

# **Department of Business Administration (PG)**

## **SYLLABUS AND REGULATIONS**

**Under**

**OUTCOME-BASED EDUCATION**

**2020**

**(Effective for the Batch of Students Admitted from 2020-2021)**



**AUXILIUM COLLEGE (Autonomous)**

*(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd Cycle)*

**Gandhi Nagar, Vellore-632 006**

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**Department of Business Administration (PG)**

**OUTCOME BASED EDUCATION - 2020**

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**A) INSTITUTION LEVEL**

**Vision:**

The vision of the college is the education of young women especially the poorest to become empowered and efficient leaders of integrity for the society.

**Mission:**

To impart higher education to the economically weak, socially backward and needy students of Vellore and neighboring districts.

**B) NAME OF THE PROGRAMME: MBA**

**Vision:**

To empower and mould young women students in professional, ethical, social and environmental dimensions with high degree of entrepreneurial and managerial competence so that they can integrate their skills to serve the industry and society globally.

**C) ELIGIBILITY CRITERIA OF THE PROGRAMME**

The prospective applicant must satisfy one of the following eligibility criteria for admissions to the MBA programme. A graduate degree under 10+2+3 or 10+2+4 pattern under any discipline, securing at least 50% marks in aggregate, from a recognized university.

**D) COURSE CURRICULUM GUIDELINES**

***Choice Based Credit System (CBCS):*** The MBA Degree programme is offered through a unique Choice Based Credit System'. Under Choice Based Credit System, subjects are classified into Core, Non Core, Employability Skill and Independent Elective papers.

**Core(C)** subjects are compulsory. The prescribed syllabi of the Core Subjects will help the students to acquire mastery over the fundamental concepts, in-depth knowledge of the respective discipline and get updated with the latest developments in the subject.

**Non Core (N)** subjects are compulsory. The prescribed syllabi of the Non Core Subjects are supportive to substantiate the core papers.

**Employability Skill (E)** subjects are job-oriented skill and need-based, designed to develop skills in the student to enhance her Opportunities for acquiring a suitable job.

**Independent Elective (I)** subjects are based on the choice of the students from among the list offered by the Department. At least one paper per semester is compulsory. The students can opt for a maximum of three self-study papers that will add an advantage of gaining extra credits.

### **Testing, Assessing and Valuation**

**Weightage of Marks:** The weightage of marks between Continuous Internal Assessment and End Semester Examination shall be 40 and 60 respectively.

**Passing Minimum:** A student is declared to have passed a given subject only when she secures a minimum of 30 (out of 60) marks in the end-semester examination and an aggregate of 50% marks (both Internal and End-Semester Examination put together). There is no minimum passing marks for the internal assessment component.

**Continuous Internal Assessment Components:** The weightage of 40 marks for Internal Assessment Components shall consist of the following components.

- Two written tests each of two hours duration for 50 marks will be conducted. The tests will be conducted centrally. The average of two such CA is calculated for 35 marks. Syllabus of not less than two units shall be included for each CA. There is no passing minimum for CA.
- 5 marks includes the innovative method of testing during class hours by the staff in charge of the subject in the form of assignments/ quiz/ seminars/ presentations/ online/open book/ Viva voce/ group work/ mini project/ exhibition, etc. The topic and time for submission/presentation will be announced by the staff member in charge of the subject in advance. Each student should explain and defend her presentation.

### **Evaluation of End Semester Written Examination**

- The End Semester Examination shall be evaluated for a weightage of 100 marks and this will be evaluated by the panel of examiners that consists of both internal and external examiners.
- The valuation will be centralized.
- A student has a maximum period of five years from the Date of Admission to clear all the subjects prescribed for the programme at the time of her admission. After the fifth year, to complete the programme, the student has to appear for an examination in the same/equivalent paper offered under the revised syllabus structure.

### ***Question Paper Pattern***

The question paper pattern for the end semester written examination shall be as given below

<b><i>Section A-</i></b> 8 questions carrying 5 marks each out of 10 (Open Choice)	<b>8x5 = 40marks</b>
<b><i>Section B-</i></b> 3 questions out of 5 (Open Choice)	<b>3x15= 45 marks</b>
<b><i>Section C-</i></b> A compulsory question/Case Study in the relevant subject	<b>1x15=15 marks</b>
Total	<b>100 marks</b>

***Attendance:*** Each student should obtain 75 per cent attendance to be eligible for appearing for the End Semester Examination.

### ***Revaluation***

- A student can apply for the photocopy of answer scripts, if needed, on payment of the prescribed fee.
- A student can apply for revaluation of any paper on payment of the prescribed fee within the specified date.
- Receipt of the photocopy of the answer script is a pre- requisite for revaluation.

### ***Re-Examination***

After the declaration of the results of the final semester, a student can apply by the specified date, for re-examination in not more than three papers. This facility is available only for those students who have not obtained a pass in maximum of three papers. The examination will be conducted and results published within a month of the first publication of the result.

### ***Note***

A student can report any grievance regarding CA or SE, to the Controller of Examinations, who in turn, will present the same to the Examination Committee, Chaired by the Principal.



### **Classification of Successful Candidates**

Conversion of Marks to Grade Points and Letter Grade

<b>Range(Percentage)</b>	<b>Letter Grade</b>	<b>Grade Point</b>	<b>Description</b>
90 – 100	S	10	Outstanding
80 – 89	A	8	Distinction
70 – 79	B	7	Good
60 – 69	C	6	Average
50 – 59	D	5	Pass
00 – 49	F	2	Fail
Absent for Final Exam	E	1	Exposure
Lack of Attendance	I	0	Incomplete

### **Calculation of Grade Point Average**

Based on the average grades obtained by a candidate, the Grade Point Average (CGPA) is calculated.

E) List of Courses

**SEMESTER I**

Code	Subject	Core/ Non core	Hours/Week			Credit	Max Marks		
			L	T	P		CA	SE	Total
<b>PCBAA20</b>	Management Process	<b>C</b>	5	1		3	40	60	100
<b>PCBAB20</b>	Organizational Behavior	<b>C</b>	5	1		3	40	60	100
<b>PCBAC20</b>	Economics for Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAD20</b>	Accounting for Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAE20</b>	Business Research Methods	<b>N</b>	5	1		2	40	60	100
<b>PCBAF20</b>	Management Information System and Technology	<b>N</b>	5	1		2	40	60	100
<b>PIBAB20</b>	Independent Elective *(Disaster Management)	<b>I</b>	-	-		2	40	60	100
<b>PJBAA20</b>	1. English for Professional Communication	<b>E</b>				4	2		
<b>PJBAB20</b>	2. MS Office and Advanced Excel	<b>E</b>				2	2	100	- 100
	<b>Total</b>		<b>30</b>	<b>6</b>	<b>6</b>	<b>22</b>	<b>900</b>		

**SEMESTER II**

Code	Subject	Core/ Non core	Hours/Week			Credit	Max Marks		
			L	T	P		CA	SE	Total
<b>PCBAG20</b>	Supply Chain Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAH20</b>	Marketing Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAI20</b>	Human Resource Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAJ20</b>	Financial Management	<b>C</b>	5	1		3	40	60	100
<b>PCBAK20</b>	Applied Operations Research for Management	<b>N</b>	5	1		2	40	60	100
<b>PCBAL20</b>	Enterprise Resource Planning	<b>N</b>	5	1		2	40	60	100
<b>PIBAM20</b>	Independent Elective *(Human Rights)	<b>I</b>	-	-		2	40	60	100
<b>PJBAC20</b>	Innovation and Start up Management	<b>E</b>				4	2	100	- 100
<b>PJBAD20</b>	Accounting Software	<b>E</b>				2	2	100	- 100
	<b>Total</b>		<b>30</b>	<b>6</b>	<b>6</b>	<b>22</b>	<b>900</b>		

**SEMESTER – III**

Code	Subject	Core/ Non core	Hours/Week			Credit	Max Marks		
			L	T	P		CA	SE	Total
<b>PCBAM20</b>	Business Law	<b>C</b>	5	1		3	40	60	100
<b>PCBAN20</b>	Strategic Management	<b>C</b>	5	1		3	40	60	100
-	Elective I	<b>C</b>	5	1		3	40	60	100
-	Elective II	<b>C</b>	5	1		3	40	60	100
-	Elective III	<b>C</b>	5	1		3	40	60	100
-	Elective IV	<b>C</b>	5	1		3	40	60	100
-	Independent Elective	<b>I</b>	-	-		2	40	60	100
<b>PJBAE20</b>	Stock Trading	<b>E</b>	0	0	2	2	100	-	100
<b>PJBAF20</b>	*Institutional Training	<b>E</b>	0	0	4	2	100	-	100
	<b>TOTAL</b>		<b>30</b>	<b>6</b>	<b>6</b>	<b>24</b>	<b>900</b>		

**SEMESTER - IV**

Code	Subject	Core/ Non core	Hours/Week			Credit	Max Marks		
			L	T	P		CA	SE	Total
<b>PCBAO20</b>	Production and Operations Management	<b>C</b>	5	1	0	3	40	60	100
<b>PCBAP20</b>	International Business and Ethics	<b>C</b>	5	1	0	3	40	60	100
-	Elective V	<b>C</b>	5	1		3	40	60	100
-	Elective VI	<b>C</b>	5	1		3	40	60	100
-	Independent Elective	<b>I</b>	-	-	-	2	40	60	100
<b>PCBAQ20</b>	Project Work	<b>C</b>	0	0	6	6	100	-	100
<b>PCBAR20</b>	Comprehensive Viva- Voce	<b>C</b>	0	0	0	4	100	-	100
	<b>TOTAL</b>		<b>20</b>	<b>4</b>	<b>6</b>	<b>24</b>	<b>700</b>		

## LIST OF ELECTIVES

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>MARKETING ELECTIVES</b>					
PEMKA20	Retail Marketing	4	1	0	3
PEMKB20	Services Marketing	4	1	0	3
PEMKC20	Advertising & Sales Promotion	4	1	0	3
<b>FINANCE ELECTIVES</b>					
PEFNA20	Security Analysis and Portfolio Management	4	1	0	3
PEFNB20	Merchant Banking and Financial Services	4	1	0	3
PEFNC20	Risk and Derivative Management	4	1	0	3
<b>HUMAN RESOURCE ELECTIVES</b>					
PEHRA20	Compensation and Reward Management	4	1	0	3
PEHRB20	Training and Development	4	1	0	3
PEHRC20	Industrial Relations	4	1	0	3
<b>SYSTEMS ELECTIVES</b>					
PESSA20	Cloud Computing	4	1	0	3
PESSB20	Digital Business and E Commerce	4	1	0	3
PESSC20	Decision Support and Business Intelligence	4	1	0	3
<b>HEALTH CARE MANAGEMENT ELECTIVES</b>					
PEHCA20	Hospital Design and Operations Management	4	1	0	3
PEHCB20	Hospital Materials and Equipment Management	4	1	0	3
PEHCC20	Hospital Quality Management and Legal Aspects	4	1	0	3
<b>LOGISTICS ELECTIVES</b>					
PELMA20	Logistics Management	4	1	0	3
PELMB20	Export and Import Management	4	1	0	3
PELMC20	Green Supply Chain Management	4	1	0	3

## LIST OF INDEPENDENT ELECTIVE PAPERS

S. No.	Paper Code	Title of the Paper
<b>SEMESTER I</b>		
1	PIBAA20	Management Concepts in Thirukural
2	PIBAB20	*Disaster Management
3	PIBAC20	Industrial Safety and Pollution Management
<b>SEMESTER II</b>		
4	PIBAD20	Event Management
5	PIBAE20	Family Business Management
6	PIBAF20	Mall Management
7	PIBAM20	*Human Rights
<b>SEMESTER III</b>		
8	PIBAG20	Innovation and Creativity Management
9	PIBAH20	Rural Marketing
10	PIBAI20	Travel and Tourism Management
<b>SEMESTER IV</b>		
11	PIBAJ20	Cyber Security and Laws
12	PIBAK20	Management of Multinational Corporation
13	PIBAL20	Work-Life Balance and Emotional Intelligence Management

\*Compulsory paper Disaster Management to be studied in Semester I

\*Compulsory paper Human Rights to be studied in Semester II offered by College

## F) PROGRAMME OBJECTIVES (PO)

**PO 1:** Attain an in-depth knowledge in the respective domains augmented through self-learning.

**PO 2:** Assimilate and apply principles and concepts towards skill development and employability.

**PO 3:** Apply critical and scientific approaches to address problems and find solutions.

**PO 4:** Develop research skills through multi/inter/trans-disciplinary perspectives.

**PO 5:** Integrate issues of social relevance in the field of study.

**PO 6:** Persist in life-long learning for personal and societal progress.

## G) PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO 1:** At the end of the course the students shall be able to conceptualize, critically analyse, provide solutions to problems challenging real-life situations, gain practical exposure in Business and Management.

**PSO 2:** Students gain the ability to synthesize knowledge with skills in the areas of Business and Management and can provide innovative and entrepreneurial solutions to job-related problems.

**PSO 3:** Students can objectively research on business and management problems by collecting, analysing, and interpreting the data and professionally recommend feasible solution/s.

**PSO 4:** Students will understand the professional, legal, ethical, and environmental responsibilities and will be committed towards them.

**PSO 5:** Students develop self-learning skills, and remain updated on contemporary management practices and can leverage their learning to provide solutions to business problems.

**PSO 6:** The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.

PO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	2	2	3	3	3	3
PSO2	3	3	3	3	2	3
PSO3	2	3	3	3	2	2
PSO4	3	1	2	1	3	2
PSO5	3	2	3	3	1	3
PSO6	2	3	2	2	2	2

(STRONGLY CORRELATED - 3, MODERATELY CORRELATED - 2, WEAKLY CORRELATED -1)

## SEMESTER – I

### PCBAA20 - MANAGEMENT PROCESS

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PCBAA20	Management Process	Theory	Core	6	3	100

#### OBJECTIVES

1. To understand the functions of management and to strengthen the knowledge about the basic approaches to management.
2. To learn the fundamentals and the process of planning and decision making.
3. To attain in depth knowledge about the types of organization.
4. To know the process of recruitment, selection and appraisal.
5. To understand the various leadership styles adopted in the organization and the controlling techniques of management.

#### COURSE OUTCOMES

The learners will be able to

CO1: Attain the knowledge of the functions and importance of management.

CO2: Be confident on the planning and decision making process involved in organization as well as in personal life.

CO3: Come to know about the types of organization and equip themselves accordingly in their career ahead.

CO4: Understand the process of recruitment, selection and appraisal, the students prepare themselves to meet the needs of the industry.

CO5: Adopt a style of leadership and practice controlling techniques when they start their career in the field.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	L	L	M
CO2	H	H	H	H	L	H
CO3	L	H	M	H	M	M
CO4	M	H	M	H	M	M
CO5	M	M	M	L	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	L	L
CO2	M	H	H	L	H	M
CO3	M	H	H	M	M	H
CO4	M	M	H	M	M	L
CO5	M	H	H	L	H	M

HIGH(3), M-MODERATE(2), L-LOW(1)

## **Unit I – Introduction to Management**

**(15 hours)**

- 1.1 Definition of Management-Evolution of Management -Science or Art (K1,K2,K3)
- 1.2 Functions of management-History of management-Management and Administration. (K1,K2,K3)
- 1.3 Levels of Management - Management skills (K1,K2,K3,K4)
- 1.4 Types of manager and the role of a Manager- Manager Versus Entrepreneur(K1,K2,K3)
- 1.5 Contribution of Fayol, Taylor, Elton and Drucker– Approaches to Management(K1,K2,K3)
- 1.6 Types of Business organization – Sole proprietorship, partnership, company-public and private sector enterprises – Current trends in Management. (K1,K2,K3,K4)

## **Unit II - Planning and Decision making**

**(15 hours)**

- 2.1 Planning meaning- Importance-Types of plan- Steps in Planning (K1,K2,K3)
- 2.2 Strategies-Policies (K1,K2,K3)
- 2.3 SWOT analysis- Objectives – Setting objectives(K1,K2,K3, K4)
- 2.4 Decision Making – Importance and limitations – Steps in decision making (K1,K2,K3)
- 2.5 Types – Tools and Techniques (K1,K2,K3,K4)
- 2.6 Strategic Management - Span of Management (K1,K2,K3,K4)

## **Unit III – Organization**

**(15 hours)**

- 3.1 Meaning – Formal and Informal – The nature of organizing Organization Chart and Manual (K1,K2,K3, K4)
- 3.2 Organization Structure - Line / Staff authority (K1,K2,K3)
- 3.3 Power and Authority (K1,K2,K3)
- 3.4 Delegation (K1,K2,K3)
- 3.5 Departmentation- Centralization and Decentralization (K1,K2,K3)
- 3.6 Effective organizing and organization culture and diversity(K1,K2,K3, K4)

## **Unit IV – Staffing**

**(15 hours)**

- 4.1 Human resource management – Recruitment – Process - Types - Sources (K1,K2,K3, K4)
- 4.2 Selection – Process- Types of tests (K1,K2,K3,K4)
- 4.3 Interview Types and Techniques - Barriers (K1,K2,K3)
- 4.4 Group Discussion - Performance appraisal –Need- Importance - Methods (K1,K2,K3)
- 4.5 Training and Development– Process- Methods (K1,K2,K3)
- 4.6 Career Planning (K1,K2,K3, K4)

## **Unit V – Directing and Controlling**

**(15 hours)**

- 5.1 Motivation - Motivation Theories – Types - Techniques (K1,K2,K3, K4)
- 5.2 Leadership - Theories- Qualities of leader- Leader vs. Manager- Committees(K1,K2,K3,K4)
- 5.3 Communication -Types-Importance - Barriers(K1,K2,K3, K4)
- 5.4 Controlling -Need -The system and process of controlling – Control techniques (K1,K2,K3, K4)
- 5.5 MBO -MBE- Direction- Supervision (K1,K2,K3,K4)
- 5.6 Coordination Concept, Importance, Principles and Techniques of Coordination, (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5,K6)

### **Text Books**

1. Harold Koontz, Heinz Weihrich – Essentials of Management, An International, Innovation, and Leadership Perspective, 10<sup>th</sup> Edition, Mc Graw Hill Education,2015
2. C.B. Gupta – Business Management , 9<sup>th</sup> Edition – Sultan ChandPublication,2013



## **Reference Books**

1. Chuck Williams, Management: Principles of Management, Cengage Learning, 8<sup>th</sup> Student Edition, 2015
2. Stephen P. Robins, Principles of Business Management, Pearson Education, 6<sup>th</sup> Edition, 2012.

## **Websites**

1. <http://www.managementstudyguide.com/>
2. [www.edx.org .learn .management](http://www.edx.org/learn/management)

## SEMESTER I

### PCBAB20 - ORGANIZATIONAL BEHAVIOR

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PCBAB20	Organizational Behavior	Theory	Core	6	3	100

#### OBJECTIVES

1. To give a comprehensive view on the behavior of individuals and groups within diverse organizations and on organizational structure and processes.
2. To introduce students to theories and concepts of organizational behavior, increase knowledge and understanding of organizational behavior terminology and main concepts.
3. To develop students' skills in organizational behavior analysis, by providing practice in assessing organizational behavior problems.
4. To acquaint the students with the determinants of intra -individual, inter-personnel and inter group behaviour in organisational setting and to equip them with behavioural skills in managing people at work.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Asses an organization and classify the contributing disciplines, approaches to OB

**CO2:** Acquire knowledge in applying personality traits and motivational theories.

**CO3:** Analyze the behavior of individuals and groups in organizations in terms of key factors.

**CO4:** Ability to comprehend the leadership skills and effective communication systems.

**CO5:** Assess the potential effects of organizational factors develop skills in handling stress and manage Quality of work life.

CO	PO					
	1	2	3	4	5	6
CO1	H	L	H	H	H	L
CO2	M	M	M	M	L	H
CO3	H	M	M	M	H	H
CO4	H	H	M	M	H	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	M	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit - I Focus and Purpose****(15 hours)**

- 1.1 Definition , Need (K1,K2,K3)
- 1.2 Importance of Organizational Behavior , Nature (K1,K2,K3)
- 1.3 Scope , Framework , Organizational behavior models (K1,K2,K3)
- 1.4 Challenges of OB ,Role of OB (K1,K2,K3)
- 1.5 Diversity in Organizations-Discrimination-Biographical Characteristics (K1,K2,K3)
- 1.6 Disabilities, Implementing Diversity Management Strategies (K1,K2,K3)

**Unit – II Individual Behavior****(15 hours)**

- 2.1 Personality, Types, Factors influencing personality (K1, K2, K3)
- 2.2 Theories, Learning, Types of Learners (K1, K2, K3)
- 2.3 Learning process, Learning theories, Organizational behavior modification (K1, K2, K3)
- 2.4 Emotional Intelligence, Attitudes, Characteristics, Components, Formation (K1, K2, K3)  
Measurement, Values, Perception, Importance
- 2.5 Factors influencing perception, Impression Management (K1, K2, K3)
- 2.6 Motivation, Theories, Maslow, Herzberg, Mc Clelland, Vrooms , X and Y Theory (K1, K2, K3)

**Unit – III Group Behavior****(15 hours)**

- 3.1 Groups in organizations, Influence (K1, K2, K3, K4)
- 3.2 Group dynamics (K1, K2, K3, K4)
- 3.3 Formal and informal (K1, K2, K3, K4)
- 3.4 Group cohesiveness, Group decision making techniques (K1, K2, K3, K4)
- 3.5 Interpersonal behaviour (K1, K2, K3, K4)
- 3.6 Work teams, Concept,Types, Effective teams (K1, K2, K3, K4)

**Unit – IV Leadership and Power****(15 hours)**

- 4.1 Meaning, Importance (K1, K2, K3, K4)
- 4.2 Leadership styles, Theories, Leaders Vs Managers (K1, K2, K3, K4)
- 4.3 Sources of power, Power centers (K1, K2, K3, K4)
- 4.4 Power and politics, Communication (K1, K2, K3, K4)
- 4.5 Functions, Model, Choice of Communication (K1, K2, K3, K4)
- 4.6 Barriers to Effective Communication (K1, K2, K3, K4)

**Unit – V Dynamics of Organizational Behavior****(15 hours)**

- 5.1 Organizational Change, Importance (K1, K2, K3, K4)
- 5.2 Stability Vs change, Proactive Vs Reactive change (K1, K2, K3, K4)
- 5.3 Change process, Resistance to change, Managing change , Stress (K1, K2, K3, K4)
- 5.4 Work stressors, Prevention and management of stress (K1, K2, K3, K4)
- 5.5 Balancing work and life, Organizational Development (K1, K2, K3, K4)
- 5.6 Characteristics, Objectives, Organizational interventions(K1, K2, K3, K4)

**Note:** Case studies for all units. (K5,K6)

## **Text Books**

1. Stephen P. Robins, Organizational Behavior, PHI Learning Pearson Education, 11<sup>th</sup> Edition, 2008.
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behavior, PHI Learning Pearson Education, 18<sup>th</sup> Edition, 2019.

## **References**

1. Schermerhorn, John Wiley, Hunt and Osborn, Organizational Behavior, 9<sup>th</sup> Edition, 2008.
2. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2<sup>nd</sup> Edition, 2004.

## **Websites**

1. [www.obweb.org](http://www.obweb.org)
2. [www.coursera.org](http://www.coursera.org)

**SEMESTER - I**  
**PCBAC20 - ECONOMICS FOR MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAC20	Economics for Management	Theory	Core	6	3	100

**OBJECTIVES**

1. To gain knowledge about the basic concepts of economics
2. To attain in depth understanding of day today basic elements that drive the economics
3. To acquire the familiarity with the elements of production required in the current corporate scenario
4. To imbibe awareness about the pricing in the current market which serves as the basic elements of personal and professional life
5. To empower the wards about the economic issues that is ethically important as sincere citizens of India.

**COURSE OUTCOMES (CO)**

The learners will be able to

**CO1:** Understand the concept of Economics

**CO2:** Acquire the acquaintance of Demand and Supply

**CO3:** Apply the Conception of Cost Production Function

**CO4:** Understand the assumption of pricing and Market competition

**CO5:** Acquire the knowledge on Macroeconomics, Inflation

CO	PO					
	1	2	3	4	5	6
CO1	L	H	M	L	H	L
CO2	L	M	L	M	H	M
CO3	L	M	L	M	M	M
CO4	M	M	M	M	M	H
CO5	M	L	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	L	L	M	H
CO2	H	H	H	L	H	H
CO3	H	H	H	L	H	H
CO4	H	H	H	M	M	H
CO5	H	H	H	M	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction to Concepts of Economics****(15 hours)**

- 1.1 Definition, Scope, Types, Kinds (K1, K2,)
- 1.2 Themes, Macro and Micro Econometrics, Problems (K1, K2,)
- 1.3 Production Possibility Frontier, Efficiency, Market Mechanisms (K1, K2, K3)
- 1.4 Role of Government, Rise of Welfare State (K1, K2, K3, )
- 1.5 Consumption Function, Investment Function, (K1, K2, K3)
- 1.6 Marginal Efficiency, Multiplier, Accelerator (K1, K2, K3, K4)

**Unit II: Elements of Supply & Demand****(15 hours)**

- 2.1 Demand and Supply Analysis, (K1, K2,)
- 2.2 Laws of Supply and Demand (K1, K2)
- 2.3 Elasticity of Demand and Supply, Types (K1, K2)
- 2.4 Equilibrium and Changes in Market Equilibrium- (K1, K2, K3)
- 2.5 Demand Forecasting, Techniques (K1, K2, K3)
- 2.6 Demand Forecasting for New Products.(K1, K2, K3, K4)

**Unit III: Cost Production Function****(15 hours)**

- 3.1 Law of Diminishing Utility (K1, K2,)
- 3.2 Indifference Curve (K1, K2,)
- 3.3 Cost of Production (K1, K2, K3, K4)
- 3.4 Short and Long Run Cost Function- (K1, K2, K3)
- 3.5 Economies of Scale (K1, K2, K3)
- 3.6 Dis-Economies of Scale (K1, K2, K3)

**Unit IV: Theory of pricing and Market competition****(15 hours)**

- 4.1 Pricing (K1, K2,)
- 4.2 Equilibrium of Firm (K1, K2,)
- 4.3 Perfect Competition, Monopoly and Price Discrimination (K1, K2, K3)
- 4.4 Revenue, Types and Relationship- (K1, K2, K3)
- 4.5 Monopolistic and Oligopoly Competition (K1, K2, K3)
- 4.6 Stabilization Policies (K1, K2, K3, K4,)

**Unit V - Macro Economics, Inflation****(15 hours)**

- 5.1 Business Cycle (K1, K2,)
  - 5.2 Challenges of Economic Development, Unemployment, (K1, K2, K3)
  - 5.3 Macroeconomics (K1, K2, K3)
  - 5.4 National Income and Expenditures (K1, K2, K3)
  - 5.5 Macro Economic Aggregates (K1, K2, K3, K4)
  - 5.6 Inflation and Deflation (K1, K2, K3)
- Note:** Case studies for all Units.(K5.K6)

### **Text Books**

1. P. L. Mehta – Managerial Economics, 13<sup>th</sup> Edition – Sultan Chand and Sons, New Delhi, Reprint 2007.
2. Dr. H.L.Ahuja Managerial Economics – Chand publication 8th edition 2014

### **Reference Books**

1. Geetika, Piyali Ghosh, Purba Roy Choudhury – Managerial Economics – Third Edition, Tata Mc Graw Hill, 2018.
2. N. Gregory Mankin – Principles of Economics, 3<sup>rd</sup> Edition – Thomson Learning, New Delhi, 2007.

### **Websites**

1. [www.tutor2u.net](http://www.tutor2u.net) .economics
2. [www.edx.org](http://www.edx.org)

## SEMESTER – I

### PCBAD20 - ACCOUNTING FOR MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/ W	Credits	Marks
I / I	PCBAD20	Accounting for Management	Problem	Core	6	3	100

#### OBJECTIVES

To enable the students to understand the principles , concepts , conventions and preparation of financial statements.

1. To enable the students understand and prepare Financial Statement Analysis.
2. To give practical knowledge over the most important tools of analysis and interpretation of Financial Statements
3. To enable the students understand the concept of Cost Accounting, the elements of Cost and methods of Costing
4. To make understand the learners and to give practical knowledge over the most important techniques of Management Accounting.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Be able to acquire depth knowledge in Accounting and will be capable of preparing financial income statement and financial balance sheet.

**CO2:** Be capable of preparing analysis and interpreting financial statements using various tools.

**CO3:** Gain knowledge how to prepare fund flow statement and cash flow statement and using the same for decision making in business.

**CO4:** Gains knowledge on the concepts of management and cost accounting techniques, preparation of cost sheet, valuation of stock, pricing of material issues and prepare accounting for stage wise production under different process.

**CO5:** Acquire Knowledge to help the management in decision making in the form of preparing budgets and price fixation.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	L	L	L	M
CO2	M	M	L	M	L	M
CO3	H	M	M	M	M	M
CO4	M	H	M	L	L	L
CO5	L	H	L	L	L	M



CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit 1 – Financial Accounting**

**(15 Hours)**

- 1.1 Introduction to Financial Accounting (K1, K2, K3)
- 1.2 Cost Accounting (K1, K2, K3)
- 1.3 Management Accounting (K1, K2, K3)
- 1.4 Generally accepted accounting principles, conventions and concepts (K1, K2, K3)
- 1.5 Balance Sheet and related concepts (K1, K2, K3)
- 1.6 Profit and Loss account and related concepts (K1, K2, K3)

**Unit II – Analysis of Financial Statement – I**

**(15 Hours)**

- 2.1 Analysis of financial statements – Objectives – Comparative Income statement – Comparative position statement (K1, K2, K3, K4)
- 2.2 Common size Income statement – Common size position statement (K1, K2, K3, K4)
- 2.3 Trend analysis (K1, K2, K3, K4)
- 2.4 Financial ratio analysis (K1, K2, K3, K4)
- 2.5 Profitability analysis – Solvency analysis (K1, K2, K3, K4)
- 2.6 Liquidity analysis – Turnover ratios (K1, K2, K3, K4)

**Unit III – Analysis of Financial Statement – II**

**(15 Hours)**

- 3.1 Cash concept – Sources and applications of cash flow (K1, K2, K3, K4)
- 3.2 Cash from operation (K1, K2, K3, K4)
- 3.3 Cash flow (as per Accounting Standard 3) (K2, K3, K4)
- 3.4 Concepts of funds – Meaning of funds flow (K2, K3, K4)
- 3.5 Working Capital concepts of funds – Schedule of changes in working capital (K2, K3, K4)
- 3.6 Funds from operations – Funds flow statement analysis – Difference between Cash flow and Funds Flow (K2, K3, K4)

**Unit IV – Cost Accounting**

**(15 Hours)**

- 4.1 Cost accounts – Need for cost accounts – Classification of costs (K1, K2, K3, K5)
- 4.2 Cost sheet (K3, K5)
- 4.3 Material FIFO, LIFO (K1, K3, K5)
- 4.4 Labour – Taylor, Merrick, Gantt, (K3, K4, K5)
- 4.5 Overheads – Allocation and Apportionment (K3, K4, K5)

4.6 Process costing. (K1,K3, K5)

## **Unit V – Management Accounting**

**(15 Hours)**

5.1 Marginal Costing (K1,K2,K3, K5)

5.2 Break even Analysis – Break Even Point (K1, K2, K3, K5)

5.3 CVP Analysis- Margin of safety – PV ratio (K1, K2, K3, K5)

5.4 Budgetary Control – Production Budget (K1, K2, K3, K5)

5.5 Sales Budget – Cash Budget (K1, K2, K3, K5)

5.6 Fixed and Flexible Budget. (K1,K2, K3, K5)

**Note:** 80% problems and 20% theory

### **Text Books**

1. S.P.Jain & K.L. Narang – Advanced Accountancy, Kalyani Pulishers , Delhi, 7<sup>th</sup> Revised Edition, 2008
2. T.S. Reddy and Y. Hari prasad Reddy – Cost and Management Accounting – Margham Publications 2017.

### **Reference Books**

1. S.P. Iyengar – Cost and Management Accounting, 4<sup>th</sup> Edition – Sultan Chand & Sons, 2008.
2. Khan and Jain – Management Accounting, 6<sup>th</sup> Edition – Tata McGraw Hill, 2012

### **Websites**

1. [www.accountingprinciples.com](http://www.accountingprinciples.com)
2. [www.edx.org](http://www.edx.org)

## SEMESTER- I

### PCBAF20 - MANAGEMENT INFORMATION SYSTEM AND TECHNOLOGY

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAF20	Management Information System and Technology	Theory	Core	6	2	100

#### OBJECTIVES

1. To gain domain knowledge in all aspects of management information system and technology
2. To enhance the managerial skills using information system
3. To implement the conceptual and practical management concepts using information system and technology in the workplace.
4. To adhere the values and ethics relevant to the business environment.
5. To master in developing the information system and technology to work in an organization as a team or to start an enterprise.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand about management information system concepts and resources.

**CO2:** Be able to analyze various concepts of information technology.

**CO3:** Be able to classify the different functional business systems using information system and technology and can implement in their organization.

**CO4:** Enhance the planning and developing skills and master in business IT environment.

**CO5:** Adhere ethical responsibility of business concepts.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	L	L	L	M
CO2	H	M	M	L	L	M
CO3	M	M	M	M	M	M
CO4	M	M	M	M	M	H
CO5	L	M	L	M	H	H

	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	H
CO2	H	M	M	H	M	L
CO3	H	M	H	H	H	L
CO4	H	H	H	H	H	L
CO5	L	L	M	L	M	H

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

## **Unit I - Information Systems**

**(15 hours)**

- 1.1 Introduction -Fundamental roles of IS – Trends in IS (K1, K2, K3)
- 1.2 Applications in Business – E-business in business (K1, K2, K3)
- 1.3 Types of IS (K1, K2, K3, K4)
- 1.4 System concepts- – Components of Information System (K1, K2, K3, K4)
- 1.5 Information System Resources –Information System Activities (K1, K2, K3, K4)
- 1.6 Recognizing Information System– Information system Advantages and Disadvantages (K1, K2, K3, K4)

## **Unit II - Information Technology concepts**

**(15 hours)**

- 2.1 Managerial challenges of Information technology (K1, K2, K3)
- 2.2 Fundamentals of Strategic Advantage – Strategic Uses of IT –Value chain and strategic IT (K1, K2, K3)
- 2.3 Using Information Technology for strategic advantage - Reengineering process - Role of IT (K1, K2, K3)
- 2.4 Data Resource Management Approach- Foundation Concepts-Types of Databases (K1, K2, K3, K4)
- 2.5 Data Mining - Data Warehousing and their business applications (K1, K2, K3, K4)
- 2.6 Database Management Approach (K1, K2, K3, K4)

## **Unit III -IT in Business**

**(15 hours)**

- 3.1 Functional business systems (K1, K2, K3)
- 3.2 Customer Relationship Management (CRM) (K1, K2, K3)
- 3.3 Enterprise Resource Planning (ERP) (K1, K2, K3)
- 3.4 Supply chain Management (SCM) (K1, K2, K3)
- 3.5 E-commerce systems – Essential E-commerce Processes –Electronic Payment Processes (K1, K2, K3, K4)
- 3.6 E-business models – Clicks and Bricks in E-commerce – M- commerce (K1, K2, K3)

## **Unit IV -IS and IT Development**

**(15 hours)**

- 4.1 Planning Fundamentals (K1, K2, K3)
- 4.2 Business Models and Planning – Business/IT Planning – Business application planning (K1, K2, K3, K4)
- 4.3 Implementing IT – End-user resistance and Involvement- Change Management (K1, K2, K3,K4)
- 4.4 Developing Business /IT Solutions : IS Development – The Systems Approach (K1, K2, K3,K4)
- 4.5 The Systems Development Cycle – Prototyping – Systems Development Process (K1, K2, K3,K4)
- 4.6 Implementing new systems – Evaluating Hardware, Software and Services(K1, K2, K3)

## Unit V - Ethical Responsibilities of a Business

(15 hours)

5.1 Ethical Challenges of IT (K1, K2, K3)

5.2 Computer Crime – Privacy Issues – Health Issues (K1, K2, K3, K4)

5.3 Security Management of IT – Tools of Security Management – Internet worked security defenses (K1, K2, K3)

5.4 Security Measures – IT ACT 2000 in India (K1, K2, K3)

5.5 Enterprise and Global Management of IT Managing the IS function – Failures in IT Management (K1, K2, K3)

5.6 Global Business/IT Strategies- Global IT Platforms. (K1, K2, K3)

**Note:** Case studies for all Units (K5, K6)

### Text Books

1. O'Brien, J Management Information Systems : Managing information technology in the business enterprise, New Delhi, 11<sup>th</sup> Edition, Tata McGraw Hill, 2017
2. Gordon B. Davis, Margrethe H. Olson-*Management Information Systems: Conceptual Foundations Structure and Development*- Tata McGraw Hill ,2017

### Reference Books

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
2. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

### Websites

1. [www.coursera.org](http://www.coursera.org)
2. [www.edx.org](http://www.edx.org)

## SEMESTER – I

### PJBAA20 - BUSINESS LAB – I: ENGLISH FOR PROFESSIONAL COMMUNICATION

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAA20	Business Lab- I English for Professional Communication	Theory & Practical	Elective	6	2	100

#### OBJECTIVES

1. To enriching business English vocabulary with self-confidence to communicate effectively in professional contexts and business environment.
2. To assist students to improve fluency and accuracy needed for various domains.
3. To improve professional etiquette in business negotiations, telephone conversations, written reports and emails, and professional presentations .

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Apply the basics of speaking English in everyday conversation and professional need.

**CO2:** Ability to draft letters based on the requirement

**CO3:** Acquire the ability to write reports, agenda and minutes of a meeting

**CO4:** Prepare and make appropriate business presentations

**CO5:** Increase employability quotient with professional and ethical responsibilities.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	L	L	M	L
CO2	H	H	M	L	M	L
CO3	H	H	M	M	M	L
CO4	H	M	M	L	M	L
CO5	H	L	M	L	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	M	L	L	H	H	H
CO2	M	M	H	H	L	H
CO3	M	L	L	H	L	H
CO4	M	L	M	H	H	H
CO5	M	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit – I Communication Skills**

Introduction of oneself and others - Business vocabulary - Nouns - Verbs - Adjectives

## **Unit – II Writing skill**

Comprehension – Review Writing - Letter Writing - Complaint Letters - Sales – Trade enquiry – Offers and quotations – Collection letters – Circular letters.

## **Unit - III Reporting Skills**

Report : Types - Agenda – Minutes

## **Unit - IV Presentation Skills**

Email Etiquette - Organizing Presentation - Negotiation skills

## **Unit - V Employability Skills**

Applying for a job - Interview Techniques - Preparation of Resume - Group Discussion: Techniques  
- Dos' and Don'ts

## **Text Books**

1. Michael Swan, Practical English Usage, Oxford University Press, Revised Edition 2017
2. Stephen Robbins & [Phillip L Hunsaker](#), Training in interpersonal skills, Pearson Education Limited, Revised Edition 2014.

## **Reference Books**

1. R.S.N.Pillai & Bhagavathi, Modern commercial correspondence, Revised Edition 2010, Reprint 2013.
2. Aysha Viswamohan, English for Technical communication, Tata McGraw Hill Publications, New Delhi, Reprint 2009.

## **Websites**

1. [www.talkenglish.com](http://www.talkenglish.com)
2. [www.englisheverywhere.com](http://www.englisheverywhere.com)

## SEMESTER I

### PJBAB20 - PRACTICAL – I: MS OFFICE AND ADVANCED EXCEL

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAB20	MS Office and Advanced Excel	Practical	Elective	2	2	100

#### OBJECTIVES

1. To heighten their awareness of correct usage of Office Software.
2. Assist students to improve fluency and accuracy in mailing, creating presentations
3. To use advanced excel for data analysis purposes in business environment
4. To equip students with the knowledge and skills required to accomplish Word, Excel and PowerPoint tasks efficiently

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Master in the use of strategies, such as mail merging, creating articles.

**CO2:** Draft and to animate the presentations using power point

**CO3:** Analyse formulas and feeding the data in the excel

**CO4:** Develop and create charts and pivot table

**CO5:** Enhance and develop their ability to solve using conditionals and lookup functions in advanced excel.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	L
CO2	H	H	M	M	M	L
CO3	H	H	L	L	M	L
CO4	H	H	L	L	M	M
CO5	M	H	L	M	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	L
CO2	H	H	M	H	H	L
CO3	M	H	H	H	H	L
CO4	M	H	H	H	H	L
CO5	M	H	M	L	M	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**



## **Unit – I Introduction to Microsoft Office 2007**

Introduction to Microsoft Office 2007- Creating a Document in Word – Saving – Formatting – Alignment –Fonts-Borders and Shading – Charts – Hyperlinks –Inserting Clip Art – Mail Merge.

## **Unit – II Introduction to Microsoft PowerPoint 2007**

Introduction to Microsoft PowerPoint 2007 – Working with all Menus – Creating Presentation from Template – Changing Color – Working with Charts – Reordering Slides – Duplicating Slides – Making Slide Shows – Adding Audio – Adding Video Effect – Adding Animation – Adding Action Buttons.

## **Unit – III Introduction to Microsoft Excel 2007**

Introduction to Microsoft Excel 2007 – Understanding Spreadsheets – Working with Format menu, Tools menu, Data menu – Editing Data – Formatting Text – Worksheet Creation – Formulas – Functions in Excel.

## **Unit – IV Charts and Pivot Tables**

Understand Charts - Chart Design - Options and Tools - Chart Format Tools - Combo Charts- Understanding Pivot table-Creating Pivot table - Slicers -Report Filters for basic analytics.

## **Unit – V Conditionals and Lookup Tables**

Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Math and Trig Functions, Text Functions in Excel, Using Lookup Functions, Vlookups, HLookups

### **Text Books**

1. John Walkenbach Michael Alexander Microsoft Office 2013 John Wiley & Sons Ltd 4<sup>th</sup> Edition,2013
2. John Walkenbach -Excel 2016 Bible, , John Wiley & Sons Ltd 10<sup>th</sup> Edition,2016

### **Reference books**

1. Ramesh Bangia - Learning HTML – Khanna Book Publishing Ltd, 2<sup>nd</sup> Edition,2013
2. A. Rajathi, P. Chandran -SPSS for you- MJP publishers, 1<sup>st</sup> Edition,2011

### **Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.open.edu](http://www.open.edu)

## Practical List

1. Create your Resume in MS-word with necessary formatting.
2. Write a promotion letter to inform 5 employees that he/she has been chosen to a post or for a task, Based on qualification and experience, using mail-merge, make use of If, Then, Else statement.
3. Create a simple Quiz in PowerPoint (minimum 5 slides) and add animations to it.
4. Create an invitation using Power point presentation with borders, backgrounds and inserting image.
5. Input 5 employee details (Emp. No, name, basic pay, DA, HRA) and calculate GROSS ( $GROSS = \text{Basic} + DA + HRA$ ) and NET pay ( $NET \text{ Pay} = GROSS - DA$ ), Create Bar chart and Column chart for input values.
6. Get the order entry for 5-types of books, and calculate the total cost and cumulative cost sort it from maximum to minimum cost. Create chart for input values
7. Create a Pivot table and extract the significance from a data set using report filter for the goods exported in a year by a company and insert pivot chart .
8. Input data of a product price and quantity in a data table and perform what-if analysis.
9. Create a voters list for 5 members and find weather the candidate is eligible to vote using simple conditionals function.
10. Create a simple Lookup table using Lookup function in excel for employees ID and their salary.

## SEMESTER – II

### PCBAG20 – SUPPLY CHAIN MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAG20	Supply Chain Management	Theory	Core	6	3	100

#### OBJECTIVES

1. The course provides an analytical framework for understanding the supply chain techniques of the current business environment.
2. To learn flow in Supply Chain.
3. To understand the inventory techniques.
4. To learn about the entire network in Supply Chain.
5. To learn about the latest trends in technology.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Acquire knowledge on Supply Chain activities in the market and implement Supply Chain Management.

**CO2:** Evaluate the various networks and its flaws.

**CO3:** Distinguish the various inventory models in supply chain.

**CO4:** Implement the supply chain network for logistics.

**CO5:** Elaborate the current trends and technological implementation in the supply chain environment.

CO	PO					
	1	2	3	4	5	6
CO1	HL	M	H	M	M	H
CO2	H	M	M	M	H	H
CO3	H	M	M	M	M	H
CO4	M	H	H	H	H	M
CO5	L	H	M	M	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	M	L
CO2	M	L	L	L	L	H
CO3	H	M	M	L	M	L
CO4	H	M	H	L	M	L
CO5	H	L	M	L	H	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction and Planning****(15 hours)**

- 1.1 Introduction, Evolution, Definition (K1, K2, K3)
- 1.2 Supply Chain, Activity Mix, Importance, Conceptual Model (K1, K2, K3)
- 1.3 Supply Chain Management Approach (K1, K2, K3)
- 1.4 Supply chain drivers, metrics (K1, K2, K3)
- 1.5 Supply Chain performance in India (K1, K2, K3)
- 1.6 Enhancing Supply Chain Performance. (K1, K2, K3)

**Unit II : Managing Flows****(15 hours)**

- 2.1 Planning Networks (K1, K2, K3, K4)
- 2.2 Decision making under risk (K1, K2, K3, K4)
- 2.3 Decision trees (K1, K2, K3, K4)
- 2.4 Decision making under uncertainty (K1, K2, K3, K4)
- 2.5 Distribution Network Design, Role (K1, K2, K3, K4)
- 2.6 Factors Influencing Options, Value Addition in Supply Chain (K1, K2, K3, K4)

**Unit III: Inventory Strategy****(15 hours)**

- 3.1 Inventory, objectives, bullwhip effect, control (K1, K2, K3, K4)
- 3.2 Probabilistic inventory models, Risk pooling (K1, K2, K3, K4)
- 3.3 Vendor managed inventory, Multi-echelon inventory (K1, K2, K3, K4)
- 3.4 Warehousing Functions, Types, Site Selection (K1, K2, K3, K4)
- 3.5 Decision Model, Layout Design (K1, K2, K3, K4)
- 3.6 Costing, Virtual Warehouse (K1, K2, K3, K4)

**Unit IV: Supply Chain Network & Transportation****(15 hours)**

- 4.1 Transportation, Drivers, Modes (K1, K2, K3, K4)
- 4.2 Measures, Strategies for Transportation, 3PL and 4PL (K1, K2, K3, K4)
- 4.3 Vehicle Routing and Scheduling, Packaging (K1, K2, K3, K4)
- 4.4 Design considerations, Material and Cost (K1, K2, K3, K4)
- 4.5 Packaging as Unitisation (K1, K2, K3, K4)
- 4.6 Consumer and Industrial Packaging (K1, K2, K3, K4)

**Unit V : Current Trends****(15 hours)**

- 5.1 Supply Chain Integration (K1, K2, K3, K4)
- 5.2 Building partnership and trust in SC Value of Information (K1, K2, K3, K4)
- 5.3 Bullwhip Effect, Effective, forecasting, Coordinating the supply chain (K1, K2, K3, K4)
- 5.4 SC Restructuring, SC Mapping, SC process restructuring (K1, K2, K3, K4)
- 5.5 Postpone the point of differentiation, IT in Supply Chain (K1, K2, K3, K4)
- 5.6 Agile Supply Chains - Reverse Supply chain. Agro Supply Chains (K1, K2, K3, K4)

**Note:** Case studies for all units.(K5,K6)

**Text Books**

1. Chopra S and P Mendil, Supply Chain Management: Strategy, Planning and Operations, Pearson Education, 2<sup>nd</sup> Edition ,2006.
2. N Chandrasekar, Supply Chain Management- Process, System and Process, Oxford University Press, January 2012

**Reference Books**

1. Donald J. Bowersox and David J. Closs, Logistical Management, Tata McGraw- Hill, 2<sup>nd</sup> Edition, 2013.
2. David Simchi , Levi, Designing and Managing Supply Chain, Tata McGraw Hill New Delhi, 3rd Edition2008.

**Websites**

1. [www.logisticsmanager.com](http://www.logisticsmanager.com).
2. [www.edx.org](http://www.edx.org)

## SEMESTER - II

### PCBAH20 – MARKETING MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAH20	Marketing Management	Theory	Core	6	3	100

#### OBJECTIVES

1. To understand the principles, concepts and functions of Marketing and to develop marketing strategies for a dynamic marketing.
2. To learn the behavior of the consumers and to segment the consumers.
3. To attain in depth knowledge on the 4 P's of marketing mix.
4. To identify the needs and ways of building relationship with customers and to study the distribution system.
5. To update about the recent types and trends in marketing and to learn the importance of marketing research

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Demonstrate the strong conceptual knowledge in marketing and its functions.

**CO2:** Be able to segment the customer and identify their behavior.

**CO3:** Aware of all the 4 P's of marketing mix and its importance in implementing marketing strategies.

**CO4:** Utilize the available marketing channels in optimum levels.

**CO5:** Updated with the recent types of marketing and will be motivated towards marketing research.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	M	H	M	H	H
CO3	H	M	H	H	H	M
CO4	H	M	M	H	M	H
CO5	M	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	M
CO2	H	M	M	L	H	L
CO3	H	H	H	L	M	L
CO4	M	H	M	M	M	M
CO5	H	H	H	L	H	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I – Introduction**

**(15 hours)**

- 1.1 Introduction to Market and Marketing (K1, K2, K3)
- 1.2 Marketing Mix - Functions of Marketing -Importance of Marketing (K1, K2, K3)
- 1.3 Marketing Environment – Micro and Macro Environment (K1, K2, K3, K4)
- 1.4 Consumer Market and Industrial Market – Consumer Goods and Industrial Goods (K1, K2, K3)
- 1.5 Marketing strategy formulations (K1, K2, K3)
- 1.6 Key Drivers of Marketing Strategies - selling versus marketing, (K1, K2, K3, K4)

### **Unit II - Consumer Buyer Behavior and Segmentation**

**(15 hours)**

- 2.1 Types of Buying Decision Behavior (K1,K2, K3)
- 2.2 Factors affecting Consumer Behavior - Buyer Decision process (K1,K2, K3, K4)
- 2.3 Business Buying Behavior - Buying Motives (K1,K2,K3, K4)
- 2.4 Market Segmentation (K1,K2,K3)
- 2.5 Consumer Market Segmentation (K1,K2,K3)
- 2.6 Effective Segmentation, Targeting, Positioning and Differentiation. (K1,K2,K3)

### **Unit III - Marketing Mix Decisions**

**(15 hours)**

- 3.1 Product Planning and Development (K1,K2,K3)
- 3.2 Product and Services classification (K1,K2,K3)
- 3.3 Product Mix- Product Life Cycle (K1,K2,K3)
- 3.4 New Product Development and Management (K1,K2,K3)
- 3.5 Branding – Labeling (K1,K2,K3)
- 3.6 Pricing -Objectives and strategies – Types- Policies – Methods. (K1,K2,K3)

### **Unit IV - Marketing Channels and Relationship Marketing**

**(15 hours)**

- 4.1 Marketing Channels - Retailing and Wholesaling (K1,K2,K3, K4)
- 4.2 An Introduction to Retail System, Retailing, Definition, Nature, Importance (K1,K2,K3)
- 4.3 The Retailing Environment - Personal Selling (K1,K2,K3)

4.4 Advertising and Sales promotions (K1,K2,K3, K4)

4.5 Building customer relationship – Building and measuring customer satisfaction - Customer Acquisition and Retention (K1,K2,K3,K4)

4.6 Customer Relationship Management (K1,K2,K3,K4)

## **Unit V - Types of Marketing and Marketing Research**

**(15 hours)**

5.1 Direct Marketing - Digital Marketing - Online Marketing (K1,K2,K3,K4)

5.2 Green Marketing –Services Marketing- Rural Marketing (K1,K2,K3,K4)

5.3 Virtual Marketing – B2B Marketing- B2C Marketing (K1,K2,K3,K4)

5.4 International Marketing - Cause related marketing (K1,K2,K3,K4)

5.5 Marketing Information System – Market Research Process (K1,K2,K3,K4)

5.6 Competition Analysis and Strategies - Marketing Ethics – Future of marketing. (K1,K2,K3,K4)

**Note:** Case studies for all units. (K5,K6)

### **Text Books**

1. Philip Kotler, Kevin Lane Keller, Principles of Marketing, South Asian Perspective, Prentice Hall, 12<sup>th</sup> Edition, 2012.
2. Rajan Saxena , Marketing Management,McGraw-Hill Education,.5<sup>th</sup> Edition 2016.

### **References**

1. Douglas J. Darympia, Marketing Management, John Wiley and Sons, 2008.
2. Paul Baines, Chris fill, Kelly Page, Marketing, Oxford University Press, 2<sup>nd</sup> Edition, 2011

### **Websites**

1. [www.marketingpower.com](http://www.marketingpower.com)
2. [www.edx.org](http://www.edx.org)



## SEMESTER - II

### PCBAI20 - HUMAN RESOURCE MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAI20	Human Resource Management	Theory	Core	6	3	100

#### OBJECTIVES

1. To Provide insights on the basics of Human Resource Management.
2. To acquire skills on theoretical concepts for being a better employee in an organization.
3. To ascertain the significance of orientation and development of an employee with in an Organization.
4. To familiarize the methods to retain the skilled professionals within the Organization.
5. To absorb the outline of HRM in technically upgraded Business world.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Acquire Knowledge on the perspectives of HRM

**CO2:** Understand the formation of the concept of Best Fit Employee for a job

**CO3:** Study the Process of Executive and Career Development Programme

**CO4:** Understand the concepts, Benefits, of Sustaining Employee Interest

**CO5:** Acquires knowledge on Challenges in HRM .

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	M
CO2	H	H	H	H	H	M
CO3	M	H	H	M	H	H
CO4	M	M	M	M	M	H
CO5	H	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	L	M
CO2	H	H	H	H	L	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	L	H
CO5	H	H	H	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Perspectives in HRM****(15 hours)**

- 1.1 Evolution of HRM, Introduction, Functions and Objectives of HRM (K1,K2)
- 1.2 Qualities, Personnel Policies and Principles (K1, K2)
- 1.3 Human Resource Accounting and Audit,(K1, K2)
- 1.4 Importance, Factors affecting HRP, (K1, K2, K3)
- 1.5 Planning Process of HRP (K1, K2, K3)
- 1.6 HRIS, Requisites, Barriers to HRP (K1, K2, K3, K4)

**Unit II: Elements of Supply & Demand(15 hours)**

- 2.1 Recruitment, Importance, Factors Governing Recruitment, Internal and External factors, Recruitment Process, Internal & External Recruitment(K1, K2, K3, K4)
- 2.2 Selection, Process, Barriers to effective Selection (K1, K2, K3)
- 2.3 Inputs in Training & Development, Training Process, Types, Impediments (K1, K2, K3,)
- 2.4 Transfer - (K1, K2, K3)
- 2.5 Promotion (K1, K2)
- 2.6 Demotion. (K1, K2)

**Unit III: Executive Development****(15 hours)**

- 3.1 Executive Development Programme, Process (K1, K2, K3,K4)
- 3.2 Orientation, Purpose, Requisites of an effective orientation Programme (K1, K2, K3)
- 3.3 Placement (K1, K2, K3)
- 3.4Performance Appraisal, Objectives, Process, Methods (K1, K2, K3)
- 3.5 Career Development (K1, K2, K3)
- 3.6 Career Planning (K1, K2, K3)

**Unit IV: Sustaining Employee Interest****(15 hours)**

- 4.1 Remuneration, Rewards, Components, Factors , Challenges (K1, K2,K3,K4)
- 4.2 Concepts of Wages (K1, K2,)
- 4.3 Employee benefits and Services, Importance and Types (K1, K2)
- 4.4 Empowering employees, Scope and ways, Importance and Limitations - (K1, K2, K3)
- 4.5 Disputes, Causes, Settlement (K1, K2, K3)
- 4.6 Grievance Procedure (K1, K2, K3)

**Unit V: Challenges in HRM****(15 hours)**

- 5.1 HR Ethics (K1, K2,K3)
- 5.2 e HR activity(K1, K2,K3)
- 5.3 Challenges of HR, Global HR (K1, K2, K3)
- 5.4 Workforce Diversity (K1, K2, K3)
- 5.5 Competency Mapping (K1, K2, K3, K4)
- 5.6 Knowledge Management (K1, K2, K3)

**Note:** Case studies for all Units.(K5.K6)

### **Text Books**

1. Aswathappa – Human Resource Management, 6<sup>th</sup> Edition & 8<sup>th</sup> Edition – Tata McGraw Hill Publication,2010.
2. Dessler, Garry V – Human Resources Management, 7<sup>th</sup> Edition – PHI,2010

### **References Books**

1. Memoria C.B. and Memoria .S. – Personnel Management, 21<sup>st</sup> Edition – Himalaya publishing House,2010
2. Bernadin, Human Resource Management, Tata McGraw Hill,2006.

### **Websites**

1. [www.network.hrmtoday.com](http://www.network.hrmtoday.com).
2. [www.edx.org](http://www.edx.org)

## SEMESTER –II

### PCBAJ20 - FINANCIAL MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / II	PCBAJ20	Financial Management	Problem	Core	6	3	100

#### COURSE LEARNING OBJECTIVES

1. To enable the learners understand the concept of financial management, scope, objectives and time value of money. Also valuation of bonds and shares.
2. To help the learners to acquire knowledge over evaluation of capital investment.
3. To make the learners understand the classification of cost of capital, its features and importance.
4. To make the learner understand the capital structure theories and practical. Also dividend theory and policy.
5. To enable the students understand the working capital and enable then to estimate working capital requirements.

#### COURSE OUTCOMES

The Learners will be able to

**CO1:** Be well-versed in the financial decision, functions and organization of financial managements. The can also come out with knowledge to value bonds and shares in practice.

**CO2:** Can come out with the practical knowledge of evaluating capital investment using traditional and modern capital budgeting methods.

**CO3:** Gain practical knowledge in calculating cost of different capitals.

**CO4:** Acquire knowledge over capital structure and work out capital structure under different approaches. Students also gain practical knowledge over dividend policy and its determinants.

**CO5:** Gain both theoretical and practical knowledge on working capital management including receivables, payables, inventory and cash management.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	M	L	H	H	H	H
CO3	H	L	H	M	H	H
CO4	H	M	M	M	H	M
CO5	H	M	L	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I – Foundations of Finance****(15 Hours)**

- 1.1: Financial Management – Scope – Objectives – Profit Maximization – Wealth Maximization (K1, K2, K3)
- 1.2: Financial Decisions (K1, K2, K3)
- 1.3: Functions of Financial Management (K1, K2, K3)
- 1.4: Organization of Financial Management – Functions of Treasurer and Controller (K1, K2, K3)
- 1.5: Time Value of Money – Concept – Reasons for time preferences of money (K1, K2, K3, K4)
- 1.6: Valuation of bonds and shares – Concept of value – Book value – Market value – Liquidation value – Replacement value – Going concern value – Bonds or debentures value. (K1, K2, K3, K4)

**Unit II – Capital Budgeting****(15 Hours)**

- 2.1: Capital budgeting – Concept – Need of capital budgeting (K1, K2, K3, K4)
- 2.2: Pay back (K1, K2, K3, K4)
- 2.3: ARR (K1, K3, K4)
- 2.4: NPV (K1, K3, K4)
- 2.5: IRR (K1, K3, K4)
- 2.6: PI (K3, K4)

**Unit III – Cost of Capital****(15 Hours)**

- 3.1: Cost of capital – Features – Importance (K1, K2, K4)
- 3.2: Classification of cost (K1, K2, K4)
- 3.3 Cost of Debt (K1, K2, K3, K4)
- 3.4: Cost of Preference share capital (K1, K2, K3, K4)
- 3.5: Cost of Equity share capital (K1, K2, K3, K4)
- 3.6: Retained Earnings – CAPM – WACC. (K1, K2, K4)

**Unit IV – Financial and Dividend Decisions****(15 Hours)**

- 4.1: Leverage – Meaning – Types – Financial – Operating leverage and combined leverage (K1, K2, K3, K4)
- 4.2: Capital structure – Designing capital structure (K1, K2, K3, K4)
- 4.3: Theories of Capital structure – Net Income approach- Net operating income approach (K1, K2, K3, K4)
- 4.4: Traditional Approach - Modigliani Miller approach (K1, K2, K3, K4)
- 4.5: Dividend policy – Determinant of dividend policy – forms of dividend policy – form of dividends  
Dividend theory (K1, K2, K3, K4)
- 4.6: Walter model, Gordon model. (K1, K2, K3, K4)

**Unit V – Working Capital Management****(15 Hours)**

- 5.1: Principle of Working capital – Concept – Need (K2, K3, K4, K5)
- 5.2: Determinants – Issues and estimation of working capital (K2, K3, K4, K5)
- 5.3: Account receivables management and factoring (K2, K3, K4, K5)
- 5.4: Inventory management EOQ (K2, K3, K4, K5)
- 5.5: Stock levels (K2, K3, K4, K5)
- 5.6: Cash management. (K2, K3, K4, K5)

**Note:** 80% problems and 20% theory

**Text Books:**

1. Dr. S. N. Maheswari – Financial Management Principle And Practice, 2<sup>nd</sup> Edition Sultan Chand & Sons Educational Publishers, New Delhi 2004.
2. M.Y.Khan and P.k.Jain – Financial Management: Text, problems and cases, 5<sup>th</sup> Edition – Tata Mc Graw Hill, 2008.

**Reference Books**

1. M. Pandey – Financial Management – Vikas publishing House, 2007.
2. Chandra. P. Financial Management , New Delhi: Tata Mc Graw Hill, 8<sup>th</sup> Edition 2012.

**Websites**

1. [www.tutu.net](http://www.tutu.net).
2. [www.udemy.com](http://www.udemy.com)

## SEMESTER -II

### PCBAL20 – ENTERPRISE RESOURCE PLANNING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAL20	Enterprise Resource Planning	Theory	Core	6	2	100

#### OBJECTIVES

1. To enable the evolution and role of ERP in business integration.
2. To integrate emerging technologies into ERP systems including supply chain management and customer relationship management
3. To understand Transition of ERP architecture, design, development, implementation, and project management. To choose perfect project team.
4. To find out the Effective Management concepts implemented in ERP after implementation
5. To get an idea with enterprise software from SAP.

#### COURSE OUTCOME

The learners will be able to

**CO1:** Understand how ERP is evolved and analyze various risk in ERP

**CO2:** Be able to integrate and analyze related technologies with ERP and also to understand the entire product life cycle starting from manufacturing till SCM and CRM

**CO3:** Be able to classify the legacy system with ERP system and able to apply various transition strategies according to the organization

**CO4:** Can analyze the success and failure factors and will be able to apply the success factors in post implementation phase

**CO5:** Understand and use the idea of SAP AG, SAP Net weaver in the enterprise.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	M	H	L
CO3	M	M	H	H	M	H
CO4	H	H	H	H	M	M
CO5	M	M	H	H	M	L

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	H	M	M	L
CO2	M	L	H	H	M	L
CO3	H	M	H	M	M	M
CO4	M	M	M	H	M	M
CO5	H	L	M	M	H	H

**H-HIGH (3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction**

**(15 hours)**

- 1.1 Introduction to ERP —Common ERP Myths (K1, K2, K3)
- 1.2 History and Evolution of ERP - Reasons for the Growth- Advantages(K1, K2, K3)
- 1.3 Why ERP- Roadmap for successful ERP Implementation (K1, K2, K3)
- 1.4 Basic ERP Concepts - ERP Fit (K1, K2, K3)
- 1.5 Importance - Create Value (K1, K2, K3)
- 1.6 ERP Architecture- Risks of ERP(K1, K2, K3)

**Unit II: ERP and Technology**

**(15 hours)**

- 2.1 Benefits of ERP- ERP and related technologies (K1, K2, K3,K4)
- 2.2 Business Process Reengineering -Business Intelligence (K1, K2, K3,K4)
- 2.3 Product life cycle management (K1, K2, K3)
- 2.4 Customer Relationship Management (K1, K2, K3)
- 2.5 Supply Chain Management (K1, K2, K3)
- 2.6 Advanced technology and ERP Security- Business models of an ERP packages (K1, K2, K3)

**Unit III: ERP Implementation**

**(15 hours)**

- 3.1 ERP Implementation Transition Strategies (K1, K2, K3)
- 3.2 Life Cycle (K1, K2, K3,K4)
- 3.3 Implementation Process (K1, K2, K3,K4)
- 3.4 Training and Education (K1, K2, K3,K4)
- 3.5 Data Migration (K1, K2, K3,K4)
- 3.6 ERP Project Teams (K1, K2, K3,K4)

**Unit IV: Operation, Maintenance and Future Trends in ERP**

**(15 hours)**

- 4.1 ERP Operation (K1, K2, K3,K4)
- 4.2 ERP Maintenance (K1, K2, K3,K4)
- 4.3 Success factors of ERP implementation (K1, K2, K3,K4)
- 4.4 Failure factors of an ERP Implementation (K1, K2, K3,K4)
- 4.5 Future directions in ERP (K1,K2, K3,K4,)
- 4.6 Trends in ERP(K1,K2,K3,K4)



## **Unit V: SAP**

**(15 hours)**

- 5.1 SAP AG -SAP Business Basics (K1, K2, K3,K4)
- 5.2 SAP Technology Basics- SAP Project Basics (K1, K2, K3,K4)
- 5.3 Overview of SAP Applications and Components (K1, K2, K3,K4)
- 5.4 A Business User Perspective on Implementing SAP (K1, K2, K3,K4)
- 5.5 Logging On and Using SAP's User Interface (K1, K2, K3,K4)
- 5.6 SAP User Roles and Authorizations (K1, K2, K3,K4)

**Note:** Case Studies for all Units. (K5.K6)

### **Text books**

1. Alexis Leon -ERP Demystified, Tata McGraw Hill Education Private Limited, Third Edition, 2014.
2. Dr. George W. Anderson - Sams Teach Yourself-in 24 hrs. , Fourth Edition , SAMS publication, 5<sup>th</sup> Edition ,2011

### **Reference Books**

1. Anthony T Veltro, Toby J Veltro,Robert Elsenpeter -Cloud Computing - A practical Approach, Tata Mc Graw Hill,2010
2. Marainne Bradford - Modern ERP , lulu.com; Third Edition (January 2,2015)

### **Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.udemy.com](http://www.udemy.com)

## SEMESTER – II

### PJBAC20 - INNOVATION AND START-UP MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PJBAC20	Innovation and Start-Up Management	Theory & Practical	Skill Based Elective	4	2	40+60

#### OBJECTIVES

1. The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business Opportunities that may be commercialized successfully.
2. The students will nurture the entrepreneurial skills and help to identify the new business opportunity.
3. The students can able to tap the new Governmental schemes available to kindle the interest of emerging entrepreneur.
4. The students will generate the interest and for patent and trade mark registration.
5. The students can design their business plan for getting institutional support.

#### COURSE OUTCOMES

The Learner will be able to

**CO1:** Have the ability to discern distinct entrepreneurial traits

**CO2:** Write a business plan.

**CO3:** Be able to know the parameters to assess Opportunities for new business ideas.

**CO4:** Understand the Governmental schemes for entrepreneurial growth in India.

**CO5:** Know to register in e-commerce, trade mark and patent.

CO	PO					
	1	2	3	4	5	6
CO1	M	M	H	H	M	H
CO2	H	H	H	M	H	M
CO3	H	M	M	H	M	H
CO4	H	M	M	H	M	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	M	M	M
CO2	H	H	M	L	H	H
CO3	M	H	M	H	H	H
CO4	M	H	H	H	M	M
CO5	M	M	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I - Introduction to Entrepreneurship** (12 Hours)

- 1.1 Definition- Characteristics of entrepreneurship(K1)
- 1.2 Types of Entrepreneur(K1, K2)
- 1.3 Benefits and drawbacks of entrepreneurship(K1, K2)
- 1.4 Technopreneurs(K1)
- 1.5 Characteristics of technopreneur(K1, K2)
- 1.6 Women Entrepreneurship- Success stories of Women Entrepreneur(K1, K2)

**Unit II - Crafting a winning business plan** (12 Hours)

- 2.1 Need and importance of business plan(K1, K2)
- 2.2 Elements of a business plan(K1, K2)
- 2.3 Ascertain initial viability of a business proposal(K1)
- 2.4 Enlisting technical aspects of business Plan(K1, K2, K3)
- 2.5 Financial aspects of business Plan (K1, K2, K3)
- 2.6 Marketing and Commercial business Profitability aspects of business Plan (K1, K2, K3)

**Unit III - Institutional Support System for Entrepreneurs** (12 Hours)

- 3.1 Central Government Support System - National Board for Micro, Small and Medium Enterprises (NBMSME)-Small Scale Industries Board (SSIB) (K1, K2)
- 3.2 National Bank for Agriculture and Rural Development (NABARD) (K1, K2)
- 3.3 Small Industries Development Organisation (SIDO) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDESI) (K1, K2)
- 3.4 Khadi and Village Industries Commission (KVIC) (K1, K2)
- 3.5 State Government Support System - State Financial Corporation (SFC) - State Small Industries Development Corporation (SSIDC) (K1, K2)
- 3.6 Non-Government Support System -District Industries Centres (DIC). (K1, K2)

**Unit IV - Governmental Schemes** (12 Hours)

- 4.1 Prime Minister Employment Generation Programme and Other Credit Support Schemes (K1, K2)
- 4.2 Start-Up India- Make In India – Atal Innovation Mission (AIM) (K1, K2)
- 4.3 Support To Training And Employment Programme For Women (STEP) - Jan Dhan- Aadhaar Mobile (JAM) (K1, K2)
- 4.4 Biotechnology Industry Research Assistance Council (BIRAC) (K1, K2)
- 4.5 Stand-Up India -Trade Related Entrepreneurship Assistance And Development (TREAD) (K1, K2)
- 4.6 Pradhan Mantri Kaushal Vikas Yojana (PMKVY)-National Skill Development Mission. (K1, K2)

**Unit V - E-entrepreneur (Practical)** (12 Hours)

Basic approaches to launch an E-commerce effort - Trade Mark and Patent registration process- Business Incubation centre (K1, K2, K3)

**Note:** 60% Theory, 40% Practicals.

### **Text Books**

1. Thomas W. Zimmerer, and Norman M. Scarborough Essentials of Entrepreneurship and Small Business management 5<sup>th</sup> Edition , PHI,2016
2. Jayashree Suresh – Entrepreneurial Development, 1<sup>st</sup> Edition – Margham Publication, , Latest Edition, 2012

### **Reference Books**

1. Kathleen R. Allen- Bringing New Technology to Market, Prentice Hall,2003
2. Mary Coulter -Entrepreneurship in Action, 2<sup>nd</sup> Edition , Prentice Hall,2001

### **Websites**

1. [www.bplan.com/](http://www.bplan.com/) [Businessplan]
2. [www.entrepreneur.com/businessplan](http://www.entrepreneur.com/businessplan) [Businessplan]
3. <https://msme.gov.in/all-schemes> [GovernmentalSchemes]
4. [www.businessmanagementideas.com](http://www.businessmanagementideas.com) [Institutional Support System forEntrepreneurs]

**SEMESTER – II**  
**PJBAD20 - ACCOUNTING SOFTWARE**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PJBAD20	Accounting Software	Theory & Practical	Skill	4	2	100

**OBJECTIVES**

1. To introduce the students to the basic of accounts and the usage of accounting software for accounting purpose.
2. To acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era.
3. To enable the students to record the business transactions and manage the accounts information for an organization using the Business Accounting Software.
4. To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand and learn the various accounting packages and the basics of Tally Erp 9.0

**CO2:** Be able to enter accounting vouchers and to print profit and loss and Balance Sheet.

**CO3:** Be able to prepare inventory and stock items for an organization and print the stock summary report.

**CO4:** Understand how to create and maintain cost categories, cost centres of a product for easy processing of sales and purchase inventories.

**CO5:** Analyze the financial statements using ratio analysis and interpreting the results thereof.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	M	H	M
CO2	M	H	H	M	H	L
CO3	M	H	L	H	H	H
CO4	H	M	L	H	M	M
CO5	H	M	H	L	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	M	H	H	M	H	H
CO3	H	H	H	H	M	H
CO4	M	M	M	H	H	M
CO5	L	M	M	H	H	H

**H-HIGH (3), M-MODERATE(2), L-LOW(1)**

## **Unit I - Introduction**

Introduction to Tally - Journal, ledger accounts - Trial Balance – Trading and profit and Loss account – Profit and Loss account – Balance Sheet

## **Unit II - Creation of Accounts Master**

Fundamentals of Inventory - Accounts Master Creation: Accounts Information – Groups (Create, Display, and Delete) – Multiple groups – Ledgers (Create, display, Alter) – Multiple Ledgers.

## **Unit III - Cost categories**

Cost Categories – Cost Centers. Inventory Master Creation: Stock groups – Entering Vouchers; Voucher types – How to enter Voucher – Different Types of Accounting Vouchers (Payments / Receipt, Journal, Sales and purchase)

## **Unit IV - Inventory and stock accounts**

Preparation of inventory and stock accounts - Inventory Master Creation: Stock groups, stock items and units of measurement – Entering Vouchers- Results in trail balance and stock summary

## **Unit V - Ratio Analysis**

Preparation of Ratio analysis - Inventory Master Creation- Entering Vouchers- Checking Results

### **Lab Exercises:**

1. Trading and profit and loss account of a company.
2. Balance sheet of the company
3. Cost category and cost center
4. Inventory and stock
5. Ratio Analysis

### **Text Books**

1. Namrata Agarwal, Tally 9, Dream tech press 2<sup>nd</sup> Edition,2013
2. A.K.Nadhani, K.K.Nadhani, Implementing Tally 9, BPB Publications – 2<sup>nd</sup> Edition,2018

### **Reference Books**

1. Kogent Learning solutions Inc., Tally-ERP 9 in simple steps – 1<sup>st</sup> Edition,2012
2. Law point , Guide to Tally 9, 2<sup>nd</sup>Edition,2007

### **Websites**

1. [www.tally9book.com](http://www.tally9book.com)
2. [tallytraining.in](http://tallytraining.in)

## SEMESTER III

### PCBAM20 – BUSINESS LAW

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PCBAM20	Business Law	Theory	Core	6	3	100

#### OBJECTIVES

1. To Prepare the learners with Legal Knowledge of Business
2. To imbibe the wards on executing a Company according to the law.
3. To familiarize the Learners with the essentials of Negotiable Instrument Act at the registration.
4. To inhibit knowledge on valuable information Act and Tax to enforce a Profitable Business
5. To generate awareness on Consumer Protection Act and Cyber laws of firms

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Acquire Knowledge on Commercial law

**CO2:** Understand the formation and need for Company law

**CO3:** Study the requisites of Negotiable Instrument and registration of firm

**CO4:** Understand the concepts and scope of Value Added Tax and Information Act

**CO5:** Acquires knowledge on Consumer Protection Act and Cyber Laws.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	M	H	M	H	M
CO3	H	M	M	H	M	H
CO4	M	H	M	H	M	H
CO5	L	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	H	H
CO3	H	M	H	M	M	H
CO4	H	M	H	M	M	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Commercial Law****(15 hours)**

- 1.1 The Indian Contract Act 1872, Definition, Essentials of a Valid Contract, Void Agreements, Formation of a Contract (K1,K2, K3)
- 1.2 Offer, Legal rules (K1,K2)
- 1.3 Acceptance, Legal Rules,(K1, K2)
- 1.4 Consideration, Legal Rules, (K1,K2)
- 1.5 Contractual Capacity, Discharge, Breach of Contract and its Remedies (K1,K2,K3)
- 1.6 Sales Contract, Transfer of Title & Risk of Loss, Conditions and Warranties in Sales Contract, Rights of an Unpaid Seller, Electronic Contracts.(K1,K2,K3,K4)

**Unit II: Company Law****(15 hours)**

- 2.1 Definition, Characteristics, Types, Formation, Incorporation (K1, K2,K3,K4)
- 2.2 Memorandum and Articles of Association Contents (K1, K2)
- 2.3 Prospectus, Definition, Contents, Statement in Lieu of Prospectus (K1, K2,K3,)
- 2.4 Meetings, Kinds of Meetings, (K1, K2, K3)
- 2.5 Power, Duties and Liabilities of Directors (K1, K2,K3)
- 2.6. Winding up of Companies (K1, K2,K3)

**Unit III: Law of Partnership and Negotiable Instruments Act 1881****(15 hours)**

- 3.1 Law of Partnership – Meaning, Nature of Partnership, Registration of Firms, Partnership Deed- Dissolution (K1, K2, K3,K4)
- 3.2 Negotiable Instruments, Meaning, Characteristics, Types, Parties (K1, K2, K3)
- 3.3 Holder and holder in Due Course (K1, K2)
- 3.4 Negotiation and Types of Endorsements (K1, K2, K3)
- 3.5 Dishonor of Negotiable Instrument (K1, K2,K3)
- 3.6 Noting and Protest. (K1, K2, K3)

**Unit IV: Value Added Tax Act and Information Act****(15 hours)**

- 4.1 Value Added Tax, Concepts, (K1, K2)
- 4.2 Scope (K1, K2)
- 4.3 Practical Implications of VAT (K1,K2, K3) (K1, K2,K3)
- 4.4 Right to Information act 2005 (K1, K2, K3, K4)
- 4.5 Information Technology Act 2000 (K1, K2, K3)
- 4.6 Information Technology Act 2002 (K1, K2, K3)

**Unit V: Consumer Protection Act and Introduction of Cyber Law****(15 hours)**

- 5.1 Consumer Protection Act, Consumer rights, Procedures, Types of Consumer Redressal Mechanisms and Forums, Cyber Crimes (K1, K2,K3, K4)
- 5.2 Cyber Crimes, Meaning, Types, Cyber Laws (K1, K2,K3)
- 5.3 Introduction of IPR (K1, K2)



5.4 Copy Rights, Ownership Infringement of Copyright (K1, K2, K3)

5.5 Trademarks(K1, K2,K3)

5.6 Patent Act- Legal Aspects of Patent - Filing of Patent Application-Infringement of Patent (K1, K2, K3)

**Note:** Case Studies for all Units.(K5.K6)

### **Text Books**

1. P. Saravanavel and Sumathi – Business Law – Himalaya Publishing House, Reprint2012.
2. N.D.Kapoor- Elements of Mercantile Law, 33rd Revised Edition – Sultan Chand and Company,2012.

### **References Books**

1. P.P.S.Gogna – Mercantile Law, 4th Edition – Sultan Chand & Co., Ltd, India,2008
2. Akhileswar Pathak – Legal Aspects of Business, 7th Edition, McGraw-Hill Education2018.

### **.Websites**

1. [www.lawteacher.net](http://www.lawteacher.net)
2. [www.coursera.org](http://www.coursera.org)

## SEMESTER – III

### PCBAN20 – STRATEGIC MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PCBAN20	Strategic Management	Theory	Core	6	3	100

#### OBJECTIVES

1. To help the students in formulating, implementing and evaluating the corporate business strategies.
2. To expose students to the environment and understand on distinctive competencies.
3. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
4. To help students develop skills for applying the nuances of strategic implementation to problems in the Organization.
5. To help students master the analytical tools of strategic management.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.

**CO2:** Explain the basic concepts, principles and practices associated with competitive advantage.

**CO3:** Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives

**CO4:** Analyze and evaluate critically real life company situations and develop creative Solutions, using a strategic management perspective.

**CO5:** Understand the crucially important role that the HRM function plays in the setting and implementation of an organization's strategy.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	M	H	M	H	H
CO3	H	H	M	H	H	M
CO4	M	H	H	H	M	M
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	L
CO2	H	L	M	L	H	M
CO3	H	M	M	M	M	L
CO4	H	M	M	L	M	L
CO5	M	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit - I Strategic Process & Formulation (15 hours)**

- 1.1 Conceptual framework for strategic management (K1, K2, K3 )
- 1.2 the Concept of Strategy and the Strategy Formation Process (K1, K2, K3 )
- 1.3 Stakeholders in business, Vision, Mission and Purpose (K1, K2, K3 )
- 1.4 Business definition, Objectives and Goals (K1, K2, K3 )
- 1.5 Corporate Governance and Social responsibility (K1, K2, K3 )
- 1.6 Environmental Appraisal, Environmental scanning (K1, K2, K3 )

**Unit - II Competitive Advantage (15 hours)**

- 2.1 External Environment, Porter's Five Forces Model (K1, K2, K3, K4)
- 2.2 Globalization and Industry Structure, National Context (K1, K2, K3, K4)
- 2.3 Competitive advantage Resources, Capabilities and competencies (K1, K2, K3, K4)
- 2.4 Core competencies, Low cost and differentiation (K1, K2, K3, K4)
- 2.6 Generic Building Blocks of Competitive Advantage, Distinctive Competencies, Resources and capabilities durability competitive advantage (K1, K2, K3, K4)
- 2.6 Avoiding failures and sustaining competitive advantage (K1, K2, K3, K4)

**Unit - III Strategy Formulation (15 hours)**

- 3.1 Generic strategic alternatives, Stability, Expansion, Retrenchment and Combination strategies, Business level strategy (K1, K2, K3, K4)
- 3.2 Strategy in the Global Environment, Vertical Integration-Diversification and Strategic Alliances, Building and Restructuring the corporation (K1, K2, K3, K4)
- 3.3 Strategic choice, Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile (K1, K2, K3, K4)
- 3.4 Strategic Advantage Profile, Corporate Portfolio Analysis, SWOT Analysis, GAP Analysis, Mc Kinsey's 7s Framework (K1, K2, K3, K4)
- 3.5 GE 9 Cell Model, Distinctive competitiveness (K1, K2, K3, K4)
- 3.6 Selection of matrix, Balance Score Card (K1, K2, K3, K4)

**Unit - IV Strategy Implementation (15 hours)**

- 4.1 Nature, Barriers, Model, Major themes (K1, K2, K3, K4)
- 4.2 Regulatory mechanisms, Procedural implementation (K1, K2, K3, K4)
- 4.3 Project implementation, Resource Allocation, Structural implementation (K1, K2, K3, K4)
- 4.4 Types of structure, Structure for strategies (K1, K2, K3, K4)
- 4.5 Behavioral implementation, Stakeholders, Corporate governance (K1, K2, K3, K4)
- 4.6 Culture, Politics and power, Values and ethics (K1, K2, K3, K4)

**Unit - V Strategy Evaluation and Control (15 hours)**

- 5.1 Strategic Choice, Nature, Importance, Participants (K1, K2, K3, K4)
- 5.2 Barriers, Requirements, Strategic Control and Evaluation (K1, K2, K3, K4)
- 5.3 Operational Control, Process of Evaluation, Techniques (K1, K2, K3, K4)
- 5.4 Managing Technology and Innovation (K1, K2, K3, K4)
- 5.5 Strategic issues for Non Profit organizations (K1, K2, K3, K4)

## 5.6 New Business Models and strategies for Internet Economy (K1, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

### **Text Books**

1. Azhar Kazmi, Strategic Management and Business Policy, Tata McGraw Hill, 3<sup>rd</sup> Edition, 2008.
2. N.Chandrasekaran & P.S.Ananthanarayanan, Strategic Management, Oxford University press, 1<sup>st</sup> Edition 2011.

### **References**

1. Upendra kachru, Strategic Management Concepts & Cases, Excel Books,1<sup>st</sup> Edition,2009.
2. Adrian Haberberg and Alison Rieple, Strategic Management- Theory and application, Oxford University Press, Reprint 2010.

### **Websites**

1. [www.coursera.com](http://www.coursera.com)
2. [www.edx.org](http://www.edx.org)

## SEMESTER – III

### PJBAE20 - STOCK TRADING

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PJBAE20	Stock Trading	Theory	Skill Paper	4	2	100

#### OBJECTIVES

1. To learn the skill in trading and investing in the stock markets
2. To practice trading in a virtual stock market game
3. To gain experience and knowledge to be successful in stock market
4. To understand the derivative market
5. To practice the Systematic investments plan

#### COURSE OUTCOMES

**The learners will be able to**

**CO1:** Understand the basics in stock market and stock exchanges

**CO2:** Study the capital market and trading settlement

**CO3:** Understand the stock charts and signals.

**CO4:** Understand the financial derivatives contracts

**CO5:** Learn the mutual funds and its investment modes

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	H	M	M	H
CO3	H	M	H	H	H	M
CO4	H	M	H	H	H	H
CO5	M	H	M	L	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	M	H	M	H	H
CO3	H	M	M	H	H	H
CO4	M	H	H	M	H	M
CO5	M	H	M	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I - Introduction about Stock**

Meaning of stock exchange – Classification of Stocks – Investing Strategies – Framework for intelligent stock market- How to invest in stock market with little money – Stock Quotations - Face Value of Share

## **Unit II - Market Intermediaries**

Capital Market and Its Types - Broker – Sub-Broker – Depository – Depository Participants – Procedures- Different type of orders – Clearing and Settlement – Demat A/c – Rolling Settlement – Internet Trading

## **Unit III - Fundamental and Technical Analysis**

Importance of rupee value – When to sell a stock – Fundamentals signals - Technical Signals - Share market chart - How to read stock charts for beginners

## **Unit IV - Understanding Derivatives**

Derivatives – Features – Types – Derivatives vs. Stock

## **Unit V - Understanding Mutual Fund**

Mutual Fund – Evolution – Types – How to Select a good Mutual fund – Invest in Mutual Fund through SIP – Mutual Fund ranking – Calculation of Risk Adjusted Return – Newspaper and Internet games.

## **Text Books**

1. N.J. Yaraswy, Stock Market Investing, Vision Books, Reprinted2013.
2. Uma Shashikanth, SUnitha Abraham, Arti Anand Bhargava, Understanding Mutual Funds,Tata Mc Graw Hill Education Private Limited,2011.

## **Reference Books**

1. Sundar Sankaran,Mutual Funds, Vision Books Private Limited, 3<sup>rd</sup> Edition2012.
2. Van K. Tharp- Trade Your way to Financial Freedom, McGraw-Hill Education; 2 edition  
(December 13,2006)

## **Websites**

1. [www.nseindia.com](http://www.nseindia.com)
2. [www.mashable.cpm/2010/stockmarketgames](http://www.mashable.cpm/2010/stockmarketgames)

### SEMESTER III

#### PJBAF20 – INSTITUTIONAL TRAINING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PJBAF20	Institutional Training	Practical	Skill Paper	2	2	100

#### OBJECTIVES

1. To integrate theory and practice
2. To assess interests and abilities in their field of study.
3. To learn to appreciate work and its function in the organization
4. To develop work habits and attitudes necessary for job success.
5. To develop communication, interpersonal and other skills in the job

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Integrate the theoretical knowledge with the real work experience

**CO2:** Create interest in the area of specialization

**CO3:** Experiential learning in the various functions of the organization.

**CO4:** Build a record of work experience and to develop habits and attitudes necessary for job success

**CO5:** Acquire employment contacts leading directly to a full-time job following graduation

CO	PO					
	1	2	3	4	5	6
<b>CO1</b>	H	M	H	H	M	H
<b>CO2</b>	H	M	M	H	H	M
<b>CO3</b>	M	H	M	H	H	M
<b>CO4</b>	M	H	M	H	H	H
<b>CO5</b>	M	H	H	M	M	H

CO	PSO					
	1	2	3	4	5	6
<b>CO1</b>	M	H	H	M	M	M
<b>CO2</b>	L	M	M	L	M	M
<b>CO3</b>	L	H	H	M	M	M
<b>CO4</b>	L	H	H	M	M	L
<b>CO5</b>	M	H	H	M	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

Each student shall be required to prepare the report on the basis of training undergone by her in a business or industrial organization. The report should demonstrate the capability of the students in studying the organization and its process in totality.

### **Evaluation Pattern**

- Each student should undergo the training separately.
- The mode of evaluating the student will consist of two parts. One on the basis of report writing and the other will be through Viva Voce.
- The valuation of the report writing will be done by the internal examiner while for the oral examination an external examiner will be called for.
- 60 marks will be awarded for the report writing and for oral examination 40marks.
- Training will be for a period of 30 days which will be during the month of May- June of every academic year.
- Each student should find a reputed organization which carries out the important functions like Production, Human Resource, Finance and Marketing to carry out her investigation with the approval of the department.
- Records should be maintained for daily activities signed by the concerned authorities in the organization
- After completion of the training, the student should get Completion Certificate and Attendance Certificate from the company when she comes back to the college.
- Any change of the organization during the course of the Training should be done only after getting the consent from the Head of the Department of the College in writing.
- Training report is to be submitted by the students within 30 days from the commencement of the 3<sup>rd</sup> semester.
- Evaluation of the report should be sent to the Controller of Examinations through the Head of the Department, before the last working day of the 3<sup>rd</sup> semester
- The following are the components for report writing (60Marks)
  - Content - 40Marks
  - Layout - 10Marks
  - Grammar - 10 Marks
- Viva -Voce – (40Marks)
  - Oral Presentation - 30Marks
  - Question and Answer - 10Marks



**SEMESTER IV**  
**PCBAO20 – PRODUCTION AND OPERATIONS MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PCBAO20	Production and Operations Management	Theory	Core	6	3	100

**OBJECTIVES**

1. To understand the concept and techniques of production and operations management.
2. To be aware about Forecasting and capacity building.
3. To understand plant location and design.
4. To have an in depth knowledge on Inventory Management.
5. To apply various tools of TQM.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Appreciate the principles and applications relevant to the production and operation systems of manufacturing/service firms.

**CO2:** Reveal the ability to apply some forecasting techniques, enlarge basic materials requirement schedules and develop an aggregate plan and describe the boundaries of an operations system, and recognize its interfaces with other functional areas within the organization and with its external environment.

**CO3:** To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.

**CO4:** Plan and implement suitable materials handling principles and practices in the operations.

**CO5:** Plan and implement suitable quality control measures in Quality Circles to TQM.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	H	H	H	M
CO3	M	H	H	H	H	M
CO4	M	H	M	M	M	H
CO5	H	M	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	H	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	M	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit - I Introduction to Production and Operations Management (15 hours)**

- 1.1 Production systems , Nature, Importance and Organizational function (K1, K2, K3)
- 1.2 Characteristics of Modern production and operation function (K1, K2, K3)
- 1.3 Recent trends in production and operation management (K1, K2, K3)
- 1.4 Role of operations in Strategic management (K1, K2, K3)
- 1.5 Production and operation strategy (K1, K2, K3)
- 1.6 Nature of International operations management. (K1, K2, K3)

**Unit – II Forecasting, Capacity and Aggregate Planning (15 hours)**

- 2.1 Demand Forecasting, Needs, Types (K1, K2, K3, K4)
- 2.2 Objectives and steps, Capacity Planning, Long range, types (K1, K2, K3, K4)
- 2.3 Rough cut plan, CRP, Types of capacity, Process (K1, K2, K3, K4)
- 2.4 Master Production Scheduling, Objectives, Functions (K1, K2, K3, K4)
- 2.5 Developing capacity alternatives, Aggregate planning (K1, K2, K3, K4)
- 2.6 Approaches – Costs – overview of MRP, MRP II, ERP (K1, K2, K3, K4)

**Unit – III Plant Location, Design of Product and Process (15 hours)**

- 3.1 Meaning, Steps in location selection, Importance of location factors (K1, K2, K3, K4)
- 3.2 Plant layout models, Meaning, Objectives, Types, Importance (K1, K2, K3, K4)
- 3.3 Principles of plant layout, Layout planning, Tools & techniques (K1, K2, K3, K4)
- 3.4 Criteria for selection and design of layouts (K1, K2, K3, K4)
- 3.5 Product design, Importance, Factors, Characteristics, Approaches (K1, K2, K3, K4)
- 3.6 Process planning – Process selection – Process decisions. (K1, K2, K3, K4)

**Unit – IV Operations and Materials Management (15 hours)**

- 4.1 Inventory management, Meaning, Objectives (K1, K2, K3, K4)
- 4.2 Factors, Process, Inventory control techniques, Purchase (K1, K2, K3, K4)
- 4.3 Definition, Objectives, Functions, Purchasing cycle, Vendor rating (K1, K2, K3, K4)
- 4.4 Techniques, Value Analysis, Stores Management, Nature, Layout (K1, K2, K3, K4)
- 4.5 Classification and Coding, JIT, Materials management (K1, K2, K3, K4)
- 4.6 Objectives, Planning, Budgeting and control. (K1, K2, K3, K4)

**Unit – V Total Quality Management (15 hours)**

- 5.1 Definition, Quality, TQM framework (K1, K2, K3, K4)
- 5.2 Dimensions of product and service quality (K1, K2, K3, K4)
- 5.3 Contribution of Deming, Crosby, Ishikawa, Quality Circle (K1, K2, K3, K4)
- 5.4 Japanese 5s Principle, 8D Methodology (K1, K2, K3, K4)
- 5.5 KAIZEN, Key elements, Classification (K1, K2, K3, K4)
- 5.6 Six Sigma concepts of process capability, TPM principles, Benefits, BPR. (K1, K2, K3, K4)

**NOTE:** Case studies for all units. (K5.K6)

**Text books**

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised 2<sup>nd</sup> Edition, 2008.
2. Dale H. Besterfield et al, Total Quality Management, Third Edition, Pearson Education (First Indian Reprint 2004)

**References**

1. Pannerselvam R, Production and Operations Management, Prentice Hall India, 2<sup>nd</sup> Edition, 2008.
2. Jacobs & Aquilano, Operations management for competitive management, chase, Tata McGraw Hill Publication, 11<sup>th</sup> Edition.

**Websites**

1. [www.poms.org](http://www.poms.org)
2. [www.edx.org](http://www.edx.org)

**SEMESTER IV**  
**PCBAP20 - INTERNATIONAL BUSINESS AND ETHICS**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PCBAP20	International Business and Ethics	Theory	Core	6	3	100

**COURSE LEARNING OBJECTIVES**

1. To Develop Knowledge on Business Strategies and Culture in International Aspect and Familiarise the Learners with the International Trade and Business.
2. To acquire Skills on Foreign Direct Investments to implement in International Business.
3. To comprehend ethics in the work place.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the emergence and needs of Globalization in Business and acquire the concepts of International Business theories and Strategies.

**CO2:** Study the requisites of FDI & Global Monetary System.

**CO3:** Understand the Culture Differences in Business.

**CO4:** Acquire the knowledge on Ethics in the workplace.

**CO5:** Analyze the Ethical issues and challenges.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	H	M	M	M
CO3	M	M	H	M	H	M
CO4	M	H	M	H	H	H
CO5	M	H	M	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	H
CO2	H	M	H	L	M	H
CO3	H	L	M	L	H	H
CO4	H	M	M	M	M	H
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction and Trade Theory (15 hours)**

- 1.1 Evolution of International Business, Nature of International Business (K1, K2, K3)
- 1.2 Emergence of Globalization, Managing Across Cultures - Strategies for Going International (K1, K2, K3)
- 1.3 International trade theory, Benefits of Foreign Trade, New Trade Theory (K1, K2, K3)
- 1.4 Globalization- Drivers & Restrainers of International Globalization (K1, K2, K3)
- 1.5 International Business, Types (K1, K2, K3)
- 1.6 Comparison between International and Domestic Business (K1, K2, K3)

**Unit II: Foreign Direct Investment (15 hours)**

- 2.1 Nature , Need , Theories of FDI (K1,K2, K3,K4)
- 2.2 Factors Influencing FDI. (K1, K2, K3, K4)
- 2.3 The Global Monetary System (K1,K2,K3,K4)
- 2.4 Foreign Exchange Market (K1,K2,K3,K4)
- 2.5 Functions of Foreign Exchange Market(K1,K2,K3,K4)
- 2.6 Major International Financial Markets. (K1,K2,K3,K4)

**Unit III: Differences in Culture (15 hours)**

- 3.1 Need , Cultural Predispositions (K1,K2,K3,K4)
- 3.2 Cultural Models (K1,K2,K3,K4)
- 3.3 Communicating Across Cultures (K1,K2,K3,K4)
- 3.4 Barriers to Effective Cross(K1,K2,K3,K4)
- 3.5 Cultural Communication (K1,K2,K3,K4)
- 3.6 Human Resource Practices in the National Context(K1,K2,K3,K4)

**Unit IV: Ethics in Workplace (15 hours)**

- 4.1 Business Ethics , Importance , Levels (K1,K2,K3,K4)
- 4.2 Myths , Law versus ethics , Legal versus moral business (K1,K2,K3,K4)
- 4.3 Rights and duties of employees (K1,K2,K3,K4)
- 4.4 Personnel policies , Trade unions (K1,K2,K3,K4)
- 4.5 Workplace ethics ,Health and Safety (K1,K2,K3,K4)
- 4.6 Conflict Discrimination , Sexual Harassment. (K1,K2,K3,K4)

**Unit V: Ethical Challenges (15 hours)**

- 5.1 Environmental Challenges (K1,K2,K3,K4)
- 5.2 Role of Government (K1,K2,K3,K4)
- 5.3 Challenges of cyber Act (K1,K2,K3,K4)
- 5.4 Challenges of Violence (K1,K2,K3,K4)
- 5.5 Business and Terrorism (K1,K2,K3,K4)
- 5.6 Multinational Challenges of Gender rights and Human rights. (K1,K2,K3,K4)

**Note:** Case Studies for all Units(K5.K6)

**Text Books:**

1. Francis Cherunilam., International Business: Text and Cases, 5<sup>th</sup> Edition, PHI Learning,2010.
2. K.Aswathappa, International Business, 6<sup>th</sup> Edition, McGraw Hill Education,2015

**Reference Books:**

1. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 6th Edition, Tata McGraw-Hill Education,2008.
2. Ball, D., Geringer, M., Minor, M. and McNett, J., International Business: The Challenge of Global Competition, 11<sup>th</sup> Edition, Tata-McGraw-Hill Education,2009.

**Websites**

1. [www.globethics.net](http://www.globethics.net),
2. [www.mhhe.com/aswathappaib6e](http://www.mhhe.com/aswathappaib6e)

**MARKETING SPECIALIZATION**  
**SEMESTER – III**  
**PEMKA20 - ELECTIVE I A - RETAIL MARKETING**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEMKA20	Retail Marketing	Theory	Core Elective	6	3	100

**OBJECTIVES**

1. To introduce the student to the role of retailing and rural retailing in the distribution component
2. To know about the various operational and administrative aspects of the ever growing retailing.
3. To guide the student through the development and understanding of implementing a retail strategy through Logistics and supply chain management.
4. To provide Opportunities for the student to view the globalization of the retail industry.
5. To assist the student in understanding the evolving role of the internet in retailing and the use of technology in the field of retailing

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Be provided with a comprehensive view of retailing and rural marketing in the distribution component.

**CO 2:** Come to know about the various operational and administrative aspects of the ever growing retailing.

**CO3:** Come to know the application of marketing concepts in a practical retail managerial environment

**CO4:** Gains understanding about the globalization of the retail industry and its Opportunities

**CO5:** Understand and investigate the changing role of internet and use of technology in Retailing.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	M	H	M	H	M
CO3	M	H	H	M	H	M
CO4	M	H	H	H	H	H
CO5	M	M	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	M	M	M
CO2	M	H	M	M	M	L
CO3	L	H	M	L	M	M
CO4	H	H	M	L	H	M
CO5	M	M	M	L	M	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I - Retail in India**

**(15 hours)**

- 1.1 Meaning - Opportunities in retail marketing - Importance (K1, K2, K3)
- 1.2 Functions performed by retailers – Different types of retail stores (K1,K2, K3)
- 1.3 Multichannel retailing - Product retailing vs. Service retailing (K1,K2,K3)
- 1.4 Retail marketing issues and challenges in India. Role of Rural retailing in India (K1,K2,K3)
- 1.5 Challenges in Indian Rural Market- Rural retail Players in India (K1,K2,K3)
- 1.6 Rural Retail Strategies.Types of Retailers - Retailing Environment, Indian vs. Global Scenario (K1,K2,K3)

### **Unit II - Retail Location and Layout**

**(15 hours)**

- 2.1 Retail location & layout –Types of locations (K1,K2,K3)
- 2.2 Location strategy and legal consideration – Location Opportunities (K1,K2,K3)
- 2.3 Evaluation – Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis (K1,K2,K3,K4)
- 2.4 Site Location – Store layout- Store design – Store operations - Role of store manager - Interior and exterior design layout (K1,K2,K3,K4)
- 2.5 Retail store - Management planning and Administration – Visual and display methods in retailing (K1,K2,K3,K4)
- 2.6 Store maintenance – Vendor relationship and customer service. (K1,K2,K3,K4)

### **Unit III - Retail Logistics and Supply chain management**

**(15 hours)**

- 3.1 Retail Logistics - Meaning – Types – Need and Importance (K1,K2,K3)
- 3.2 Logistical activities – Reverse logistics – Outsourcing logistics(K1,K2,K3)
- 3.3 Meaning of Supply Chain Management –Need — Supply chain integration Push and Pull Supply Chain Management (K1,K2,K3)
- 3.4 Challenges in developing effective Supply chains in India(K1,K2,K3)
- 3.5 Cross docking – Food and Grocery supply chain - Retail Planning Process, Retail Models, Retail “EST”model (K1,K2,K3)



3.6 Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process(K1,K2,K3)

#### **Unit IV - International Retailing and Rural Retailing**

**(15 hours)**

4.1 Introduction, Stages in Retail Global Evolution - Reasons for Going Global (K1,K2,K3)

4.2 Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods. (K1,K2,K3)

4.3 Introduction, an Overview of the Indian Rural Market, Role of Rural retailing in India, (K1,K2,K3)

4.4 Challenges in Indian Rural Market, Periodic Markets (K1,K2,K3)

4.5 Rural retail Players in India, Rural Retail Strategies, (K1,K2,K3,K4)

4.6 Future of Rural retailing(K1,K2,K3,K4)

#### **Unit V -E-Tailing and CRM**

**(15 hours)**

5.1 E-Tailing- Introduction, Role of Technology in Satisfying Market Demand (K1,K2,K3)

5.2 Technology in Retail Marketing Decisions, Structure and Developments in E-tailing (K1,K2,K3)

5.3 Factors Influences the Growth of E- Tailing, Advantages & Disadvantages of E-Tailing (K1,K2,K3)

5.4 Future of Electronic Retailing. Benefits of Relationship Marketing (K1,K2,K3)

5.5 Management of Relationship, Principles of CRM, Customer Relationship Management Strategies (K1,K2,K3)

5.6 Components of CRM, Customer Service in Retailing, CRM and Loyalty Program (K1,K2,K3)

**Note:** Case studies for all Units. (K5.K6)

#### **Text Books**

1. Levy & Weirtz, Barton A Weitz, Ajay Pandit, Retail Management, Tata McGraw Hill Publications 6<sup>th</sup> Edition,2008.
2. Dunne, Lusch, Retail Management, Cengage Publications, 5<sup>th</sup> Edition,2011.

#### **Reference Books**

1. SwapnaPradhan,RetailingManagement,TataMcGrawHillPublications,3<sup>rd</sup>Edition,2009
2. K.Shridhara Bhat, Logistics and Supply Chain Management, Himalaya Publishing House, 1<sup>st</sup> Edition, 2009.

#### **Websites**

1. [www.dmsretail.com](http://www.dmsretail.com)
2. [www.udemy.com](http://www.udemy.com)

## SEMESTER – III

### PEMKB20 - ELECTIVE I B - SERVICES MARKETING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEMKB20	Services Marketing	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To have a thorough understanding of services marketing and its challenges.
2. To acquire the knowledge of services and marketing mix strategies
3. To study the competition and learn the strategies.
4. To understand the service rendered to customers and to fill the service gaps.
5. To identify the challenges in managing and delivering the quality services.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Have thorough understanding of services marketing,

**CO2:** Acquires knowledge of services strategies including service product and delivery

**CO3:** Gains knowledge of competitors and learns the strategies to be adopted

**CO4:** Come to know the Customer Service oriented mindset and fill the service gaps.

**CO5:** Acquire in depth understanding of the challenges in managing and delivering the quality services.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	H
CO2	H	H	H	H	M	H
CO3	H	H	M	H	H	M
CO4	M	H	M	H	H	M
CO5	M	H	M	H	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	M	M
CO2	H	M	M	L	M	L
CO3	M	H	M	L	M	L
CO4	M	H	M	L	H	H
CO5	H	H	M	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I - Marketing of Services**

**(15 hours)**

- 1.1 Definition – Growth of service sector – Characteristics of services (K1,K2,K3)
- 1.2 Classification – Concept of service marketing triangle, Service marketing mix (K1, K2, K3, K4)
- 1.3 GAP models of service quality. Challenges and issues in services marketing (K1, K2, K3, K4)
- 1.4 Career Opportunities in service sector (K1,K2, K3, K4)
- 1.5 The Service Sector in the Indian Economy Overview of Different Service Sectors, Marketing of Banking Services, Marketing in Insurance Sector, Marketing of Education Services, Marketing of Tourism and Airlines (K1,K2, K3,K4)
- 1.6 Tourism marketing, Airlines marketing, marketing of Hospitality Services, Healthcare Marketing, Social Service by NGOs, Marketing of Online Services, Marketing of Professional Services (K1,K2,K3,K4)

## **Unit II - Building Service Model – 4Ps**

**(15 hours)**

- 2.1 Planning and creating services- Flower of service (K1,K2,K3,K4)
- 2.2 Planning and branding service products - Development of new services (K1,K2,K3,K4)
- 2.3 Types of New Service- Development and its Stages, Service Costs Incurred by the Service Provider, service Blue Printing (K1,K2,K3)
- 2.4 Physical Evidence-Distribution of services - Setting prices – Role of price (K1,K2,K3)
- 2.5 Role of non-monitory cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies. (K1,K2,K3,K4)
- 2.6 Promoting services – Designing and managing service processes(K1,K2,K3,K4)

## **Unit III - Competition Analysis and Quality Services**

**(15 hours)**

- 3.1 Competitive Threats - Competition Analysis - Strategies (K1,K2,K3)
- 3.2 Competitive Advantage - Managing relationship and building loyalty (K1,K2,K3)
- 3.3 Customer feedback- - Complaint handling (K1,K2,K3,K4)
- 3.4 Marketing Information System and Research (K1,K2,K3,K4)
- 3.5 Service Quality Dimensions, Service Quality Measurement and Service Mapping, (K1,K2,K3,K4)
- 3.6 Improving Service Quality and Service Delivery, Service Failure and Recovery. (K1,K2,K3,K4)

## **Unit IV - Customer Behavior and Market segmentation**

**(15 hours)**

- 4.1 Consumer behavior in services - Customer expectations and perceptions of service (K1,K2,K3,K4)
- 4.2 Two levels of expectation, Zone of tolerance, Service encounters(K1,K2,K3,K4)
- 4.3 Customer satisfaction, Service Costs Experienced by Consumer, the Role of customer in Service Delivery(K1,K2,K3,K4)
- 4.4 Conflict Handling in Services, Customer Responses in Services, Managing relationship- Customer Relationship Management (K1,K2,K3,K4)
- 4.5 Consumer Protection in Services - Market (K1,K2,K3,K4)
- 4.6 Segmentation- Base for segmentation - Criteria for Segmentation. (K1,K2,K3,K4)

## **Unit V - Delivering and performing of services**

**(15 hours)**

- 5.1 Managing demand – Managing capacity - Inventory Demand (K1,K2,K3)
- 5.2 Employees role in service deliver- Customer's role (K1,K2,K3)
- 5.3 Intermediaries role- Strategies for enhancing (K1,K2,K3)
- 5.4 Customer participation, Delivery through intermediaries - Key intermediaries for service delivery, Intermediary control strategies. (K1,K2,K3,K4)
- 5.5 Internal Marketing - External Marketing - Interactive marketing - International Marketing of Services (K1,K2,K3,K4)
- 5.6 Emerging Issues in Service Marketing Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services, Service Marketing for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

- 1. Rama Mohana Rao, KRM, Services Marketing, 2<sup>nd</sup> Edition, 2011.
- 2. Lovelock, Services Marketing - People, Technology, & Strategy, 7<sup>th</sup> Edition, 2011

### **Reference Books**

- 1. K. Douglas Hoffman et al, Essentials of Service Marketing - Concepts, Strategies and cases, Thomson Learning, 2<sup>nd</sup> Edition, 2010
- 2. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, New Delhi, 2<sup>nd</sup> Edition, 2011.

### **Websites**

- 1. [www.referenceforbusiness.com](http://www.referenceforbusiness.com)
- 2. [www.edx.org](http://www.edx.org)

## SEMESTER – IV

### PEMKC20 - ELECTIVE I C - ADVERTISING AND SALES PROMOTION

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEMKC20	Advertising and Sales Promotion	Theory	Core Elective	3	4	100

#### OBJECTIVES

1. To enlighten and to identify managerial issues in advertising management.
2. To learn how to design media planning and analyse the creative strategies.
3. To imbibe the ethical behaviour among the students regarding advertising and advertisements.
4. To discover and demonstrate various sales promotion techniques (consumer and trade).
5. To inculcate the knowledge of budget and its implementation in the promotional techniques.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand advertising management with regard to 4 P's of marketing mix.

**CO2:** Be able to design an advertising for the different media.

**CO3:** Gain importance of practicing ethical behaviour in advertising.

**CO4:** Acquire knowledge in various types of promotional techniques in detail.

**CO5:** Be able to estimate and allocate the budget in adopting promotional techniques.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	H
CO2	M	H	M	H	M	H
CO3	M	M	H	H	M	H
CO4	M	H	H	M	H	H
CO5	H	H	H	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	M
CO2	M	H	H	M	M	H
CO3	M	M	L	M	H	H
CO4	H	H	M	M	L	L
CO5	M	M	H	L	H	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I – Introduction****(15 hours)**

- 1.1 Introduction to advertising – Definition – Product life cycle and Advertising (K1,K2,K3)
- 1.2 Advertising to Persuade the Buyer; Importance of Advertising in Marketing (K1,K2,K3)
- 1.3 Advertising classification - Function and benefits (K1,K2,K3,K4)
- 1.4 Economic, social and Ethical issues-Role of advertising in Marketing Mix (K1,K2,K3)
- 1.5 Advertising Emerging Areas of Growth, Shifting patterns of consumption (K1,K2,K3)
- 1.6 Factors that Affect Marketing and Advertising (K1,K2,K3)

**Unit II - Advertising Agency and Media****(15 hours)**

- 2.1 Introduction - Overview of an Advertising Agency (K1,K2,K3,K4)
- 2.2 Departments of an Advertising Agency - Creative department, Media department (K1,K2,K3)
- 2.3 Client servicing department - Media Planning – Types of media – Media strategies (K1,K2,K3)
- 2.4 Media evaluation –Support media – Internet - Advertising Research (K1,K2,K3,K4)
- 2.5 Advertising response process – Attention and recall. Advertising Copy, Types of advertising copy (K1,K2,K3,K4)
- 2.6 Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, Developing a layout, Power of synergy (K1,K2,K3,K4)

**Unit III - Advertising Objectives and Ethics****(15 hours)**

- 3.1 Introduction - Marketing Objectives - Advertising Objectives -Sales-oriented / Behavioural objectives-Communication Oriented objectives (K1,K2,K3,K4)
- 3.2 The DAGMAR Approach to Setting Objectives and Measuring - Advertising Effectiveness (K1,K2,K3,K4)
- 3.3 Kinds of Advertising Objectives - Budget allocation- Approaches (K1,K2,K3)
- 3.4 Ethics in Advertising – Introduction - The Advertising Standards Council of India (ASCI) (K1,K2,K3)
- 3.5 Forms of Ethical Violations - Misleading advertising - Advertising to children (K1,K2,K3,K4)
- 3.6 Product endorsements – Stereotyping - Cultural, religious and racial sensitivity in advertising. (K1,K2,K3,K4)

**Unit IV - Sales Promotion****(15 hours)**

- 4.1 Objectives – Definition – Promotion Mix (K1,K2,K3)
- 4.2 Factors influencing Promotion – Advantages and disadvantages (K1,K2,K3,K4)
- 4.3 Types of Sales promotion – Pull and Push (K1,K2,K3,K4)
- 4.4 Sales Promotion and consumer Behavior (K1,K2,K3,K4)
- 4.5 Impact of Sales Promotion in Sales.(K1,K2,K3,K4)
- 4.6 Difference between Sales Promotion and Advertising (K1,K2,K3,K4)

## **Unit V - Sales Promotion Planning and Budget Allocation**

**(15 hours)**

5.1 Budgets – Sales promotion budget – Sales Promotion Design (K1,K2,K3,K4)

5.2 Promotion choice – Evaluation - Planning guidelines (K1,K2,K3,K4)

5.3 Sales Promotion Tools and Techniques.(K1,K2,K3,K4)

5.4 Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers (K1,K2,K3,K4)

5.5 Out sourcing sales promotion national and international promotion strategies – Integrated promotion (K1,K2,K3,K4)

5.6 Coordination within the various promotion techniques – Online sales promotions (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. S.H.H. Kazmi And Satish K. Batra, Advertising and Sales Promotion, Excel Books, 3rd Edition 2008.
2. William D. Wells/ 9John Burnett/ Sandra Moriarty, Advertising – Principles and Practice, Pearson Education, 7th Edition,2011.

### **Reference Books**

1. George E Betch/Michael A Belch/Kapoor Purani, Advertising and Promotion, Tata McGraw Hill, 7th Edition, 2010.
2. Jaishri Jethwaney- Advertising Management Oxford University Press India; 2 edition (5 November2012

### **Websites**

1. study.com
2. www.udemy.com.

**FINANCE SPECIALISATION  
SEMESTER – III**

**PEFNA20 - ELECTIVE II A - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEFNA20	Security Analysis and portfolio Management	Theory	Core Elective	6	3	100

**OBJECTIVES**

1. To focus on introducing the various aspects of securities analysis and portfolio management.
2. To gain the knowledge on advanced practical concepts, tools and applications to the Indian Securities Market.
3. To make aware about the functioning of securities market alongside the theories and concept involved in portfolio management.
4. To familiarize the student with basic concepts of Securities Analysis and Portfolio Management.
5. To learn the various tools and techniques to facilitate the managers in managing their portfolio.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the various alternatives available for investment. Gain knowledge of the various strategies followed by investment practitioners.

**CO2:** Gain knowledge in the financial market and SEBI regulations.

**CO3:** Understand fundamental analysis in the Economy, Industry and company

**CO4:** Identify the chart patterns used to depict the stock market.

**CO5:** Measure risk and return and find the relationship between risk and return.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	M	H	H	M
CO3	M	H	H	H	M	M
CO4	M	M	H	M	H	M
CO5	H	M	H	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	M	H	H	H	L	H
CO3	M	H	H	H	M	M
CO4	M	H	H	M	H	M
CO5	H	H	H	M	H	H

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**



**Unit I - Investment Setting****(15 Hours)**

- 1.1 Financial and economic meaning of investment (K1)
- 1.2 Characteristics and objectives of investment(K1,K2,K3)
- 1.3 Aspects of investment planning (K1,K2,K3)
- 1.4 Features of investment planning – Investment vs. Speculation (K1,K2,K3)
- 1.5 Types of investors (K1,K2,K3,K4)
- 1.6 Investment alternatives (K1,K2,K3,K4)

**Unit II - Securities Markets****(15 Hours)**

- 2.1 Financial market – Segments – Types – Participants in financial Market – Regulatory Environment (K1,K2,K3)
- 2.2 Primary market – Recent trends in primary market - Types of investors - Relationship between primary and secondary market (K1,K2,K3)
- 2.3 Methods of floating new issues – Role of primary market – Regulation of primary market and secondary market (K1,K2,K3)
- 2.4 Stock exchanges in India – BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges(K1,K2,K3,K4)
- 2.5 Trading system in stock exchanges – Depositories –DP- Benefits of DP services - DP a/c opening (K1,K2,K3,K4)
- 2.6 SEBI(K1,K2)

**Unit III - Fundamental Analysis****(15 Hours)**

- 3.1 Fundamental analysis-EIC Analysis (K1,K2)
- 3.2 Economic Analysis – Economic Variables (K1,K2,K3,K4)
- 3.3 Economic Forecasting techniques(K1,K2,K3)
- 3.4 Industry Analysis- Industry life cycle (K1,K2,K3,K4)
- 3.5 Industry Characteristics(K1,K2,K3)
- 3.6 Company Analysis(K1,K2,K3,K4)

**Unit IV - Technical Analysis****(15 Hours)**

- 4.1 Fundamental Analysis vs. Technical Analysis (K1)
- 4.2 Charting methods (K1,K2,K3,K4)
- 4.3 Trend – Trend reversals – Chart patterns – Market Indicators (K1,K2,K3,K4)
- 4.4 Mathematical Indicators Moving Average – Exponential Moving Average – Oscillators (K1,K2,K3,K4)
- 4.5 Efficient Market theory – Dows Theory (K1,K2,K3)
- 4.6 Random Walk. (K1,K2,K3)

## **Unit V - Portfolio Management**

**(15 Hours)**

5.1 Portfolio Analysis(K1,K2)

5.2 Portfolio Selection (K1,K2,K3)

5.3 Capital Asset Pricing model (K1,K2,K3)

5.4 Portfolio Revision – Markowitz risk return (K1,K2,K3,K4)

5.6 Adjusted risk return ratios– Sharpe – Treynor – Jensen(K1,K2,K3,K4)

5.6 Portfolio Evaluation. (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. Prasanna chandra , Investment Analysis and Portfolio Management,Fifth edition, McGraw Hill Education 2017.
2. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning,2008.

### **Reference Books**

1. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management,PHI Learning, New Delhi, 6<sup>th</sup> Edition, 2005.
2. V.A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2008.

### **Websites**

1. [www.equitymaster.com](http://www.equitymaster.com)
2. [nptel.ac.in](http://nptel.ac.in)

### SEMESTER – III

#### PEFNB20 - ELECTIVE II B– MERCHANT BANKING AND FINANCIAL SERVICES

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PEFNB20	Merchant Banking and Financial Services	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To acquaint the students about merchant banking concepts
2. To enable the student to understand the capital market instruments
3. To acquire the knowledge of various fund based and fee based financial services
4. To familiarize the students with credit rating services and agencies
5. To acquaint the students about credit rating and its regulations

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Understand the role of merchant bankers in the issue management activities and familiarize with the SEBI regulation

**CO2:** Know about the capital market and its functioning

**CO3:** Examine financial services as an important and contemporary area of financial management

**CO4:** Acquire the financial evaluation technique of leasing, venture capital and hire purchase

**CO5:** Gain a deep understanding on credit rating and its regulations

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	M	H	H	M	H
CO3	M	M	H	H	M	H
CO4	M	H	M	M	H	M
CO5	M	H	M	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	H	H	H	L	H	H
CO3	H	M	H	M	H	H
CO4	H	L	H	H	H	H
CO5	H	H	M	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I Introduction to Merchant Banking**

**(15 Hours)**

- 1.1: Definition of Merchant Banking – Functions (K1, K2, K3, K4, K5, K6)
- 1.2: Responsibilities of Merchant Bankers (K1, K2, K4, K5, K6)
- 1.3: SEBI guidelines (K1, K2, K4, K5)
- 1.4: Defaults of Merchant bankers and penalty points (K1, K2, K3, K4, K5, K6)
- 1.5: Code of conduct for merchant bankers (K1, K2, K3, K4)
- 1.6: Difference between Merchant banking and commercial banking (K1, K2, K4, K5)

## **Unit II Capital Market Instruments**

**(15 Hours)**

- 2.1: Capital Market instruments – Meaning - Types: Preference shares - Equity shares (K1, K2, K3, K4)
- 2.2: Nonvoting equity shares - Cumulative Convertible preference shares (K1, K2, K3, K4)
- 2.3: Company fixed deposits – Warrants (K1, K2, K3, K4)
- 2.4: Debentures and Bonds (K1, K2, K3, K4)
- 2.5: Innovative Debt Instruments (K1, K2, K3, K4)
- 2.6: Shares vs. Debentures (K1, K2, K3, K4)

## **Unit III Fund Based Services**

**(15 Hours)**

- 3.1: Factoring – Meaning – Mechanism - Features (K1, K2, K3, K4)
- 3.2: Legal aspects of factoring (K1, K2, K3, K4)
- 3.3: Types – Advantages – Disadvantages of factoring (K1, K2, K4)
- 3.4: Players – Functions of factoring (K1, K2, K3, K4, K5)
- 3.5: Forfeiting – Definition – Steps – Mechanics (K1, K2, K3, K4, K5)
- 3.6: Advantages - Factoring vs. Forfeiting (K1, K2, K3, K4, K5)
- 3.7: IDR (K1, K2, K4, K5)
- 3.8: Book Building (K1, K2, K3, K4, K5, K6)
- 3.9: Green shoe Option (K1, K2, K3, K4, K5, K6)

## **Unit IV Fund Based Services**

**(15 Hours)**

- 4.1: Merger – Acquisition – Takeover - Types of merger (K1, K2, K3, K4, K5, K6)
- 4.2: Venture capital – Meaning - Stages of venture capital finance (K1, K2, K3, K4, K5, K6)
- 4.3: Leasing – Meaning - Essential elements (K1, K2, K3, K4, K5, K6)
- 4.4: Types of leasing (K1, K2, K3, K4, K5, K6)
- 4.5: Players - Merits and demerits of leasing (K1, K2, K3, K4, K5, K6)
- 4.6: Hire purchase finance – meaning (K1, K2, K3, K6)
- 4.7: Consumer finance – Meaning - Types (K1, K2, K3, K4, K6)

## **Unit V Credit Rating**

**(15 Hours)**

- 5.1: Credit Rating – Definition – Features (K1, K2, K3, K4)
- 5.2: Advantages of credit rating (K1, K2, K3, K4)
- 5.3: Domestic credit rating Agencies: CRISIL (K1, K2, K4, K5)
- 5.4: ICRA (K1, K2, K4, K5)
- 5.5: CARE (K1, K2, K4, K5)
- 5.6: CIBIL – Objectives and Services (K1, K2, K4, K5)

**Note:** Case Studies for all Units (K5.K6)

**Text Books**

1. Dr S Gurusamy – Merchant Banking and Financial Services, Latest Edition – McGraw Hill Education,2009
2. D. Joseph Anbarasu, V.K. Boominathan, P. Manoharan, G. Gnanaraj, FinancialServices, Sultan Chand & Sons,2003.

**Reference Books**

1. M Y Khan – Financial Services, Latest Edition – McGraw Hill Education, 5<sup>th</sup> Edition,2011
2. H R Machiraju – Merchant Banking, Latest Edition – New Age International Publishers, 4<sup>th</sup> Edition, 2010

**Websites**

1. [www.edx.org](http://www.edx.org)
2. [www.learnwithflip.com](http://www.learnwithflip.com)

## SEMESTER – IV

### PEFNC20 - ELECTIVE II C - RISK MANAGEMENT AND DERIVATIVES

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEFNC20	Risk and Derivatives Management	Theory	Core Elective	6	3	100

#### OBJECTIVES

- 1 To provide knowledge, understanding of practical investments and corporate financial management strategies using various derivatives in a manner which will allow students to apply these concepts and skills in their careers.
- 2 To provide a basic understanding of financial derivatives as well the application of derivatives.
- 3 To know the trading mechanism and uses as hedging instruments and regulatory framework.
- 4 To manage the assets and liabilities of private enterprises, banks, insurance companies, pension funds, and other financial institutions
- 5 The students will learn the fundamental concepts of derivative pricing and hedging and apply them to a variety of financial instruments.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the concepts on risk and its sources

**CO2:** Gain knowledge in risk management techniques

**CO3:** Understand the concepts of financial derivatives.

**CO4:** Gain knowledge in the derivatives markets in India

**CO5:** Acquire knowledge and skills in the advanced financial derivatives.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	H	H	M
CO3	M	H	M	H	H	M
CO4	M	M	H	H	M	H
CO5	H	M	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	H	H	M	H	L	M
CO3	H	H	H	H	M	H
CO4	M	M	H	H	M	H
CO5	H	M	H	M	H	L

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit I - Introduction to Risk Management (15 Hours)**

- 1.1 Risk – Types of Risk (K1,K2)
- 1.2 Objectives of risk management (K1,K2,K3)
- 1.3 Sources of risk (K1,K2,K3)
- 1.4 Risk identification (K1,K2,K3)
- 1.5 Measurement of risk(K1,K2,K3)
- 1.6 Risk Management Process(K1,K2,K3,K4)

**Unit II - Risk Management Techniques (15 Hours)**

- 2.1 Risk Avoidance (K1,K2,K3,K4)
- 2.2 Loss Control (K1,K2,K3,K4)
- 2.3 Risk retention (K1,K2,K3,K4)
- 2.4 Risk transfer (K1,K2,K3,K4)
- 2.5 Cost of risk management (K1,K2,K3,K4)
- 2.6 Pooling and diversification of risk. (K1,K2,K3,K4)

**Unit III – Derivatives Management – I (15 Hours)**

- 3.1 Derivatives – Definition (K1)
- 3.2 Types (K1,K2,K3)
- 3.3 Uses (K1,K2,K3)
- 3.4 Forward contracts (K1,K2,K3)
- 3.5 Future Contracts – SWAPS – Hedging with options (K1,K2,K3)
- 3.6 Sophisticated Hedging Strategies with option(K1,K2,K3,K4)

**Unit IV – Derivatives Management – II (15 Hours)**

- 4.1 Evolution of derivatives in India (K1,K2,K3)
- 4.2 Recommendations of L.C.Gupta Committee (K1,K2,K3)
- 4.3 Categories of derivatives traded in India (K1,K2,K3)
- 4.4 Derivatives trading at BSE/NSE (K1,K2,K3)
- 4.5 Strengthening of cash market (K1,K2,K3)
- 4.6 salient features of index futures contract at BSE/NSE(K1,K2,K3)

**Unit V - Advance Financial Derivatives (15 Hours)**

- 5.1 Advance Financial Derivatives-Introduction(K1)
- 5.2 Interest Rate Options(K1,K2,K3)
- 5.3 Interest Rate Caps(K1,K2,K3)
- 5.4 Terms Of Interest Rate Agreement(K1,K2)
- 5.5 Types Of Interest Rate Caps-Interest Rate Guarantee and Cap(K1,K2,K3,K4)
- 5.6 Other advanced derivatives. (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

**Text Books**

1. Trieschmann, Hoyt, Sommer, Risk Management and Insurance, Cengage Learning, 12<sup>th</sup> Edition, 2009
2. S.L.Gupta, Financial Derivative – Theory, Concepts and Practice, Prentice Hall of India, 11<sup>th</sup> Edition,2011.

**Reference Books**

1. Mark S. Dorfman, Introduction to Risk Management and Insurance, Prentice hall of India, 8<sup>th</sup> Edition, 2005.
2. Stulz, Risk Management and Derivatives, Cenagage Learning, 1<sup>st</sup> Edition,2008.

**Websites**

1. [www.indiaipo.com](http://www.indiaipo.com)
2. Indian institute of finance and banking. <http://www.iibf.org.in/>



**HUMAN RESOURCE SPECIALISATION  
SEMESTER-III**

**PEHRA20 – ELECTIVE IIIA - COMPENSATION MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHRA20	Compensation Management	Theory	Core Elective	6	3	100

**COURSE OBJECTIVES**

1. To gain knowledge about the basic concepts of the compensation system and the pay model.
2. To attain in depth understanding of the evaluation of the job and its description
3. To acquire the knowledge about the design and examine the pay level based on the person competencies.
4. To acquire and the absorb knowledge based on the benefits and services provided in the form of wages and salaries.
5. To empower the students about the level of pay based on the performance and the market competitiveness

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the concept of the compensation system and the pay model.

**CO2:** Attain in depth understanding of the evaluation of the job and its description

**CO3:** Acquire the knowledge about the design and examine the pay level based on the person competencies.

**CO4:** Acquire and absorb knowledge based on the benefits and services provided in the form of wages and salaries

**CO5:** Acquires the knowledge about the level of pay based on the performance and the market competitiveness

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	M	H	H	M	H
CO3	H	M	H	H	M	H
CO4	M	H	M	H	H	M
CO5	M	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	L	L	M	L
CO2	H	M	M	L	M	L
CO3	H	L	H	L	L	L
CO4	H	M	M	L	M	L
CO5	H	L	M	H	M	L

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit – 1 Concepts of Compensation System and the Pay Model (15 hours)**

- 1.1 : Definition – concept (K1)
- 1.2 : Forms of pay (K1, K2)
- 1.3: Pay model (K2)
- 1.4: Developing a total compensation strategy (K2, K3)
- 1.5: Compensation strategy – internal structure (K1, K2, K3)
- 1.6: Strategic choices and consequences (K2, K3)

**Unit- II Job valuation & Job Description (15 hours)**

- 2.1: Job Analysis – procedure – information collected (K1)
- 2.2: Methods of collecting the information (K1, K2)
- 2.2: Job description (K1)
- 2.3: Judging job analysis (K2, K3)
- 2.3: Job evaluation process (K2, K3)
- 2.4: Major decisions in the process of job evaluation. (K2, K3, K4)

**Unit- III Person Based Structures (15 hours)**

- 3.1: Designing pay level, mix, structures – major decision (K1)
- 3.2: Person Based Structures (Skill) – introduction – skill plans (K1, K2, K3)
- 3.4: Types – purpose – analysis (K2, K3)
- 3.5: Competencies – defining competencies – purpose (K2, K3)
- 3.6: Competency analysis – administering the plan (K2, K3)
- 3.5: Bias in internal structures (K2, K3, K4)

**Unit – IV Benefits and Services (15 hours)**

- 4.1: Concept – reason for growth in the employee’s benefits (K1, K2)
- 4.2: Key considerations (K2)
- 4.3: Components of wages and benefits structure – components of a benefit plan (K2, K3)
- 4.4: Benefit administering (K2, K3)
- 4.5: The Indian Constitution and Social Security – legislations (K2, K3)
- 4.6: Trends and issues.(K3, K4)

**Unit- V Pay Level and Market Competitiveness (15 hours)**

- 5.1: Pay for performance plans – concept – specific pay for performance plans (K1, K2)
- 5.2: Team incentives plans (K2, K3)
- 5.3: Gain-sharing plans (K1, K2)
- 5.4: Profit Sharing Plans - ESOPs – BBOPs (K2, K3)
- 5.5: Competitiveness – external competitiveness – labour market factor – product market factors  
organizational factors – relevant markets (K2, K3, K4)

## 5.6 Competitive pay policy alternatives (K2, K3)

**Note:** Case studies for all units. (K5.K6)

### **Text Books:**

1. George T Milkovich, Jerry M Newman, C.S.Venkata Raman, Compensation, Tata McGraw Hill, 9<sup>th</sup> Edition, New Delhi, 2009
2. B. D. Singh, Compensation & Reward Management, Excel Books, 2<sup>nd</sup> Edition,2012

### **Reference Books:**

1. Aswathappa K, Human Resource & Personnel Management, Tata McGraw Hill, 9<sup>th</sup> Edition, New Delhi,2010
2. Dipak Kumar Battacharya Compensation Management, Oxford University Press (16 February 2009)

### **Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.edx.com](http://www.edx.com)

## SEMESTER IV

### PEHRB20 - ELECTIVE III B - TRAINING AND DEVELOPMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHRB20	Training and Development	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. Impart the concept and approaches to training
2. Discuss the importance of training and development from a HR perspective.
3. Identify training plans and effectively implement them.
4. Define the different types of training.
5. Outline the different types of training delivery methods

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the concepts, process, models and approaches involved in training

**CO2:** Explain the training design and interpret the various learning dimensions.

**CO3:** Apply training methods based on the nature of the groups.

**CO4:** Integrate various training methods in classroom and professional environment

**CO5:** Understand and apply the assessment and model of evaluation.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	M
CO2	H	H	M	H	M	H
CO3	M	H	H	M	H	H
CO4	M	M	H	M	H	H
CO5	H	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	M	M
CO2	H	H	H	M	M	M
CO3	H	M	L	H	M	M
CO4	H	H	M	L	M	M
CO5	H	H	H	L	M	M

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit – I Introduction****(15 hours)**

- 1.1 Training - Concept – Benefits (K1, K2, K3)
- 1.2 Characteristics – Process – Types (K1, K2, K3)
- 1.3 Models - Approaches (K1, K2, K3)
- 1.4 Functions of training – Levels – Prepositions (K1, K2, K3)
- 1.5 Stakeholders - Competency based training (K1, K2, K3)
- 1.6 Roles and responsibilities of training manager -Training of training mangers – Challenges (K1, K2, K3)

**Unit – II Training Programme and Learning****(15 hours)**

- 2.1 Training needs – Methods (K1, K2, K3)
- 2.2 Training Design –Strategy and Training (K1, K2, K3)
- 2.3 Competency based training programme (K1, K2, K3)
- 2.4 Learning – Concepts – Adult learners – Learning process (K1, K2, K3)
- 2.5 Dimensions – Domains of Learning (K1, K2, K3)
- 2.6 Learning modes – Learning styles – Barriers (K1, K2, K3)

**Unit – III Training Methods – I****(15 hours)**

- 3.1 Lecture method – Team building (K1, K2, K3, K4)
- 3.2 Question answer (K1, K2, K3, K4)
- 3.3 Learning in groups (K1, K2, K3, K4)
- 3.4 Buzz group – In basket (K1, K2, K3, K4)
- 3.5 Panel Discussions – Case Method (K1, K2, K3, K4)
- 3.6 Special Training Programmes (K1, K2, K3, K4)

**Unit – IV Training Methods – II****(15 hours)**

- 4.1 Seminar – Symposium (K1, K2, K3, K4)
- 4.2 Role Play – Simulation (K1, K2, K3, K4)
- 4.3 Game – Force Field Analysis (K1, K2, K3, K4)
- 4.4 Assignment (K1, K2, K3, K4)
- 4.5 Action Learning (K1, K2, K3, K4)
- 4.6 Training Trends Worldwide (K1, K2, K3, K4)

**Unit – V Assessment and Evaluation of Learning****(15 hours)**

- 5.1 Assessment – Concept – Process (K1, K2, K3)
- 5.2 Assessment tools – Assessment Guidelines (K1, K2, K3)
- 5.3 Evaluation – Definition – Purpose (K1, K2)

5.4 Principles – Framework – Model (K1, K2, K3)

5.5 Management Development – Purpose – Factors – Process (K1, K2, K3)

5.6 Methods - Politicking - Meaning and Purpose (K1, K2, K3)

**Note:** Case studies for all units. (K5.K6)

### **Text Books**

1. B.L. Gupta, Management Training and Development, Vrinda Publications, 1<sup>st</sup> Edition, 2011.
2. Stephen P Robbins and Philip L Hunsaker, Training in Interpersonal Skills, PHI, New Delhi, 5<sup>th</sup> Edition,

### **References**

1. Rolf P Lynton and Udai Pareek, Training for Development, Sage Publications, 3<sup>rd</sup> Revised Edition, 2011.
2. Dr. R.K. Sahu, Training for Development, Excel Books, New Delhi, 1<sup>st</sup> Edition, Reprint 2010.

### **Websites**

1. [www.maximatrain.in](http://www.maximatrain.in)
2. [www.managementstudyguide.com](http://www.managementstudyguide.com)

## SEMESTER – IV

### PEHRC20 – ELECTIVE I C- INDUSTRIAL RELATIONS

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEHRC20	Industrial Relations	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To acquire knowledge on the contextual and constitutional framework of Industrial relations.
2. To familiarize with the trade unions in India.
3. To imbibe the methods of maintaining harmony within the Industry.
4. To ascertain the procedure of effectively dealing with grievances and collective bargaining in an organization.
5. To upgrade and expertise on technical advances to maintain good Industrial Relations in an organization
- 6.

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Expertise on Industrial Concept and Labour Force in India

**CO2:** Understand the concept, formation, types of Trade Union in India and its Functions

**CO3:** It enables learners to gain in depth acquaintance on resolution of Disputes and  
Maintain Industrial harmony

**CO4:** Understand the nature, causes of Grievance Procedure and the maintenance of  
Successful Collective Bargaining

**CO5:** Learners acquire essential awareness on the Technological changes involved in maintaining Industrial Relations.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	M
CO2	M	H	H	H	H	M
CO3	H	M	M	H	H	H
CO4	H	H	M	M	H	H
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	L	M
CO2	H	H	M	M	M	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	L	H
CO5	H	H	H	M	H	H

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit I: Industrial Concept and Labour Force in India (15 hours)**

- 1.1 Industrial Relation, Evolution of Industrial Relations, Concept, Scope and aspects, Components of IR system (K1, K2)
- 1.2 Factors affecting Industrial Relation, Approaches to Industrial Relations (K1, K2)
- 1.3 Labour Force in India: Structure, Composition and Trends, (K1,K2,K3)
- 1.4 Critical Challenges (K1, K2, K3)
- 1.5 Future of Industrial Relations (K1, K2, K3, K4)
- 1.6 Role of Government of in Industrial Relations (K1,K2, K3)

**Unit II: Trade Unionism (15 hours)**

- 2.1 Trade union, Concept, Features (K1, K2)
- 2.2 Functions, Challenges (K1, K2)
- 3.3 Trade Union Recognition (K1, K2, K3,)
- 2.4 Trade Unions in India: ILO-AITUC- CTUO- CITU- INTUC (K1, K2, K3,K4)
- 2.5 Managerial Trade Unions (K1, K2, K3)
- 2.6 Women in Trade Union (K1, K2, K3)

**Unit III: Dispute Resolution and Industrial Harmony (15 hours)**

- 3.1 Industrial Conflicts, Causes and Consequence, Classification(K1, K2,)
- 3.2 Industrial Disputes Act 1947, Software Professionals, Authorities under This Act (K1, K2, K3)
- 3.3 Notice of Change, Reference of Disputes to Boards, Courts, or Tribunals, Procedure, Powers and Duties of Authorities (K1, K2, K3,K4)
- 3.4 Unfair Labour Practices (K1, K2, K3)
- 3.5 General Prohibition on Strikes and Lockouts, Forms of Strike, (K1, K2, K3)
- 3.6 Tripartite - Types and Levels. (K1, K2, K3)

**Unit IV: Grievances Procedures and Collective Bargaining(15 hours)**

- 4.1 Grievances, Nature, Causes, Grievance Procedure,(K1, K2)
- 4.2 Misconduct, Approaches to deal with Indiscipline (K1, K2,)
- 4.3 Punishment-Procedure for punishment, Types of punishment under standing Orders (K1, K2,K3)
- 4.4 Collective Bargaining and Stake Holders (K1,K2, K3)
- 4.5 Negotiating Techniques and Skills- Stages of Negotiation (K1, K2, K3,K4)
- 4.6 Factors Contributing to Success or failure of collective bargaining. (K1, K2, K3)

**Unit V: Technological Change and Settlement of Machinery (15 hours)**

- 5.1 Technological Change, Management Strategy, Management Strategy and approach, Managing Good Industrial Relations, Ten Golden Rules for Good Industrial Relations(K1, K2, K3, K4)
- 5.2 Conciliation(K1, K2)
- 5.3 Mediation (K1, K2)
- 5.4 Arbitration, concept, Approaches, Advantages & Disadvantages, Types, Qualification, Procedure for investigation Submission of Awards (K1, K2, K3,K4)
- 5.5 Adjudication, Socio-economic importance, Types, Three tier system of Adjudication (K1, K2, K3)



5.6 Model principles for reference of disputes of adjudication, Central IR Machinery in India (K1, K2, K3)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. C.S.Venkata Ratnam - Manoranjan Dhal –Industrial Relations, 2nd Edition- Oxford Higher Education,2017
2. S.C.Srivastava - Industrial Relations and Labour Laws, 5th Edition - Vikas Publication,2007

### **Reference Books**

1. Dwivedi R.S. - Human Relations and Organizational Behaviour, 14th Edition - MacMillan India Ltd., New Delhi,1997.
2. Ratna Sen - Industrial Relations in India: Shilling Paradigms, 2"d Edition Macmillan India Ltd., New Delhi,2011.

### **Websites**

1. [www.industrialrelations.nsw.gov.au](http://www.industrialrelations.nsw.gov.au)
2. [www.coursera.org](http://www.coursera.org)

**SYSYTEM SPECIALIZATION**  
**SEMESTER -III**  
**PESSA20- ELECTIVE IV A - CLOUD COMPUTING**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PESSA20	Cloud Computing	Theory	Core Elective	6	3	100

**OBJECTIVES**

1. To enable the evolution and role of Cloud Computing in business integration.
2. To integrate Cloud architecture with various virtualized datacenters.
3. Able to understand Cloud architecture, design, development and implementation
4. To enable the students understand the concept of Grid Computing and Networking.
5. To get an idea on the concept Internet of things.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand how Cloud is evolved and will come out with good conceptual knowledge in Cloud Computing

**CO2:** Analyze the services, and platforms in Cloud

**CO3:** Come with awareness on various cloud providers

**CO4:** Attain knowledge of Gridding and networking

**CO5:** Enable the students to have a skill with Internet of Things

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	H	H	M	H	M	H
CO3	H	H	M	M	M	H
CO4	M	M	H	H	H	H
CO5	H	M	H	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	L
CO2	H	M	H	H	M	L
CO3	M	M	H	M	H	H
CO4	H	M	M	H	H	H
CO5	M	L	H	M	H	L

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit I –Introduction (15 hours)**

- 1.1 Cloud Computing Basics – Overview (K1, K2, K3)
- 1.2 Applications – Benefits (K1, K2, K3)
- 1.3 Limitations – Security Concerns (K1, K2, K3)
- 1.4 Clustering – Virtualization (K1, K2, K3)
- 1.5 Types of Cloud Services (K1, K2, K3)
- 1.6 Cloud Titans (K1, K2, K3)

**Unit II - Cloud Architecture over Virtualized Data Centers (15 hours)**

- 2.1 Cloud Computing and Service Models (K1, K2, K3)
- 2.2 Data Center Design and Interconnection Network (K1, K2, K3, K4)
- 2.3 Architectural Design of Compute and Storage Clouds (K1, K2, K3, K4)
- 2.4 Public Cloud Platform (K1, K2, K3)
- 2.5 Inter Cloud Resources Management (K1, K2, K3)
- 2.6 Cloud Security and Trust Management (K1, K2, K3, K4)

**Unit III -Cloud Programming and Software environment (15 hours)**

- 3.1 Services and Service Oriented Architecture (K1, K2, K3, K4)
- 3.2 Features of Cloud and Grid Platforms (K1, K2, K3, K4)
- 3.3 Programming support of Google App Engine (K1, K2, K3, K4)
- 3.4 Programming on Amazon AWS (K1, K2, K3, K4)
- 3.5 Programming on Microsoft Azure (K1, K2, K3, K4)
- 3.6 Emerging Cloud Software environment (K1, K2, K3)

**Unit IV -Grid computing and Peer to peer computing (15 hours)**

- 4.1 Grid Architecture and Services modeling (K1, K2, K3, K4)
- 4.2 Grid Application Trends and Security Measures (K1, K2, K3, K4)
- 4.3 Peer to Peer Computing Systems (K1, K2, K3, K4)
- 4.4 P2P Overlay Network and Properties (K1, K2, K3, K4)
- 4.5 Routing and Proximity- Fault tolerance (K1, K2, K3, K4)
- 4.6 Securing Overlays to Prevent DDoS Attack (K1, K2, K3, K4)

**Unit V -Ubiquitous cloud and Internet of Things (15 hours)**

- 5.1 Ubiquitous Computing - Cloud trends in supporting ubiquitous computing (K1, K2, K3)
- 5.2 Performance of distributed systems and cloud (K1, K2, K3)
- 5.3 Internet of Things Concepts (K1, K2, K3)
- 5.4 Enabling technologies for the Internet of Things (K1, K2, K3, K4)

5.5 Innovative applications of Internet of things (K1, K2, K3, K4)

5.6 Online social and professional networking (K1, K2, K3).

**Note:** Case studies for all units. (K5.K6)

### **Text Books**

1. Anthony T. Velte ,Toby J. Velte, RobertElsenpeter -Cloud Computing : A practical approach – Tata McGrawHill, 2010
2. Kai Hwang, Geoffrey C. Fox, Jack J. Dongarra- Distributed and Cloud Computing : From Parallel Processing to the Internet of Things–, 1<sup>st</sup> Edition Elsevier2017

### **Reference Books**

1. JohnW. Rittinghouse and James F. Ransome, -Cloud Computing Implementation,Management and Securityl, CRC Press, Taylor & Francis Group, Boca Raton London, New York, 2010.
2. Cloud Computing: From Beginning to End – Ray J Rafels CreateSpace Independent Publishing Platform, April 1,2015

### **Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.edx.org](http://www.edx.org)

**SEMESTER - III**  
**PESSB20 – ELECTIVE IV B - DIGITAL BUSINESS AND E COMMERCE**

Year/ Sem	Course Code	Title of the Course	Course Category	H/W	Credits	Marks
II / III	PESSB20	Digital Business and E Commerce	Core Elective	6	3	100

**OBJECTIVES**

1. To gain domain knowledge in all aspects of Digital and E-Commerce environment.
2. To enhance the technologies used in digital business.
3. To implement the conceptual and practical knowledge of E- CRM and E- SCM concepts in the workplace
4. To establish awareness of using digital payment methodologies from diverse aspects of technology.
5. To enhance various E- commerce strategies to master in the digital business environment.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand about emergence of E-commerce

**CO2:** Analyze various technologies used to develop digital business environment

**CO3:** Understand the concepts of E- marketing and Digital payment

**CO4:** Students adhere to the values and ethics relevant to the digital payment in business environment

**CO5:** Have knowledge to establish new strategies and master in E- Commerce.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	M	H
CO3	M	M	H	M	H	H
CO4	M	M	H	M	H	H
CO5	H	H	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	M
CO2	H	M	H	H	H	M
CO3	H	M	H	M	H	L
CO4	L	M	M	M	H	H
CO5	L	M	H	M	H	M

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit I - Introduction to E-Commerce****(15 hours)**

- 1.1 Emergence of the Internet – Emergence of the World Wide Web (K1, K2, K3)
- 1.2 Advantages and Disadvantages of E- commerce (K1, K2, K3)
- 1.3 BAM Model - Online Extension of a BAM Model (K1, K2, K3)
- 1.4 Transition of E-commerce in India – E-Transition Challenges for Indian Corporates (K1, K2, K3)
- 1.5 E- Business Models Based on Transaction Parties (K1, K2, K3, K4)
- 1.6 E- Business Models Based on Transaction Types (K1, K2, K3, K4)

**Unit II - E-Commerce Enabling Technologies and E-Security****(15 hours)**

- 2.1 Digital Business concepts -Internet Client-Server Applications (K1, K2, K3)
- 2.2 Networks and Internets: Communication Switching (K1, K2, K3)
- 2.3 Developments in Transmission – Network Routers – The Internet Protocol Suite (K1, K2, K3)
- 2.4 Naming Conventions – URLs – Search Engines (K1, K2, K3)
- 2.5 Software Agents – Internet Service Provider (K1, K2, K3)
- 2.6 Information Security Environment in India (K1, K2, K3)

**Unit III - Digital Business Ecosystems****(15 hours)**

- 3.1 E-Marketing: Traditional Marketing –Identifying Web Presence Goals (K1, K2, K3,K4)
- 3.2 The Browsing Behavior Model – Online Marketing – E-Advertising (K1, K2, K3, K4)
- 3.3 E-Payment Systems: Main Concerns in Internet Banking – People Drive Change – Digital Payment Requirements (K1, K2, K3, K4)
- 3.4 Digital Token-based E-payment Systems – Classification of New Payment Systems (K1, K2, K3, K4)
- 3.5 Properties of Electronic Cash – Cheque Payment Systems on the Internet (K1, K2, K3, K4)
- 3.6 Risk and E-Payment Systems- E Procurement (K1, K2, K3)

**Unit IV - E-CRM & E-SCM****(15 hours)**

- 4.1 E-Customer Relationship Management: Introduction- Typical Business Touch Points(K1, K2, K3, K4)
- 4.2 CRM and workflow Automation – Customer Relationship Management System for a Bank (K1, K2, K3)
- 4.3 Social Media Marketing (K1, K2, K3, K4)
- 4.4 E-Supply Chain Management: Supply Chain – Fulfilling Customer’s Needs – Smart Chains, Smarter Gains (K1, K2, K3,K4)
- 4.5 SCM in Wal-Mart World – The pay-off –Seven Ways to Reduce Inventory –E-SCM Provides “Real-time”Benefits(K1, K2, K3)
- 4.6 The Strategic Advantage - E-Supply Chain Components and Architecture –Major Trends in E-SCM (K1, K2, K3)

## **Unit V - Digital Business Web Design**

**(15 hours)**

- 5.1 E-Strategy: Information and Strategy- The Virtual Value Chain (K1, K2, K3)
- 5.2 Seven Dimensions of E-Commerce Strategy (K1, K2, K3)
- 5.3 Value Chain and E-Strategy (K1, K2, K3)
- 5.4 Planning the E-Commerce Project. (K1, K2, K3, K4)
- 5.5 Effective Web Design: Requirements of Intelligent Websites (K1, K2, K3)
- 5.6 Setting Website Goals and Objectives – Strategies for Website Development (K1, K2, K3)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

- 1. P.T. Joseph, S.J. - E-Commerce, An Indian Perspective, PHI Publications, 4<sup>th</sup> Edition 2012.
- 2. Gary.P.Schneider - Ecommerce, Cengage Learning, 9<sup>th</sup> Edition, 2011

### **Reference Books**

- 1. Ravi Kalakota- Electronic Commerce, Pearson Education, 10<sup>th</sup> Edition, 2012..
- 2. Bharat Bhasker- Electronic Commerce, Frame Work Technologies and Applications, Tata McGraw Hill Publications, 3rd Edition, 2008.

### **Websites**

- 1. [www.shopify.com](http://www.shopify.com)
- 2. [www.coursera.org](http://www.coursera.org)

## SEMESTER - IV

### PESSC20 - ELECTIVE IV C - DECISION SUPPORT AND BUSINESS INTELLIGENCE

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PESSC20	Decision Support and Business Intelligence	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To gain domain knowledge in all aspects of Decision Support system and Business Intelligence.
2. To enhance the data mining skills
3. To implement the conceptual and practical decision making in the workplace
4. To establish awareness in various decision modeling technology.
5. To master in decision making skills to work in an organization as a team or to start an enterprise.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Enable the student to understand about decision support systems

**CO2:** Able to analyze various phases of decision making and components of decision support system

**CO3:** Understand the modeling approaches of decision making and can implement in their organization.

**CO4:** Be able to enhance the data mining skills by applying knowledge discovery

**CO5:** Master in decision making skills on analyzing the data warehousing and mining concepts.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	H	M	H
CO2	H	H	M	H	M	H
CO3	H	H	H	M	H	M
CO4	H	M	H	H	H	M
CO5	M	M	M	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	L
CO2	H	M	M	M	H	L
CO3	M	M	H	H	H	M
CO4	L	M	M	M	H	M
CO5	M	L	H	M	H	L

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**



**Unit I - Introduction to Decision Support Systems (15 hours)**

- 1.1 Introduction – Changing Business Environments and Computerized Decision Support (K1, K2, K3)
- 1.2 Managerial Decision Making – Computerized Support for Decision Making (K1, K2, K3)
- 1.3 An Early Framework for Computerized Decision Support – Concept of Decision support Systems (K1, K2, K3)
- 1.4 System View of Decision Support (K1, K2, K3)
- 1.5 Tools & Techniques of Managerial Decision Support (K1, K2, K3)
- 1.6 Implementing Computer Based DSS–Models (K1, K2, K3)

**Unit II - DSS Phases & Components (15 hours)**

- 2.1 Phases of the Decision Making Process: The Intelligent Phase – The Design Phase (K1, K2, K3, K4)
- 2.2 The Choice Phase – The Implementation Phase (K1, K2, K3, K4).
- 2.3 How are Decisions Supported DSS Configurations – Characteristics & Capabilities (K1, K2, K3, K4)
- 2.4 Components: The Data Management Subsystem – The Model Management Subsystem (K1, K2, K3, K4)
- 2.5 The User Interface Subsystem – The Knowledge Based Management Subsystem (K1, K2, K3, K4)
- 2.6 The Decision Support System: User- Hardware (K1, K2, K3, K4)

**Unit III - DSS: Modeling & Analysis (15 hours)**

- 3.1 Management Support Systems Modeling – Static & Dynamic Models (K1, K2, K3, K4)
- 3.2 Static & Dynamic Models- Certainty, Uncertainty & Risk V
- 3.3 Management Support Systems Modeling with Spreadsheets – Decision Analysis with Decision Tables & Decision Trees (K1, K2, K3, K4)
- 3.4 The Structure of Mathematical Models – Mathematical Programming Optimization (K1, K2, K3, K4)
- 3.4 Multiple Goals, Sensitivity Analysis, What – IF Analysis & Goal Seeking (K1, K2, K3, K4)
- 3.6 Problem Solving Search Methods –Simulation (K1, K2, K3, K4)

**Unit IV - Introduction to Data Mining (15 hours)**

- 4.1 Introduction to Data Mining (K1, K2, K3, K4)
- 4.2 Knowledge Discovery (K1, K2, K3, K4)
- 4.3 Patterns that can be Mined (K1, K2, K3, K4)
- 4.4 Technologies used (K1, K2, K3)
- 4.5 Applications in data mining (K1, K2, K3)
- 4.6 Issues in Data Mining (K1, K2, K3)

**Unit V - Introduction to Data Warehousing (15 hours)**

- 5.1 Data Warehouse Basic Concepts –Difference between Operational Database and Data ware house (K1, K2, K3, K4)
- 5.2 Data Warehousing A multitier Architecture – Data Warehouse models Enterprise Warehouse, Data mart and Virtual Ware house - Meta data repository (K1, K2, K3, K4)
- 5.3 Data Warehouse Modeling : Data Cube (K1, K2, K3, K4)
- 5.4 Data Warehouse Modeling OLAP (K1, K2, K3, K4)
- 5.5 Data Warehouse Design- Business Analysis Framework- Design Process (K1, K2, K3, K4)

## 5.6 Data Warehouse Usage for Information Processing – OLAP to Multidimensional Data mining (K1, K2, K3, K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. Efraim Turban and Jay E. Aronson - Decision Support System and Intelligent Systems - Prentice Hall International, 15<sup>th</sup> Edition,2002.
2. Jaiwei Ham and Micheline Kamber -Data Mining concepts and techniques, Kauffmann Publishers, 3<sup>rd</sup> Edition, 2012.

### **Reference Books**

1. Janakiraman V. S and SarukesiK- Decision Support Systems , Prentice Hall of India, 11<sup>th</sup> Edition,2009.
2. George.M.Marakas - Decision Support System , PHI Learning, 2<sup>nd</sup>Edition,2003.

### **Websites**

1. [www.dssresources.com](http://www.dssresources.com)
2. [www.coursera.org](http://www.coursera.org)

**HOSPITAL ADMINISTRATION SPECIALIZATION**  
**SEMESTER - III**

**PEHCA20 - ELECTIVE V A - HOSPITAL DESIGN AND OPERATION MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHCA20	Hospital Design and Operation Management	Theory	Core Elective	6	3	100

**OBJECTIVES**

1. To recognize the importance and need for planning of hospital services and the factors involved
2. To identify, differentiate and interrelate the steps and roles of various personnel involved in overall planning and implementation of the hospital
3. To identify, differentiate and evaluate the functions and requirements for clinical, engineering and support services in the hospital
4. To identify and plan for compliance of the hospital and services to legal requirements
5. To develop, organize and implement a hospital design plan

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand and infer the importance of hospital planning and identify the factors influencing outcomes To identify, understand and differentiate the various steps involved in hospital planning

**CO2:** Understand, recognize and interrelate the steps involved in hospital planning

**CO3:** Gain the knowledge in the functions and requirements of various clinical services in the hospital

**CO4:** Understand the functions and requirements of various support services in the hospital

**CO5:** Be able to develop, plan and implement engineering services for the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	M
CO2	H	H	M	H	M	H
CO3	M	H	M	H	H	H
CO4	H	H	M	M	H	H
CO5	M	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	L	H
CO2	H	L	H	M	M	M
CO3	H	H	L	L	M	L
CO4	H	H	L	L	M	L
CO5	M	H	M	M	H	L

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

**Unit 1: Introduction to Hospital Planning (15 hours)**

- 1.1 Market survey - Assessment of the demand and need for hospital services (K1, K2, K3, K4)
- 1.2 Factors influencing hospital utilization (K1, K2, K3, K4)
- 1.3 Steps In Hospital Planning: Need Assessment - Bed planning – Land requirements (K1, K2, K3, K4)
- 1.4 Project cost – Space requirements –Hospital drawings - Documents- (K1, K2, K3, K4)
- 1.5 Project management & implementation (K1, K2, K3, K4)
- 1.6 Project Management tools - Gantt chart and other project planning tools (K1,K2,K3,K4)

**Unit 2: Hospital planning (15 hours)**

- 2.1 Principles of hospital planning(K1,K2,K3,K4)
- 2.2 Formation of Hospital Planning Team- Financial Planning (K1,K2,K3,K4)
- 2.3 Statutory legal requirements - Hospital planning (K1,K2,K3,K4)
- 2.4 Planning process – size of the hospital – site selection - Specialties – Bed allocation (K1,K2,K3,K4)
- 2.5 Human Resource in hospitals - Equipment planning - Conception to commissioning (K1,K2,K3,K4)
- 2.6 Site development - Construction of Hospital–Commissioning(K1,K2,K3,K4)

**Unit 3: Planning for Clinical services (15 hours)**

- 3.1 Planning, - Design layout - functional flow of clinical services (K1,K2,K3,K4)
- 3.2 Outpatient Services - Accident and Emergency (K1,K2,K3,K4)
- 3.3 Inpatient Services – Nursing services (K1,K2,K3,K4)
- 3.4 Hospital Infection Control(K1,K2,K3,K4)
- 3.5 Intensive Care Unit (K1,K2,K3,K4)
- 3.6 Operation Theatre - Day care (K1,K2,K3,K4)

**Unit 4: Planning for Support services (15 hours)**

- 4.1 Planning, Design, layout (K1,K2,K3,K4)
- 4.2 Functional flow of support services: Pharmacy (K1,K2,K3,K4)
- 4.3 Diagnostic labs - Radiology - Cath labs (K1,K2,K3,K4)
- 4.4 Physiotherapy - Blood bank - Central Sterile Supply Department (K1,K2,K3,K4)
- 4.5 Medical records - Hospital Information System (K1,K2,K3,K4)
- 4.6 Mortuary - Central Medical Gas System(K1,K2,K3,K4)

**Unit 5: Planning for Ancillary support services (15 hours)**

- 5.1 Planning, Design, layout (K1,K2,K3,K4)
- 5.2 Functional flow of ancillary support services(K1,K2,K3,K4)
- 5.3 Engineering Services (Biomedical Engineering, Mechanical Engineering & HVAC, Water Supply and Sanitary Service, Electrical Engineering, Civil Engineering) (K1,K2,K3,K4)
- 5.4 Communication Service - Biomedical Waste Disposal – Transport Service - Laundry Services - Dietary Service (K1,K2,K3,K4)

5.5 Administrative Services - Quality Services - House Keeping Department (K1,K2,K3,K4)

5.6 Hospital Maintenance – Estates management (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

**Text books:**

- 1.Kunders G.D, Gopinath S, and Katakama, Hospital Planning, Design and Management, Tata Mc.Graw Hill, New Delhi, 1999.
- 2.Arun Kumar, (ed) Encyclopedia of Hospital Administration and Development, Anmol Publications, New Delhi, 20009

**References**

- 1.Srinivasan A. V. (ed) Managing a modern hospital, Response Books New Delhi, 2000
- 2.Sakharkar B.M. Principles of Hospital Administration and Planning, Jaypee publication, 2009

**Websites**

- 1.swayam.gov.in
- 2.www.wbdg.org

## SEMESTER - III

### PEHCB20- ELECTIVE V B - HOSPITAL MATERIALS AND EQUIPMENT MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
II / III	PEHCB20	Hospital Materials and Equipment Management	Theory	Core Elective	6	3	100

#### OBJECTIVES

- 1.To understand the structure and overall functioning of the materials management
- 2.To identify, differentiate and analyze the functions of materials management departments
- 3.To recognize, evaluate and design the inventory control system for economical functioning of the hospital
- 4.To categorize, plan and implement audits of inventory and materials system
- 5.To develop, organize and implement the materials management system in the hospital

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand and interpret the role of materials management in the hospital. To understand, recognize and interrelate the components of purchase system in materials management

**CO2:** Understand, recognize and interrelate the components of purchase system in materials management. To develop and critique a purchase system for the hospital

**CO3:** Understand, interrelate aspects, develop and critique the stores system for the hospital

**CO4:** Be able to plan and implement equipment purchase and utilization assessment systems

**CO5:** Recognize the importance of new technologies and trends in materials management and select the appropriate methods for sustainable economic and efficient functioning To plan and develop long term strategies for materials planning in the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	M	H
CO2	M	H	M	H	M	H
CO3	H	M	H	H	M	H
CO4	H	M	H	M	H	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	H	M
CO2	H	M	H	L	M	M
CO3	H	M	H	L	M	M
CO4	M	H	H	L	H	M
CO5	M	H	M	M	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit – I Introduction****(15 hours)**

- 1.1 Material - Functions of materials management (K1,K2,K3)
- 1.2 Objectives of material management – Material management in health care (K1,K2,K3,K4)
- 1.3 Integrated material management – Myths and realities of material management (K1,K2,K3,K4)
- 1.4 Hospital Stores - Functions and types of hospital stores (K1,K2,K3,K4)
- 1.5 Planning of hospital stores – Indenting of stores – Duties of store keeper (K1,K2,K3,K4)
- 1.6 Control of stores – Location and layout - legal aspects of purchasing. (K1,K2,K3,K4)

**Unit – II Purchase and Procurement****(15 hours)**

- 2.1 Purchasing - Principles of purchasing – Purchase Cycle (K1,K2,K3,K4)
- 2.2 Fundamentals of purchasing – Advantages and disadvantages – Rules regarding purchase order (K1,K2,K3,K4)
- 2.3 Tender System & process – Types of contracts (K1,K2,K3,K4)
- 2.4 Inspection of articles – Payment terms
- 2.5 Registration of Vendors – Advantages and disadvantages -Centralization and decentralization (K1,K2,K3,K4)
- 2.6 Group purchasing –Purchase selection and audit committees (K1,K2,K3,K4)

**Unit – III Inspection and Stores****(15 hours)**

Store –Principles - Functions of store- Types of store (K1,K2,K3,K4)

- 3.1 Inventory - inventory control – Types of Inventory cost (K1,K2,K3,K4)
- 3.2 Types of Inventory Control Pareto analysis -ABC/VED/SDE/XYZ/HML/GOLF/MNG/SOS (K1,K2,K3,K4)
- 3.3 Analysis – Lead Time – Buffer stock – Reorder level – Economic Order Quantity (EOQ) – Ordering system – Bin system – Stock verification – Need (K1,K2,K3,K4)
- 3.4 Techniques. (K1,K2,K3,K4)
- 3.5 Types of Inventory Control systems (K1,K2,K3,K4)
- 3.6 Preventive measures- Condemnation and disposal (K1,K2,K3,K4)

**Unit – IV Equipment management****(15 hours)**

- 4.1 Equipment planning and selection – Steps in equipment selection (K1,K2,K3,K4)
- 4.2 Equipment utilization – Repair and maintenance of equipment (K1,K2,K3,K4)
- 4.3 Equipment audit - Equipment Planning and Procurement(K1,K2,K3,K4)
- 4.4 Importing – Import procedures - Import documentation(K1,K2,K3,K4)
- 4.5 Methods of payment – Letter of credit – Foreign currency-payments(K1,K2,K3,K4)
- 4.6 Planning and procurement of spares/accessories/consumables(K1,K2,K3,K4)

## **Unit – V Recent trends in Materials Management**

**(15 hours)**

- 5.1 Concept and frame work of Supply Chain management (K1,K2,K3,K4)
- 5.2 Logistics Management - concept of Just in time and central purchasing (K1,K2,K3,K4)
- 5.3 Integrated Materials Management – RFID - The Internet of Things (K1,K2,K3,K4)
- 5.4 Strategies for Hospital Equipment planning and Selection (K1,K2,K3,K4)
- 5.5 Quality improvement tools in stores management (K1,K2,K3,K4)
- 5.6 Innovation in warehouse and Distribution centers – Material data analytics (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

- 1. Shakti Gupta, Sunil Kant, Hospital Stores Management, Jaypee Publishers, 2007.
- 2. Sadiwala C.M & Sadiwala R.C. Materials and Financial Management, New Age International Publishers, 2007

### **Reference Books**

- 1. Magad E.L. and Amos J.M. Total Materials Management. Springer Science+Business Media. 1989.
- 2. Gopalkrishnan P. and Haleem A. Handbook of Materials Management. PHI publishers. 2015.

### **Websites**

- 1. [www.acgil.com](http://www.acgil.com)
- 2. [apps.who.int](http://apps.who.int)



## SEMESTER – IV

### PEHCC20- ELECTIVE V C - HOSPITAL QUALITY MANAGEMENT AND LEGAL ASPECTS

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
II / IV	PEHCC20	Hospital Quality Management and Legal Aspects	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To understand the structure and overall functioning of various healthcare systems
2. To identify, differentiate and analyze the functions of clinical and non-clinical departments in the hospital
3. To recognize, interrelate, differentiate, evaluate quality standards for hospital and design the an appropriate quality system to comply with standards
4. To plan and develop effective systems for legal compliance in hospital
5. To develop, organize and implement various clinical and non-clinical services in the hospital

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand and distinguish the role of management and healthcare indicators in the hospital

**CO2:** Understand, recognize and interrelate the functions of various clinical services in the hospital

**CO3:** Recognize and interrelate the functions of various non-clinical services in the hospital

**CO4:** Gain knowledge various aspects of quality in the hospital from the viewpoint of accreditation and certification

**CO5:** Understand the various legal requirements for hospitals and design effective methods to ensure legal compliance in the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	H	H	H	H	H	H
CO4	M	H	M	H	M	H
CO5	M	M	M	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	H	L	M	L
CO2	H	H	L	L	M	L
CO3	H	H	L	L	M	L
CO4	M	H	M	M	L	L
CO5	H	M	M	H	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit 1: Quality Management & Safety****(15 hours)**

- 1.1 Principles of Quality Management (K1,K2,K3,K4)
- 1.2 Structure, Process and Outcome - Quality / Customer Service (K1,K2,K3,K4)
- 1.3 Quality Foundation, Tools and Techniques - Flow Chart Cause -Effect Diagram - Pareto Diagram  
Statistical Process Control - Healthcare Quality (K1,K2,K3,K4)
- 1.4 Business Process Reengineering & other relevant tools and techniques, Safety (K1,K2,K3,K4)
- 1.5 International Patient Safety Goals (IPSG) – Occupational Health (K1,K2,K3,K4)
- 1.6 Disaster management – Facility safety: Security - Fire hazards – Engineering Hazards – Radiological hazards. (K1,K2,K3,K4)

**Unit 2: Accreditation and Certification****(15 hours)**

- 2.1 ISO Certification - ISQua (K1,K2,K3,K4)
- 2.2 Accreditation – NABH - QCI - NABL – JCI (K1,K2,K3,K4)
- 2.3 Accreditation process – NABH Chapters (K1,K2,K3,K4)
- 2.4 Key Performance Indicators - Gap audit – Clinical audit (K1,K2,K3,K4)
- 2.5 Management audit – Audit process - Levels of accreditation (K1,K2,K3,K4)
- 2.6 Tools and methods used for quality assessment and sustainment for accreditation (K1,K2,K3,K4)

**Unit 3: Healthcare Laws****(15 hours)**

- 3.1 Clinical Establishments Act - Consumer Protection Act (K1,K2,K3,K4)
- 3.2 Medical Termination of Pregnancy Act- Prenatal Preconception Diagnostic Techniques Act (K1,K2,K3,K4)
- 3.3 Human Organ Transplantation Act – Pharmacy Act – Drugs and Cosmetics Act (K1,K2,K3,K4)
- 3.4 Biomedical Waste Management Handling Rules (K1,K2,K3,K4)
- 3.5 Registration of Births and Deaths Act (K1,K2,K3,K4)
- 3.6 Licenses/certificates to be maintained: lifts, boilers, pharmacies, biomedical waste disposal, blood bank, radiation related services, generator fuel etc. (K1,K2,K3,K4)

**Unit 4: Legal Aspects of Healthcare****(15 hours)**

- 4.1 Rights and responsibilities of patients (K1,K2,K3,K4)
- 4.2 Doctor patient contract - Law of torts(K1,K2,K3,K4)
- 4.3 Informed Consent – Confidentiality (K1,K2,K3,K4)
- 4.4 Medical Malpractice & Negligence (K1,K2,K3,K4)
- 4.5 Doctrines of jurisprudence in medical profession – Types of offences – Charge Sheet (K1,K2,K3,K4)
- 4.6 Evidence – Witness (K1,K2,K3,K4)

## **Unit 5: Ethical Aspects of Healthcare**

**(15 hours)**

5.1 Healthcare Ethics – Principles of Ethics (K1,K2,K3,K4)

5.2 Code of Conduct (K1,K2,K3,K4)

5.3 Irrational Drug Therapy (K1,K2,K3,K4)

5.4 Reproductive Medicine – Euthanasia (K1,K2,K3,K4)

5.5 Organ donation and transplantation – Alternative medicine (K1,K2,K3,K4)

5.6 Human experimentation - Technology (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. Joseph, Juran's Quality Handbook: The Complete Guide to Performance Excellence, 7<sup>th</sup> Edition, 2016
2. Nash D.B., Joshi M.S., Ransom E.R. and Ransom S.B (eds). The Healthcare Quality Book. Health Administration Press. 2017

### **Reference Books**

1. National Accreditation Board for Hospitals and Healthcare Providers, NABH Accreditation Standards for Hospitals (5e), 2020
2. Francis C.M, Medical Ethics, Jaypee Publishers, 2007

### **Websites**

1. [www.ahaindia.org](http://www.ahaindia.org)
2. [apps.who.int](http://apps.who.int)

# LOGISTICS SPECIALIZATION

## SEMESTER III

### PELMA20 - ELECTIVE VI A – LOGISTICS MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMA20	Logistics Management	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. The course provides the analytical framework for understanding the basic concepts and evolution of logistics.
2. Develop knowledge about the interconnectedness of packaging and logistics with the latest trends.
3. Develop knowledge about key elements of Containers.
4. Enhance analytical skills and capability to synthesize information related to logistics re-engineering.
5. Enhance and develop the skills on international logistics functions.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.

**CO2:** Analyze the strengths and weaknesses of packing and the emerging trends in the same.

**CO3:** Develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops.

**CO4:** Develop strategies logistics reengineering and compete with the latest technology.

**CO5:** Know the basic characteristics of inbound and outbound logistics.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	H	M	H	M	M	H
CO4	H	H	M	H	H	H
CO5	M	H	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	M	L
CO2	H	L	L	L	L	H
CO3	H	M	M	L	M	L
CO4	H	M	H	L	M	L
CO5	H	L	M	L	H	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I : Introduction****(15 hours)**

- 1.1 Logistics: Definition, Evolution, Concept, Components (KI, K2, K3)
- 1.2 Importance, Objectives Logistic Subsystem, the work of Logistics (KI, K2, K3)
- 1.3 Integrated Logistics, Barrier to Internal Integration (KI, K2, K3)
- 1.4 Logistics as a Support/Interface/Enabler of Marketing function (KI, K2, K3)
- 1.5 Logistics as a Support function of Order Fulfillment (KI, K2, K3)
- 1.6 Assembling & Labeling from Multi storage points, Consignment convergence/divergence and Delivery. (KI, K2, K3)

**Unit II: Packaging****(15 hours)**

- 2.1 Packaging, Perspectives, Damage protection (KI, K2, K3, K4)
- 2.2 Material Handling efficiency / Utility, Product characteristics (KI, K2, K3, K4)
- 2.3 Unitization, Communication, Channel Integration, Alternative materials (KI, K2, K3, K4)
- 2.4 Traditional materials, Emerging Trends, The purposes of packaging (KI, K2, K3, K4)
- 2.5 The packaging industry: structure and dynamics, Returnable packaging (KI, K2, K3, K4)
- 2.6 General packaging principles, Retail logistics packaging, Fresh foods applications (KI, K2, K3, K4)

**Unit III : Containerization****(15 hours)**

- 3.1 Major container trades, Two container operators (KI, K2, K3, K4)
- 3.2 Container ships; terminals, Container distribution (KI, K2, K3, K4)
- 3.3 Container types, Non - containerizable cargo (KI, K2, K3, K4)
- 3.4 Features of containerization (KI, K2, K3, K4)
- 3.5 Container bases (KI, K2, K3, K4)
- 3.6 International Convention for Safe Containers.(KI, K2, K3, K4)

**Unit IV : Logistics Positioning****(15 hours)**

- 4.1 Logistics reengineering, Reengineering procedure, Logistics environmental assessment, Industry competitive Assessment (KI, K2, K3, K4)
- 4.2 Geo market differentials, Technology assessment, Material energy assessment, Channel structure (KI, K2, K3, K4)
- 4.3 Economic social projections, Service industry Trends (KI, K2, K3, K4)
- 4.4 Regulatory posture, Conclusion (KI, K2, K3, K4)
- 4.5 Time based logistics, alternative logistics strategies (KI, K2, K3, K4)
- 4.6 Strategic integration, Logistics time based control techniques (KI, K2, K3, K4)

**Unit V – International Logistics Functions****(15 hours)**

- 5.1 Introduction (KI, K2, K3, K4)
- 5.2 Outbound Logistics Functions (KI, K2, K3, K4)
- 5.3 Inbound Logistics Functions (KI, K2, K3, K4)
- 5.4 Overall Logistics Activities (KI, K2, K3, K4)
- 5.5 Logistics Intermediaries (KI, K2, K3, K4)

**Note: Case studies for all units. (K5.K6)**

### **Text Books**

1. Burt, Dobbler and Starling, World Class Supply Chain Management, TMH 2005Edition
2. Donald J. Bowerson, David J Closs, Logistical Management, Tata McGraw Hill Edition, Reprint2011.

### **Reference Books**

1. Alan E. Branch, Global Supply Chain Management and International Logistics, Routeledge, 2009
2. Levi, Kaminsky& Levi, Managing the Supply Chain: The Definitive Guide, Mcgraw-Hill, 2003.

### **Websites**

1. [www.scmdojo.com](http://www.scmdojo.com)
2. [www.edx.org](http://www.edx.org)

### SEMESTER III

#### PELMB20 - ELECTIVE VI B – EXPORT AND IMPORT MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMB20	Export and Import Management	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To impart the knowledge on the key functions in export and import process and procedures.
2. To provide understanding to the students on the various modes of logistics.
3. To educate the students in solving issues related to requirements in export and import management.
4. To educate the students in solving issues related to requirements in export and import management related to water carriers.
5. To know all the in depth functionalities of Air Carriers.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Remember the basics of global trade and import and export policies

**CO2:** Understand various import process and procedures and agencies involved in EXIM process and their role in the international trade

**CO3:** Acquire knowledge on the various modes of transportation.

**CO4:** Understand the payment methods, risks and various financing of water carriers.

**CO5:** Elaborate the procedures of Air Carriers.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	M	M
CO3	M	M	H	H	H	M
CO4	M	H	M	H	M	H
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	H	M
CO2	H	M	M	M	M	L
CO3	H	L	L	L	L	H
CO4	H	M	H	L	M	L
CO5	H	M	M	L	M	L

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction (15 hours)**

- 1.1 Export & Import – Introduction (K1, K2, K3, K4)
- 1.2 Definitions - Evolution of Export & Import (K1, K2, K3, K4)
- 1.3 Foreign Trade (K1, K2, K3, K4)
- 1.4 Institutional Framework and Basics (K1, K2, K3, K4)
- 1.5 Multinational Organizations & Structure (K1, K2, K3, K4)
- 1.6 International Business Scenario (K1, K2, K3, K4)

**Unit II – Procedures In Customs Clearance And Documentation (15 hours)**

- 2.1 Export Procedures and Documents , Customs Clearance of Import and Export Cargo (K1, K2, K3, K4)
- 2.2 Methods and Instruments of Payment and Pricing (K1, K2, K3, K4)
- 2.3 INCOTERMS , Marine Insurance , Methods of Financing Exporters (K1, K2, K3, K4)
- 2.4 Export - Import , Documentation and Steps - Export (K1, K2, K3, K4)
- 2.5 Import Strategies and Practice, Export Marketing (K1, K2, K3, K4)
- 2.6 Business Risk Management and Coverage , Export Incentive Schemes (K1, K2, K3, K4)

**Unit III: Transportation (15 hours)**

- 3.1 Role of transportation ,Transport Decision (K1, K2, K3, K4)
- 3.2 Legal classification of carriers , Intermodal transportation (K1, K2, K3, K4)
- 3.3 Transportation management , Documentation (Domestic and International) , Bases for rates (K1, K2, K3, K4)
- 3.4 Transportation services , Characteristics of Modes of Transportation (K1, K2, K3, K4)
- 3.5 Characteristics of Shipping Industry , World Shipping (K1, K2, K3, K4)
- 3.6 Containerization and Leasing Practices. (K1, K2, K3, K4)

**Unit IV: Water Carriers (15 hours)**

- 4.1 Types of ships , Liners , Tramps , Specialized vessels and their trades (K1, K2, K3, K4)
- 4.2 Cargo stowage/packing overview, Stowage of cargo, Types and characteristics of cargo , Cargo and container handling equipment (K1, K2, K3, K4)
- 4.3 Types of packing, Dangerous cargo. , Export controls (K1, K2, K3, K4)
- 4.4 Customs tariff, Customs Freight Simplified Procedures (CFSP) (K1, K2, K3, K4)
- 4.5 New Export System (NES), Unique Consignment Reference (UCR) (K1, K2, K3, K4)
- 4.6 Customs reliefs, Importation and exportation of goods, Ship's papers, Ship's protest (K1, K2, K3, K4)

**Unit V: Air Carriers (15 hours)**

- 5.1 Types of Carriers, Private Carriers, For-Hire Carriers (K1, K2, K3, K4)
- 5.2 Market Structure, Number of Carriers, Characteristics, General (K1, K2, K3, K4)
- 5.3 Speed of Service, Length of Haul and Capacity-Accessibility and Dependability, Equipments (K1, K2, K3, K4)
- 5.4 Types of Vehicles, Terminals, Cost Structure Fixed Versus Variable Cost (K1, K2, K3, K4)
- 5.5 Components, Fuel, Labor , Equipment ,Economies of Scale/Economies of Density ,



Rates, Pricing (K1, K2, K3, K4)

5.6 Operating Efficiency, Current Issues, Safety, Security (K1, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

**Text Books :**

1. UshaKiran Rai, \_Export-Import and Logistics Management\_, PHI Learning Pvt. Ltd.,2007
2. John J. Coyle, C. John Langley, Brian J. Gibson, Robert A. Novack, Edward J. Bardi, A logistics approach to supply chain management, Cengage Learning, 2009.

**Reference Books**

1. Rama Gopal. C., \_Export Import Procedures - Documentation And Logistics\_, New Age International,2007
2. MB. Stroh, A Practical Guide to Transportation and Logistics, Logistics Network Inc.2006

**Websites**

1. [howtoexportimport.com](http://howtoexportimport.com)
2. [www.iiem.in](http://www.iiem.in)

## SEMESTER IV

### PELMC20 - ELECTIVE VI C - GREEN SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PELMC20	Green Supply Chain and Logistics Management	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To provide foundational knowledge associated with the green supply chain.
2. To teach the implication of today's most pressing environmental issues.
3. To describe how the various green supply chain practices can actually save money, increases efficiency and reduce delivery time.
4. To understand the concepts of green manufacturing.
5. To have an indepth knowledge on environmental impact of green logistics.

#### COURSE OUTCOMES

The learners will be able to

- CO1:** Remember the basics of Green Supply Chain Management.  
**CO2:** Understand various procedures in ECO Design with its drivers.  
**CO3:** Acquire knowledge on green purchasing.  
**CO4:** Understand the concepts in green manufacturing and its challenges.  
**CO5:** Be aware on green logistics and its drivers.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	M	M	H	M
CO3	H	M	H	H	H	M
CO4	H	M	H	H	M	M
CO5	M	H	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	L
CO2	H	L	M	L	H	M
CO3	H	M	M	L	M	L
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I Introduction****(15 hours)**

- 1.1 Introduction (KI, K2, K3)
- 1.2 Traditional Supply Chain and Green Supply Chain (KI, K2, K3)
- 1.3 Environmental Concern and Supply Chain (KI, K2, K3)
- 1.4 Closed-loop Supply Chain (KI, K2, K3)
- 1.5 Corporate Environmental Management, Green Supply Chain (GSCM) (KI, K2, K3)
- 1.6 Definition, Basic Concepts, GSCM Practices (KI, K2, K3)

**Unit II Eco-Design****(15 hours)**

- 2.1 Design for the Environment (DFE) or Eco-Design (KI, K2, K3)
- 2.2 Eco-Design and Supplier Relationships (KI, K2, K3)
- 2.3 Definitions of Eco-Design (KI, K2, K3)
- 2.4 Tools of Product Eco-Design (KI, K2, K3)
- 2.5 Involving suppliers in product eco-design (KI, K2, K3)
- 2.6 Drivers, Challenges and Successful factors (KI, K2, K3)

**Unit III Green Purchasing****(15 hours)**

- 3.1 Green Procurement and Purchasing (KI, K2, K3, K4)
- 3.2 Definitions of green purchasing (KI, K2, K3, K4)
- 3.3 Drivers of green purchasing (KI, K2, K3, K4)
- 3.4 Green purchasing strategies (KI, K2, K3, K4)
- 3.5 Green purchasing performance measurement (KI, K2, K3, K4)
- 3.6 Green Supplier Development and Collaboration. (KI, K2, K3, K4)

**Unit IV Green Manufacturing****(15 hours)**

- 4.1 Green Manufacturing or Production (KI, K2, K3, K4)
- 4.2 Evolution, Definitions , 4Re's: recycling, remanufacturing, reuse and reduction (KI, K2, K3, K4)
- 4.3 Closed-loop Manufacturing (KI, K2, K3, K4)
- 4.4 ISO 14000 systems (KI, K2, K3, K4)
- 4.5 Life Cycle Analysis (LCA) (KI, K2, K3, K4)
- 4.6 Lean Manufacturing for Green Manufacturing or Production. (KI, K2, K3, K4)

**Unit V Green Logistics and Transportation****(15 hours)**

- 5.1 Green Logistics and Transportation (KI, K2, K3, K4)
- 5.2 Definitions of Green Logistics (KI, K2, K3, K4)
- 5.3 Critical drivers of Green Logistics (KI, K2, K3, K4)
- 5.4 Green transportation and logistics practices (KI, K2, K3, K4)
- 5.5 Environmental impacts of transportation and logistics (KI, K2, K3, K4)
- 5.6 Closing the Loop: Reverse Logistics. (KI, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

**Text Books**

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017.
2. Charisios Achillas, Dionysis D. Bochtis, Dimitrios Aidonis, Dimitris Folinas. Green Supply Chain Management, Routledge, 2018.

**Reference Books**

1. Hsiao-Fan Wang, Surendra M. Gupta. Green Supply Chain Management: Product Life Cycle Approach, McGraw Hill publishing, 2011
2. Stuart Emmett, Vivek Sood. Green Supply Chains: An Action Manifesto by Stuart Emmett, Wiley publications

**Websites**

1. [www.supplychainbrain.com](http://www.supplychainbrain.com)
2. [www.masterstudies.com](http://www.masterstudies.com)

## PCBAQ20– PROJECT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /IV	PCBAQ20	Project	Project	Skill Paper	6	6	100

### OBJECTIVES

1. To discover potential research areas in the field of specialization
2. To offer students a glimpse into real world problems and challenges
3. To motivate students to the vast array of literature available on the various research challenges in the organization
4. To enable students to use analytical techniques and to give solution for a problem
5. To improve the communication and management skills of the students

### COURSE OUTCOMES

The learners will be able to

**CO1:** Compare and contrast several existing solutions for research challenge

**CO2:** Formulate and propose a plan for creating a solution for the research plan identified

**CO3:** Conduct a survey of several available literature in the preferred field of study

**CO4:** Be able to report and present the findings of the study conducted in the preferred domain

**CO5:** Demonstrate an ability to work in teams and manage the conduct of the research study

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	M	M	H	M	H
CO3	H	H	H	H	H	H
CO4	H	M	H	M	H	M
CO5	H	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	L	H	H	L	H	M
CO2	L	H	H	L	M	M
CO3	M	H	H	L	M	M
CO4	M	H	H	L	M	L
CO5	M	H	H	L	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## PCBAQ20– PROJECT

Each student is required to do a project and prepare the report on the basis of investigation carried out by her in an institution or industrial organization. The student is expected to identify a problem in the organization based on her area of specialization and provide solutions and suggestions to the management. The report should demonstrate the capability of the students in analyzing and evaluating the problem and to create original approach in providing solutions to the problem.

The project should include field studies, surveys, interpretation, planning and design of the research methodology presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report and presentation.

### Evaluation Pattern

- Each student should carry out her investigation separately.
- The mode of evaluating the student will consist of two parts. One, on the basis of report writing and the other will be through Viva Voce.
- The valuation of the project report writing will be done by the internal examiner while for the oral examination an external examiner will be called for.
- 60 marks will be awarded for project report writing, 20 marks for overall review and for oral examination 20marks.
- Project will be for a period of 3 months which will be during the month of February - April of every academic year.
- Each student should find a reputed industry to carry out her investigation with the approval of the department.
- Records should be maintained for daily activities signed by the concerned authorities in the organization
- Students should report to the college as per the schedule of the review meeting. Attendance will be maintained and marks are allotted for there view
- On completion of the project, the student should get Completion Certificate and Attendance Certificate from the company.
- Any change of the organization during the course of the project should be done only after getting the consent from the Head of the Department and the internal guide of the College in writing.

The following are the components for report writing

- |   |                                      |                          |
|---|--------------------------------------|--------------------------|
| • | Content                              | - 40Marks                |
| • | Methodology                          | - 10Marks                |
| • | Layout                               | - 5Marks                 |
| • | Grammar                              | - 5Marks                 |
| • | Review of the Project and Attendance | -20 Marks (CA – 80Marks) |
| • | Viva-Voce                            | - (Semester - 20Marks)   |
| • | Oral Presentation                    | - 10Marks                |
| • | Question and Answer                  | - 10Marks                |

## INDEPENDENT ELECTIVES

### INDEPENDENT ELECTIVE PAPER - 1

#### PIBAA20 - MANAGEMENT CONCEPTS IN THIRUKKURAL

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PIBAA20	Management Concepts in Thirukkural	Theory	Independent Elective	-	2	100

### OBJECTIVES

1. To Furnish and Prepare the Learners to expose the students of Management Studies to learn Business Ethics from related Thirukkural Verses
2. To Familiarize the Learners with the Essentials of Goal Setting and Investment Decision through Thirukkural
3. To Imbibe the Wards on Executing Decision Making Process and Leadership
4. To inhibit knowledge on Social Responsibility and Stress Management
5. To Generate Awareness on Personnel Selection and their welfares

### COURSE OUTCOMES

The learners will be able to

CO1: Acquire Knowledge on Verses of Thirukkural in Business Ethics

CO2: Understand the formation and need for Decision Making Process and Leadership

CO3: Study the requisites of Goal Setting and Capital Investment Decision

CO4: Understand the Concepts and Scope of Social Responsibility and Stress Management

CO5: Acquire knowledge on Personnel Selection and Welfare.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	M	M	M	M	H	M
CO3	H	M	H	H	M	M
CO4	H	H	H	M	M	H
CO5	H	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	M	H	H

H- HIGH(3), M-MODERATE(2), L-LOW(1)

## **Unit I - Business Ethics in Thirukkural**

- 1.1 Business Ethics – Definition (K1, K2)
- 1.2 Concept (K1, K2)
- 1.3 Principles (K1, K2, K3)
- 1.4 Ethical Challenges for Business (K1, K2, K3)
- 1.5 Adapting to Changing Environment in Verse 474, 426 and verse 140 (K1, K2, K3)
- 1.6 Learning the Intricacies of Different Tasks in Verse 462 and 677 (K1, K2, K3, K4)

## **Unit II - Decision Making and Leadership in Thirukkural**

- 2.1 Decision Making (K1, K2)
- 2.2 Principles in Decision Making – Verse 948, 472, 467, 663 (K1, K2)
- 2.3 Techniques for Improving Decision Making (K1, K2, K3)
- 2.4 Leadership in Verse 436, 770, and 994. (K1, K2, K3)
- 2.5 Features (K1, K2, K3)
- 2.6 Theories (K1, K2, K3, K4)

## **Unit III - Goal Setting and Investment Decision in Thirukkural**

- 3.1 Goal Setting, Definition (K1, K2)
- 3.2 Guidelines (K1, K2)
- 3.3 Benefits (K1, K2)
- 3.4 Planning Verse 468 (K1, K2, K3)
- 3.5 Types of Plans (K1, K2, K3)
- 3.6 Capital Investment Decision Verse 471, 461 and 478 (K1, K2, K3, K4)

## **Unit IV - Social Responsibility and Stress Management in Thirukkural**

- 4.1 Social Responsibility of Business (K1, K2)
- 4.2 Types (K1, K2)
- 4.3 Examples of Corporate Social Responsibility (K1, K2, K3)
- 4.4 Stress Management (K1, K2, K3)
- 4.5 Ways to Reduce Stress (K1, K2, K3)
- 4.6 Stress Management according to Thiruvalluvar (K1, K2, K3, K4)

## **Unit V - Staffing in Thirukkural**

- 5.1 Selection and Employment Verse 515 (K1, K2)
- 5.2 Importance & Methods of Selection (K1, K2, K3)
- 5.3 Personnel Welfare in Verse 520 (K1, K2, K3)
- 5.4 Staffing in Verse 517 (K1, K2)
- 5.5 Nature of Staffing (K1, K2)
- 5.6 Importance of Staffing (K1, K2, K3)



**Note:** Case Studies for all Units. (K5.K6)

**Text Books:**

1. K.Nagarajan - Management Thoughts in Thirukkural,, ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002, 2011.

**Reference Books:**

1. SM.Veerappan and T.Srinivasan - Management MANTRAS from Thirukkural — Vikash Publishing House Pvt Ltd, Jangpura – NewDelhi 110 014,2002

**Websites**

1. [www.coursera.org](http://www.coursera.org)

## INDEPENDENT ELECTIVE PAPER - 2

### PIBAB20 – DISASTER MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PIBAB20	Disaster Management	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To gain knowledge about the concept of disaster
2. To attain in depth understanding of the various dimensions and typology of disasters
3. To acquire the knowledge different National & International Agencies for disaster Management in India
4. To acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning
5. To empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted

#### COURSE OUTCOMES

The learners will be able to

CO1: Understand the knowledge about the concept of Disaster

CO2: Attain in depth understanding of the various dimensions and typology of disasters

CO3: Acquire the knowledge different National & International Agencies for disaster Management in India

CO4: Acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning

CO5: Empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	M	M
CO2	M	H	M	H	M	M
CO3	H	M	H	M	H	H
CO4	H	H	H	M	H	H
CO5	M	M	M	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	L	L	M
CO2	H	L	L	M	L	M
CO3	H	L	L	H	M	M
CO4	H	M	L	L	M	H
CO5	H	M	M	L	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I - Concepts of Disaster**

- 1.1: Disaster (K1)
- 1.2: Hazards – Emergency vulnerability (K1, K2)
- 1.3: Courses and impact of disaster – Levels of disaster (K2)
- 1.4: Effects of disaster (K2, K3)
- 1.5: Causal factors of disaster (K2, K3)
- 1.6: Phases of disaster (K1, K2, K3)

## **Unit II - Various dimensions and typology of Disasters**

- 2.1: Calamities – Meteorological – Hydrological (K1, K2)
- 2.2: Calamities - Geological – Extra Terrestrial (K1, K2)
- 2.2: Typology of Disaster – Earthquakes – Tsunami – Volcanoes – Landslides – Cyclones – Floods – Droughts (K1, K2, K3, K4)
- 2.3: Environment Pollution (K1, K2, K3)
- 2.4: Deforestation (K1, K2, K3)
- 2.5: Desertification (K1, K2, K3)

## **Unit III - National & International Agencies for Disaster Management in India**

- 3.1: National Crisis Management Committee (NCMC) – The Disaster management Act 2005 – National Civil Defence Organization - Department for Humanitarian Affairs (DHA) (K1, K2)
- 3.2: Inter – Agency Standing Committee (IASC) – Office for the Coordination of Humanitarian Affairs (OCHA) – Food and Agricultural Organization (FAO) (K1, K2, K3)
- 3.3: United Nations Development Programs (UNDP) – United Nations High Commissioner for Refugees (UNHCR) – World Food Programme (WFP) (K1, K2, K3)
- 3.4: World Health Organization (WHO) – International Committee of the Red Cross (ICRC) (K1, K2, K3)
- 3.5: International Federation of Red Cross & Red Crescent Societies (IFRC) – International Organization for Migration (IOM) (K1, K2, K3)
- 3.6: International Atomic Energy Agency (IAEA) – United Nations Sahelian Office (UNSO) – The UN and the role of NGOs (K1, K2, K3, K4)

## **Unit IV - Disaster Mitigation, Preparedness and Planning**

- 4.1: Disaster Mitigation – Meaning – Impact – Menu of mitigation agents (K1, K2, K3)
- 4.2: Disaster management cycle – Classification of mitigation measures – Investing in disaster mitigation (K1, K2, K3)
- 4.3: Disaster Preparedness – Objectives - Principles of disaster planning – Involvement (K1, K2, K3)
- 4.4: Disaster Risk Assessment – Concepts – Factors – Assessing risk – Phases – Steps (K1, K2, K3, K4)
- 4.5: Disaster risk management (K1, K2)
- 4.6: Disaster insurance (K1, K2)

## **Unit V - Disaster Rehabilitation and Futuristic Sustainable Measures**

- 5.1: Meaning – Issues in rehabilitation – Hindrances to normalization (K1, K2)
- 5.2: Rehabilitation approaches (K1, K2)
- 5.3: Rehabilitation from shelter to housing (K1, K2, K3)
- 5.4: Material distribution for rehabilitation (K1, K2, K3)
- 5.5: Role of building Materials and services banks (K1, K2, K3,K4)
- 5.6: Keys to sustainable measures in disaster management (K1, K2, K3)

**Note:** Case studies for all Units (K5,K6)

### **Text Books**

1. Modh Satish, Introduction to Disaster Management, Macmilan Publishers India Private Limited, Reprint 2012, NewDelhi

### **Reference Books**

1. Ayaz Ahmad, Disaster Management: Through the New Millennium, Anmol Publicaions, 1<sup>st</sup> Edition, New Delhi,2003

### **Websites**

1. [www.corsea.org](http://www.corsea.org)

**INDEPENDENT ELECTIVE PAPER - 3**  
**PIBAC20 - INDUSTRIAL SAFETY AND POLLUTION MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PIBAC20	Industrial Safety and Pollution Management	Theory	Independent Elective	-	2	100

**OBJECTIVES**

1. To Acquaint the Students about Safety Management, Responsibilities of Safety, Safety Officer & Committee
2. To Gain Insight on Industrial Accidents
3. To Imbibe the Methods of Maintaining Harmony within the Industry
4. To Ascertain the Procedures of Environmental Safety
5. To Inhibit Knowledge on Environmental Pollution Act

**COURSE OUTCOMES (CO)**

The learners will be able to

**CO1:** Acquire Knowledge on Industrial safety Management

**CO2:** Understand the formation and need for insight on Industrial Accidents

**CO3:** Attain knowledge in the requisites of legal provisions towards Safety

**CO4:** Understand the concepts of Environmental Management

**CO5:** Acquires knowledge on Environmental Pollution Act.

CO	PO					
	1	2	3	4	5	6
CO1	M	M	M	H	M	M
CO2	M	M	H	H	M	H
CO3	H	H	H	H	H	H
CO4	H	H	H	M	H	H
CO5	M	H	M	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	M	M	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	M	H	H

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

## **Unit I: Management of Safety in Industry**

- 1.1 Concept (K1, K2)
- 1.2 Applicable areas - Unsafe actions and Conditions (K1, K2)
- 1.3 Responsibility of Safety – Society, Government, Management, Union and Employees Appointment (K1, K2, K3)
- 1.4 Qualification (K1, K2)
- 1.5 Duties of Safety Officer (K1, K2)
- 1.6 Safety Committee – Membership - Functions –Scope of Safety – Training of employees for Safety in Industrial Operations (K1, K2, K3, K4)

## **Unit II: Industrial Accidents**

- 2.1 Causes & effects of Industrial Accidents (K1, K2)
- 2.2 Accident Ratio Theory (K1, K2, K3)
- 2.3 Cost of Accidents (K1, K2)
- 2.4 Impact of Accidents on employees (K1, K2, K3)
- 2.5 Responsibility in the prevention of Accidents (K1, K2, K3 )
- 2.6 Union, Management, Society and their role.(K1, K2,K3,K4)

## **Unit III: Legal Provisions Regarding Safety**

- 3.1 Legal provisions regarding safety (K1, K2)
- 3.2 Accident Prevention & Compensation under Factories Act -1948 (K1, K2, K3)
- 3.3 Fatal Accident Act (K1, K2)
- 3.4 Functions of National Safety Council –Accidents – Recording – Investigation – Analysis and Reporting (K1, K2, K3, K4)
- 3.5 Workmen Compensation Act 1923 (K1, K2, K3)
- 3.6 ESI Act Public Liabilities Insurance Act – 1991 (K1, K2, K3)

## **Unit IV: Industrial Enchantment for Environmental Safety**

- 4.1 Environmental Protection Act 1986 (K1, K2)
- 4.2 Definition (K1, K2,)
- 4.3 Occupier (K1, K2)
- 4.4 Handling of Hazardous Substance (K1, K2, K3,K4 )
- 4.5 Offences by Companies (K1, K2, K3)
- 4.6 Penalties for the Contravention of the Act (K1, K2, K3)

## **Unit V: Environmental Pollution Act**

- 5.1 Air Pollution Act 1942- Definition – Air Pollution (K1, K2)
- 5.2 Chimney – Approval & Its Role (K1, K2, K3)
- 5.3 Fuel – Emission, Powers & Functions of Central & State Boards (K1, K2, K3)
- 5.4 Water Pollution Act 1974 – Definition – Sewage & Trade effluent – Outlet stream Offences by Companies, Penalties & Procedures (K1, K2, K3,K4)

5.5 Noise Pollution Act – Definition of Sound & Noise – Sources of Noise –Measurement of Noise – Effect of Noise(K1, K2, K3)

5.6 Physiological, Psychological & Behavioral – Noise Control (K1, K2, K3)

**Note:** Case studies for all Units .(K5.K6)

### **Text Books**

1. Donald Hanter , Health in Industry Penguin, London; 1st Edition edition (1959)

### **Reference Books**

1. P. K. Trivedi Environmental Protections and Law Neha Publishers & Distributors (1994)

### **Websites**

1. [www.coursera.org](http://www.coursera.org)

**INDEPENDENT ELECTIVE PAPER - 4**  
**PIBAD20 - EVENT MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PIBAD20	Event Management	Theory	Independent Elective	-	2	100

**OBJECTIVES**

1. To Comprehend the Event Management in Hospitality Industry
2. To Familiarize the Learners with the Nature of Conference Markets
3. To Perceive the Conception of Contract Negotiations
4. To imbibe the wards on Discerning the Event Business and Customer Care Management
5. To Evaluate the Tourism Growth and Travel Industry Fairs

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the emergence and needs of the Event Management

**CO2:** Analyze the Nature of Conference Markets

**CO3:** Have the ability to understand the Contract Negotiations

**CO4:** Attain the skills in event management and Customer care management

**CO5:** Evaluate the Tourism Growth and Travel Industry Fairs

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	M	H	H	H	H	M
CO3	M	H	H	M	M	M
CO4	H	M	M	M	M	H
CO5	H	M	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	L	M	L
CO2	H	L	H	H	L	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**



## **Unit I: Introduction**

- 1.1 Concepts – Planning – Marketing – Maintaining and Development of Resorts (K1, K2)
- 1.2 Types of Resorts (K1, K2)
- 1.3 Major Players in Resort Industry in India – Sterling group, Mahindra group (K1, K2, K3)
- 1.4 Introduction to Conventions (K1, K2)
- 1.5 Exhibitions and Meetings (MICE), Components of the Conference Market (K1, K2, K3, K4)
- 1.6 Introduction to Convention Venues (K1, K2)

## **Unit II: Characteristics of Conference and Convention**

- 2.1 Nature of Conference Markets – Demand for Conference Facilities (K1, K2)
- 2.2 Economical and Social Significance of Conventions (K1, K2, K3)
- 2.3 Impact of Conventions on local and National Communities (K1, K2, K3)
- 2.4 Demographic Trends – Geographical Distributions (K1, K2, K3)
- 2.5 An International Market Perspective (K1, K2, K3)
- 2.6 Introduction to Planning Professional Meets – Management of Conference at site (K1, K2, K3, K4)

## **Unit III: Contract Negotiations**

- 3.1 The law of Professional Meeting and convention Check List (K1, K2)
- 3.2 Development of Convention (K1, K2)
- 3.3 Hotel Sales and Marketing Plan (K1, K2, K3)
- 3.4 Social Media Marketing (K1, K2, K3)
- 3.5 Industry Thinking on Social Media (K1, K2, K3)
- 3.6 Trends and Issues in Social Media (K1, K2, K3, K4)

## **Unit IV: Event Business**

- 4.1 Practices In Event Management (K1, K2, K3, K4)
- 4.2 Organizing and Planning Events (K1, K2,)
- 4.3 Customer care Management (K1, K2)
- 4.4 Starting and Managing Event Business (K1, K2, K3)
- 4.5 Event Marketing, Marketing Equipment and Tools (K1, K2, K3, K4)
- 4.6 Event Coordination (K1, K2, K3)

## **Unit V: Travel Industry Fair**

- 5.1 Global Competition and the Future (K1, K2)
- 5.2 Long term Tourism Growth Trends (K1, K2, K3)
- 5.3 Tourism Growth In Major Regions (K1, K2, K3)
- 5.4 Transportation Developments (K1, K2, K3)
- 5.5 Technology & Automation, Development Issues (K1, K2, K3, K4)
- 5.6 Tourism and the Environment (K1, K2, K3)

**Note:** Case studies for all Units. (K5, K6)

## **Text Books**

- 1. A.K.Bhatia , Event Management, Sterling Publishers Pvt.Ltd.Delhi,200

## **References Books**

1. Avrich, Barry, Event and Entertainment Marketing, Vikas , Delhi, 2010.

## **Websites**

1. study.com

## INDEPENDENT ELECTIVE PAPER – 5

### PIBAE20- FAMILY BUSINESS MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PIBAE20	Family Business Management	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To Develop a Diagnostic and Conceptual Understanding of Family Business
2. To Procure Knowledge on Family Culture and the Family Employment policy
3. To Obtain Comprehensive Understanding of Ownership in Family Business
4. To Embrace the Learning of Succession Planning and Role of CEO spouse
5. To Entitle the Learners the need for strategy in Family Business

#### COURSE OUTCOMES

The learners will be able to

CO1: Understand the emergence and needs of Family Business

CO2: Acquire the concepts of Family Culture, and its Employment Policy

CO3: Gain the knowledge in possession of Family Business

CO4: Understand the progression of Family Business

CO5: Acquires the knowledge on Strategic planning for Family Business

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	M	M	H	H	M	H
CO4	M	M	M	H	M	M
CO5	H	M	M	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I: Theories on Family Business**

- 1.1 Nature, (K1, K2)
- 1.2 Importance and uniqueness of Family Business (K1, K2)
- 1.3 Systems Theory Perspectives (K1, K2, K3)
- 1.4 Agency Theory Perspective (K1, K2, K3)
- 1.5 Strategic Perspective: Competitive Advantage (K1, K2, K3, K4)
- 1.6 The Stewardships Perspectives. (K1, K2, K3)

## **Unit II: Family Culture**

- 2.1 Family Culture – Zero Sum Dynamics and Family Culture – Family Systems Perspectives (K1, K2, K3, K4)
- 2.2 Role Family Genograms (K1, K2)
- 2.3 Family Emotional Intelligence (K1, K2, K3,)
- 2.4 ECI-U Model – Family Business Interaction Factor (K1, K2, K3)
- 2.5 Benefits of Family Meetings – Unity and Continuity – Family Employment Policy (K1, K2, K3)
- 2.6. Conflict Management (K1, K2, K3)

## **Unit III: Ownership in Family Business**

- 3.1 Enterprise ownership (K1, K2)
- 3.2 Shareholder Priorities – Effective Governance of the Shareholder (K1, K2, K3)
- 3.3 Firm Relationship (K1, K2)
- 3.4 Role of Board – Role of Shareholder Meetings, Family Meetings, and Meetings of the Family Council (K1, K2, K3, K4)
- 3.5 Ownership Structure – Family Business Consultants - Non – Family Managers (K1, K2, K3)
- 3.6 Boards role in adaptation over the generations (K1, K2, K3)

## **Unit IV: Succession Planning**

- 4.1 Succession Planning and the Family Business – Profile of Successful Successors – Rewards and challenges for latter (K1, K2)
- 4.2 Generation Family Members – Desirable Next – Generation Attributes – Crafting The next – Generation Career Plan (K1, K2, K3)
- 4.3 Vision Plan – Sibling and Cousin Teams (K1, K2)
- 4.4 Handling Disagreements (K1, K2, K3)
- 4.5 CEO Exit Styles and Transfer of Power – Role types of the CEO spouse and the Transfer of power (K1, K2, K3, K4)
- 4.6 Estate Planning – Trust – Pitfalls to Avoid in Estate and Ownership Transfer Planning – Measuring Performance of Family Firm (K1, K2, K3)

## **Unit V: Strategic Planning and the Family Business**

- 5.1 Strategic Planning and the Family Business – Zero Sum Family Dynamic – Sources of Value Creation (K1, K2, K3)
- 5.2 The Lifecycle Stages Influencing Family Business Strategy (K1, K2, K3)

5.3 Culture Changing the Culture (K1, K2, K3)

5.4 Three States of Evolution - OD Approach to Change – Business Rejuvenation Matrix (K1, K2, K3)

5.5 Intrapreneurship: Intergenerational growth in Entrepreneurial Families (K1, K2, K3, K4)

5.6 Continuing the Spirit of Enterprise: Lessons from Successful Family businesses (K1, K2, K3)

**Note:** Case studies for all Units. (K5.K6)

**Text Books:**

1. Poza. Ernesto J , Family Business, South – Western, Cengage Learning, USA,2010

**Reference Books:**

1. Collins, J., Good to Great: Why Some Companies Make the Leap and Others Don't. New York: Harper Business,2001.

**Websites**

1. <https://www.familybusinessmatters.consulting/videos/>

## INDEPENDENT ELECTIVE PAPER - 6

### PIBAF20- MALL MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I/II	PIBAF20	Mall Management	Theory	Independent Elective	-	2	100

### OBJECTIVES

1. To evolve comprehensive information on shopping mall
2. To acquaint the learners with revenue framework
3. To procure efficiency on promotional activities
4. To learn the prerequisites of mall management
5. To educate the learners on future of shopping malls

### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the Emergence and Development of Shopping Mall

**CO2:** Acquire Knowledge on Revenue Model of the mall

**CO3:** Gain knowledge in the Promotional Activities of Mall

**CO4:** Investigate the Facilities Required for Mall Management

**CO5:** Obtain the Awareness on Upcoming Mall Challenges

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	M	M	H	M
CO3	H	M	H	H	M	H
CO4	M	H	M	H	M	H
CO5	M	H	H	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	L	M	M	H
CO2	H	M	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	M	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I: Introduction to Shopping Malls and Development Process**

- 1.1 Definition (K1, K2)
- 1.2 Types of Shopping Malls (K1, K2)
- 1.3 Evolution of Shopping mall (K1, K2)
- 1.4 India's entry into Shopping mall era (K1, K2, K3)
- 1.5 Mall Management (K1, K2, K3)
- 1.6 Factors contributing to growth of Shopping malls in India (K1, K2, K3, K4)

## **Unit II: Revenue Model and Design Planning.**

- 2.1 Capital sources for malls (K1, K2)
- 2.2 Private funds (K1, K2, K3 )
- 2.3 Strategic decisions in mall financing (K1, K2, K3,)
- 2.4 Sources of Revenue (K1, K2, K3)
- 2.5 Planning and Design Decisions (K1, K2, K3, K4)
- 2.6 Design Process – Characteristics of Small Designs (K1, K2, K3)

## **Unit III: Promotional Activities for Shopping Malls**

- 3.1 Marketing activities in Shopping Malls (K1, K2)
- 3.2 Promotion during planning and construction phase (K1, K2)
- 3.3 Importance of Promotional Activities (K1, K2,)
- 3.4 Components of Promotional Activities (K1, K2, K3)
- 3.5 Mall promotion calendar (K1, K2, K3 )
- 3.6 Theme based promotion. (K1, K2, K3, K4)

## **Unit IV: Facilities in Mall Management**

- 4.1 Facilities offered (K1, K2,)
- 4.2 Utilities (K1, K2)
- 4.3 Health and hygiene (K1, K2, K3)
- 4.4 Safety and security (K1, K2, K3)
- 4.5 Parking Ambience (K1, K2, K3)
- 4.6 Building management system. (K1, K2, K3, K4)

## **Unit V: Future of Shopping Malls**

- 5.1 Comparison of Mall development in US and India (K1, K2, K3)
- 5.2 Challenges before Indian shopping malls (K1, K2, K3)
- 5.3 Life cycle stages of Shopping malls. (K1, K2)
- 5.4 Resurgence of Shopping Mall in India (K1, K2, K3)
- 5.5 Predicted Trends of Shopping Mall (K, K2, K3, K4)
- 5.6 Shopping Mall Management. (K1, K2, K3)

**Note:** Case Studies for all Units (K5.K6)

**Text Books**

1. Harvinder Singh, Srini R Srinivasan – Mall Management – Tata McGraw Hill Education, 2012.

**Reference Books**

1. Abhijit Das – Mall Management, 2<sup>nd</sup> Edition – Taxmann Publication, 2011.

**Websites**

1. [www.learnmail.in](http://www.learnmail.in)



## INDEPENDENT ELECTIVE PAPER - 7

### PIBAG20- INNOVATION AND CREATIVITY

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAG20	Innovation and Creativity	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To provide insights on the basics of creativity
2. To ascertain the structure of Lifelong Creativity
3. To acquire skills on Training and Creativity
4. To familiarize the competencies of Strategy Innovation
5. To cope up with the Innovation Abilities

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Acquire Knowledge on the Outlook of Creative Thinking

**CO2:** Enrich the Creative Thinking of Individuals

**CO3:** Be able to acquire essential knowledge needed for building creativity lifelong

**CO4:** Gain in depth knowledge in Strategy Innovation

**CO5:** Acquires knowledge on Managing Innovation

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	M	H	M
CO3	M	M	H	M	H	M
CO4	M	M	H	H	M	H
CO5	H	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH (3), M-MODERATE(2), L-LOW(1)**

## **Unit I: Basics of Creativity**

- 1.1 Creativity – Component Elements (K1, K2)
- 1.2 Attributes of Creative Individuals (K1, K2)
- 1.3 Creativity as a Competitive Resource (K1, K2, K3)
- 1.4 Cultivation of Creativity (K1, K2, K3)
- 1.5 Convergent and Divergent Thinking-Values as Anchors of Creative Thinking (K1, K2, K3, K4)
- 1.6 Creativity Vs Lateral Thinking

## **Unit II: Fostering Individual Creativity**

- 2.1 Enhancing Creative Thinking – Re-definitional Techniques – Random Stimulus Techniques (K1, K2, K3)
- 2.2 Envisionment /Visualization Approach – PMI Method – ISA Perspective –Abstraction Approach (K1, K2, K3, K4)
- 2.3 Thinking Hats Method (K1, K2, K3,)
- 2.4 Creativity Techniques for Groups – Creativity in Uncertainty (K1, K2, K3)
- 2.5 Heuristics for Stimulating Creativity (K1, K2)
- 2.6 Training and Creativity (K1, K2, K3,)

## **Unit III: Building Life Long Creativity**

- 3.1 Existential, Entrepreneurial and Empowerment Creativities (K1, K2)
- 3.2 Quality of Creativity – Lifelong Creativity (K1, K2, K3)
- 3.3 Models of Creative Problem Solving – Enhancing Creative Intelligence (K1, K2, K3)
- 3.4 Motivation and Creativity – Blocks to Creativity (K1, K2, K3)
- 3.5 Acquiring a Creative Persona – Formative Environment and Creativity (K1, K2, K3, K4)
- 3.6 Developing a Creative Work Environment (K1, K2, K3)

## **Unit IV: Power of Strategy Innovation**

- 4.1 Strategy Innovation Vs Strategy Planning (K1, K2)
- 4.2 Purposeful Innovation and the Seven Sources for Innovative Opportunity (K1, K2, K3)
- 4.3 Three levels of Innovation – Fostering Innovation at Various Levels (K1, K2, K3)
- 4.4 Auditing Innovation Management – Rationalist Vs Incremental Strategies for Innovation (K1, K2, K3)
- 4.5 Assessment of Porter's Framework (K1, K2, K3)
- 4.6 Learning from Markets, Alliances and Corporate Ventures. (K1, K2, K3, K4)

## **Unit V: Managing Innovation**

- 5.1 Building an Innovative Organisation – Role of Vision, Structure and Training (K1, K2)
- 5.2 Fostering Creativity (K1, K2)
- 5.3 Innovation in Organization (K1, K2, K3)

5.4 Roles of Organizational Culture, Leadership (K1, K2, K3)

5.5 Managing Style and practices Supportive of Creativity (K1, K2, K3)

5.6 Creativity as the core of Competitive Excellence (K1, K2, K3, K4)

**Note:** Case studies for all Units. (K5.K6)

### **Text Books**

1. Rastogi, P.N. Managing Creativity, Macmillan India , Delhi2000.
2. Joe Tid, et.al , Managing Innovation, Wiley India, New Delhi2005.

### **Reference Books:**

1. Robert .E.Johnson, Jr.And Doughlas Bate (2007), The Power of Strategy Innovation, Prentice Hall,New Delhi.

### **Websites**

- 1 .[www.edx.com](http://www.edx.com)

## INDEPENDENT ELECTIVE PAPER - 8

### PIBAH20 - RURAL MARKETING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAH20	Rural Marketing	Theory	Independent Elective	-	3	100

#### OBJECTIVES

1. To enable students to understand and appreciate the differences and similarities in urban and rural marketing.
2. To understand the rural marketing scenario.
3. Insight about the various aspects of rural consumption pattern and challenges.
4. To diagnose the problems and constraints in rural marketing.
5. To develop marketing strategies that are unique to rural India.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand the factors that influences the rural market environment.

**CO2:** Analyse rural market potential and Opportunities in regard with the consumption pattern of the rural population.

**CO3:** Understand and apply the various pricing in relation to the quality of the product and the need.

**CO4:** Identify the efficient marketing strategies in relation to the channels which influence decision making of the rural customers.

**CO5:** Gain insight about the adequate and effective promotion and distribution strategies

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	M	H
CO2	H	M	M	H	M	H
CO3	M	M	H	M	M	H
CO4	M	H	H	M	H	M
CO5	H	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	M
CO2	H	M	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	M	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

## **Unit I - Introduction**

- 1.1 Nature, Definition, Scope (K1,K2)
- 1.2 Importance and trends (K1,K2,K3)
- 1.3 Factors that influence rural markets (K1,K2,K3)
- 1.4 Understanding the Rural Economy (K1,K2,K3)
- 1.5 Rural Marketing Experiences. (K1,K2,K3)
- 1.6 Agriculture and rural market(K1,K2,K3)

## **Unit II - Buying Behavior**

- 2.1 Understanding the rural consumer (K1, K2)
- 2.2 Aspects of Buying Behavior (K1, K2, K3)
- 2.3 Major influential Buyer Behavior (K1,K2,K3)
- 2.4 Reference Groups and trends in consumer behavior (K1,K2, K3)
- 2.5 Rural Market Buying Decision Process (K1,K2, K3)
- 2.6 Factors Contributing to the Change in the Rural Market (K1,K2,K3)

## **Unit III - Product and Pricing**

- 3.1 Product and pricing decisions for rural markets (K1,K2,K3)
- 3.2 Product developments - Product adoptions (K1,K2,K3)
- 3.3 Modification decisions (including packaging) branding(K1,K2,K3)
- 3.4 Decisions of product augmentation for rural marketing and rural pricing elements and decisions (K1,K2,K3)
- 3.5 Challenges in rural marketing (K1,K2,K3)
- 3.6 Strategies to capture rural marketing. (K1,K2,K3)

## **Unit IV - Marketing Strategies**

- 4.1 Marketing Strategies & Tactics adopted to rural markets (K1,K2,K3)
- 4.2 Regulated markets, co-operative marketing, (K1,K2,K3)
- 4.3 Product marketing & Service marketing in rural India. (K1,K2,K3)
- 4.4 Marketing of Rural & cottage industry products (K1,K2,K3)
- 4.5 Social marketing (K1,K2,K3)
- 4.6 Agricultural marketing (K1,K2,K3)

## **Unit V - Sales Promotion**

- 5.1 Managing the rural promotions (K1,K2,K3)
- 5.2 Understanding rural communication media (Traditional Vs. Current Opportunities) (K1,K2,K3)
- 5.3 Designing & Developing Rural Market promotions, build relationship & Events (K1,K2,K3)
- 5.4 Rural Marketing Promotion Strategies (K1,K2,K3)
- 5.5 Rural Marketing and its Importance (K1,K2,K3)
- 5.6 Problems Faced in Rural Marketing(K1,K2,K3)

**Note:** Case studies for all Units. (K5.K6)

**Text Books**

1. Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha, (2002), Rural Marketing - Text and cases, Pearson Education, Indian Branch, New Delhi, 1<sup>st</sup> Edition.

**Reference Books**

1. R.L.Varshney & S.L.Gupta, , Marketing Management, An Indian Perspective, Sultan Chand ,1<sup>st</sup> Edition ,2000

**Websites**

1.[www.edx.org](http://www.edx.org)

## INDEPENDENT ELECTIVE PAPER - 9

### PIBAI20 - TRAVEL AND TOURISM MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PIBAI20	Travel and Tourism Management	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To develop the ability to understand Travel and Tourism management
2. To accustom the learners on Tourism and Transport
3. To procure knowledge on endorsement of Travel Agents
4. To learn the characteristics of Travel Agencies
5. To educate the learners on Tourists Conduct and Motives

#### COURSE OUTCOMES (CO)

The learners will be able to

**CO1:** Have basic understanding in Travel and Tourism Management

**CO2:** Accustom on Tourism and Transport the different types of transport

**CO3:** Procure knowledge on endorsement of Travel Agents

**CO4:** Gain knowledge in the characteristics of Travel Agencies

**CO5:** Be educated the on Tourists Conduct Motives and behavior

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	H
CO2	H	H	M	H	M	H
CO3	M	H	H	H	M	H
CO4	M	M	M	M	H	M
CO5	H	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	M	L	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I: Introduction**

- 1.1 Evolution of Indian Tourism Industry(K1 , K2)
- 1.2 Definition of Travel and travel agency (K1, K2)
- 1.3 Scope and Importance of Tourism (K1, K2)
- 1.4 Characteristics of Tourism (K1, K2, K3)
- 1.5 Differentiation between Travel Agency and Tour Operation Business (K, K2, K3)
- 1.6 Linkages and arrangements with hotels, airlines and transport agencies and Other segments of tourism sector, (K1, K2, K3, K4)

## **Unit II: Tourism and Transport**

- 2.1 Tourism – Concept of tourism (K1, K2)
- 2.2 Nature of tourism (K1, K2)
- 2.3 Classification (K1, K2, K3)
- 2.4 Tourism regulations (K1, K2, K3)
- 2.5 Transportation and Travel Evolution (K1, K2, K3)
- 2.6 Future of tourism – Road transport – Rail – Sea – Air – Civil Aviations (K1, K2, K3, K4)

## **Unit III: Approval of Travel Agents**

- 3.1 Approval by Department of Tourism, Government of India (K1, K2, K3)
- 3.2 IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. (K1, K2, K3, K4)
- 3.3 Guidelines for recognition as a Travel Agent (K1, K2, K3)
- 3.4 Responsibilities of Travel Agent (K1, K2)
- 3.5 Travel and Tourism Organizations (K1, K2, K3)
- 3.6 Types of Travel Agencies (K1, K2)

## **Unit IV: Role of Travel Agency**

- 4.1 Introduction (K1, K2)
- 4.2 Retail travel agents (K1, K2, K3)
- 4.3 Functions of modern Travel Agency (K1, K2,)
- 4.4 Inclusive tours by charters on scheduled services (K1, K2, K3)
- 4.5 Artificial Intelligence Impact on Travel Agencies Role (K1, K2, K3)
- 4.6 Technology Trends Emerging in Travel Industry. (K1, K2, K3, K4)

## **Unit V: Tourist motivation and behavior**

- 5.1 Elements of motivation – Categories of motivation (K1, K2)
- 5.2 Demand for tourism (K1, K2, K3)
- 5.3 Tourism environments (K1, K2, K3)
- 5.4 Youth tourism (K1, K2, K3)
- 5.5 Tourist behavior (K1, K2, K3)
- 5.6 Levels of host irritation – Spending time. (K1, K2, K3, K4)

**Note:** Case studies for all Units (K5.K6)



**Text Books**

1. Biswanath Ghosh, Tourism and Travel management, Vikas Publishing House Pvt Ltd, Second Reprint 2008.

**Reference Books**

1. Chand, Mohinder, Travel Agency Management, Anmol Publication, 2nd Edition, Reprint 2009.

**Websites**

1. [www.coursera.org](http://www.coursera.org)

**INDEPENDENT ELECTIVE PAPER - 10**  
**PIBAJ20 – CYBER SECURITY AND LAWS**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PIBAJ20	Cyber Security And Laws	Theory	Independent Elective	-	2	100

**OBJECTIVES**

1. To gain domain knowledge in all aspects of Cyber Security.
2. To enhance the security skills against cyber-crime
3. To implement the conceptual and practical cyber security knowledge in the workplace
4. To establish awareness in current issues from diverse aspects of technology.
5. To adhere to the values and ethics relevant to the business environment.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Enable the student to understand about cybercrime and risk in Systems

**CO2:** Analyze application securities enable students to understand the type of hackers and the techniques

**CO3:** Be able to classify Security threats Security issues in hardware and able to implement in work place

**CO4:** Adhere to the values and ethics relevant to the Cybercrime in business environment.

**CO5:** Establish awareness in current issues from diverse aspects online transactions

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	M	H	H	M	H	M
CO4	M	H	M	H	M	H
CO5	H	H	M	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	M
CO2	H	L	M	M	H	M
CO3	M	M	M	H	H	M
CO4	L	M	H	M	H	H
CO5	L	L	M	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit I - Information security**

- 1.1 Introduction – Cyber-crime (K1, K2, K3)
- 1.2 History – Cybercrime threats (K1, K2, K3)
- 1.3 Motives and reasons for Cyber- crime (K1, K2, K3)
- 1.4 Threats to Information Systems (K1, K2, K3)
- 1.5 Information Assurance (K1, K2, K3)
- 1.6 Cyber Security and Security Risk Analysis (K1, K2, K3,K4)

## **Unit II - Application security**

- 2.1 Introduction -Data Security Considerations (K1, K2, K3)
- 2.2 Disposal of Data -Security Technology (K1, K2, K3, K4)
- 2.3 Access Control (K1, K2, K3)
- 2.4 Intrusion Detection (K1, K2, K3)
- 2.5 Types of hackers (K1, K2, K3,K4)
- 2.6 Techniques used for hacking (K1, K2, K3, K4)

## **Unit III - Security threats Security issues in hardware**

- 3.1 Introduction- Data Storage and Downloadable Devices (K1, K2, K3, K4)
- 3.2 Physical Security of IT Assets (K1, K2, K3)
- 3.3 CCTV and Intrusion Detection System (K1, K2, K, K43)
- 3.4 Security Policies (K1, K2, K3)
- 3.5 Networks and Services Attacks (K1, K2, K3, K4)
- 3.6 Security Threats to ecommerce (K1, K2, K3, K4)

## **Unit IV - Information security standards**

- 4.1 Developing Secure Information System (K1, K2, K3)
- 4.2 Key Elements of Information Security Policy (K1, K2, K3)
- 4.3 IT Act 2000- Copyright-Patent (K1, K2, K3)
- 4.4 Intellectual Property Right (K1, K2, K3)
- 4.5 Cyber Law in India (K1, K2, K3)
- 4.6 Software Licensing - Semiconductor Law and Patent Law (K1, K2, K3, K4)

## **Unit V - Online Transactions**

- 5.1 Online transaction – E-commerce (K1, K2, K,K43)
- 5.2 Online banking system (K1, K2, K3, K4)
- 5.3 Real – Time gross settlement system (K1, K2, K3)
- 5.4 Advantages and disadvantages of online transaction (K1, K2, K3)
- 5.5 Electronic card fraud – ATM card (K1, K2, K3)
- 5.6 Credit card– Smart cards (K1, K2, K3)

**Note:** Case studies for all units. (K5.K6)

**Text Books**

1. Mayank Bhushan, Raj Kumar Singh Rathore, Aatif Jamshed , Cyber security – Principles theory and Practices- BPB Publication, 1<sup>st</sup> edition , 2017

**Reference Books**

- 1 M.K. Geetha, Swapna Raman, Cybercrimes and Fraud Management, Macmillan, Indian Institute of Banking and Finance., 1<sup>st</sup> Edition2013.

**Websites**

- 1 [swayam.gov.in](http://swayam.gov.in)

## INDEPENDENT ELECTIVE PAPER 11

### PIBAK20 - MANAGEMENT OF MULTI NATIONAL CORPORATION

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PIBAK20	Management of Multi National Corporation	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To comprehend the origin and development of MNC's.
2. To analyze the issues involved in the growth and development of MNC's.
3. To relate the management practices of different countries.
4. To know about the international business strategy.
5. To acquire skills on Indian policies related to MNC's.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand international management with various schools of thoughts along with the problems faced by host countries.

**CO2:** Demonstrate the ability to apply different management styles.

**CO3:** Demonstrate the ability to effectively work in teams in various MNC's.

**CO4:** Demonstrate strategies, ethical values and CSR in business.

**CO5:** Identify and describe the complexities of managing international mergers and acquisitions and understand the challenges and opportunities of global scenario.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	H
CO2	M	H	M	H	M	H
CO3	M	M	H	H	M	M
CO4	M	M	H	H	H	M
CO5	M	H	M	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	H	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

## **Unit-I Introduction to International Business**

- 1.1 International Management (K1, K2, K3)
- 1.2 Trends, challenges and opportunities (K1, K2, K3)
- 1.3 Different schools of thought of international management (K1, K2, K3)
- 1.4 Different types of International business (K1, K2, K3)
- 1.5 Problems faced by MNC's (K1, K2, K3)
- 1.6 Problems posed by MNC's to host countries (K1, K2, K3)

## **Unit-II MNC Growth and Development Strategies**

- 2.1 Growth and Development of MNCs (K1, K2, K3, K4)
- 2.2 Role and Significance of MNCs (K1, K2, K3, K4)
- 2.3 Pattern of Growth (K1, K2, K3, K4)
- 2.4 Country of Origin (K1, K2, K3, K4)
- 2.5 Different Management Styles (K1, K2, K3, K4)
- 2.6 Strategic Issues involved (K1, K2, K3, K4)

## **Unit-III International Corporate Structure**

- 3.1 Comparative Management (K1, K2, K3, K4)
- 3.2 Importance and scope; Methods of comparative management (K1, K2, K3, K4)
- 3.3 Management styles and practices in US ,Japan, China, Korea, India (K1, K2, K3, K4)
- 3.4 Organizational design and structure of international corporations (K1, K2, K3, K4)
- 3.5 Locus of decision making (K1, K2, K3, K4)
- 3.6 Headquarter and subsidiary relations in international firms (K1, K2, K3, K4)

## **Unit-IV Business Strategy Ethics**

- 4.1 International Business Strategy (K1, K2, K3, K4)
- 4.2 Creating strategy for international business (K1, K2, K3, K4)
- 4.3 Management of production, Services technology and operations (K1, K2, K3, K4)
- 4.4 Marketing financial, legal and political dimensions (K1, K2, K3, K4)
- 4.5 Ethics and social responsibility of business (K1, K2, K3, K4)
- 4.6 Strategic Alliances: Acquisitions and mergers, Management of joint ventures and other international strategic alliances (K1, K2, K3, K4)

## **Unit-V Indian Business Perspectives**

- 5.1 Indian Perspectives and Policy (K1, K2, K3, K4)
- 5.2 Internationalization of Indian business firms (K1, K2, K3, K4)
- 5.3 Their operations abroad (K1, K2, K3, K4)
- 5.3 International Mergers (K1, K2, K3, K4)
- 5.5 Acquisitions (K1, K2, K3, K4)
- 5.6 Changing government policy on entry of FIs and FIIs (K1, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

**Text Books**

1. Hodgetts, -International management. Tata Mcgraw Hill, New Delhi 5<sup>th</sup> Edition, 2005.

**Reference Books**

1. Koonts And Whelrich ,Management: The Global Perspective ,Tata Mcgraw Hill,Delhi , 1<sup>st</sup> Edition, 2007

**Websites**

1. [nptel.ac.in](http://nptel.ac.in)

## INDEPENDENT ELECTIVE 12

### PIBAL20 WORK LIFE BALANCE AND EMOTIONAL INTELLIGENCE

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PIBAL20	Work Life Balance and Emotional Intelligence	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.
2. To introduce students to theories and problem solving skills and cross cultural etiquette.
3. To develop students' skills related to problem solving.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Assess an organization and introduce to work life Balance insisting on spirituality in the work place.

**CO2:** Acquire knowledge critical thinking, interpersonal relations and conflict management.

**CO3:** Enhance creativity and get an in depth knowledge on event management.

**CO4:** Ability to comprehend Emotional Intelligence with its concepts and nature.

**CO5:** Assess the potential effects emotions with the various process in the Organization.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	M	H	M
CO3	M	H	H	M	H	M
CO4	M	M	H	H	M	H
CO5	M	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	L	L	L	L	L	L
CO2	L	L	M	L	L	M
CO3	L	M	M	M	M	L
CO4	L	M	M	L	M	L
CO5	L	M	L	L	M	L

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**



## **Unit – I Soft skill**

- 1.1 Introduction, Self Image, Self Esteem for image management (K1, K2, K3)
- 1.2 personal branding, Emotional Intelligence in Management– IQ – EQ – SQ (K1, K2, K3)
- 1.3 Introduction, Sources of stress, Effects of stress (K1, K2, K3)
- 1.4 Coping with stress, Work-life balance (K1, K2, K3)
- 1.5 Spirituality at work place, Time management, Importance (K1, K2, K3)
- 1.6 Analysis of time, Planning, Setting and achieving goal (K1, K2, K3)

## **Unit – II Effective Living**

- 2.1 Critical thinking, Decision making (K1, K2, K3, K4)
- 2.2 Problem solving skills, Relationship Management (K1, K2, K3, K4)
- 2.3 Work-life balance, Crisis management, Importance (K1, K2, K3, K4)
- 2.4 Developing interpersonal skills, Conflict management (K1, K2, K3, K4)
- 2.5 Transactional analysis, corporate etiquette (K1, K2, K3, K4)
- 2.6 Cross-cultural intelligence (K1, K2, K3, K4)

## **Unit – III Creativity Management**

- 3.1 Innovation (K1, K2, K3, K4)
- 3.2 Creativity (K1, K2, K3, K4)
- 3.3 Importance (K1, K2, K3, K4)
- 3.4 Developing creativity (K1, K2, K3, K4)
- 3.5 Enhancing creativity (K1, K2, K3, K4)
- 3.6 Event Management (K1, K2, K3, K4)

## **Unit - IV Mind and Emotions**

- 4.1 Concept, Marshmallow experiment (K1, K2, K3, K4)
- 4.2 Consequences of low and high emotional intelligence (K1, K2, K3, K4)
- 4.3 Myths about EI (K1, K2, K3, K4)
- 4.4 Difference between and EI and IQ (K1, K2, K3, K4)
- 4.5 Negative and positive emotions (K1, K2, K3, K4)
- 4.6 Nature of EI, Development of EI (K1, K2, K3, K4)

## **Unit - V Managing Emotions**

- 5.1 Learning emotional skills, recognizing emotions (K1, K2, K3, K4)
- 5.2 Learning to empathize, Measuring EI dealing with emotional upsets (K1, K2, K3, K4)
- 5.3 EI and leadership effectiveness (K1, K2, K3, K4)
- 5.4 Levels of EI required for various jobs (K1, K2, K3, K4)
- 5.5 EI and credibility of managers, EI and conflict resolution (K1, K2, K3, K4)
- 5.6 EI and effective communication (K1, K2, K3, K4)

**Note:** Case studies for all units. (K5.K6)

**Text Books:**

1. Shalini Verma, Enhancing Employability and Soft skills, Always Learning, Pearson Education, 1<sup>st</sup> Edition,2012.

**Reference Books**

1. Edgar Thorpe, Showick Therpe, Winning at Interviews, Always Learning, Pearson Education1<sup>st</sup> Edition,2012.

**Websites**

1. [www.udmey.com](http://www.udmey.com)