*. Mumbai. Himalaya Publishing House.
6. Niland R. et. al. *The Future of Industrial Relations*, New Delhi. Sage.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the importance of Human Resource Planning for an organization. |
| CO2 | Understand various legal frame work of Industrial Relation |
| CO3 | Analysis the role and future of trade unions and employee Management. |
| CO4 | Apply Skills for fair negotiation and collective settlement. |
| CO5 | Evaluate employee empowerment and quality Management in view of industrial relation. |
| CO6 | Design an effective strategy for developing participation Management System. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

PERFORMANCE AND COMPENSATION MANAGEMENT

Paper code: HR-306

Course description:

The objective is to enable the students to get an idea about the different compensation policy of organization practice in India.

Prerequisites: The students should have the basic view about performance and compensation Management.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Conceptual Framework of Performance Management: Definition, scope, purpose and objectives of performance management, performance management cycle. Modes and strategies to improve performance management | 10 |
| II | Performance Management Process: Criteria, types of measure, performance standards, competence and competence analysis, performance coaching, mentoring and counselling, performance problem solving. | 10 |
| III | Implementation and Issues in Performance Management: Implementing performance management system- Strategies and challenges; Performance management practices in Indian organizations. | 12 |
| IV | Compensation Management: Compensation management process, Forms of pay, Financial and nonfinancial compensation. Compensation Strategies, Assessing job values & relativities. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Armstrong, M. & Baron, A., *Performance management and development*, Jaico Publishing House, Mumbai.
2. Bagchi, S. N., *Performance management*, C engage Learning India.
3. Bhattacharyya, D.K., *Performance management systems and strategies*, Pearson Education.
4. Robert B., *Performance management*, McGraw-Hill Education India.
5. Henderson, R.I. *Compensation Management in a Knowledge Based World*. New Delhi: Pearson Education

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the conceptual framework of Performance Management in an organisation |
| CO2 | Understand various strategies and modes to improve performance Management |
| CO3 | Analysis the criteria, types of measure, performance standard and competency. |
| CO4 | Apply mentoring and counselling strategy for solving problems. |
| CO5 | Evaluate the challenges and practices of Performance Management in India. |
| CO6 | Develop a Compensation strategy for family and relative of job holding staff. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

Paper code: HR-207

Course description:

Understanding of the legal framework is important for the efficient decision making relation to man management and industrial relations. The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

Prerequisites: The students should have the basic understanding of legal framework and human relationships.

| UNIT | CONTENTS | NO. OF HOURS |
|------|--|--------------|
| I | Emergence and objectives of labour laws and their socio-economic environment, industrial relations laws– laws relating to industrial disputes, trade unions, and standing orders. | 10 |
| II | Laws relating to discharge, misconduct, domestic enquiry, disciplinary action. Social Security Laws: laws relating to workmen's compensation, employees' state insurance, provident fund, gratuity and maternity relief. | 10 |
| III | Theories of Wage Determination: The law of minimum wages, payment of wages, payment of bonus. Wage Structure and Wage Analysis. | 12 |
| IV | Law relating to Working Conditions: The laws relating to factories, establishment, and contract labour. Principle of Equal Pay for Equal Work; Overview of Incentive Wage Plans. | 8 |
| | TOTAL | 40 |

Suggested Readings:

1. Ghaiye, BR. Law and Procedure of Departmental Enquiry in Private and Public Sector, Lucknow, Eastern Law Company, 1994.
2. Malhotra, O.P. The law of Industrial Disputes, Vol. I and II, Bombay, N.M. Tripathi, 1985.
3. Malik, PL. Handbook of Industrial Law, Lucknow, Eastern Book, 1995.
4. Saini, Debi S. Labour judiciary, Adjudication and Industrial Justice, New Delhi, Oxford, 1995.
5. Saini, Debi S. Redressal of Labour Grievances, Claims and Disputes, New Delhi, Oxford & IBH, 1994.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the emergence of legal frame work at work place. |
| CO2 | Understand about the laws and policies |
| CO3 | Analysis the Wage and work to determine weightage of equality. |
| CO4 | Apply the policies to protect the rights of the employees in an organization. |
| CO5 | Evaluate the incentives/wages of Male and female workers by the theories of wage determination |
| CO6 | Develop a strategy/principle of Incentive Wage Plan and Equal pay for equal Work in an organization. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MANAGEMENT TRAINING AND DEVELOPMENT

Paper code: HR-308

Course description:

The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and processes.

Prerequisites: The students should have the basic knowledge of management Training and development.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Introduction: Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; | 10 |
| II | Training Process: Establishing objectives (Pre-training), Training, Post-training, Training methods, trainer and training style. | 10 |
| III | Evaluation of Training and Development: Reasons and evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Model of Training Effectiveness; Models of Evaluation: Kirkpatrick's model, Kaustmanis five level evaluation, the CIRO Approach of Evaluation. | 12 |
| IV | Training & Learning: Cost of Training, Training aids, training needs assessment, training design. Adult learning, learning theory, learning curve, team building in Indian organization, management of corporate culture. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Prior, John, *Handbook of Training and Development*, Jaico Publishing House, Bombay.
2. Trvelove, Steve, *Handbook of Training and Development*, Blackwell Business.
3. Warren, M.W. *Training for Results*, Massachusetts, Addison-Wesley.
4. Craig, Robert L., *Training and Development Handbook*, McGraw Hill.
5. Garner, James, *Training Interventions in Job Skill Development*, Addison-Wesley.
6. Kenney, John; Donnelly, Eugene L. and Margaret A. Reid, *Manpower Training and Development*, London Institute of Personnel Management.

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the concepts and rationale of training and development in an organization. |
| CO2 | Understand the training and development polices. |
| CO3 | Analysis the pre and post training data to understand the knowledge gained by employees |
| CO4 | Apply reason and various models to measure the development in an organization. |
| CO5 | Evaluate the effectiveness of training and performance of employee after training. |
| CO6 | Develop a training module for assessing the adult learning, team building in an organization. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

HUMAN RESOURCE DEVELOPMENT: STRATEGIES AND SYSTEM

Paper code: HR-309

Course description:

The purpose of this course is to facilitate an understanding of the concepts, methods and strategies for HRD.

Prerequisites: The students should have the basic knowledge of HR management and development, Planning, strategy and System.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | Concept; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes. | 10 |
| II | HRD Process: Designing and developing effective HRD programs; Implementing HRD programs; evaluating effectiveness of HRD Programs; HRD Audit; HRD and Scorecard, Management Development: Evaluation of Management Development, and Techniques of Management Development. | 10 |
| III | HRD Staffing: Staffing HRD functions, Developing HRD strategies, HRD for Workers. Development of HRD System: Process of HRD, The systems of HRD, HRD Matrix, HRD Planning. Organizational Development: Meaning of OD, Nature of OD, Objectives of OD, OD Interventions, OD Models, Benefits from OD. | 12 |
| IV | Quality Work life and HRD: Total Quality Management and HR, Performance Management System, case studies of HRD in Indian Organisations. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Human Resource Development, Dr. Lalitha Balkrishnan & S. Srividhya, HP
2. Personnel and Human Resource Management, P.Subarao
3. Human Resource Audit, T.V.Rao
4. Human Resource Development, T.V.Rao

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the relationship between HRM and HRD in an organization |
| CO2 | Understand the HRD mechanisms, process and outcomes. |
| CO3 | Analysis the process of HRD programme |
| CO4 | Apply the various techniques and tools for management of HRD. |
| CO5 | Evaluate the performance of an organization through various matrix |
| CO6 | Develop OD models to diagnose and intervene to improve the quality and performance of Human Resource in an organization |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

HUMAN RESOURCE PLANNING AND DEVELOPMENT

Paper code: HR-310

Course description

The purpose of this course is to facilitate an understanding of the concepts, methods and strategies for HRD

Prerequisites: The students should be familiar with the concept of HR, Planning and development.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Basic Concept need and Process of HRP: Objectives and importance of HRP, Barriers of HRP, Level of HRP, Factors affecting HRP, Corporate planning and HR Planning. | 10 |
| II | Behavioural Factors in Human Resource Planning: Wastage analysis, retention strategy, redeployment and exit strategy. Approaches to Analyzing Job: Method of collecting information on job analysis, steps in job analysis process, changing nature of roles. | 10 |
| III | Career Management: Career, career Management, models career planning, career stages, career development, succession planning, performance appraisal planning. | 8 |
| IV | Measurement in HR Planning: Human resources information system, human resources accounting, Human Resource cost. HRP of Transfer, Promotions and Job Rotation, Skills and Multi-skilling | 12 |
| TOTAL | | 40 |

Suggested Readings:

1. Gordon Mc Beath “ The Handbook of Human Resource Planning”
2. Bhattachary Dipak Kumar “Human Resources Planning”, Excel Books
3. Human Resources Management, S.S.Khanka, Sultan Chand
4. Werner J. M., DeSimone, R.L., *Human resource development*, South Western.
5. Nadler, L., *Corporate human resources development*, Van Nostrand Reinhold.
6. Mankin, D., *Human resource development*, Oxford University Press India.
7. Haldar, U. K., *Human resource development*, Oxford University Press India.
8. Rao, T.V., *Future of HRD*, Macmillan Publishers India.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the importance and basic concept of Human Resource Planning. |
| CO2 | Understand the barriers and levels of Human Resource Planning |
| CO3 | Analysis the factors affecting human resource Planning in corporate |
| CO4 | Apply various strategy in defining the roles of human resource in an organization |
| CO5 | Evaluate effectiveness of Human Resource Plan and appraise the performance accordingly. |
| CO6 | Develop a strategy for assigning, deploying, appraising Human Resource in an organization. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

SEMESTER – IV

CORPORATE EVOLUTION AND STRATEGIC MANAGEMENT

Paper code: CP-401

Course description:

The objective of this course is to develop understanding about strategic processes and their impact on a firm.

Prerequisites: There should be an understanding of basic concept of Corporate, Company, Organization, Management, Human Resource, Strategic planning.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Nature and scope of strategic management; strategic intent and vision; concept of core competence, capability and organizational learning. | 10 |
| II | ENVIRONMENTAL ANALYSIS & COMPETITIVE ADVANTAGE: External & Internal Environment – Strategic Advantage Profile (SAP), Environmental Threat Opportunity Profile (ETOP), SWOT Analyses - Porter's Five Forces Model-Strategic Groups; Competitive Changes during Industry Evolution-Globalization and Industry Structure. | 12 |
| III | Strategy evaluation and Control; chief executive and board; work of top management; turnaround management. BCG Matrix and GE 9 Cell Model -Mc Kinsey's 7s Framework | 8 |
| IV | Management of strategic change; mergers and acquisitions; strategic management in an international firm; strategy and corporate evolution in Indian context. | 10 |
| TOTAL | | 40 |

Suggested Readings:

1. Chakravorty, S.K. Managerial Transformation through Values, New Delhi, Sage, 1993.
2. David Fred, Strategic Management, 7th ed., Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.
3. Drucker, Peter F. The Changing World of the Executive, New York, Time Books, 1982.
4. Hamel, G and Prahalad, C.K. Competing for the Future, Boston, Harvard Business School Press, 1994.
5. Jemison, D.B. and Haspeslagh, P.C. Managing Acquisitions: Creating Value through Corporate Renewal, New York, Free Press, 1991.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

References from: BPUT

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the nature and scope of Strategic Management with organizational core competence, capability and learning |
| CO2 | Understand the external and internal environment of an organization. |
| CO3 | Analysis the strength, weakness, opportunities and threat of an organization by using various tools like SAP,ETOP,SWOT etc. |
| CO4 | Apply various matrix and models like BCG Matrix and GE 9 Cell Model to know the status of organization. |
| CO5 | Evaluate the performance of organization by using different tools and techniques. |
| CO6 | Develop a strategy to control and management mergers and acquisitions. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

PROJECT STUDY & VIVA VOCE

(Full Marks: 200 (Project Report: 140, Viva Voce: 60))

Paper code: CP-402

Course description:

The candidates are required to take up a project under the supervision of the HOD/Coordinator or his/her nominee and submit a dissertation within the time to be notified by the department. The dissertation shall be evaluated by both the internal (supervisor) and the External Examiner who will also conduct the viva voce examination

MINOR SPECIALISATION AREA

FINANCE

SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

Paper code: FM-403

Course description:

The objective of this paper is to improve the skills of taking intelligent investment decisions and managing them in a rational and systematic manner. It also provides a sound intellectual framework for taking investment decisions and the ability to keep emotions from corroding that decision.

Prerequisites: Students should have the knowledge of securities, portfolio, stock market nationally and internationally.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Investment: Features and objectives, Alternative forms of investment, Risk & Return on investment measuring risk and return on 2 Asset on 'n' asset portfolio, Markowitz Efficient function. | 10 |
| II | Sharpe's Single Index model, Computation of Risk and Return on a portfolio, Interpretation of portfolio, Alpha, Beta, Efficient frontier with risk free lending and borrowing capital that live, securely Masher live, CAPM, pricing of securities with CAPM, Arbitrage pricing theory. | 10 |
| III | Portfolio Selection: feasible set portfolios, efficient set, utility theory, selection of optional portfolio using utility concept, Markowitz portfolio optimization, Sharpe portfolio optimization, Efficient Market Hypothesis. | 12 |
| IV | Fundamental Analysis, Economic, Industry and Company Analysis, Technical Analysis, Charting tools, Volume and price trends, technical indicators, Performance Evaluation of portfolio, portfolio management strategies | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. After completing this course the students should be able to:
2. Security Analysis & Portfolio Management, V.K.Bhalla, S.Chand
3. Security Analysis & Portfolio Management, S.Kevin, PHI
4. Investment Management(SAPM), Preeti Singh, Himalaya Publishing House
5. SAPM, K. Sasidharan, Alex K.Mathews, Tata McGraw Hill
6. Investment Management and Security Analysis, Dhanesh Kumar Khatri, Mac Millan
7. Investment Management, Yogesh Maheshwari, PHI Pvt.Ltd.

Reference from: BPUT Odisha

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the features and objectives of securities and Portfolio Management. |
| CO2 | Understand the alternative forms of investments, risks and returns. |
| CO3 | Analysis the Risk and Return on a portfolio through technical chartings. |
| CO4 | Apply Arbitrage pricing theory, Alpha and Beta to make effective Portfolio. |
| CO5 | Evaluate the performance of portfolio with weightage of Alpha and Beta. |
| CO6 | Develop a strategy of managing portfolio effectively. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

INTERNATIONAL FINANCE

Paper code: FM-404

Course description:

It provides a sound understanding of the nature and management of foreign exchange exposure, international financial markets and instruments

Prerequisites: There should be an understanding of basic knowledge of finance, capital and market foreign exchange among the students.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | International financial system and capital flows, international monetary system European monetary system | 10 |
| II | Foreign exchange markets, managing exchange rate and foreign exchange reserves, theories of exchange rates, purchasing power parity, interest rate parity and international fisher effect. | 10 |
| III | Determination of Exchange Rates: the balance of payments accounts, supply and demand view of exchange rates, the factors affecting exchange rates, the stability of exchange rates, exchange rate forecasting. | 12 |
| IV | Managing Foreign Exchange Risk and Exposure: Accounting exposure, real changes in exchange rates, Operating exposure, hedging risk and exposure. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Maurice D. Levi , International Finance, McGraw Hill, Inc., New Delhi
2. P.G. Apte, International Financial Management, Tata McGraw Hill, New Delhi
3. V.K. Bhalla, International Financial Management, Anmol Publications Pvt. Ltd, New Delhi
4. Alan C. Shapiro, Multinational Financial Management, Prentice hall of India (Pvt) Ltd, New Delhi
5. Keith Pilbeam, International Finance, McMillon Publishing House, New Delhi
6. V.Sharan, International Finance Management, PHI, New Delhi

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the international financial system, capital flows and monetary system. |
| CO2 | Understand the foreign Exchange Markets |
| CO3 | Analysis the purchasing power parity and interest rate parity at international level. |
| CO4 | Apply theory of exchange rate to forecast the exchange rate. |
| CO5 | Evaluate the factor affecting the determination of Exchange Rates |
| CO6 | Develop a strategy to Manage and forecast the Risk and exposure of Foreign Exchange Rate |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MANAGEMENT CONTROL SYSTEM

Paper code: FM-405

Course description:

The main objective this course is to appraise the students about the concept of management control system as well as its role in efficient management of public system organization

Prerequisites: The students should have the understanding of Management, govt./private/Nonprofit organization, and control system.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Management Control: An overview, nature, scope and concept of management control system, organization goals, strategic planning and implementations, organization structure, contingency theory, organizational climate, position of controller in the organization structure of an organization. | 10 |
| II | Management Control Process: Programming, budgetary planning and procedures, budgetary control, analysis of variances, flexible budgeting, zero-base budgeting, performance budgeting, accounting aspects of control including internal audit and control and value for money, analysis and reporting, variance reporting. | 10 |
| III | Management Control Structure: responsibility centre, responsibility accounting, cost centre, profit centre, inter-divisional transfer pricing, and measurement of divisional performance including performance evaluation– qualitative and quantitative, investment centre. Management Control in Specialized Organization: Selected case studies on non-profit and public service organizations. | 12 |
| IV | Behavioural Aspects of Management Control: Motivation and morale, goal congruency, participative and responsive management, human as part of information process, learning curves. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Anthony, R.N. and Govindrajan V. Management Control Systems, 8th ed., Taraporevala, Chicago, Irwin, 1995
2. Emmanuel, C and Otley, D. Accounting for Management Control, London, Nostrand Reinhold, 1985
3. Ghosh, P.K. and Gupta, G.S. Cost Analysis and Control, New Delhi, Vision 1985
4. Glynn, JJ. Value for Money, Auditing in Public Sector, London, Prentice Hall Inc., 1985
5. Hersey, P and Blanchard, HB.- “Management of Organisation Behaviour: Utilizing Human Resources”, New Delhi, Prentice Hall of India, 1988

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the nature and scope of Management Control System. |
| CO2 | Understand organizational goals, strategic planning, implementing, structure etc. |
| CO3 | Analysis Programming budgetary Plan to expose for further organizational planning. |
| CO4 | Apply internal audit report to control the value of money. |
| CO5 | Evaluate the qualitative and quantitative performance of Management Control Structure. |
| CO6 | Develop a model for measuring Human Behaviour aspect of Management control. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MARKETING AREA
ADVERTISING MANAGEMENT

Paper code: MM-403

Course description:

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

Prerequisites: The students must have the basic knowledge of Advertising and Marketing.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Introduction, meaning and framework of Advertising; Advertising and its types, Advertising's role in the marketing process; legal ethical and social aspects of advertising. | 10 |
| II | Building of advertising programme-message, headlines, copy, logo, illustration, appeal, layout; campaign planning; Media planning; budgeting. | 10 |
| III | Evaluation – Advertising Effectiveness tests, recognition, recall, experimental designs; Dagmar approach – determination of target audience. Overview of an Advertising Agency; Departments of an Advertising Agency; selection compensation and appraisal of an agency; | 12 |
| IV | Advertising campaign – advertising Vs consumer behavior; sales promotion – role of creative strategies; advertising – retail, national, cooperative, political, international, public service advertising, Rural Advertising. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Aaker, David A. etc. Advertising Management, 4th ed., New Delhi, Prentice Hall of India, 1985.
2. Beleh, George E and Beleh, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981.
4. Hard, Norman. The Practice of Advertising, Oxford, Butterworth Heinemann, 1986.
5. Kleppner, Otto, Advertising Procedure, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the meaning and framework of advertising and its role in a business. |
| CO2 | Understand the legal and ethical entities involve in marketing advertisement. |
| CO3 | Analysis the targeted audience behaviour and attitude toward |
| CO4 | Apply skills and techniques in building advertising programmes with adequate headlines, messages, logo, appeal and layout. |
| CO5 | Evaluate the impact of advertisement in the life of individuals. |
| CO6 | Develop a creative strategy for advertising campaign to attract the consumer about the product and service. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

INTERNATIONAL MARKETING

Paper code: MM-404

Course description:

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

Prerequisites: The students should have the basic knowledge of Marketing, that there are policies for import and export with a valid payment exchange system.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|--------------|
| I | International marketing – definition, concept and setting; distinctions between international trade, marketing and business; economic environment of international marketing, Trading partners – bilateral trade agreements. | 10 |
| II | International institutions – World Bank, IMF, UNCTAD, WTO, customs union, common markets, free trade zones, economic communities; constraints on international marketing – fiscal and non-fiscal barriers, non-tariff barriers. Commodity agreements and GSP; India and World trade. | 10 |
| III | Import and export policy, direction and quantum of India’s export; institutional infrastructure for export promotion; export promotion councils, public sector trading agencies, ECGC, commodity boards etc; procedure and documents – registration of exporters, export quotations, production and clearance of goods for exports, shipping and transportation, insurance, negotiation of documents. | 12 |
| IV | Instruments of payments – open account, bills of exchange; letter of credit – export finance; international marketing mix – identification of markets, product policy, international product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business; marketing of joint ventures and turnkey projects. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success, University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren, Global Marketing Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw, JJ, International Marketing: Analysis and Strategy, New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H.: International Marketing, Prentice Hall.

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the concept and settings of international Marketing. |
| CO2 | Understand the concept of modern Marketing Management System with the implementation of international practice in domestic business. |
| CO3 | Analysis the fiscal and non-biscal barriers of international institutions. |
| CO4 | Apply the import and export policies to do promotion of international marketing system |
| CO5 | Evaluate genuineness of payment instruments; bill of exchange; letter of credit etc |
| CO6 | Develop a product life cycle with promotion, pricing and distribution strategy. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

SALES AND DISTRIBUTION MANAGEMENT

Paper code: MM-405

Course description:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Prerequisites: Having basic knowledge of Sales and Distribution of the students will further enhance with managerial aspect for better understanding and experience.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|---------------------|
| I | Nature and scope of sales management; setting and formulating personal selling objectives; recruiting and selecting sales personnel; developing and conducting sales training programme | 10 |
| II | Designing and administering compensation plans; supervision of salesmen; motivating sales personnel; sales meetings and sales contests; designing territories and allocating sales efforts; objectives and quotas for sales personnel; Developing and managing sales evaluation programme | 10 |
| III | An overview of marketing channels, their structure, functions and relationships; channel intermediaries – wholesaling and retailing; logistics of distribution; channel planning, organizational patterns in marketing channels; managing marketing channels. | 12 |
| IV | Marketing channel policies and legal issues; information system and channel management; assessing performance of marketing channels; international marketing channels. Digital Marketing channels | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Anderson, R. Professional Sales Management, Englewood Cliffs, New Jersey, Prentice Hall of Inc., 1992.
2. Anderson, R. Professional Personal Selling, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, RH and Stanton, WJ. Management of Sales Force, Homewood Illinois, Richard D. Irwin, 1983.
4. Dalrymple, DJ. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986.

Reference: Sambalpur University, Utkal University & B.P.U.T

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the nature and scope of Sales Management. |
| CO2 | Understand the concept of compensation and sales discounts. |
| CO3 | Analysis and assess the basic need of customer, structure of policies of the region to increase the Sales. |
| CO4 | Apply various Sales strategies to make the produce and service appealing to the consumers |
| CO5 | Evaluate the performance of latest technologies in Sales and distribution Management at international level |
| CO6 | Develop a successful Sales strategy |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

HUMAN RESOURCE PLANNING AND DEVELOPMENT

Paper code: HR-403

Course description:

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of human resource planning and development.

Prerequisites: The students should have the basic knowledge of Human Resource and concept of Planning.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Basic Concept need and Process of HRP: Objectives and importance of HRP, Barriers of HRP, Level of HRP, Factors affecting HRP, Corporate planning and HR Planning. | 10 |
| II | Behavioural Factors in Human Resource Planning: Wastage analysis, retention strategy, redeployment and exit strategy. Approaches to Analyzing Job: Method of collecting information on job analysis, steps in job analysis process, changing nature of roles. | 10 |
| III | Career Management: Career, career Management, models career planning, career stages, career development, succession planning, performance appraisal planning. | 12 |
| IV | Measurement in HR Planning: Human resources information system, human resources accounting, Human Resource cost. HRP of Transfer, Promotions and Job Rotation, Skills and Multi-skilling. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Gordon Mc Beath “The Handbook of Human Resource Planning”
2. Bhattachary Dipak Kumar “Human Resources Planning”, Excel Books
3. Human Resources Management, S.S.Khanka, Sultan Chand

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the basic concept of Human Resource Planning and Development with the assessment of need and process. |
| CO2 | Understand the importance of HRP level, barriers and factors affecting it in corporate world. |
| CO3 | Analysis the behavioural factor of Human Resource based on attitude and thought process, |
| CO4 | Apply strategies and methods to gather information which would help in making further decision taking. |
| CO5 | Evaluate the career performance with using various strategies to alter the career if needed. |
| CO6 | Develop a multi-skilling strategy for HRP and performance appraisal |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

MANAGEMENT TRAINING AND DEVELOPMENT

Paper code: HR-404

Course description:

The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and processes.

Prerequisites: There should be a level of understanding about the concept of Human Resource Management, Training and Development.

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|--|--------------|
| I | Introduction: Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; | 10 |
| II | Training Process: Establishing objectives (Pre-training), Training, Post-training, Training methods, trainer and training style. | 8 |
| III | Evaluation of Training and Development: Reasons and evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Model of Training Effectiveness; Models of Evaluation: Kirkpatrick's model, Kaustmanis five level evaluation, the CIRO Approach of Evaluation. | 12 |
| IV | Training & Learning: Cost of Training, Training aids, training needs assessment, training design. Adult learning, learning theory, learning curve, team building in Indian organization, management of corporate culture. | 10 |
| TOTAL | | 40 |

Suggested Readings:

1. Lynton :Pareekuday "Training for development"
2. Dr. B. Rathan Reddy "Effective Human Resource Training and Development strategy(HPH)
3. R.K.Sahu "Training for development"

COURSE OUTCOME

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

| | |
|------------|---|
| CO1 | Define the concept and rational of Training and Development System in an organization. |
| CO2 | Understand various style of Managing training and development. |
| CO3 | Analysis and establish objectives from pre and post training data. |
| CO4 | Apply various training modules to gain insight about how to design and implement training program successfully. |
| CO5 | Evaluate various models and theories like CIRO approach for effective training Management and development. |
| CO6 | Develop a training module in Indian organization and corporate context. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**

HUMAN RESOURCE DEVELOPMENT: STRATEGIES AND SYSTEM

Paper code: HR-405

Course description:

The purpose of this paper is to facilitate an understanding of the concepts, methods and strategies for HRD. The professionals have to know how important of Human Resource Development in an organization. This focuses on the individual growth which ultimately leads to the organisational growth. The students will learn the tools of making scientific strategy for HRD.

Prerequisites: The student must have the basic understanding of Human Resource Management and Development

| UNIT | CONTENTS | NO. OF HOURS |
|--------------|---|---------------------|
| I | Concept: Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes. | 10 |
| II | HRD Process: Designing and developing effective HRD programs; Implementing HRD programs; evaluating effectiveness of HRD Programs; HRD Audit; HRD and Scorecard, Management Development: Evaluation of Management Development, and Techniques of Management Development | 10 |
| III | HRD Staffing: Staffing HRD functions, Developing HRD strategies, HRD for Workers. Development of HRD System: Process of HRD, The systems of HRD, HRD Matrix, HRD Planning. Organisational Development: Meaning of OD, Nature of OD, Objectives of OD, OD Interventions, OD Models, Benefits from OD. | 12 |
| IV | Quality Work life and HRD: Total Quality Management and HR, Performance Management System, case studies of HRD in Indian Organisations. | 8 |
| TOTAL | | 40 |

Suggested Readings:

1. Human Resource Development, Dr. Lalitha Balkrishnan& S. Srividhya, HP
2. Personnel and Human Resource Management, P.Subarao
3. Human Resource Audit, T.V.Rao
4. Human Resource Development, T.V.Rao

COURSE OUTCOME

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

| | |
|------------|--|
| CO1 | Define the concept and importance of the management of HRD |
| CO2 | Understand different techniques of Management Human Resource Development. |
| CO3 | Analysis the Human Resource Development mechanisms, process and outcomes. |
| CO4 | Apply various methods to develop and design HRD programme. |
| CO5 | Evaluate the functions of various HRD strategies and measure the effectiveness. |
| CO6 | Develop OD programme Models for diagnosing, intervening and bringing change in an organizations. |

TEACHING PEDAGOGY/ANDRAGOGY

- 1. Case study base Learning**
- 2. Theories, based on a meta-analysis**
- 3. Hands-on Training (Advance Excel, SPSS & Others)**
- 4. Mentor and mentees for skill enhancement**
- 5. Student Poster Presentations.**