



AMITY UNIVERSITY
— R A J A S T H A N —

Master of Business Administration

Programme Code: MBA

12019

Duration – 2 Years Full Time

**Programme Structure
and
Curriculum & Evaluation**

2021- 2023

MBA 2021-23

Sem	CC	DE	VA	OE	NTCC	Anandam	Total
I	20		4			2	26
II	23		4	3		2	32
III	3	18	4	3	9	2	39
IV	3	12			9		24
Total	49	30	12	6	18	6	121

Programme Learning Outcomes (PLOs) for Masters of Business Administration Degree (MBA)

Vision of AUR

To be a leading global university & provide value based contemporary education with thrust on innovation, research and productivity with a blend of modernity & tradition.

Mission of AUR

To prepare future global leaders by providing an environment of excellence in academic research, technology driven learning, cross-cultural exposure, holistic development and also enabling them with a commitment to social & environmental responsibility.

Program Learning Outcomes

The MBA Program incorporates experiential learning to equip participants with the competence of both analysis and synthesis to function in the global economy. The program is designed to develop ethical and socially-oriented leaders who create value for their organizations and society at large.

Learning Outcomes	On completion of this program, participants should be able to:
Demonstrate proficiency in management concepts	<ol style="list-style-type: none">1. Demonstrate mastery over knowledge in various functional areas of management.2. Analyze and apply various management concepts and theories to facilitate a problem solving approach.3. Demonstrate research and technical skills to analyze managerial challenges.
Reflect professional attitude	<ol style="list-style-type: none">1. Apply leadership skills to communicate and engage with various stakeholders.2. Communicate persuasively and clearly in variety of modes.3. Propose innovative approaches to manage challenges.4. Formulate business decisions with diverse and multicultural perspectives.5. Combine un-compromising result orientation with ethical consideration.6. Optimize resource utilization.

Learning Outcomes	On completion of this program, participants should be able to
Develop cognitive skills and encourage critical thinking	<ol style="list-style-type: none"> 1. Exhibit critical analysis and understanding of various business issues. 2. Apply a multidisciplinary approach to creative and innovative thinking. 3. Demonstrate the ability to work effectively in a cross-cultural team.
Develop new understanding	<ol style="list-style-type: none"> 1. Anticipate emerging issues and social concerns. 2. Develop the capacity for self-learning. 3. Integrate theories and applications in decision making for global alliances.
Exhibit ethically responsible decision-making behavior	<ol style="list-style-type: none"> 1. Evaluate and integrate business decisions with an ethical perspective. 2. Anticipate emerging ethical issues and their probable implications.
Fostering Entrepreneurial Attitude	<ol style="list-style-type: none"> 1. Identify and nurture entrepreneurial tendencies necessary to implement innovative business ideas. 2. Generate and analyse new business plans.
Professional development	<ol style="list-style-type: none"> 1. Manage change through effective communication. 2. Utilize local, national and global business knowledge. 3. Employ social and emotional wisdom. 4. Prove a very high degree of result orientation.

PROGRAMME STRUCTURE

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)

FIRST SEMESTER

Course Code	Course Title	1. Category	2. Lectures (L) Hours per week	3. Tutorial (T) Hours per week	4. Project (P)/Term Paper (TP) Hours	5. Total Credits
MBA101	Organization Behavior	CC	3	0	0	3
MBA102	Accounting for Management	CC	2	1	0	3
MBA103	Managerial Economics	CC	3	0	0	3
MBA104	Marketing Management	CC	3	0	0	3
MBA105	Information Technology for Managers	CC	2	0	2	3
MBA106	Quantitative Techniques in Management	CC	2	1	0	3
MBA112	Managerial Communication-I	CC	2	0	0	2
	Anandam	NTCC	2	-	-	2
Value Added Courses						
BCS111	Business Communication – I	VA	1	-	-	1
BSS111	Behavioral Science – I	VA	1	-	-	1
	Foreign Language – I	VA	2	-	-	2
FLN111	French					
FLG111	German					
FLS111	Spanish					
FLJ111	Japanese					
FLC111	Chinese					
	TOTAL			2	2	26

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA201	Human Resource Management	CC	3	0	0	3
MBA202	Financial Management	CC	2	1	0	3
MBA205	Operations Management	CC	2	1	0	3
MBA210	Economic Analysis	CC	3	0	0	3
MBA281	Business Research Methods	CC	2	1	0	3
MBA292	Legal Aspects of Business	CC	2	1	0	3
MBA211	Business Modeling and Analytics	CC	2	0	2	3
MBA225	Managerial Communication-II	CC	2	0	0	2
	Open Elective-I	OE	3	0	0	3
	Anandam	NTCC	2	0	0	2
Value Added Courses						
BCS211	Business Communication – II	VA	1	0	0	1
BSS211	Behavioral Science – II	VA	1	0	0	1
	Foreign Language – II					
FLN211	French					
FLG211	German					
FLS211	Spanish					
FLJ211	Japanese					
FLC211	Chinese	VA	2	0	0	2
	TOTAL					32

**AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)**

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA350	Summer Internship	NTCC	0	0	14	9
MBA353	Entrepreneurship & New Venture Creation	CC	2	1	0	3
	Anandam	NTCC	2	0	0	2
	Open Elective-II	OE	3	0	0	3
Domain Elective-III: Choose six courses amounting to minimum 18 credits from the following courses. Choose (3+3) for Dual Specialization and (4+2) for Major & Minor Specialization						
Agribusiness Management						
MBA311	Post - Harvest Management	DE	2	1	0	3
MBA312	Agricultural Input Marketing	DE	2	1	0	3
MBA313	Rural Marketing	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
MBA383	Agribusiness and Rural Environment	DE	2	1	0	3
Finance and Accounting						
MBA318	Cost and Management Accounting	DE	2	1	0	3
MBA319	Large Scale Investment	DE	2	1	0	3
MBA320	International Finance	DE	2	1	0	3
MBA322	Security Analysis & Portfolio Management	DE	2	1	0	3
MBA379	Fixed Income Investments	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
Human Resource						
MBA324	Industrial Relations & Labor Laws	DE	2	1	0	3
MBA325	Performance & Competency Management	DE	2	1	0	3
MBA326	Strategic Human Resource Management	DE	2	1	0	3
MBA329	HR Audit & HR Information Systems	DE	2	1	0	3
MBA377	General Human Psychology	DE	2	1	0	3
MBA378	Compensation & Reward Management	DE	2	1	0	3
MBA390	Recruitment, Selection, Training & Development	DE	2	1	0	3
International Business						
MBA320	International Finance	DE	2	1	0	3
MBA336	Export Import Documentation & Logistics	DE	2	1	0	3
MBA340	International Economics & Policy	DE	2	1	0	3
MBA371	WTO & International Regulatory Environment	DE	2	1	0	3
MBA372	International Business Strategy	DE	2	1	0	3

MBA373	Growth Prospects of Thrust Areas of Indian Exports	DE	2	1	0	3
MBA391	International Cross Cultural Management	DE	2	1	0	3
Marketing and Sales						
MBA313	Rural Marketing	DE	2	1	0	3
MBA360	Consumer Behavior	DE	2	1	0	3
MBA361	Product & Brand Management	DE	2	1	0	3
MBA362	Advertising & Sales Promotion	DE	2	1	0	3
MBA374	Marketing Research	DE	2	1	0	3
MBA375	Retail & Mall Management	DE	2	1	0	3
MBA376	Digital Marketing	DE	2	1	0	3
MBA392	Sales Management	DE	2	1	0	3
Digital Marketing and Customer Analytics						
MBA331	E Commerce and Online Business Models	DE	2	1	0	3
MBA332	Digital Marketing Strategies	DE	2	1	0	3
MBA333	Digital Branding and Engagement	DE	2	1	0	3
MBA334	Digital Marketing Analytics	DE	2	1	0	3
Data Science And AI						
MBA385	AI Technologies	DE	2	2	0	3
MBA386	Big Data Analytics	DE	2	2	0	3
MBA387	Business process Automation	DE	2	2	0	3
MBA388	Data Science Products	DE	2	2	0	3
Value Added Courses						
BSC311	Business Communication – III	VA	1	0	0	1
BSS311	Behavioral Science – III	VA	1	0	0	1
	Foreign Language – III					
FLN311	French					
FLG311	German					
FLS311	Spanish					
FLJ311	Japanese					
FLC311	Chinese	VA	2	0	0	2
	TOTAL					39

AMITY BUSINESS SCHOOL (ABS)
Master of Business Administration (2021-23)

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA451	Strategic Management	CC	2	1	0	3
MBA455	Dissertation	NTCC	0	0	18	9
Domain Elective-III: Choose four courses amounting to minimum 12 credits from the following courses. Choose (2+2) for Dual Specialization and (3+1) for Major & Minor Specialization						
Agribusiness Management						
MBA405	Agricultural Risk Management	DE	2	1	0	3
MBA406	Food Processing Management	DE	2	1	0	3
MBA408	Marketing Models in Agribusiness	DE	2	1	0	3
MBA409	Agricultural Marketing Management	DE	2	1	0	3
Finance and Accounting						
MBA414	Financial Engineering	DE	2	1	0	3
MBA472	Strategic Financial Management	DE	2	1	0	3
MBA473	Behavioral Finance	DE	2	1	0	3
MBA497	Management of Financial Institutions	DE	2	1	0	3
Human Resource						
MBA419	Social & Industrial Psychology	DE	2	1	0	3
MBA420	Organization Structure, Design & HR Planning	DE	2	1	0	3
MBA422	Global Human Resource Management	DE	2	1	0	3
MBA496	Organizational Change & Development	DE	2	1	0	3
International Business						
MBA430	Global Outsourcing: Issues & Perspective	DE	2	1	0	3
MBA431	International Marketing	DE	2	1	0	3
MBA433	Foreign Trade Policy	DE	2	1	0	3
MBA495	International Business & Practices	DE	2	1	0	3
Marketing and Sales						
MBA431	International Marketing	DE	2	1	0	3
MBA463	Customer Relationship Management	DE	2	1	0	3
MBA471	Supply Chain Management	DE	2	1	0	3
MBA494	Marketing of Services	DE	2	1	0	3
Digital Marketing and Customer Analytics						
MBA441	Social Media Marketing	DE	2	1	0	3
MBA442	Content Marketing	DE	2	1	0	3
MBA443	Consumer Behaviour in Digital World	DE	2	1	0	3
Data Science And AI						

MBA452	Data Science with R	DE	2	2	0	3
MBA453	Data Visualization	DE	2	2	0	3
MBA454	Blockchain technologies and Application	DE	2	2	0	3
	Total					24

Total Credits (22+28+40+24)

ORGANIZATIONBEHAVIOUR

Course Code: MBA101

L:3,T:0,P/FW:0 C:03

Course Objective:

To help the students gain knowledge about the functions and responsibilities of the manager and to provide students an understanding of Human Behaviour in organizations at individual, group and organizational level so as to enhance their managerial effectiveness.

Course Contents:

Module I: Introduction to Management

Concepts of Management, Planning & processes of Planning, Organizing, Directing and Controlling. Functions and Responsibilities of Managers, School's of Management Thought: Classical, Neo-Classical and Modern.

Module II: Fundamentals Organizational Behaviour

Meaning and nature of organizational behaviour, importance, levels and factors influencing OB, Models of organization behaviour.

Module III: Individual Behaviour

Concept and theories of Learning, Perception, factors affecting perception & perceptual distortions, Personality & theories of personality, Motivation and Job Performance

Module IV: Foundations of Group Behaviour

Defining and Classifying Groups, Group Structure and Processes, Group vs Team, Team Effectiveness. Leadership & theories of leadership, power and politics, Conflict management.

Module V: Individual in the Organization

Organizational Structure, Organizational Design, Organizational Culture

Module VI: Organizational Change and Stress Management

Forces of Change, Resistance to Change, Lewin's Three-Step Model. Stress Management - Potential sources, Consequences and Coping strategies for stress.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Luthans, F. (2011). Organizational Behaviour – An Evidence Based Approach, 12th Ed. McGraw – Hill Irwin
- Robbins, S. P., & Judge, T. A. (2013). Organizational Behaviour, 15thEd.Pearson
- Robbins, S. P. (2002). Organizational Behaviour: Concepts, Controversies, Applications, Prentice Hall
- Koontz,H.,O'Donnel, C., &Weihrich, H.(1992). Management, Tata Mc Graw Hill
- Newstrom, J. W. & Davis,K.(1993). Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill
- Agarwal, R. D.(1995).Organisation and Management, Tata McGraw Hill
- Aswathappa. K.(2005). Human Resource and Personnel Management- Text &Cases, Tata McGraw Hill

ACCOUNTING FOR MANAGEMENT

Course Code: MBA102

L:3,T:0,P/FW:2 C:04

Course Objective:

Participants in this course will develop the essential ability of all managers, to use complex accounting information as a platform for decision-making. As the course unfolds, participants will build an increasingly sophisticated level of understanding of the language of accounting and its key concepts. The ability to understand financial statements will enable participants to deal more effectively with strategic options for their businesses or business units.

Course Contents:

Module I:Accounting Basics

Introduction, Foundations, Accounting GAAP- conventions and principles; Double entry system, International Accounting principles and standards; Objectives of Accounting, Overview of IFRS, Matching of Indian Accounting Standards with International Accounting Standards.

Module II: Financial Accounting

Preparation and Adjustments of Final Accounts (with reference to Analysis of Balance Sheet and measurement of Business Income).

Module III Financial Statement Analysis

Introduction, Importance , limitations, Relation and Comparison of Accounting data and using financial statement information- Ratio Analysis-Liquidity, Activity, Leverage, Profitability & Cash flow analysis.

Module IV: Financial Forecasting

Trend Analysis, Comparative Financial Statements and Common Size Statements. Financial Forecasting – Objectives, general steps in forecasting, Technique- Proforma Financial Statements

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Narayanaswamy, R. (2013). Financial Accounting: A Managerial Perspective, 5th Ed. PHI Publications.
- Gupta, B. (2013). Accounting for Managers. International Book House
- Mukherjee, H. (2013). Financial Accounting. McGraw Hill Publication.
- Ramanathan. (2013). Accounting for Management. Oxford.
- Shah, P. (2012). Financial Accounting for Management. Oxford.
- Tulsian, P. (2013). Financial Accounting. Pearson Publication.

MANAGERIAL ECONOMICS

Course Code: MBA103

L:3,T:0,P/FW:0 C:03

Course Objective:

The objective of this course is to equip the manager with the methodology of decision making using the concepts of microeconomics. Starting out with an exposition of the theory of decision making by households and firms, the participants will be made to comprehend the working of the markets, the determination of prices and the techniques of decision making that the players in the market can adopt to ensure that sound decisions are made.

Course Contents:

Module I: Market Forces and Consumer Behaviour

Relevance of microeconomics economics in managerial decision making, the concepts of demand and supply, law of demand and supply, exceptions, determinants, movement and shift in demand and supply, Elasticity and its Application: degrees, types, determinants and measurements for demand and supply. Applications of supply, demand and elasticity, Supply Demand and Government Policies: impact of price Control (price ceiling and price flooring) and tax (point of view as a buyer and seller both) on market outcome, Elasticity and tax incidence. Consumer behavior: concept of preferences and utility function.

Module II: Production and Cost

Production function: returns to factor, returns to scale and Isoquants. Cost of Production: concepts of cost, revenue and profit, accounting cost, economic cost opportunity cost, private and social cost, implicit and explicit cost, fixed and variable cost, total cost, average cost, average variable cost, average fixed cost, marginal cost, average variable cost, typical cost curves in long run and short run. Concept of efficient scale: economies and diseconomies of scale.

Module III: Pricing in Market and Firm Behaviour - I

Perfect Competition: short run and long run dynamics of pricing and Output decisions, deriving the supply curve of a competitive firm, entry and exit to and from an industry. Monopoly Pricing: study of a single firm in a market. Price Discrimination: first degree (perfect price discrimination), second degree (non linear pricing), third degree (charging different prices for the same product for different groups), Monopoly Vs social cost.

Module IV: Pricing in Market and Firm Behaviour - II

Monopolistic Competition: short run and long run dynamics of pricing and output decisions, Pricing and Output under Oligopoly: characteristics of oligopoly, price rigidity under oligopoly.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Pindyck, R. & Rubinfeld, D. (2009). Microeconomics, 7th Ed, Prentice Hall.
- Damodaran, S. (2013), Managerial Economics, 2nd Ed, Oxford University Press.
- Koutsoyiannis, A. (2005). Modern Microeconomics, 2nd Ed, Macmillan Press Ltd.
- Das, S. P. (2007). Microeconomics for Business, Sage Publication Ltd.
- Mankiw, N. G. (2012). Principles of Microeconomics, 6th Ed, Cengage Learning.
- Parkin, M. (2008). Microeconomics, 8th Ed, Pearson International
- Baumol, William J. (2010). Economic Theory and Operations Analysis. 4th Ed, Prentice Hall & PHI Learning

MARKETING MANAGEMENT

Course Code: MBA104

L:3,T:0,P/FW:0 C:03

Course Objective:

The objective of this course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Course Contents:

Module I: Introduction

Nature and Scope of Marketing; Core Marketing Concepts; Evolution of modern marketing concept; Modern marketing concepts; Marketing Mix; emerging trends in marketing, Environmental Scanning.

Module II: Product and Pricing Decisions

Product - concept and classification; Major product decisions; New product development; Product life cycle – concept and appropriate strategies adopted at different stages, Pricing policies and strategies.

Module III: Distribution Decisions

Channels of distribution – concept and importance; Role of Channel intermediaries and their functions; Channel management; Distribution logistics – concept, importance and major logistics decisions; Channel integration and systems

Module IV: Differentiation Segmentation Targeting and Positioning

Differentiation, Market Segmentation, Targeting and Positioning: Bases for segmenting a consumer market; Levels of market segmentation; Factors influencing selection of market segments; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process

Module V: Consumer Behavior

Consumer vs. business buying behavior; Consumer buying decision process and influences

Module VI: Integrated Marketing Communication

Integrated Marketing Communication – Concept; Communication process and promotion; determining promotion mix; Factors influencing promotion mix; Ethical issues in promotion decisions.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2013), Marketing Management– A South Asian Perspective, 14th Ed, Pearson India
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2015). Mktg, 8th Ed, Cengage Learning.
- Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2008). Marketing Concepts and Cases, 13th Ed, Tata McGraw Hill (Special Indian Edition).
- **Czinkota, M. (2010). Marketing Management, 10th Ed, Cengage Learning.**
- Kazmi, S. H. H. (2007). Marketing Management –Textand Cases, 1st Ed, Excel Books.
- Kumar, A., & Meenakshi, N. (2010). Marketing Management, 2nd Ed, Vikas Publishing House.
- Zikmund, W. G., & D’Amico, M. (1998). Marketing: Creating and Keeping Customers in an Ecommerce World, 6th Ed, South-Western College Publication

INFORMATION TECHNOLOGY FOR MANAGERS

Course Code: MBA105

L:3,T:0,P/FW:0 C:03

Course Objective:

This course will expose students to developments in computer technology and understand the working of a computer system. It will introduce end-user computing and build skills in using IT and understanding various technologies like internet, telecom, DBMS concepts, e-commerce etc. The course will expose the students to the latest trends in computer.

Course Contents:

Module I: Modern Computer Systems

Evolution of Computer Systems, Input, output and storage technologies, Computer Assisted Control and Automation, (e.g. Delhi Metro , Digitally Controlled Car engines etc.), Computer Controlled Biometric/RFID based Access Control , Contemporary hardware and software platforms(Open Source, Web Software etc.), Storage of Data Resources

Module II: Data Resource Management

Introduction to DBMS, Benefits of DBMS over traditional file system, Types of DBMS, Application of DBMS using MS-ACCESS / ORACLE as a tool for understanding of DBMS concepts.SQL Query handling, Forms, Concept of Data Warehouses and Data Marts, Introduction to Data Centers. Storage Technologies and Architecture (DAT, NAS, SAN etc.). Live examples of storage strategies of companies like Google, Amazon Wal-Mart dealing with storage crisis

Module III: Telecommunications and Computer Networks

Networked Enterprise :- Components, Types of networks, Advantages of Network Environment, Business Uses of Internet, Intranet and Extranet, Web 2.0/3.0, Distributed/Cloud/Grid Computing, GSM & CDMA, GPRS ,3G & 4G technologies, VOIP and IPTV.

Module IV: Electronic Commerce Systems

Introduction to e-Commerce and M-Commerce, Advantages and Disadvantages of each. Concept of B2B, B2C, C2C , with examples. Concept of Internet Banking and Online Shopping, Electronic Payment Systems. Project Discussion:- Development of e-commerce store (Web Site Development, Internet Publicity, Payment Gateway, Packaging & Delivery , After Sales Support) .

Module V: e-governance

Concept of e-governance, World Perspective, Indian Perspective, Technologies for e-governance, e-governance as an effective tool to manage the country's citizens and resources, Advantages and Disadvantage of E-governance, E-governance perspective in India. Discussion on MCA21 Project,Bhoomi etc. .

Module VI: Security Management

The Information Security, System Vulnerability and Abuse, Security Threats (Malicious Software, Hacking etc.) and counter measure. Definition of Cyber Crime and Types.Antivirus, Firewalls, Anti-Spyware, Security Audit, Discussion on Overview of IT-ACT 2000.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Norton, P. (2010). Introduction to Computers, Tata McGraw-Hill
- Potter, T. (2010). Introduction to Computers, John Wiley & Sons (Asia) Pvt Ltd
- Morley,D.,& Parker, C. S. (2009). Understanding Computers – Today and Tomorrow, Thompson Press
- Jawadekar, W. S. (2009). Management Information System, Tata McGraw Hill
- Mclead, R., & Schell, G. (2009). Management Information Systems, Pearson Prentice Hall
- O'Brein, J. A. (2009). Introduction to Information Systems, Tata McGraw Hill

QUANTITATIVE TECHNIQUES IN MANAGEMENT

Course Code: MBA106

L:2,T:1,P/FW:0 C:03

Course Objective:

The aim of this course is to develop the understanding of various statistical tools used for decisions making and how each applies to and can be used in the business environment using contemporary software.

Course Contents:

Module I: Introduction

Application of statistics in business; Classification of data; Diagrammatic and Graphical presentation of data, Measures of central tendency, Measures of dispersion and skewness.

Module II: Probability and Probability Distributions

Concepts of probability, Probability rules, Probability of an event under condition of statistical independence and statistical dependence, Baye's Theorem; Probability Distributions - Mean or Expected value of random variable, Variance and Standard Deviation of random variables, Binomial probability distribution, Poisson probability distribution and Normal probability distribution.

Module III: Sampling and Sampling Distribution

Sampling - Basic concept, Types of sampling errors and precautions, Parameter and statistic, Sampling distribution of the mean, Sampling distribution of proportion, Estimation – point estimation, interval estimation of the mean - σ known & σ unknown cases, interval estimation of the proportion, determining of sample size for estimating population mean μ , determination of sample size for estimating proportion p .

Module IV: Tests of Hypothesis

Null and Alternative hypothesis, One-Tailed and Two-Tailed tests of hypothesis, Type I and Type II error, population mean : σ known, population mean : σ unknown, population proportion, rejection rule using p – Value approach, rejection rule using critical value approach. Hypothesis Testing to compare two populations: Test for two population means (Independent Samples), Tests for two population means (Dependent Samples), Tests for two population proportions (Independent Samples), Tests for two population variances (Dependent Samples), F-test, ANOVA, Chi-square Test

Module V: Forecasting Techniques

Correlation - Karl Person, Spearman's Rank methods, Regression Analysis – Estimated regression equation, least squares method, coefficient of determination, Time Series Analysis- Variation in Time Series, Numerical application of trend analysis.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Anderson, D. R., Sweeney, D.J., &Williams, T.A. (2002), Statistics for Business and Economics, 11th Ed, South-Western Cengage Learning
- Sharma, J.K. (2007), Business Statistics, Pearson Education India
- Rao, A. B. (2004). Quantitative Techniques in Business, 2nd Ed, Jaico Publications
- Levin, R.I.,& Rubin, D. S.(1998), Statistics for Management, 7th Ed, Pearson Education India
- Arora, P. N., & Arora, S. (2003). Statistics for Management, S Chand & Company
- Tulsian, P. C., & Pandey, V. (2002). Quantitative Techniques – Theory and Problems, Pearson Education Asia
- Aczel, A. D., &Sounderpandian, J. (2008). Business Statistics, 7th Ed, McGraw-Hill Primis
- Kazmier, L. J.,& Pohl, N.F. (2004), Basic Statistics for Business and Economics, McGraw Hill
- Johnson, R. A., & Wichern, D. W. (2003). Business Statistics – Decision Making with Data, John Wiley & Sons
- Agarwal, D. R. (2001). Quantitative Methods, 2nd Ed, Vrinda Publications

BUSINESS COMMUNICATION - I

Course Code: BCS111

L:1,T:0,P/FW:0 C:01

Course Objective:

One cannot 'not communicate'. This course is designed to facilitate our young Amitiants to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-of level.

Course Contents:

Module I: Fundamentals of communication

Relevance of communication, Effective communication, Models of communication, Effective use of language

Module II: Tools of communication

Proficiency in English – The international, Language of business, Building vocabulary, (Denotative & connotative), Extensive vocabulary drills (Synonyms / Antonyms / Homonyms), One Word substitution, Idioms & phrases, Mechanics and Semantics of sentences, Writing sentences that really communicate, (Brevity, Clarity, and Simplicity), Improving the tone and style of sentences

Module III: Barriers to Effective use of language

Avoiding clichés, Removing redundancies, Getting rid of ambiguity, Euphemism, Jargons, Code switching

Note: 2 tests of 20 marks of one hour duration each will be conducted over and above the teaching hours. They will have to be programmed accordingly.

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Jones, L. (2001). Working in English, Cambridge University Press
- Raman, M., & Singh, P. (2012). Business Communication, Oxford University Press
- Jha, M. (2007). Echoes – Course in English Literature & Language, Orient BlackSwan
- Swan, M. (2015). Practical English Usage, 3rd Ed, OUP Oxford

MANAGERIAL COMMUNICATION - I

Course Code: MBA 112

L:1,T:0,P/FW:0 C:01

Course Objective:

One cannot 'not communicate'. This course is designed to facilitate our young Amitiants to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-of level.

Module 1. Understanding process of communication

- o Definition, Nature and Scope of Communication
- o Importance and Purpose of Communication
- o Process of Communication
- o Types of Communication
- o Barriers to Communication

Module 2. Self SWOT and remedies

- o Analyzing Career goals

- o Creating Opportunities
- o Determining the outcomes
- o Taking action

Module 3. Body Language o Personal Appearance

- o Gestures o Postures
- o Kinesics
- o Proxemics
- o Time language
- o Para-Language
- o Tips for Improving Non-Verbal Communication
- o Self-Grooming

Module 4. Reading Skills

- o Definition, Purpose, Process, Methodologies
- o Skimming and Scanning
- o Reading Comprehension
- o Academic Reading Tips
- o Note Taking Strategies

Module 5. Listening Skills

- o Purpose of Listening
- o Active Listening
- o Benefits of Effective Listening
- o Barriers to Listening

Examination Scheme

Components	CA	A	CT	ETE
Weightage (%)	95	5	00	00

Suggested Reading:

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson • Understanding Human Communication, 9/e, Adler R Oxford

BEHAVIOURAL SCIENCE - I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS111

L:1,T:0,P/FW:0 C:01

Course Objective:

This course aims at imparting an understanding of:

- Self and the process of self exploration;
- Learning strategies for development of a healthy self esteem;
- Importance of attitudes and their effect on work behaviour; and
- Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept, Dimension of Self, Components of self, Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem, Characteristics of High and Low Self Esteem, Importance & need of Self Esteem, Self esteem at work, Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI, Difference between IQ, EQ and SQ, Relevance of EI at workplace, Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions, Healthy and Unhealthy expression of emotions, Anger: Conceptualization and Cycle, Developing emotional and interpersonal competence, Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes, Formation of Attitudes, Types of Attitudes, Effects of Attitude on – Behaviour, Perception, Motivation, Stress, Adjustment, Time Management, Effective Performance, Building Positive Attitude

Module VI: End-of-Semester Appraisal

Viva based on personal journal, Assessment of Behavioural change as a result of training, Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	CT	V	Journal for Success (JOS)
Weightage (%)	30	5	15	50	100

Text&References:

- Towers, M.(1997). Self Esteem, 1st Ed. American Media
- Pedler, M., Burgoyne, J., &Boydell,T.(2006). A Manager’s Guide to Self-Development, 5thEd, McGraw-Hill
- Covey, S. R. (1992). Seven habits of Highly Effective People, Simon & Schuster Ltd.
- Khera, S. (1999). You Can Win, 1st Ed, Macmillan
- Chatterjee, D. (1998). Leading Consciously, 1st Ed, Viva Books Pvt Ltd.
- Singh, D.(2002). Emotional Intelligence at work; 1STEd, Sage Publications.
- Goleman, D. (1995). Emotional Intelligence, Bantam Books
- Goleman, D. (1998). Working with E.I., Bantam Books.

FRENCH - I

Semester1: (français.com (Débutant)) Course Code: FLN 101/111Credit Module: 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing French language.

Familiarize the students of French Language with:

1. addressing someone
2. to present oneself and someone else
3. formal and informal addressal to others
4. work place

Course Contents:

Module 1: Pg: 9-24

A. Lexical:

- Transparent words
- Formulas of politeness: Hello, please, thankyou etc.
- salutations, excuses
- Numbers from 0 to 99.
- Adjectives of nationalities
- alphabets
- professions
- activities of the enterprises
- Personal details like phone number, address etc.

B. Grammar:

- Definite and indefinite articles
- Masculine, feminine and plural of nouns
- Subject pronouns : I, You, He, She etc. (je, tu, il, elle, vous etc.)
- verbs: To be, to have, to speak, to live, to call oneself, to do, to know, to sell
- masculine and feminine of the nationalities
- It's me and it's you
- This is/ It is + Profession
- Who is this? What is this?
- Complement of noun with « of » example : the house of Ram
- Interrogative word which/what "Quel"

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN - I

Semester 1:Course Code: FLG 101/111

Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing German language.

After successful completion of this semester, students will be able to:

- greeting formally and informally.
- self introduction
- countings from 1 To 100
- make simple sentences using present tense
- spelling names.
- describing objects with articles in the classroom

Course Contents:

Vocabulary:

- Personal information like age, name etc.
- Alphabets
- Greetings: Good morning, good afternoon, good evening,
- parting good bye Etc.
- describing objects with articles in the classroom

Grammar:

- Personal Pronouns
- Use of verbs >to be< and >to have< in simple present tense
- Use of regular verbs like to live, to go, to learn etc.
- Using definite and indefinite article in German in nominative case
- Interrogative pronouns > **who, what, where, where from, where to**<
- talk about gender, numbers and articles.
- Singular and plural
- Basic Phonetics: Consonants and Vowels

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: Studio D: Glossar A1 - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

SPANISH – I

Semester 1: Course Code: FLS 101/111 Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal with basic Phonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negativesentences

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzo Aragón, Oscar Cerralzo Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – I

Course Code: FLC101

L:2, T:0, P/FW:0 C:02

Aim: The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE OBJECTIVES:

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT

1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues
14. China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你, 好, 再见。。。
2. Vocab related to personal information; 名字, 年纪, 家, 住, 爸爸。。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. Sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

EVALUATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

- Learn Chinese with me book-I (Major Text book), People's Education Press
- Chinese Reader (HSK Based) book-I (suggested reading)
- Elementary Chinese Reader Book-I (suggested reading)

HUMAN RESOURCE MANAGEMENT

Course Code: MBA201

L:3,T:0,P/FW:0 C:03

Course Objective:

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Contents:

Module I: Human Resource Management in Perspective

Evolution of Human Resource Management, Nature and scope of HRM, HRM functions, HRM models, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

Module II: Meeting Human Resource Requirements

Job Analysis, Job Description & Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Selection Methods: Interviews & Tests. Placement, Induction, promotion and transfer

Module III: Training & Developing of Employees

Training and Development, Managing Careers, Understanding of Performance Management Systems and its relevance, Potential Appraisal

Module IV: Managing Compensation

Job evaluation, Methods of Job Evaluation, Strategic Compensation, Equity Theory, Components of Pay Structure, Designing and Administration of Wage and Salary Structure, Wage Regulations in India

Module V: Employee Relations

Overview of Industrial Relations, Industrial disputes, Collective Bargaining, Workers Participation and Management, Grievance handling

Module VI: Emerging Trends in HRM

Overview of Human Resource Information System (HRIS), Introduction to HR Audit, IHRM Practices, Cross-Cultural and Diversity Management, Work-life integration, Human Resource Outsourcing & Separation Techniques

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, 6thEd., McGraw Hill, New Delhi
- Dessler, G. (2005). Human Resource Management, Pearson Education India
- Mathis, R. L., & Jackson, J. H. (2006). Human Resource Management, 10th Ed., Cengage Learning
- Snell, S., & Bohlander, G. (2007). Human Resource Management, Cengage Learning
- Aswathappa, K., (2005). Human Resource and Personnel Management – Text& Cases, Tata McGraw-Hill

FINANCIAL MANAGEMENT

Course Code: MBA202

L:2,T:1,P/FW:0 C:03

Course Objective:

The objective of this course is to develop an understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

Course Contents:

Module I: Introduction

A Framework for Financial Decision-Making- Financial Environment, Changing Role of Finance Managers, Objectives of the firm

Module II: Valuation Concepts

Time Value of Money, Risk and Return, Financial and Operating Leverage

Module III: Financing Decisions

Introduction to Indian Capital Market, Capital Structure and Cost of Capital, Marginal Cost of Capital

Module IV: Capital Budgeting

Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

Module V: Working Capital Management

Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash and Marketable Securities, Financing of Working Capital.

Module VI: Dividend Policy Decisions

An introduction: Different Schools of Thought on Dividend Policy.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Sridhar, A. N. (2014), Financial Management Problems & Solutions, Shroff Publishers Distributers
- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran,A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, PHI
- Brearly, R. A., & Myers, S. C. (2006). Principles of Corporate Finance, Tata McGraw Hill
- Pike, R., & Neale, B. (1998). Corporate Finance and Investment: Decisions and Strategies, PHI
- Rustagi, R. P. (1999). Financial Management: Theory, Concepts and Problems, Galgotia Publishing
- Pandey, I. M. (1999). Financial Management, Vikas Publishing House

OPERATIONS MANAGEMENT

Course Code: MBA205

L:2,T:1,P/FW:0 C:03

Course Objective:

The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

Course Contents:

Module I: Introduction

Introduction of Operations Function and Operations Management; Input/output transformation; Operations as Competitive Advantage

Module II: Strategic Decisions

Planning and Designing the Products/Services; Process Design and Planning; Designing the Facility Location and Layout; Selection and Management of Product Technology; Long-term and Short-term Capacity Planning, Project Management (PERT/CPM)-Critical Path, Activity time estimation

Module III: Operating Decisions

Operations Scheduling and Sequencing, Aggregate Planning and Master Production Scheduling, Probabilistic Inventory Control Models, Materials Requirement Planning

Module IV: Controlling and Improvement Decision

Productivity, Efficiency and Effectiveness; Measuring and Improving the Operations Processes; Green operations management

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Krajewski, L. J., Ritzman, L. P., &Malhotra, M. K. (2010). Operations Management: Processes and Supply Chains, 9th Ed. Prentice-Hall
- Chase, R. B., Jacobs, F. R., &Aquilano, N. J. (2006). Operations Management for Competitive Advantage, 11th Ed. McGraw-Hill Irwin
- Slack, N., Chambers, S., Johnston, R. & Betts, A. (2006). Operations and Process Management – Principles and Practice for Strategic Impact, Prentice Hall
- Jacobs, F. R., & Chase, R. B. (2008). Operations and Supply Management – The Core, McGraw-Hill Irwin
- Brown, S., Blackmon, K., Cousins, P., & Maylor, H. (2001). Operations Management – Policy, Practice and Performance Improvement, Butterworth-Heinemann
- Tan, K. H., & Matthews, R. L. (2009). Operations Strategy in Action –AGuide to the Theory and Practice ofImplementation, Edward Elgar
- Slack, N., & Lewis, M. (2008). Operations Strategy, 2nd Ed., Prentice Hall

ECONOMIC ANALYSIS

Course Code: MBA210

L:3,T:0,P/FW:0 C:03

Course Objective:

This course is to familiarize the students with theoretical concepts of modern Economic Analysis so that they can use these as inputs in managerial decision making process. Emphasis would be laid on the understanding of key economic variables which influence the business operations and strategies of the firm and the business environment under which they operate.

Course Contents:

Module I:

Understanding the Importance of Macroeconomics – A Business Perspective, Management Problem of an Economy

National Income and its dimensions: GDP, GNP, NNP and NDP at market price and at factor cost, Personal income and Disposable income, Measurements of national income: income method, expenditure method and value added method, problems in the estimation of national income, Concepts of real and nominal: income at current price and income at constant price. Interpreting the GDP Statistics – A Manager's View

Module II:

Meaning of inflation, deflation and stagflation, demand pull and cost push inflation, Measurement of Inflation: wholesale price index, consumer price index and GDP deflator, economic and social effects of inflation. Simple Keynesian Multiplier Model and aggregate demand, The Keynesian System: The Role of Aggregate Demand, Business cycles

Module III:

Function of commercial bank and Central Bank, Monetary Policy: meaning objectives and instruments of monetary policy, monetary policy development in India, Limitation of monetary policy. Fiscal Policy: meaning objectives and instruments of fiscal policy, fiscal policy and stabilization in the economy, Limitation of fiscal policy. Macroeconomic crises: explaining the experiences around the world Economy

Module IV:

Balance of Payments: Meaning and structure of balance of payments, kinds of disequilibrium in balance of payments, process of adjustment in balance of payments, Twin Deficit, Analysis of performance of Indian economy in the external sector. Foreign Exchange: foreign exchange market, exchange rate systems, exchange rate determination, fixed versus flexible exchange rate

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Souza, Errol D (2012). Macroeconomics, 2nd Ed, Pearson Education
- Dornbusch, R., Fischer, S., & Startz, R. (2004). Macroeconomics, 9th Ed, McGraw-Hill
- Ahuja, H.L. (2006). Macro Economics, S. Chand & Company Ltd.
- Agarwal, V. (2010). Macroeconomics Theory and Policy, 1st Ed, Pearson India
- Mankiw, N. G. (2012). Macroeconomics, 8th Ed, Worth Publishers
- Barro, R. J. (1997). Macroeconomics, 5th Ed, The MIT Press
- Salvatore, D. (2012). Introduction to International Economics, 3rd Ed, John Wiley & Sons
- Branson, W. H. (1989). Macroeconomic Theory and Policy, 3rd Ed, HarperCollins India
- Shapiro, E. (1982). Macro Economic Analysis, 5th Edition, Tata McGraw Hill.
- Dwivedi, D.N. (2003). Macroeconomics Theory and Policy, 4th Ed, Tata McGraw Hill.

BUSINESS MODELING and Analytics

Course Code: MBA211

L:2, T:0,P/FW:2 C:03

Course Objective:

This course is aimed to study the computer programs for business and financial modeling and structuring and solving financial problems using spreadsheets and structured programming techniques. The objective of the

course is to develop skills in translating financial models into spreadsheets using Microsoft Excel and to utilize and integrate spreadsheet functionalities, programming, and interfaces in financial applications.

Course Contents:

Module I: Introduction to Spreadsheet Modeling and Excel Functions

Basic of excel functions, Variable Identification, Conversion of financial information in spreadsheet, Spreadsheet Modeling

Module II: Deciphering Drivers and Financial Information

Understanding inter-relation among financial statements, Identifying and analyzing industry drivers, Defining financial variables, Development of Assumption Sheet

Module III: Development of Business Model

Development of financial and business model using Excel functions and Linking sheets, Analysis of financial and business model using excel functions, Sensitivity Analysis and Scenario Building, Discounted Cash Flow (DCF) Analysis and Valuation

Examination Scheme

Components	CA	A	CT	ETE
Weightage (%)	95	5	00	00

Text & References:

- Benninga, S. (2000), Financial Modeling, 2nd Ed, MIT Press
- Financial Management: Theory & Practice by P. Chandra, 2008, Tata McGraw Hill Publishing Company Limited

BUSINESS RESEARCH METHODS

Course Code: MBA 281

L:2, T:1,P/FW:0 C:03

Course Objective:

This course aims to provide the theoretical and practical base for a research project by focusing on the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. This course aims to equip students with the skills and expertise to develop and implement a research dissertation.

Course Contents:

Module I: Introduction

Introduction to Research; Understanding Research Philosophies; Research as Creative and Strategic Thinking Process; Theory Building: Research Concept, Construct, Propositions, Variable, and Hypothesis; Business Research Process; Ethical Issues in Business Research, Generating & Refining Ideas for Research Topic, Developing Research Questions, Indicators of Good Scientific Research

Module II: Reviewing Literature and Formulating Research Design

Importance of Literature Review; Finding & Managing the Literature, Writing Formal Literature Review; Building Theoretical Framework; Generation of Hypothesis; Formulation of Research Design; Exploratory Research Design; Descriptive Research Design; Experimental Research Design

Module III: Measurement & Sampling

Levels of scale measurement; Conceptualization & Operationalization; Criteria for Good measurement; Sampling Design: Probability and Non Probability Sampling Techniques; Sample Size Determination; Sampling and Non Sampling Errors

Module IV: Research Methods & Data Collection

Questionnaire Design: Basic Considerations, Wording, Layout, Methods to Administer Questionnaire, Techniques for Measuring Attitudes; Comparative and Non Comparative Scaling Techniques; Overview of Qualitative Methods: Interview; Focus Group, Observation

Module V: Data Analysis & Report Writing

Overview of SPSS: Descriptive and Inferential Statistical Analysis; Purpose and Components of Research Proposal; Components of Written Research; Overview of Academic Writing; Using MS Word for Referencing

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- Zikmund, Babin, Carr, Adhikari, Griffin., Business Research Methods, Cengage Learning, 1e, 2012
- Zina O'Leary, The Essential Guide to Doing Research, SAGE, 2004

References:

- Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
- Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research – Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.
- Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India

CRITICAL THINKING

Course Code: MBA 291

L:2, T:1,P/FW:0 C:03

Course Objective:

To Develop understanding of importance of critical thinking and its role in business and society and developing ability to analyse problems and provide solutions based on a critical examination of available information by objective thinking

Module -1 (Introduction) • Course Introduction and Overview • Critical thinking standards • Benefits of critical thinking • Barriers to critical thinking • Cognitive biases • Characteristics of a critical thinker

Module -2(Argument and critical thought) • Argument vs argumentation • Perspectives on argumentation • Arguments: General features • Co orientational approach to argument • Culture and argumentation

Module -3(Recognizing arguments) • Identifying premises and conclusion • Introduction to Deduction and Induction • Techniques for understanding arguments • Argument's structure

Module -4(Analysing and evaluating arguments) • Diagramming short arguments • Summarizing longer arguments • Approach for argument analysis • Benefits for argument analysis • What are not premises, conclusions or arguments

Module -5(Reasoning and its types) • What is logical reasoning • Deductive reasoning • Inductive reasoning • Common patterns of reasoning • Categorical statements

Module -6(Fallacies) • Concept of fallacies • Formal and informal fallacies • Concept of relevance • Fallacies of relevance • Fallacies of insufficient evidence • Induction fallacies • Fallacies of language

Module -7(Cognitive biases) • Introduction to cognitive biases • Types of cognitive biases • Potential causes • Decision making and cognitive bias • Perception of reality

Module -8(Ethical decision making) • Approaches of ethical standards • Framework for ethical decision making • Foundational principles to ethical decision making • Ethical decision making in business

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Critical Thinking- A student's Introduction (Gregory Bassham, Tata McGraw-Hill) Second Edition
- Critical Thinking and communication (Edward S. Inch, Barbara Warnick, Pearson) Sixth Edition

Course Objective:

To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises.

Course Contents:**Module I: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

Module II: Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module III: Negotiable Instruments Act, 1881

Meaning of Negotiability and Negotiable Instruments – Cheques Bill of Exchange and Promissory Note – Crossing of Cheques – Endorsement – Dishonour of Cheques.

Module VI: Company Law

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

Module V: Indian Partnership Act, 1932

Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution

Module VI: Intellectual Property Laws (IPR)

Overview of Law & Procedure relating to Patents, Trade marks & Copyrights, Infringement

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Kuchhal, M. S. (2014). Business Law, 4th Ed, Vikas Publication
- Tulsian, P. C. (2013). Relevance of Business Law, 24th Ed, Tata McGraw Hill
- Singh, A. (2010). Elements of Mercantile Law, 4th Ed, S Chand & Sons

BUSINESS COMMUNICATION - II

Course Code: BCS211

L:1,T:0,P/FW:0 C:01

Course Objective:

This course is designed to hone the PR skills of the budding managers and enable them to be an integral part of the corporate communication network. The Verbal Communication (oral and written) will be the lingua franca of this endeavour.

Course Contents:

Module I: Communication in Practice

Verbal Communication

1. Communication Networks
2. Developing writing skills

Inter-office communication

The business letters

E mail – Netiquette (etiquette on the mail)

Intra-office communication

Memos

Notices

Circulars

Agenda and Minutes

Business Report writing

Resume writing

Module II: Cross Functional Communication

Marketing/ integrated marketing communication

Project management communication

Human Resource communication

Financial Communication

Module III: Communication for Public Relations

Functions and activities of PR

Reputation Management

Building Corporate Image and Identity

Negotiation Techniques

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Raman, M., & Singh, P. (2012). Business Communication, Oxford University Press
- Ashely, A. Oxford Handbook of Commercial Corrospodence, New Ed, Oxford University Press
- Penrose, J. M., Rasberry, R. W., & Myers, R. (2003), Business Communication for Managers – An Advanced Approach, 5th Ed, Thomson South-Western
- Krizan, A. C. (2005). Business Communication, Thomson South-Western
- Adler, G. R. R. B. (2006). Understanding Human Communication, 9th Ed, Oxford University Press

MANAGERIAL COMMUNICATION - II

Course Code: MBA225

L:1,T:0,P/FW:0 C:01

Course Objective:

This course is designed to hone the PR skills of the budding managers and enable them to be an integral part of the corporate communication network. The Verbal Communication (oral and written) will be the lingua franca of this endeavour.

Module 1. Presentation Skills

- o Essentials of Presentation
- o Strategies of Effective Presentation
- o Effective Verbal Communication

Module 2. Speaking Skills o Speech Organization o Coherence

- o Clarity & Precision
- o Handling Questions

Module 3. Writing Skills

- o Elements of Effective Writing
- o Business Correspondence-Layout & Structure

Module 4. Interview Skills

- o Interview Essentials
- o Types of Interviews
- o Probable Interview Questions
- o Power Dressing

Semester 3 & 4: Targeted Training

Suggested Reading:

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson • Understanding Human Communication, 9/e, Adler R Oxford

Examination Scheme

Components	CA	A	CT	ETE
Weightage (%)	95	5	00	00

BEHAVIOURAL SCIENCE - II

(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS211

L:1,T:0,P/FW:0 C:01

Course Objective:

This course aims at imparting an understanding of:

- Process of Behavioural communication
- Aspects of interpersonal communication and relationship
- Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication; Process – Personal, Impersonal and Interpersonal Communication; Guidelines for developing Human Communication skills; Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles; Types of issues; Approaches; Understanding and importance of self disclosure; Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships; Conforming and Disconfirming Communication; Culturally Relevant Communication; Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication; Models – Linear, Interaction and Transaction; Patterns – Complementary, Symmetrical and Parallel; Types – Self and Other Oriented; Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate; Initiating and establishing IPR; Escalating, maintaining and terminating IPR; Direct and indirect strategies of terminating relationship; Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal; Assessment of Behavioural change as a result of training; Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	ME	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text & References:

- Vangelist L. A., & Knapp, M. L. (2004). Inter Personal Communication and Human Relationships, 3rd Ed, Pearson
- Wood, J. T. (2012). Interpersonal Communication – Everyday Encounter, 7th Ed, Wadsworth Publishing
- Simons, C., & Naylor-Stables, B. (1997). Effective Communication for Managers, Cassell
- Beebe, S. S., Beebe, S. J. & Redmond, M. V. (2013). Interpersonal Communication – Relating to Others, 7th Ed, Pearson

CHINESE - II

Semester - II

Course Code: 201/211

Credit Units: 02

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们, numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

Course content

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

Vocabulary Content

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.

1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

Grammar Content

1. Question of type (2) & (3)
2. 有 sentence
3. Auxiliary verbs:要,会,能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:

12. Words of location

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

FRENCH - II

Semester2:(français.com (Débutant))Course Code: FLN 101/111CreditUnits : 02

Course Objective:

To familiarize the students of French Language with:

1. to identify the objects and to explain their usage.
2. to do a purchasing in a market, to discuss the price etc.
3. Comparison of the objects.

Course Contents

Module 2: Pg: 26-40

a. Lexical:

- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

b. Grammar:

- Possessive adjectives
- for + infinitive form of the verb
- verb: to have
- negative : not/ don't (ne-pas)
- question with « do »formation « est-ce que »?
- question with the "Si"
- prepositions of place
- There is, there are/is there? Are there?
- Placing of the adjectives
- There is a shortage of/Something is missing
- comparatives and superlatives
- tonic pronouns
- pronoun « on »

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

W.R.Goyal

Supplementary Materials are given in form of photocopies

GERMAN – II

Semester 2: Course Code: FLG 201/211

Credit units : 02

Course Objective:

After successful completion of this semester, students will be able to:

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc
-

Course Content:

Vocabulary

- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:

- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Lesson 11 onwards from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References: Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1 - Deutsch –Englisch**, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

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SPANISH – II

Semester 2: Course Code: FLS 201/211 Credit units : 02

Course Objective:

- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

ExaminationScheme:

Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerralozza Aragón, oscarCerralozza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

STRATEGIC MANAGEMENT

Course Code: MBA301

L:2, T:1,P/FW:0 C:03

Course Objective:

The course is designed to help students to understand the concept of strategy and strategic management process. Acquaint students with basic concepts and principles of strategic management, develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction.

Course Contents:

Module I: Introduction and Purpose of Strategy Formulation

Evolution and Introduction of strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of Stakeholders in Business.

Module II: Strategic Analysis

PESTLE Analysis, Environmental Threat and Opportunity Profile (ETOP), Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Market Analysis-David Aaker Model, Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis. Strategic implications of company decisions and Strategic response to changes in business environment.

Module III: Strategic Choice – Traditional Approach

Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

Module IV: Industry Structures and Competitive Strategies

Industry Structures and Lifecycle stages, Marketing Warfare and Dominance Strategies: Advantages and Disadvantages of Defensive and Offensive strategies; Innovation as Blue Ocean Strategy.

Module V: Strategy Implementation and Evaluation

Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics. Measuring performance and establishing strategic controls.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Wheelen and Hunger,(2008),Essentials of Strategic Management, Prentice Hall India.
- Ramaswamy and Namakumari,(1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.,
- Jausch&Glueck,(1988), Business Policy and Strategic Management, (5th Ed.), McGraw Hill.
- Thomson &Strickland,(2008), Business Policy and Strategic Management, (12th Ed.), McGraw Hill.
- Pearce John 'A & Robinson R.B,(1997), Strategic Management: Strategy Formulation and Implementation, (3rd Ed.), A.I.T.B.S. Publishers & Distributors
- Regular reading of all latest Business journals: HBR, Business World, Business India, Business Today

SUMMER INTERNSHIP

Course Code: MBA350

L:0,T:0,P/FW:18 C:09

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship programme can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain and submit a file (**Internship File**) and a report (**Internship Report**)

INTERNSHIP FILE

The Internship File aims to encourage students to keep a personal record of their learning and achievements throughout the Programme. It can be used as the basis for lifelong learning and for job applications. **Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.**

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and his/her own personal contribution to the organization.

The File is essentially a comprehensive documentation of how one proceeds while working on the assignment and should be regularly checked by the faculty guide/ supervisor, issues discussed with the students, doubts if any clarified and signed as having done so. This will form the basis of **continuous evaluation** of the project.

The File will include **five sections** in the order described below.

1. **The Title Page** – An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content** – An outline of the contents of the file by topics and subtopics with the page number and location of each section.
3. **Introduction** – Short, but should include how and why you obtained the internship experience position and the relationship it has to your academic/professional and career goals.
4. **Main Body** – Should include a brief summary/ executive summary of the **Internship Project Report** that the student has worked on, an **analysis of the company/organization** in which the student is working, a **personal review** of the student's management skills and how they have been developed through the programme, the daily tasks performed, major projects contributed to, dates and hours spent on a task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices** – Include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

INTERNSHIP REPORT

The **Internship Report** is the research report that the student has to prepare on the project assigned by the organization. (In case a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it). The lay out of the report should be as per the standard layout prescribed by the organization wherein the student undertakes the Internship. In case, there is no layout prescribed by the organization the following components should be included in the report:

➤ **Title or Cover Page**

The title page should contain Project Title; Student's Name; Programme; Year and Semester and Name of the Faculty Guide.

➤ **Acknowledgements**

Acknowledgment to any advisory or financial assistance received in the course of work may be given. It is incomplete without student's signature.

➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used (wherever applicable). Methodology should be mentioned in details including modifications undertaken, if any. It includes organization site(s), sample, instruments used with its validation, procedures followed and precautions.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing this section, emphasis should be laid on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary, do not write in "point" form.

While presenting the results, write at length about the the various statistical tools used in the data interpretation. The result interpretation should be simple but full of data and statistical analysis. This data interpretation should be in congruence with the written objectives and the inferences should be drawn on data and not on impression. Avoid writing straight forward conclusion rather, it should lead to generalization of data on the chosen sample.

Results and its discussion should be supporting/contradicting with the previous research work in the given area. Usually one should not use more than two researches in either case of supporting or contradicting the present case of research.

➤ **Conclusion(s) & Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

Check that your work answers the following questions:

- Did the research project meet its aims (check back to introduction for stated aims)?
- What are the main findings of the research?
- Are there any recommendations?
- Do you have any conclusion on the research process itself?

➤ **Implications for Future Research**

This should bring out further prospects for the study either thrown open by the present work or with the purpose of making it more comprehensive.

➤ **Appendices**

The Appendices contain material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References**

References should include papers, books etc. referred to in the body of the report. These should be written in the alphabetical order of the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

For research article

Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic Escherichia coli O157: H7. Clin Microbiol Infect, 8(suppl 1): 116–117.

For book

Kowalski,M.(1976) Transduction of effectiveness in Rhizobium meliloti. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), 7: 63-67

The Layout Guidelines for the Internship File & Internship Report

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

Examination Scheme:

Continuous Evaluation by faculty guide	15%
Continuous evaluation by CRC	15%
Feedback from industry guide	35%
Report, Presentation & Viva Voce	35%
TOTAL	100%

POST - HARVEST MANAGEMENT

Course Code: MBA311

L:2, T:1,P/FW:0 C:03

Course Objective:

In general, the course provides detailed scientific knowledge in food engineering with emphasis on post-harvest, food processing and food preservation. More specifically, this course familiarizes the students with fundamentals aspects on the biology of important groups of pests and diseases on harvested crops or constructions. The course includes aspects of applied entomology (insects, mites), animal pests (rodents) and pathogens (fungi and bacteria). Special attention is given to preventive rather than to curative control methods. It includes basics of modern diagnosis methods, threshold limits, ecological conditions and population dynamics as well as notions on reasonable pesticide use, safe for the applicator, consumer and to the environment.

Course Contents:

Module I: Introduction

Introduction to post-harvest management, General principle of post-harvest management, Extent of post-harvest losses in different crops (cereals, pulses, oilseeds, horticultural crops, fruits and flowers, etc.), Types of losses, Causes of losses, Stages of post-harvest losses, Method of processing and extent of losses, effect of losses, cost to society and nation.

Module II: Prevention of Post Harvest Losses

Ecological growth conditions, Diagnostical methods, Control methods: preventive and curative; cultural, biotechnological and chemical; Control to pest and diseases, animal, etc., Post-harvest integrated pest and disease management.

Module III: Strategy for Post-harvest Management

Loss-reducing/minimizing strategies, Loss avoiding strategies, Loss-spreading strategies, strategies for value addition

Module IV: Post Harvest Management Techniques

Food handling and processing; Food Packaging and Transportation, Design and Management of Storage and Distribution Structures, Milk and Dairy Products, Vegetable Products, Meat and Meat Products, Fisheries and Fishery Products, Food Colloids, Human Nutrition, Food Toxicology, Fermentation Processing, Principles and methods of preservation of fruits and vegetables, Food additives, quality assurances for fruits and vegetables, Bio-technology, food processing and waste treatment technology, various food processing technologies for fruits and vegetables processing.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Postharvest Technology of fruits and Vegetables by L.R. Verma and V.K. Joshi, Vol I and II, Indus Publishing Company New Delhi, 2000.

AGRICULTURAL INPUT MARKETING

Course Code: MBA312

L:2, T:1,P/FW:0 C:03

Course Objective:

The objective of course is to apply the understanding of different marketing concepts developed in the first year marketing courses in the context of the Agricultural Input Marketing in India. The course would take into account the specific features of agriculture and farmers in India to apply/ modify the Marketing Planning and Implementation concepts to Agricultural Input Marketing situations in India.

Course Contents:

Module I

Introduction to agricultural input marketing. Understanding domestic and international business environment of seed, pesticides/ insecticides argil chemicals, fertilizer and farm machinery marketing (economic, social, political, legal etc.)

Module II

Analyzing agriculture input marketing environment, Current issues and trends in agricultural input marketing, Trends in Agricultural Marketing in India, MIS for marketing agriculture inputs. Market Information Services-

Module III

Theory and Practice, FAO Rome, Marketing strategies for seed, pesticides/ insecticides argil chemicals, fertilizer and farm machinery, Institutional setup in agriculture input market,

Module IV

Segment and Targeting, Government role in agricultural input markets, Environmental Issues in agriculture input marketing.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

As such there is no prescribed book for the paper. Set of relevant material for each session will be compiled and distributed before the class session. However, for general reading on the subject students are advised to refer following book:

- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millennium Study, Vol: 27, Academic Foundation, 4772-73/23 Bharat Ram Road, (23 Ansari Road) Daryaganj, New Delhi -110002.
- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millaniumStudy, Vol: 27, Academic Foundation, New Delhi. Page : 41-50
- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millaniumStudy, Vol: 27, Academic Foundation, , New Delhi. Page: 59-290Awasthi, M. K. 2002.
- "Agriculture Management' Note prepared for the Government of Assam.
- India infoline.com www.indiainfoline.com/fmcg/agma.pdf,
- Awasthi, M. K. 2003. Agriculture growth through efficient input marketing, Visiting lecture, delivered at NEHU Tura on 13/08/2005 at Department of Rural Development and Agri Production.
- Prahalad, C. K.2005 Market at the Bottom of Pyramid, Pearson Education Inc. Page 77- 98.
- Isherwood. K.F. 2000. Market Mineral Fertilizer Distribution and the Environment, IFA, Paris.

RURAL MARKETING

Course Code: MBA313

L:2, T:1,P/FW:0 C:03

Course Objective:

To understand how marketing for industrial good is different from the traditional marketing and marketing in rural India. The course is intended to make students aware of the success stories and failures in rural Indian Marketing.

Course Contents:

Module I- Environment of industrial and consumer marketing, profile of an industrial buyer, industrial and consumer marketing, organizational buying behavior process and organizational buying behavior, commercial and institutional buying, Bidding, tendering, channel behavior, industrial establishment. Original Equipment Manufacturer (OEM) and impact on pricing policies.

Module II- The strategic perspective in industrial marketing, the GE matrix, Michael Porter's generic options theory, economies of scales Vs economies of scope and case discussion of Schulman plastics.

Module III- Buyer seller interactions, sales culture overshadowing the marketing culture, interactive transactions, organizational buying environment, individual Vs group decision making and buying center influences. Assessing the market reach, fragmented markets and their implications and industrial pricing the services component.

Module IV- Industrial marketing communications, advertising, publicity, sales promotion possibilities, the role of exhibitions and domestic and international contacts, the marketing intelligence, role of MIS and DSS functions and evaluating the marketing strategies and performances.

Module V- Rural marketing an overview, principles of marketing as relevant to rural marketing changing concept of marketing, profiles of urban/ customers and differences in their characteristics.

Module VI- Features of rural markets/ infrastructure, products and services in the rural markets and channels of distribution and trade management.

Module VII- Transportation and communication, advertising and sales promotion strategies for rural marketing and characteristics of pricing in rural markets for different products and factors influencing.

Module VIII Marketing objectives, sales target strategies, organizing for rural marketing and new product launch techniques for rural markets.

Module IX- Marketing strategies, policy, sales management practices training, motivation and Examination.

Module X - Rural Market research and market information system and a glimpse of the future of rural marketing.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- Industrial Marketing Management: A strategic view of business markets by Michael D Hutt and Thomas W Speh.

References:

- Industrial Marketing by Richard M. Hill, Ralph S Alexander and James C Cross.
- Newspapers- Economic Times, Business Standard, Financial Express, Brand Equity.
- Magazines- Advertising and Marketing, Business World, Business India.

Social Banking and Microfinance

Course Code: MBA380

L:2, T:1,P/FW:0 C:03

Course Objective:

To provide a thorough knowledge of the concept of microfinance and how microfinance institutions work, including the operational aspects of an SHG/MFI. The course will be a mixture of theory and case studies. This course would go a long way in building up the financial literacy of the persons involved in microfinance and SME sector. It would also help to improve the professionalism in the microfinance industry and build capacity for the MFI sectors.

Course Contents:

Module I:

Introduction to Microfinance: The history of microfinance, why microfinance, microfinance as a development tool. Why intervene in credit market. Study of the inherent challenges of financing small economic operators like moral hazard, adverse selection, high transaction cost and information asymmetry etc. Examination of the working of an informal moneylender as a form of monopolistic competition.

Composition of the Institutional Credit System (ICS) in India operating at the ground as well as apex levels; roles played by different constituents of ICS.

Module II:

Group lending vs individual lending, Roots of microfinance in India, Bangladesh, China, Latin America, Sri Lanka etc. Microfinance models in India and other countries.

Microfinance products. Legal and regulatory frame work in India. Emerging Issues and challenges in microfinance sector.

Module III:

Measuring Impact of Microfinance: Study of different methodology of impact evaluation. Government programmes for microfinance: SGSY, SHG-Bank Linkage.

Module IV:

Operational aspect of microfinance: Evaluating Microfinance Institute (MFI) financial sustainability, Asset/liability management in the MFI, Productivity enhancement tools.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- **Beatriz Armendariz de Aghion and Jonathan Morduch (2005): “Economics of Microfinance”, MIT Press.**
- **David Hulme and Paul Mosley (1996, : “Finance against poverty”, vol. 1 & 2, Routledge.**
- **Mike Goldberg and Eric Palladini: “Measuring Risk and Creating Value with Microfinance”, The World Bank.**
- **Robert Peck Christen (2010): “Banking services for the poor: Managing for financial success”, Academic Foundation, New Delhi.**
- **Suresh Sundaresan (2008): “Microfinance Emerging Trends and Challenges”, Edward Elgar Cheltenham, UK • Northampton, MA, USA.**
- **Research Articles as per suggestion of faculty.**

AGRICULTURAL RISK MANAGEMENT

Course Code: MBA 381

L:2, T:1,P/FW:0 C:03

Course Objective:

Risk and uncertainty are inescapable factors in agriculture. Farmers are confronted with risks not only in making short-term production and marketing decisions, but also with long-term investments decisions. Various types of risk such as climatic risk, market risk, government-influenced institutional risk, personal or human risk. All these risks constitute business risk, which is further related to financial risk. Risk management is the systematic application of management policies, procedures and practices to the tasks of identifying, analysing, assessing, treating and monitoring risk. It is a way for an organization to balance the chances of serious losses against the opportunities for profit-making. This course is designed mainly to provide better understanding of various types of risks faced by the farmers as well as agri-entrepreneurs both at the farm and community level and develop various strategies for its management.

Course Contents:

Module-I

Concept and meaning of agricultural risk and uncertainty, Risk Management for Farmers, Principal Risk, Risk Management at the Farm Household Level, Risk Management at Community Level,

Module-II

Production Risk, Technological Change, Risk and Poverty Risk Coping Strategies of the Rural Poor, Risk Management Strategies: Risk Avoidance, Risk-Spreading Technologies,

Module-III

Risk Mitigation, Risk Coping Mechanism, Limits to Risk Coping,

Module-IV

Risk Measurement, Climatic Change and Yield Variability, Assessment of Effects of Climatic Variations on Agriculture, Rainfall Risk Measurement,

Module-V

Designing Agricultural Risk Management Products/ Programmes, Agricultural Risk Insurance Programme in India, Comprehensive Crop Insurance Programme, Estimation of Crop Losses, Calculation of Premiums, payment of compensation, etc.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Risk Management-State of Indian Farmer, Bharat Ramaswami, Shamika Ravi, S.D. Chpora, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, 2004
- Rural Poverty, Risk, and Development, Marcel Fafchamps, Edward Elgar, Northampton, MA, USA, 2003
- Alan Miller, et. Al. Department of Agricultural Economics, Purdue University, September 2004
- Summary Proceedings of A Workshop on cereal Variability, IFPRI, Edited by P.B.R Hazell
- Rainfall and Risk in India's Agriculture, Evert Jan Bakker, Volters-Noordhoff, Groningen, The Netherlands, 1992
- Agricultural Risk Insurance Programme in India: Policy Ministry of Agriculture, Government of India: Policy Paper

FOOD PROCESSING MANAGEMENT

Course Code: MBA 382

L:2, T:1,P/FW:0 C:03

Course Objective:

The key objective of this course is to acquaint the students with upcoming Food Processing Industry and need and scope of effective decision-making for least cost combination of output with reference to purchase, storage and flow of materials in manufacturing and service organizations; cost reduction techniques in pre-purchase, purchase and post purchase systems; modern material planning and delivery systems, material handling and logistics systems.

Course Contents:

Module I: Overview of Food Processing Industry

Present status of food processing industry (FPI) in India; organizational structure of FPI; MOFPI, major dimensions of FPI; risk management in FPI; unit operations of FPI

Module II: Applications of Food Safety Management in Food Processing Management

Components of Food Safety Management of Crops, Livestock, Fisheries and Meat products, Food Safety Administration Management in Food Supply Chain, Social Food Safety Management, Sanitation in food supply, Food Traceability System, Practices in wholesale and retail food supply, International Food Traceability System, Statute of Food Safety Administration, Food Hazards, Business Models in Food Supply Chain, Food Safety Risk Communication; Food Hygiene, Basic Food,

Module III: Practices in Food Manufacturing

laws and regulation related to food industry;, Food Plants, Installation of Food Plants, Plant Principles & Logistics, Advanced Technology of Food Supply Chain,

Module IV: Quality Control Practices in Food Processing Management

Supply Chain quality management in food industry-quality standards and ISO: principles of food preservation and processing; protection of food during storage, and transportation; packaging distribution of food products;

Module V: Case Studies on Project Formulation

Dairy products, Edible oils industry, fruit and vegetables processing, milling-pulse, cereals etc

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References

- *Peter Fellows Food Processing Technology: Principles and Practice* Wood head Publishing, 2000
- Berit Mattsson, Ulf Sonesson Environmentally-friendly food processing Wood head Publishing, 2000
- Food Processing Work Management by Green and Krammer; CBS Publication
- Principles of Food Sanitation by Mariett NG; CBS Publication
- Food Preservation by SK Kulshrestta, Vikas Publishing House, New Delhi
- Fundamentals of Food and Nutrition by Sumati R. Mudambi& MV Rajagolap, New Age International Pvt. Ltd. New Delhi
- Food Processing and Preservation by Bibliography Sivasankar, Prentice Hall of India Pvt. Ltd., New Delhi
- Managing Food Processing Industries in India by U.K. Srivastva
- Microbiological Safety of Processed Foods by Crowther
- Food Poisoning & Food Hygiene by Hobbs
- Drying & Storage of Grains & Oilseeds by Brodoker

AGRI BUSINESS AND RURAL ENVIRONMENT

Course Code: MBA383

L:2, T:1, P/FW:0 C:03

Course Objective:

To nurture talent in the students to understand basics of agribusiness and to make them theory able to take on the work in Rural Environment making use of agribusiness

Course Contents:

Module I: Rural India

Rural Life, culture, Business opportunities, Rural Elite, Sustainable Agriculture, Rural Pluralism, Formal and informal Social Organization, Institutional Change in Indian Agriculture, Traditional and emerging local institutions. Policy environment, Rural Development overview of Agro Processing Industry

Module II

Agriculture Policy State Agriculture development activities, Role of Agriculture in Economic Development

Module III

Rural Development & Agri-Business prospects, Processing aspects, Marketing aspects, Concept of Agripreneurs, Rural Credit Institutions, Linkages between different rural institutions, Rural infrastructure and its problem and prospects in developing economy. Cooperation farming, contract farming, Rural Financial Market, Rural Labour Market, Input Delivery Mechanism.

Module IV

Food processing Industry, Agro food products processing and trading concerns, Marketing Organizations and export oriented units AEZs, APEDA, MPEDA, NAFED, International Agri Business WTO, Agreement on Agriculture

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Bibek, D., & Kaushik, P. D. (1999). Indian Industry Guide to the World Trade Organization, CII & Rajiv Gandhi Foundation
- Mukhopahyay, J. K. (2001). WTO Issues & Indian Agriculture, EXIM Bank Ltd, Pune
- Mehta, P. (2004). Moving the DOHA Round, Financial Express, ND.
- Chand, R. WTO Provisions & Indian Agriculture.

COST AND MANAGEMENT ACCOUNTING

Course Code: MBA318

L:2,T:1,P/FW:0 C:03

Course Objective:

To develop an understanding of basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision-making. To expose the students to the latest techniques to facilitate the process of decision making in today's dynamic business world.

Course Contents:

Module I: Cost Accounting – Introduction & Elements

Cost concepts and cost object, cost classification, cost organization and its relationship with other departments. Elements of cost and cost determination: Cost accounting records— cost ledgers, reconciliation of cost and financial accounts.

Module II: Process Costing

Process costing — treatment of normal and abnormal losses and gains, valuation of work-in-progress using first-in – first-out and average methods (equivalent production), inter-process transfer and pricing, concepts and accounting for joint products, by-products, waste, scrap, spoilage and defectives, research and development expenses.

Module III: Cost Analysis for Planning, Control & Decision making

Cost-Volume-Profit Analysis, Using CVP analysis for decision making (Short run and Long Run), CVP analysis in Service and Non-Profit Organizations. Pricing decisions and Cost Management.

Module IV: Specialized Costing

Service or operating costing — unit costing and multiple costing, application, identification of cost unit and cost determination and control;

Uniform costing, Interfirm comparison, cost reduction, value analysis/engineering including value management

Module V: Costing Methods and Accounting Systems

Costing and accounting systems - activity based costing, customer profitability analysis; direct product profitability; just-in-time and back flush accounting;

Target costing; life cycle costing, parametric cost control.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Horgren, Datar, Foster, Rajan, Ittner, Cost Accounting- A Managerial Emphasis, Prentice Hall
- Jain, S.P. & Narang, K.L., Cost Accounting- Principles and Practice, Kalyani Publishers
- Lal, Jewarh (2011), Cost Accounting, Tata McGraw Hill
- Khan,M.Y.& Jain P.K. (2010), Cost Accounting, Tata McGraw Hi

LARGE SCALE INVESTMENT

Course Code: MBA319

L:2,T:1,P/FW:0 C:03

Course Objective:

The growth and future strategic posture depends on the current strategic investments by the company in the form of capital expenditures. These expenditures because of the huge amount involved can have material impact on the firm and if fail, can result in financial distress. The objective of the course is to make the students familiar with the planning, analysis, and selection of capital expenditure investments including infrastructure projects. The students will be exposed to approach of project financing and under what situations should project finance be used.

Course Contents:

Module I:Valuing the Project

Introduction to Capital and Infrastructure Projects; Overview and Resource Allocation Framework; Generation and Screening of Project Ideas; Project Identification; Market and Demand Analysis; Technical Analysis; Financial Analysis; Detailed Project Feasibility Report; Valuation Techniques – Discounted Cash Flow, Adjusted Present Value, Equity Cash Flow, Capital Cash Flow, Real Options Analysis; Project Appraisal

Module II: Managing Risk

Risk Management; Types of Risk; Political Risk and Sovereign Guarantee, Analysis of Risk; Risk Analysis Techniques – Sensitivity Analysis, Scenario Analysis, Break-even Analysis, Decision Tree Analysis, Monte Carlo Simulation; Risk Contamination; Risk Mitigation Approaches; Structuring Risk Mitigation Approach; Contracts for Structured Risk Mitigating

Module III: Structuring the Project

Project Financing Options; Project Financing vs. Traditional Financing; Special Purpose Vehicle; Project Company Structuring, Public-Private Partnership

Module IV: Financing the Projects

Financing Options – Equity and Debt; Multi-sourcing vs. Single sourcing strategy; Syndicate Loan Procedure; Bonds vs. Term Loan; Role of World Bank Affiliates & International Finance Corporation and Role of Bilateral Agency in International Project Financing; Importance of Social Cost Benefit Analysis and Environmental Assessment

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text:

- Finnerty, J. D. (1996) Project Financing: Asset-Based Financial Engineering, Wiley

References:

- Chandra P. 2002, Projects: Planning, Analysis, Financing, Implementation & Review, 5th Ed. Tata McGraw-Hill Publishing
- Brearly, R. A. and S. C. Myers (1996) Principles of Corporate Finance, 4th Ed., Tata McGraw Hill
- Damodaran, A. (1997) Corporate Finance: Theory and Practice, 1st Ed., Wiley & Sons
- Dayal, R., P. Zachariah and K. Rajpal (1996) Project Management, 1st Ed. Mittal Publications
- Esty, B. (2004) Modern Project Finance: A Casebook, Wiley
- Goel, B.B. (2001) Project Management: A Development Perspective, Deep & Deep Publications
- Machiraju, H.R. (2001) Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Meredith, J.R. & S. J. Mantel Jr. (2000) Project Management: A Managerial Approach, 4th Ed. John Wiley & Sons
- Newbold, C.R. (1998) Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press

- Patel, B.M. (2000) Project Management: Strategic Financial Planning Evaluation & Control, Vikas Publishing House Pvt. Ltd.
- Thakur, D. (1992) Project Formulation & Implementation, Deep & Deep Publications

INTERNATIONAL FINANCE

Course Code: MBA320

L:2,T:1,P/FW:0 C:03

Course Objective:

The possibility for companies to look beyond domestic markets while making the financial decisions has given new dimensions to the way these decisions are taken. This has essentially led to changes in financial environment by linking domestic markets to global markets causing unprecedented increase in opportunities as well as risks. Management in such environment requires understanding of innovative conceptual and physical tools for better financial decision-making. The course on International Finance aims at equipping the financial manager with concepts, tools that enable financial decisions making in a global market and help better achieve the objectives of the firm.

Course Contents:

Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Financial Markets and Instruments, Balance of Payments, Recent Developments.

Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Time Series Modelling, Fundamental Forecasting.

Module IV: Foreign Exchange Rate Exposure and Risk Management

Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments, Optimal International Asset Allocation.

Module VI: Finance of Foreign Trade

Income terms, foreign letters of credit, export & import finance, rules governing letters of credit, export import policy (Case Studies)

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic

Interest Rate Options, John Wiley and Sons.

Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing

Articles from selected journals and magazines.

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code: MBA322

L:2,T:1,P/FW:0 C:03

Course Objective:

This course aims at providing a clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

Course Contents:

Module I: Background of Capital market/Corporate Governance and Methods of Fund Raising

Importance of Strong Capital market in Economy, Investment opportunities available to Investors, relation of demographic characteristics with investment pattern of individuals, Process of investment in Financial assets, intermediaries and Role of SEBI/OTCEI/ROC/Stock exchanges-Listing agreement, clause 49, Importance of Corporate Governance and changes taking place/required in the law.Salient features and operation of stock exchanges,Trading arrangements, Changing scenario of Indian stock market.Relationship of Primary market with Secondary market, raising of Funds by IPO/FPO/Right issue and intermediaries involved. Merchant banking and its functions, contemporary issue in Capital market.

Module II: Debt

Malkiel's Law, Interrelationship of Bond Market and Stock market, International events and its impact on security market Risk and return in the context of Portfolio, , Common stock valuation models, Term structure of Interest Rates,Role of FII'S, DII/MF /QIB in Capital market.Participatory notes and its Impact, index formation..

Module III

Fundamental analysis-Economic &industry analysis, concept of Business Cycles, Indicators of economic prosperity, Industry analysis, Company analysis, Company valuation.DOW's Theory, Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis,Candlesicks,Market breadth analysis, Trend analysis,Elliot wave Rules Fibonacci numbers, ROC/RSI, CAPM and Fama and French challenge, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts,Other tools to Forecast the market and take Entry and exit decisions.

Module VI

Arbitrage pricing theory, Generating the efficient frontier,Efficient market theory, Valuation by PE ratio /Book value to price value analysis,Motivation for partitioning of risk, Markowitz Risk -return optimisation,

Module V

Types of Mutual Funds--SIP/ELSS, Tax Implications. , Investment Banking, Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Chandra, P.(2002), Investment Analysis, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.:(2009); Security Analysis & Portfolio Management; I.K. International

- Bhatt, S.N.:(2011); Security Analysis & Portfolio Management; Biztantra
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh;(2010); Security Analysis & Portfolio Management; MacMillan India Ltd.

Fixed Income Investment

Course Code: MBA379

L:2, T:1,P/FW:0 C:03

Course Objective: The primary objective of the course is to provide students with a solid background in fixed income securities. Upon completion of the course the student should possess the ability to demonstrate a thorough working knowledge of the analysis of fixed income securities, including basic characteristics of bonds in alternative sectors, valuation tools, and the factors that influence bond yields. The student should also be able to estimate risk and returns for fixed income investments, analyze fixed income securities with unique features, and value fixed income investments with embedded options.

Course Contents:

Module I: Basics of Fixed Income Markets and Securities

An introduction to fixed income markets, discount factors, interest rates, term structure, coupon bonds, floating rate bonds, rate of return, yield to maturity

Module II: Interest Rate Risk Management

Duration, convexity, immunization, slope and curvature.

Module III: Interest Rate Derivative

Forward rates and contracts, interest rate swaps, futures and options, use of derivatives for hedging and trading.

Module IV: Credit Risk and Credit Derivatives

Modeling credit risk, structural models, intensity modeling, default correlation, credit derivatives, Credit Default Swaps (CDS), Collateralized Debt Obligations (CDO).

Module V: Term Structure Models: Discrete Time

Risk neutral probabilities, no arbitrage pricing, interest rate models, binomial trees, American options, callable bonds, caps, floors, swaps and swaptions.

Module VI: Term Structure Models: Continuous Time

Continuous time interest rate models, market models, no arbitrage pricing, relative value trades, Monte Carlo simulation and derivatives pricing.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- Fixed Income Analysis- CFA Investment Series, Third Edition

References:

- The Handbook of Fixed Income Securities- Frank J.Fabozzi (8th Edition)

Social Banking and Microfinance

Course Code: MBA380

L:2, T:1,P/FW:0 C:03

Course Objective:

To provide a thorough knowledge of the concept of microfinance and how microfinance institutions work, including the operational aspects of an SHG/MFI. The course will be a mixture of theory and case studies. This course would go a long way in building up the financial literacy of the persons involved in microfinance and SME sector. It would also help to improve the professionalism in the microfinance industry and build capacity for the MFI sectors.

Course Contents:

Module I:

Introduction to Microfinance: The history of microfinance, why microfinance, microfinance as a development tool. Why intervene in credit market. Study of the inherent challenges of financing small economic operators like moral hazard, adverse selection, high transaction cost and information asymmetry etc. Examination of the working of an informal moneylender as a form of monopolistic competition. Composition of the Institutional Credit System (ICS) in India operating at the ground as well as apex levels; roles played by different constituents of ICS.

Module II:

Group lending vs individual lending, Roots of microfinance in India, Bangladesh, China, Latin America, Sri Lanka etc. Microfinance models in India and other countries. Microfinance products. Legal and regulatory frame work in India. Emerging Issues and challenges in microfinance sector.

Module III:

Measuring Impact of Microfinance: Study of different methodology of impact evaluation. Government programmes for microfinance: SGSY, SHG-Bank Linkage.

Module IV:

Operational aspect of microfinance: Evaluating Microfinance Institute (MFI) financial sustainability, Asset/liability management in the MFI, Productivity enhancement tools.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- **Beatriz Armendariz de Aghion and Jonathan Morduch (2005): "Economics of Microfinance", MIT Press.**
- **David Hulme and Paul Mosley (1996, : "Finance against poverty", vol. 1 & 2, Routledge.**
- **Mike Goldberg and Eric Palladini: "Measuring Risk and Creating Value with Microfinance", The World Bank.**
- **Robert Peck Christen (2010): "Banking services for the poor: Managing for financial success", Academic Foundation, New Delhi.**
- **Suresh Sundaresan (2008): "Microfinance Emerging Trends and Challenges", Edward Elgar Cheltenham, UK • Northampton, MA, USA.**
- **Research Articles as per suggestion of faculty.**

INDUSTRIAL RELATIONS AND LABOUR LAWS

Course Code: MBA324

L:2,T:1,P/FW:0 C:03

Course Objective:

The objective of the course is to acquaint students with the main provisions of labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

Course Contents:

Module I: Industrial Relations and Collective Bargaining

Industrial Relations-conceptual and legal framework, Collective Bargaining-an overview, Bargaining and Negotiating skills, Workers Participation in Management, ILO conventions, Sound Labour Management Relations, Grievance Redressal Machinery, Industrial Relations after globalization

Module II: Introduction to Labour Laws

Labour Law Origin - Purpose - Role of the State - Constitutional Provisions – Fundamental Rights and Directive Principles of State Policy

Module III: Health and Safety, Conditions of Employment

Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946. Discipline and Disciplinary Procedure

Module IV: Laws for handling Industrial Disputes and Contract Labour

Industrial Disputes Act 1947, Contract Labour (Regulation & Abolition) Act, 1970

Module V: Trade Unions

Trade Unions: Meaning, Functions, Problems, Trade Unions Act, 1926

Module VI: Wage Related Laws

Minimum Wages Act, 1948, Payment of Wages Act 1936, Equal Remuneration Act 1976, Payment of Bonus Act 1965

Module VII: Employee Benefits and Social Security related laws

Payment of Gratuity Act, 1972: Provident Fund Act 1952, Workmen's Compensation Act 1923, E.S.I.C. Act, 1948, Maternity Benefit Act 1961, The Apprentices Act 1961.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.

PERFORMANCE AND COMPETENCY MANAGEMENT

Course Code: MBA325

L:2, T:1,P/FW:0 C:03

Course Objective:

This course will help students to understand the significance of appraisal for an Organization and Individual. It will develop an understanding of various appraisal methods and measurements to manage the performances of employees. It would also provide an insight into the fundamentals of competency management.

Course Contents:

Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle

Module II: Process of Performance Appraisal

Need And Methods for Performance Appraisal, RSDQ Model, Performance Review - Reengineering Performance Appraisal System, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback.

Module III: Competency Mapping

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

Module IV: Competency Management Framework

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework

Module V: Competency mapping as a performance management tool

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Code: MBA326

L:2, T:1,P/FW:0 C:03

Course Objective:

This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

Course Contents:

Module I: The Concept of Strategy

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management

Module II: The Concept of Strategic HRM

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

Module III: Strategic HRM in Action

HR Strategy defined, Purpose, Types of HR Strategies, Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies.

Module IV: Impact of HRM on Business Performance

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations

Module V: Future trends in Strategic HRM Approaches

Career Management, Mentoring Relationship, Work-life Integration

Examination Scheme:

Components	Mid term	Others	A	ESE	Total
Weightage (%)	30	5	15	50	100

Text &References:

- Agarawala Tanuja (2007)Strategic Human Resource Management Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2002), Strategic Human Resource Development, Prentice Hall of India.

HR AUDIT AND HR INFORMATION SYSTEMS

Course Code: MBA329

L:2, T:1,P/FW:0 C:03

Course Objective:

To create an awareness among managers of recent developments in Human Resource Audit and Human Resource Information Systems (HRIS) in an organization.

Course Contents:

Module I: Human Resource Development Audit

Introduction to Human Resource Development Audit, Objective, Methodology, reasons for poor utilization and effectiveness.

Module II: Elements of HRD

HRD Strategies, HRD Styles and Culture, HRD, Structures, HRD Systems, HRD Competencies.

Module III: HRD audit implementation

Implementing HR Audit, Methodology and Issues, HRD Scorecard, HRD Audit – The Indian experiences and cases
Module I: Concept of Human Resource Information System.

Module IV: Introduction to Human Resource information system

Role of information system in human resource Decision making, Designing and Implementation of HRIS.

Module V: Managing Human Resource Information System

Organizing data, personnel audit and personnel research, Computer applications in HRM (uses and trends).

Module VI: Modules of HRIS

Modules of HRIS, Recruitment and selection, T & D, Performance Appraisal, IR & Administration Compensation Management.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- Rao T.V., HRD Audit, Response Books, Division of Sage Publications India Pvt. Ltd., 3rd Edition

References:

- Wayne F Castio, Managing Human Resources, McGraw Hill
- Pareek Udai, Pioneering HRD, TVRLS
- Pareek Udai, Designing and Managing HR Systems, TVRLS

GENERAL HUMAN PSYCHOLOGY

Course Code: MBA377

L:2, T:1,P/FW:0 C:03

Course Objective:

This course will help the students to understand the basic concepts of individual psychology from affective, behavioural and cognitive perspectives.

Course Contents:

Module I: Introduction

The science of psychology, the beginnings of modern psychology and psychology today

Module II: The Nervous System

Components of the nervous system and neural interaction

Module III: Emotions

Introduction and elements of emotions, early theories and recent theories

Module IV: Sensory Processes and Perception

Sensory Processes – introduction, information gathering; Perception and illusion -perceptual learning.

Module V: LifeSpan Development

Foundations of development, life stages: infancy, childhood, adolescence, stages of adulthood

Module VI: Memory and Intelligence

Type of memory and memory models. Intelligence and its type, general intelligence – multiple abilities.

Module VII: Personality and Social Cognition

Personality theories- psychoanalytic theories and humanistic theories- individuality, trait theories, social-cognitive theories – interpreting the world

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Baron, R. A., & Kalsher, M. J. (2001). Introduction to Psychology. Pearson Education
- Morgan, C. T., King, R. A., Weis, J. R., & Schopler, J. (1993). Introduction to Psychology, 7th Ed. Tata McGraw Hill
- Hillgard, E. R., Atkinson, R. C., & Atkinson, R. L. (1983). Introduction to Psychology, 6th Ed, Oxford & IBH Publishing
- Hewstone, M., Fincham, F., & Foster, J. (2005). Psychology, BPS Blackwell

COMPENSATION AND REWARD MANAGEMENT

Course Code: MBA378

L:2, T:1,P/FW:0 C:03

Course Objective:

To learn how compensation system operates to attract, retain and motivate competent work force.

Course Contents:

Module I: Introduction

Concept of Compensation, System of Compensating, Concept of Reward and Reward System, Economic Theory of Wages, Limitations of Economic Theories. Wage and Salary Administration at micro level, Wage concepts, Role of various parties – Employees, Employers, Unions & Government, Overview of Legislations affecting Compensation

Module II: Compensation Structure- Indian Practices

Salary Progression, Methods of Payment, Limitations of the Job Related Compensation, Competency based Compensations, Performance linked Compensations- Performance Appraisal

Module III: Elements of Compensation

Variable Compensation, Principles of reward strategy, Perquisites, Bonuses & Incentives Scope and Process, Ethical considerations, Social Security, Sharing productivity gains with employees, Gain sharing, Team based pay, The Role of Compensation in Sales force success

Module IV: Incentive Schemes / Payment by Results

Types of Incentive Schemes/ Systems and Plans, Merits and demerits of Incentives.

Module V: Benefits and Services

Concept of Benefit- Strategic Perspectives on Benefits, Type of Benefits, Factor influencing choice of benefit package, Administration of Benefits and Services.

Module VI: Current Trends in Compensation and Reward Management

Elements of Managerial Compensation- A New Approach, VRS, Pay the Person, Rewarding Excellence, Individualizing the Pay System.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- B.D. Singh (2007). Compensation and Reward Management, Excel Books, New Delhi.

References:

- Milkovich & Newman, Compensation , 8th Ed. Irwin/McGraw-Hill
- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Volume7, 1st Edition, Crest Publishing,
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)

Recruitment, Selection, Training & Development

Course Code: MBA390

L:2, T:1, P/FW:0 C:03

Course Objective: The course aims at providing theoretical and practical approaches to the recruitment, selection and training process along with up-gradation of hard and soft skills. It further focuses on the enhancement of student's ability to obtain, maintain and diversify requisite skill sets for their growth.

Module: I Recruitment & Placement

Recruitment Overview, Placement & Induction-Overview, Job Description and Specification, Job Analysis- Why, What, How, Uses, Significance, Methods and Application, Job Analysis in a job-less world

Module: II Personnel Planning & Recruiting

Employee Planning and Forecasting, Selection & the Selection Process, Recruiting, Significance, Sources etc., Developing and Using Application Forms: Application Blank, Information Technology and HR: Recruiting on Internet, The Global Talent Search

Module: III Employee Testing and Interviews

Basic Testing Concepts, Types of Tests, Psychometric Testing: BELBIN, TAT, FIRO-B, MBTI, Big Five Personality Test, Interviewing Candidates, Types and Methods of Interviews

Module: IV Training- Aims, Context, Choices & Dynamics

Training Strategy and Culture, Overview of Training Process, System and Training Need Analysis, Establishing the Objectives and Designing the Training Programme, Training Methods, Developing the Group and the Climate, Trainers and Training Styles, Post-Training Support and Evaluation/Examination of Training

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text and References:

Dessler, G., (2009), Human Resource Management, 11th ed., PHI, New Delhi.

Raymond A. Noe, (2009), Employee Training and Development, 4th ed., Tata McGraw Hill, New Delhi.

Blanchard, Thacker, (2007), Effective Training-Systems, Strategies, and Practices, 2nd ed., Pearson Education, New Delhi.

Aswathappa, K., (2008), Human Resource Management, 5th ed., Tata McGraw Hill, New Delhi.

Wexley, K. & Lathan Gary, (2002), Developing & Training HR in Organization, Prentice Hall, New Delhi.

Rao, V.S.P., (2008), Human Resource Management, 2nd ed., Excel Books, New Delhi.

International Finance

Course Code: MBA320

L:2, T:1, P/FW:0 C:03

Course Objective:

The possibility for companies to look beyond domestic markets while making the financial decisions has given new dimensions to the way these decisions are taken. This has essentially led to changes in financial environment by linking domestic markets to global markets causing unprecedented increase in opportunities as well as risks. Management in such environment requires understanding of innovative conceptual and physical tools for better financial decision-making. The course on International Finance aims at equipping the financial manager with concepts, tools that enable financial decisions making in a global market and help better achieve the objectives of the firm.

Course Contents:

Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Financial Markets and Instruments, Balance of Payments, Recent Developments.

Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Time Series Modelling, Fundamental Forecasting.

Module IV: Foreign Exchange Rate Exposure and Risk Management

Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments, Optimal International Asset Allocation.

Module VI: Finance of Foreign Trade

Income terms, foreign letters of credit, export & import finance, rules governing letters of credit, export import policy (Case Studies)

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic

- Interest Rate Options, John Wiley and Sons.
- Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.

EXPORT IMPORT DOCUMENTATION AND LOGISTICS

Course Code: MBA336

L:2,T:1,P/FW:0 C:03

Course Objective:

Trade procedures and documentation formalities are a critical part of international business management. This subject aims at imparting knowledge of trade procedures and documentation formalities with a view to enable the participants to develop a systematic approach in handling trade transaction and incidental paper work.

Learning Outcomes:

On completion of this module students will have:

- Considered the framework of export and import documentation
- Evaluated and justified the various documents for processing export and import orders
- Evaluated the legal implications in the area of exports and imports
- Assessed the various terms and conditions of export finance
- Developed the ability to critically examine the EXIM policy framework

Course Contents:

Module I: Introduction

Export Documentation Framework

Module II: Documents for processing export order and legal implications

Processing of an Export Order

INCO Terms

Foreign Exchange Regulation Act and introduction to FEMA

Module III: Export Finance and documents

Export Payment Terms

Export Finance

Forward Exchange Cover

Module IV: Central excise clearance

Customs Clearance of Export Cargo

Customs Clearance of Import Cargo

Role of Clearing and Forwarding Agents

Shipment of Export Cargo

Negotiation of Export Documents

Module V: EXIM Policy Framework

EPCG Scheme

Duty Exemption Scheme

Export Oriented Units and Export processing Zones

Exercise on Negotiation of Export Documents.

Learning Methods:

Class room lectures: Each class is intended to be approximately 60 minutes of lecture and 15 minutes in discussion. The discussion period may involve newsworthy events related to EXIM policy etc. The class will be doing *Cases* throughout the semester. Students will prepare three written cases in small groups of 4-6 students. There will be presentations also in which the student have to collect, collate and analyze the data. A few additional journal articles related to topics discussed will be made available at the Library. The latest articles on international policies on exports and imports will be distributed for discussion.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Khurana P K, 2007, Export Management, Galgotia Publications, 7th edition.
- Notes of Amity Distance Education Course for EIDL
- E. Johnson, Export/Import Procedures And Documentation (Export/Import Procedures & Documentation,2002)
- Thomas A. Cook, The Ultimate Guide To Export Management,2001
- Michael B. Stroh, A Practical Guide To Transportation And Logistics,2006
- Donald F. Wood, Anthony Barone, Paul Murphy, And Daniel L. Wardlow, International Logistics,2002

INTERNATIONAL ECONOMICS AND POLICY

Course Code: MBA340

L:2,T:1,P/FW:0 C:03

Course Objective:

Learn the significance of International Trade & Globalization; Introduction to International Economic Indicators & Terminologies; Exposure to World Economies, Transformations & Emerging markets; Visualize & cope with Global Changes in Business scenario; Understanding the role of Govt., International Institutions & Trade Policies

Course Contents:

Module I: Globalization & Emerging Trends

Theory of Comparative Advantage, Product Cycle Theory, New Trade Theory, Competitive Advantage of Nations, International Investment, FDI, FII, Major developments in World economy
Emerging Markets - China, Africa, Asia, East Europe, Latin American & Russia.

Module II: International Economic Indicators

Free Trade, BOP, GNP, GDP, Per-Capita Income, Purchasing Power, Economic/Political/Legal Systems, Debt Problem, Macro Economic Issues. Barriers–Tariff & Non Tariff, Dumping, Antidumping, Appeal and Appellate procedures, Role of State.

Module III: Global Trade & Policy

Economic, Commercial, Political, Financial, Marketing, Cultural, Legal & Policy issues & their management, Global Trade of major economies- U.S., EU, China, Japan, India, Latin America, Russia. Conflict between Industrialized & Developing Countries, Export-Import Restrictions and Promotion, Investment Policies, Relevance to India's Economy.

Module IV: WTO & Global F. I's

Evolution of GATT and WTO, Tariff Conversions, MFN, Membership, Structure, Uruguay & other Rounds, Agreement on a) Agriculture b) Trade-in-Services c) TRIMS d) Intellectual Property Rights; Dispute Settlement Mechanism Problems. Bretton Woods, World Bank, IBRD, IDA, IFC, MIGA, ICSID, IMF, ADB, EXIM Bank, Forfeiting & Project Exports

Module V: Regional Economic Integration & Economic Transformation

Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA, CARICOM, ACM, ECSCA, ASEAN, SAARC, SAPTA, Cartels, OPEC. Transformation of Europe, Russia, East Europe, China, Africa

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Schmitloft, Sweet & Maxwell (2000), Export Trade
- Rao, M.B., and Manjula Guru, WTO and International Trade, Vikas Publishing House Pvt. Ltd.
- Charles W.H. Hall, International Business, Competing in the Global Market Place, Tata McGraw Hill
- UCPDC-600, International Chamber of Commerce, Paris
- Cateora & Hess, International Marketing, Richard D Irwin Inc.
- Eitleman & Stonehill, Multinational Business Finance, Wesley Pub. Co.
- IMF References, The World Economic Outlook

WTO AND INTERNATIONAL REGULATORY ENVIRONMENT

Course Code: MBA371

L:2,T:1,P/FW:0 C:03

Course Objective:

The primary objective of this course is to provide the students with a thorough understanding of the global, economic, political and legal environment prevalent in international trade. The major focus of this course is to highlight the international norms and regulatory bodies for enhancing global trade. Finally the students will be able to analyze the various nuances associated with international trade.

Learning Outcomes:

On the successful completion of this module the student will be able to:

- Understand the concept of global and national regulatory environment in business management
- Appreciate the role of various bodies in the international regulatory environment
- Evaluate the various measures taken by different nations to regulate their business environments
- Impact of WTO agreements in regulating trade in developed and developing countries

Course Contents:

Module I: Business and its Environment

Relevance and scope of regulating International Business
Measures to regulate Trade in the advent of Globalization
Internal and External Environment
P.E.S.T.E.L Analysis

Module II: Global and National Business Environment

Relevance of Classical Theory in regulating International Trade
- Theory of Absolute Advantage and
- Theory of Comparative Cost Advantage

Theory of Competitive Advantage
Export Marketing, Pricing and Distribution
Dynamics of Extractive Economies, Developed Economies and Developing Economies
Import Substitution vis-à-vis Export Substitution

Module III: Protectionism and International Trade

Determination of Tariff
Types of Tariff & Role
Effective Rate of Protection
Welfare effect: Small nation vis a vis large nation
FTA , NAFTA, LAFTA, SAFTA, EEC, ASEAN
SEZs, EOUs, STPs ,
EXIM Policy to FTP

Module IV: International Trading Environment and Rules Governing International Trade under WTO

Multilateral and Plurilateral Trading System and the legal framework - MFN and NTC clauses
Unfair Trade Practices and Barriers to Trade (Non technical)
Agreements on Antidumping
Subsidies and countervailing measures
Pre-shipment Inspections

Module V: Measures to Regulate Trade Environment

Sanitary and Phyto Sanitary Measures

Technical Barriers to Trade, Safeguards and Rules of Origin
 Agreement on Agriculture
 Trade Related Intellectual Property Rights (TRIPS)
 Trade Related Investment Measures (TRIMS)
 General Agreements on Trade and Services
 Dispute Settlement Mechanism

Learning Methods:

Tutorials, Interactive sessions, Case studies, Field visits, Management games, Extensive research projects, Seminars, Weekend experience in companies - the course is covered by adopting a combination of lecture methods, class presentation by groups of students, self study sessions. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class. Cases are also to be analyzed, discussed in groups (teams) outside the class as preparatory work.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Exports of India's Major Products: Problems and Products, Oxford University Press, 2001, Pawan Kr Graga
- ChauhanSandeep-GATT to WTO – Deep & Deep Publication Pvt. Ltd., 2001 Edition
- VermaM.L -Foreign Trade Management in India, Vikas Publishing House, 2002
- Prasad, H Ashok, ed., Exim dynamic of service and WTO, Common Wealth Publishers, New Delhi,1996
- Mathur, Vibha, WTO and India, New Century, New Delhi, 2005
- Garg, Hema, W T O and regionalism in world trade, New Century, New Delhi, 2004
- Mattoo, Aditya, Ed., India and the WTO, Rawat Publications, Jaipur, 2004
- Das, Bhagirath Lal, WTO and the multinational trading system, Book Well, New Delhi, 2003
- Hoekman, Bernard, Development trade & the WTO: a handbook, The World press, Washington, 2002
- Bhandari Surendra –WTO and Developing Countries-Deep and Deep Publication
- Bhagirath Lal Das-An Introduction to the WTO Agreements-Third World Network and Zed Books, Anne O Krueger –WTO as an International Organisation Oxford University Press.
- Shenkar, Oded &Yadang Lou, (2004) International Business, John Wiley & Sons
- Cherunilum, Francis (2002) Business Environment Text & Cases, 12th Ed. Himalya Publishing House.
- Lori Wallach, Michelle Sforza, (1999),The WTO: five years of reasons to resist corporate globalization
- ElimmaEzeani, (2010),The WTO and its development obligation: prospects for global trade
- Bhagirath Lal Das, (2003)WTO: the Doha Agenda : the new negotiations on world trade
- T. K. Bhaumik, (2006),The WTO: a discordant orchestra
- AadityaMattoo, Robert Mitchell Stern, (2000),India and the WTO
- Asif Hasan Qureshi, (2008), Interpreting WTO agreements: problems and perspectives
- Debroy Bibek, 2005, Economic and Social Environment, Oscar Publications

International Business Strategy

Course Code: MBA372

L:2, T:1,P/FW:0 C:03

Course Objective:

International Strategy is a term used to describe strategic activities of firm operating across borders. It is a distinct area of management. 'Global' is a new replacement for the term 'International'. Hence 'International Strategy' and 'Global Strategy' are sometime used interchangeably. International Strategic Management is relatively new and dynamic discipline and requires strong relationship with other areas of management. A new strategic initiative can not be successfully implemented unless it is supported by all the other functional areas of the organization like production, finance, HR, marketing, material management and quality etc. International Strategic Management is thus deeply interwoven with other aspects of business management. The aim of this course is to give learner an understanding of theory and principles of strategic management with a wider perspective towards 'Global Strategic Thinking'. The course presents a process of developing and implementing a strategic plan within an organization for international business

Learning Objective:

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

- Understand the concepts of strategy and strategic management
- Learn its role in International Business Management
- Conduct strategic analysis for making right strategic choices
- Develop strategic alternatives
- Make right choices of strategies and effectively implement them.
- Understand contemporary thoughts and practices in strategy implementation as well as other advance issues in Strategic Management.

Course Contents:

Module I: Introduction & Basic Concepts

Introduction and Course Overview,
Concept of Strategy and Strategic management,
Nature of 'International Strategic Management',
Evolution of Strategic Management
Strategic Management Process- **strategic choices, strategy into action**, Levels of Strategy

Module II: Role of environment on strategy

Value chain analysis
External environment

- Macro & Micro environment
- Opportunities & threats
- Global business environment

Internal Environment

- Strengths & weaknesses – **strategic gaps**
- Present strategies, Capabilities & Core Competencies.
-

Module III: Vision, Mission, Business Definition, Goals and Objectives of Global Companies

Module IV: Evolution of Global Corporation

Why do firms Internationalize /Globalize,
Phases of Global strategy,
Global Strategic Planning/ Management,
Problems in IS Planning,
Corporate Social Responsibility as strategy

Module V: Global Strategic Analysis- Building strategic alternatives & choices

Porter's 5 Force Model,
 ETOP & SAP Profile,
 SWOT/TOWS Matrix, BCG, GE Nine Cell Matrix

Module VI: Formulation, Implementation, Evaluation and Control of International Strategies

Generic strategies,
 Grand strategies,
 Corporate/Business/Functional strategies,
 International strategic alliances.
 Operationalising and Institutionalizing strategy,
 Strategic leadership,
 Managing culture in a global organization,
 Strategic evaluation and control,
 Goal flow down processes,
 Balanced Score Card

Module VII: Current trends and Contemporary Concepts-

Blue ocean, White space, disruptive strategy etc.,
 Concept of strategic intent-view of Hamel & Prahalad.
 Why restructuring? Numerator and Denominator Management as expressed by Hamel & Prahalad, Turn around strategy

Learning Methods:

Various teaching and learning styles will be used in this module. Lecturing will be used in a number of classes to clarify background information. Interactive discussions will be used to help students learn from each other. Case studies will be used as a basis for reinforcing ideas, improving oral presentation skills, improving written communication skills, and develop an appreciation for team participation.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Strategic Management: A Methodical Approach, by A.J. Rowe, E. Dickel, R.O. Mason and N.H. Snyder, Addison Wesley, New York, 2003
- T L Wheelen and J D Hunger. (2000), Strategic Management, Addison-Wesley Publishing
- Pearce John A & Robinson Richard B, Strategic Management: Formulation, Implementation and Control, McGraw Hill, 11th Edition
- Johnson & Scholes, 2008, Exploring Strategic Change, Pearson Higher Education, 3rd Edition
- B. De Wit and R. Meyer 2004, Strategy-Process, Content, Context, West Publishing.
- Strategic Management Journal.
- Academy of Management Journal.
- F. Tau 1995, The responsiveness of information technology to business strategy formulation – An empirical study, Journal of Information Technology
- David Fred R (2009), Strategic Management: Concepts and Cases, Prentice Hall India, 12th Edition
- Kamel Mellahi, J George Frynas & Paul N. Finlay (2005), Global Strategic Management, Oxford University P

GROWTH PROSPECTS OF THRUST AREAS OF INDIAN EXPORTS

Course Code: MBA373

L:2,T:1,P/FW:0 C:03

Course Objective:

The course will enable the students to understand trend and composition of India's export and also the existing and potential export destination of Indian products. The course will also help the students to understand how Foreign Trade policy of India has promoted export from India.

Course Contents:

Module I: :India's Trade and Institutional Framework for Export Promotion of Thrust Sectors

India's International Trade-Present Scenario ,Future outlook, Role of EPCs and other Trade Promotion bodies is promoting Export from India; Role of EoUs, EHTPs, ,STPs, BTPs and SEZs in India's Export

Module II: Foreign Trade Policy-2015- 2020

MEIS- Market Export from India Scheme; SEIS- Service Export from India Scheme; New Initiatives for EOU's, EHTPs, STP; Incentives for SEZ, Status Holders; Make in India; Export Promotion Capital Goods Scheme

Module IV: Specific Growth Sectors – Export potential and future prospects

Gems and Jewellery; Leather and Footwear; Apparel & Textiles; Agriculture and Processed Food; Marine Products ; Engineering Sector; Pharmaceutical, Chemical and Allied Products; Handicrafts, Carpets and Handloom; IT Products; Services

Module V: Study of Specific Markets

Country Groups- USA, EU: Single market, Latin American Countries, African Countries, CIS, ASEAN

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Garg, P. K.(2002). Export of India's Major Products – Problem& Prospects, New Century Publications
- Aswathappa, K. (2012). International Business, 5thEd,McGraw Hill Education (India)
- Cherulinam,F.(2010). International Business –Text & Cases, 5thEd, PHI Learning
- Justin, P. (2014). International Business, 6thEd., Prentice Hall of India
- Foreign Trade Policy with Handbook of procedures, Appendices and aayatniryat forms, Duty drawback 2015-2020, (2015-2020 edition), Young Global Publications
- Varma, M.L., &Saxena,S.S.(2011). Thrust Sectors in India's exports, Neha Publihsers& distributors.
- Foreign Trade Policy of India 2015-20
- Annual Economic Survey of India
- Press Releases of Department of Commerce

INTERNATIONAL CROSSCULTURAL MANAGEMENT

Course Code: MBA391

L:2, T:1, P/FW:0 C:03

Course Objective:

Examine cross-cultural and international management issues; Analyze problems of managing in an international marketplace; Focuses on cultural and regional diversity and differences. The Course Contents provide exposure to the diverse management styles across the globe and impart understanding of different approaches to comparative analysis of each management style.

Course Contents:

Module I: Introduction

The Concept of International Comparative Management; Definition of Culture and impact of the culture on International Business

Module II: Modalities of Cross-Cultural Dimensions

Kluckhohn and Strodtbeck's Cultural Dimension; Hofstede's Cultural Dimensions; Trompenaars Cultural Dimensions; Hall and Hall's Cultural Dimension

Module III: Styles of Management, cross cultural diversity and its impact on the International Business

Japanese Style of Management; German style of Management; UK style of Management; French style of Management; Spanish style of Management; Style of Management of United States companies; Management Characteristics of West European Companies; Styles of Management in African Countries; Style of Management of Latin American Countries; Indian style of Management

Module IV: Competencies for Global Managers

Cross Cultural Leadership, Cultural influences on leaders and their behavioural patterns; Tackling issues and problems in international assignments, Acclimatizing expatriate employee to local culture, Identifying, grooming and motivating global Leadership, International management issues affecting women in leadership roles across cultures.

Module V: Cross-Cultural Communication & Negotiation

Cross Cultural Communication, Major barriers to effective cross-cultural communication, Perceptions & Communication difference, Techniques to overcome barriers.

Module VI: International HR Issues an Overview

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Hudgeth, R. M., Luthans, F., & Doh, J. (2008). International Management – Culture, Strategy & Management, 6th Ed., Tata McGraw Hill
- Daniels, J. D., & Radebaugh, L. H. (2007). International Business: Environment and Operations, 11th Ed. Prentice-Hall, Inc.
- Sharan, V. (2009). International Business – Concept, Environment and Strategy, 3rd Ed., Pearson Education.
- Hill, C. W. (2005). International Business – Competing in the Global Marketplace, 7th Ed., McGraw-Hill.
- Aswathappa, K., & Dash, S. (2008). International Human Resource Management, 2nd Ed., Tata McGraw Hill
- Griffin, R. W., & Pustay, M. W. (2005). International Business, 4th Ed., Prentice Hall
- Hibbert, E. (1997). International Business Strategy and Operations, MacMillan Press

- Tayeb, H. M. (2009). *International Human Resource Management – A Multinational Company Perspective*, 3rd Ed., Oxford University Press
- Pandey, J., & Sinha, D. (1996). *Asian Contributions to Cross-Cultural Psychology*, Sage Publications.
- Ansari, H. K. (1996). *Managing Diversity at Work*, Kogan Page.

RURAL MARKETING

Course Code: MBA313

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this course is to evolve students understand the growing significance of rural marketing. It highlights the emerging trends in rural marketing and points to a steep learning curve for companies eyeing rural markets in India. The peculiarities of the rural customers in India are to be studied and the students are prepared to face the future challenges of rural India.

Course Contents:

Module I

Rural Marketing an Overview, Principles of Marketing as Relevant to Rural Marketing, Evolution of Rural Marketing, Rural Marketing Mix, Profiles of Urban & Rural customers and Differences in their Characteristics, Rural Consumer Behavior. Agricultural Marketing: Marketing of Agricultural Produce, Agricultural Inputs.Contract farming

Module II

Rural Environment ,Rural Market Strategies with special reference to Segmentation , Targeting and Positioning ,Innovation for Rural Market, Products and Services in the Rural Markets, Channels of Distribution and Trade Management, Rural Retailing.

Module III

Rural Communication: Advertising and Sales Promotion Strategies and New Product launch Techniques for Rural Markets. Pricing in Rural Markets.

Module IV

Rural Market Research and Market Information System, Marketing Strategies, Policy, Sales Management Practices, Training, Motivation .Sales Quota Strategies.

Module V

Social Marketing: Corporate Social Responsibility in Rural Markets. The Future of Rural Marketing in India.Role of Govt.In Rural & Agricultural Marketing. Case Studies: ITC eChaupal, HUL Project Shakti, Sagar, DCM Haryali

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers.
- Dogra B. &Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill.
- Krishnamacharyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson Education.
- Magazines- Business World, Business India
- The Rural Marketing Journal

CONSUMER BEHAVIOUR

Course Code: MBA360

L:2,T:1,P/FW:0 C:03

Course Objective:

The course aims to explore the core concepts and theories of shopper behavior at individual, group and organizational level so that students may use these as inputs in marketing decision making.

Course Contents:

Module I

Consumer demographics, consumer life styles.Retailing implications of consumer demographics and lifestyle.Consumerprofiles.Lifestylemarketing.Environmental factors and individual factors affecting consumers.

Module II

Consumer as an Individual, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory, Brand Loyalty.

Module III

Attitude, Attitude Formation and Change.Shopping attitudes and behavior, where people shop. Consumer Buying Decision Process, types of consumer decision making. Impulse purchases and customer loyalty.

Module IV

Group Dynamics and Reference Groups, Family Decision Making, Social Class, Culture, Subculture

Module V

Opinion Leadership Process, Diffusions of Innovations, Adoption Process.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India

PRODUCT AND BRAND MANAGEMENT

Course Code: MBA361

L:2,T:1,P/FW:0 C:03

Course Objective:

In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand.

Course Contents:

Module I: Product Strategy Development

Elements of Product Strategy, Product Mix and Line decisions. Positioning Strategy, Product Strategy over Life Cycle, New Product Development Process

Module II: Introduction to Brand Management

Concept of branding, the challenges faced by brand managers, the value of a brand to customers and the organization, Branding Challenges & Opportunities, Strategic Brand Management Process

Module III: Elements to build Effective Brands

Criteria to choose brand elements, Creation of brand personality, brand personality scale, brand image sources, Brand identity dimensions

Module IV: Brand Re-vitalization

Brand & Line Extensions, Marketing Mix for Brand Extensions, Co – Branding. Upward and Downward stretching of brands.

Module V: Managing the Brand Systems

The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy Brand Awareness, Brand Loyalty, Brand Associations, Brand Recognition, Recall.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Keller K.L. (2008), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall.
- Sengupta S. (2010), Brand Positioning, Tata McGraw-Hill
- Kapferer J. L. (1994), Strategic Brand Management, Free Press

ADVERTISING AND SALES PROMOTION

Course Code: MBA362

L:2,T:1,P/FW:0 C:03

Course Objective:

This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising.

Course Contents:

Module I: Introduction to Advertising

Concept and definition of advertisement – Social and Economic Implications of advertisements, Setting advertisement objectives, Ad. Agencies – Selection and Remuneration, Types of advertisement

Module II: Advertising Planning & Strategy

Advertising Department: Objectives and functions, Role of Advertisement Agencies: Selection and Remuneration, Advertising Campaign, Budgeting Methods.

Module III: Advertising Media and Effectiveness

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Measuring Advertising Effectiveness, Creativity in Advertising, Copy Writing.

Module IV: Sales Promotion

Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions

Module V: Integrated Marketing Communication

Other Promotional Tools, Public Relations, Event Marketing, Direct Marketing, Surrogate Advertising, New Product Launches.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

MARKETING RESEARCH

Course Code: MBA374

L:2, T:1,P/FW:0 C:03

Course Objective:

The aim of this course is of providing the relevant inputs of Business Research Methods to the students so that they could study systematically various complex management problems and derive solutions for the same. Besides the course work, the students shall be required to undertake a research project incorporating the research techniques studied during the semester

Course Contents:

Module I: Fundamentals of Marketing Research

Marketing Research: Definition, Classification & Application; The role of Marketing Research in Decision Making, Marketing Information System and Decision Support System; Marketing Research Process and Problem Formulation

Module II: Research Design Formulation

Research Design: Exploratory, Descriptive and Experimental Research Designs; Measurements & Scaling: Comparative and Non Comparative Scaling Techniques; Questionnaire & Form Design, Sampling Design & Procedures

Module III: Data Collection & Bivariate Analysis

Field Work: Procedure, Errors & Remedies, Data Preparation (SPSS), Cross Tabulation, Descriptive Statistics, Analyzing Differences & Associations (Chi-Square Test, ANOVA, T-test, Correlation & Regression Analysis)

Module IV: Multivariate Data Analysis

Testing Assumption for Multivariate Data Analysis & Preparing Data for Analysis; Multivariate Data Analysis Techniques – Multiple Regression Analysis, Factor Analysis, Conjoint Analysis, Cluster Analysis. Discriminal Analysis, Multidimensional Scaling

Module IV: Research Report

Importance of Report Presentation, Report Preparation and Presentation Process, Report Format, Report Writing, Ethics in Marketing Research

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Malhotra, N., & Dash, S. (2013). Marketing Research – An Applied Orientation, 6th Ed, Pearson India.
- Churchill, G. A., Iacobucci, D., & Israel, D. (2012). Marketing Research - A South Indian Perspective, 6th Ed, Cengage Learning.
- Beri, G.C. (2010). Marketing Research, 4th Ed, McGraw Hill, India
- Nargundkar, R., (2010). Marketing Research: Text & Cases, 3rd Ed, Tata McGraw Hill

Software:

- PASW (SPSS) 18.0 is required for analyzing the data for marketing research.
- The software is available in the computer lab.

RETAIL AND MALL MANAGEMENT

Course Code: MBA375

L:2, T:1,P/FW:0 C:03

Course Objective:

The primary objective of the course is to develop fundamental competencies in retail and mall management. The course is designed to prepare students for positions in the FMCG/Pharmaceutical/Electronics/Consumer Durable/Fashion/Apparel retail businesses or positions in the real estate companies with additional interest in mall management. The course also benefit students interested in starting their own entrepreneurial retail operation. Additionally this course aims at familiarizing students with emergence of malls as a new format of market with emphasis on mall management principles and practices.

Course Contents:

Module I

Concept of retailing, Current retail scenario (Global and in Indian), Growth of retail business / Outlets in India. Key drivers of retailing in India, Evolution of retailing in India, Organized retailing in India, Retail Formats and their Characteristics viz. Location, space / layout, merchandise, Customer profile etc. Store based and non-store formats of retailing, Issues and challenges of retailing in India.

Module II:Store Planning, Design and Layout

Various location alternatives and their advantages/disadvantages, Location mapping, Location parameters, Site selection and their suitability vis-à-vis various retail formats ; Store design, atmospherics and the Retailing Image Mix: (employees, merchandise, fixtures, sound, odour, visual, type, density etc.), The space mix: (Single goods, convenience goods, impulse purchase merchandise), The effective retail space management: (Store Layout: the circulation path).

Module III: Store Operations

POS (Point of Sale) / Cash process, Customer service and accommodation, Retail selling process, Retail floor and shelf management, Retail accounting and cash management, Merchandise and category management. Visual merchandising and displays, Retail technology and retail automation, POS and Back-end Technologies.

Module IV: Mall Phenomenon

Defining shopping mall, How shopping mall differs from other retail formats in characteristics such as Location, Space / Layout, Merchandise, Customer Profile, Niche, Conveniences, Shopping Centre / Mall Location: Existing mall traffic, Clean environment, Designated parking area, Medium to high rental cost, Strengths and Weaknesses of the Mall format; Licenses and Permits for mall operations.

Module VI: Mall Management

Positioning the Mall, zoning – formulating the right tenant mix and its placement in a mall, promotions and marketing, facility management – infrastructure, traffic and ambience management, finance management. Lifestyle centres and their management, Indian scenario of mall management practices.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Michael Levy, Barton A Weitz and Ajay Pandit, (2008), Retailing Management, Tata McGraw Hill
- R Vedamani&Gibbson, (2008), Retail Management: Functional Principals and Practices, Jaico publications
- Patrick M. Dunne & Robert F Lusch, (2002), Retail Management, Cengage Learning

- Berry Berman & Joel R. Evans, (2009), Retail Management – A Strategic Approach, Pearson Education

Learning Resources:

- Images Retail magazine
- Cygnus Report on Retail Sector
- CII Report on Retail Scenario in India
- Images Malls in India
- Images Year Book

DIGITAL MARKETING

Course Code: MBA376

L:2, T:1,P/FW:0 C:03

Course Objective:

This course has been designed with an objective to familiarize students with key aspects of digital marketing. The course aims to provide working knowledge in digital marketing domain and help students to develop an understanding of the framework within online marketing businesses and its operations.

Course Contents:

Module I: Introduction

Introduction to Digital Marketing; Objectives of Digital Marketing; Marketing in Digital Economy; Influential Digital Subcultures; Digital Marketing Strategy;

Module II: Search Marketing & Search Advertising

Search Engine Optimization; Organic & Paid Search Results; Overview of Google AdWords; Keyword Research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page & Off-page optimization; Search Advertising: Basic Concepts; Elements of Search Ad; Managing Pay Per Click Process

Module III: Social Media Marketing& Digital Display Advertising (DDA)

Different Social Media Channels; Social Media Marketing (SMM) Process; Managing and Analyzing SMM Process; Key Stakeholders in Digital Display; Managing DDA Process

Module IV: Email & Mobile Marketing

Email Strategy & Planning; Advantages & Challenges of Email Marketing; Managing Email Marketing Process; Understanding Mobile Marketing; Mobile Messaging Channels; Mobile Commerce; Managing Mobile Marketing Process

Module V: Affiliate & Video Marketing

Affiliate Marketing: Basic Concepts, Building Blocks of Affiliate Marketing; Video Marketing: Basic Concepts, Video Production & Promotion; Content Marketing: Basic Concepts, Strategic Building Blocks of content Marketing

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & Reference Books

- Ian Dodson (2016), The Art of Digital Marketing, 1st Edition, Wiley
- Stokes, B., (2013), E-marketing: The essential guide to marketing in a digital world, 5Edition, Quirt E-marketing Pvt Ltd.
- Kotler, P., Kartajaya, H., & Setiawan, I.,(2017), Marketing 4.0: Moving from Traditional to Digital, 1st Edition, Wiley
- Chaffey, D., & Smith, PR., (2008), E-marketing Excellence, 3rd Edition, Elsevier

SALES MANAGEMENT

Course Code: MBA392

L:2, T:1, P/FW:0 C:03

Course Objective:

This course has been designed to help students learn sales management concepts and how to apply them to solve business problems and to function as effective managers. It deals with all important back end management of sales and front end personal selling issues with a view to handle the situations professionally and improve the outcome with result orientation.

Course Contents:

Module I

Changing world of Sales Management and Professionalism in sales. Classification of Personal Selling approaches. Sales jobs, Qualification and skill required for success. Organizational buyer behavior and buying situations. Contrasting Transactional and Relationship Selling models, Sales Teams. Sales management Process. Developing Sales Management Strategy / Objectives and Sales Force Roles

Module II

Recruitment planning process: Job analysis, description, qualifications, buyer's perspective and methods of locating prospective candidates. Selection: Application forms, Types of Interviews, Testing and Validating the hiring process. Sales Training: Determining training needs, Training analysis, Methods of Evaluating sales Training and building a sales training program. Instructional methods used in training.

Module III

Motivation and the reasons for motivating sales people. The Process of Motivation. Factors affecting the motivation of the Sales Person. Sales force compensation. Components of compensation and their purpose. Comparison of various compensation plans. Optimizing sales compensation: Designing a Compensation Plan.

Module IV

Sales territory; Reasons for establishing or revising Sales Territories, Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory. Sales quotas; Objectives in using Quotas, Types of Sales Quotas and Quota setting procedures. Reasons when not to use Quotas

Module V

Personal Selling process: Prospecting: Developing a prospect base, Strategic prospecting, Sources of prospects, common causes of customer attrition, Preparing a prospect list and organizing information. Planning the initial sales call and approach: Pre call information on the Buyer and Organisation, Call Objectives, Planning the approach. Sales Presentation techniques: Types of presentation techniques, Presentation sequence, Adoptive Selling Model. Demonstrations: Demonstration plans, actions, custom fitting demonstrations, use of sales tools. Handling customer objections: types of objections, types of close, Trial Close. Closing the sales.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Still, R. R., Cundiff, E. W., & Govoni, N. A. P. (2009), Sales Management, Decisions, Strategies and Cases, Prentice Hall of India
- Ingram, T. N., Laforge, R. W., Avila, R. A., Schepker Jr., C. H. Williams. (2009). Analysis and Decision Making, Segment Books
- Dalrymple, D. J., Cron, W. L., & DeCarlo, T. E. (2003). Sales Management, John Wiley & Sons Inc.
- Futrell, C. M. (2010). Fundamentals of Selling. Tata McGraw Hill

- Manning, G. L., Ahearne, M., & Reece, B. R. (2011). *Selling Today*, Prentice Hall of India.

INDUSTRY & COMPANY ANALYSIS - I

Course Code: MBA397

L:2, T:0, P/FW:0 C:02

Course Objective:

The course is designed to give the student basic understanding about various industries such as market structure, trends of key indicators, major players and other important dimensions.

Course Contents:

Module I

The student needs to submit a detailed study report (on the prescribed format) and present their findings on the chosen industry from the following. The discussion will lead to understanding of basic functionality of various industries, trends of key indicators, products and players & other important decisions.

Agriculture and Allied Industries	FMCG	Pharmaceuticals
Automobiles	Gems and Jewellery	Power
Aviation	Healthcare	Railways
Banking	Infrastructure	Real Estate
Cement	Insurance	Renewable Energy
Consumer Durables	IT &ITeS	Retail
Ecommerce	Manufacturing	Telecommunications
Education and Training	Media and Entertainment	Textiles
Financial Services	Metals and Mining	Tourism and Hospitality
	Oil and Gas	

Module II

The student needs to submit a detailed study report (on the prescribed format) and present their findings on the chosen company from the following industries. The discussion will lead to understanding of major players in various industries, their competitive position in the industry.

Agriculture and Allied Industries	Pharmaceuticals
Automobiles	Power
Aviation	Tourism and Hospitality and Hospitality
Banking	
Cement	
Consumer Durables	
Ecommerce	
Education and Training	
Financial Services	
FMCG	
Gems and Jewellery	
Healthcare	
Infrastructure	
Insurance	
Renewable Energy	
Retail	
Telecommunications	
Textiles	
Railways	
Real Estate	
Metals and Mining	
Oil and Gas	

Important Frameworks: Porter's Five Forces, Strategic Group Analysis, PESTEL Analysis, SWOT Analysis, Value Chain Analysis, Ratio Analysis; Trend Analysis

Evaluation:

Components	Report	Presentations	Continuous Assessment	Attendance	Viva	EE
Weightage (%)	25	25	25	05	20	NA

TECHNOLOGY MANAGEMENT

Course Code: MBA 393

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this course is to introduce the concepts and importance of technology management. The course seeks to emphasize further their strategic role and aspects of implementation in organisations.

Course Contents:

Module I: Strategy and technology

Introduction; Overview of technology and innovation management; Business cycles and technology waves; Continuous and breakthrough technologies; Technology as entrepreneurial advantage; Technology leadership and followership; Strategic technology attitudes and processes; Value dynamics in technology and innovation

Module II: Technology forecasting, acquisition and absorption

Technology S-curves; Forecasting market conditions; Rates and directions of technological change; Technological discontinuities; Acquisition processes: technology sourcing and transfer, collaboration, alliance; Innovation management at organisation and nation level; Redesigning organisational structures and processes; Technology diffusion characteristics and overcoming barriers

Module III:

Module IV:

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Afuah, (2008), Innovation Management, New Delhi: Oxford University Press
- Burgelman, Christensen, and Wheelwright, (2009), Strategic Management of Technology and Innovation, Tata McGraw-Hill
- Ettl, (2009), Managing Innovation: New Technology, New Products and New Services, Elsevier India,
- Maithal and Seshadri, (2007), Innovation Management, New Delhi: Response Books
- Narayanan, (2009), Managing Technology and Innovation for Competitive Advantage, Pearson Education
- Rastogi, (2009), Management of Technology and Innovation, New Delhi: Response Books
- Schilling, (2007), Strategic Management of Technological Innovation, New Delhi: Tata McGraw-Hill
- Tidd, Bessant, and Pavitt, (2006), Managing Innovation, New Delhi: Wiley India
- Trott, (2008), Innovation Management & New Product Development, New Delhi: Pearson Education
- White and Burton, (2007), Management of Technology and Innovation, The, Cengage Learning
- Cetindamar (2010), Technology Management, Palgrave Macmillan
- Khalil (2010), Management of Technology, Tata McGraw-Hill

BUSINESS COMMUNICATION - III

Course Code: BSC311

L:1,T:0,P/FW:0 C:01

Course Objective:

'Actions speak louder than words.' Every business communicator needs to understand the nuances of 'body language and voice.' This course is designed to enable the young Amitian to decipher the relevance of Kinesics, Proxemics and Para Language that cater to the fundamental requirements of effective business presentations and speeches.

Course Contents:

Module I: Non-Verbal Communication

Principles of non- verbal communication

Kinesics

Proxemics

Paralanguage and visible code

Module II: Speaking Skills

Pronunciation drills (Neutralizing regional pulls)

Conversational English

Guidelines to an effective presentation

Module III: Interviews and GDs

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford

BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)

Course Code: BSS311

L:1,T:0,P/FW:0 C:01

Course Objective:

This course aims to enable students to:
Understand the concept and building of teams
Manage conflict and stress within team
Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group
Effective Team Mission and Vision
Life Cycle of a Project Team
Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team
Sociometry: Method of studying attractions and repulsions in groups
Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building
Stages of team growth
Team performance curve
Profiling your Team: Internal & External Dynamics
Team Strategies for organizational vision
Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations
Self Authorized team leadership
Causes of team conflict
Conflict management strategies
Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values
Pragmatic spirituality in life and organization
Building global teams through universal human values
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

Text&References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, Viva books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - III

Course Code: FLN 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Module é 6

Module C: pp. 89 to103 Module 7

Contenu lexical: Module 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Module 7: Cultiver des relations

1. maîtriser les actes de la communication sociale courante
(Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier,
s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - III

Course Code: FLG 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or "Referat" – neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C – Project + Presentation I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – III

Course Code: FLS 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

Module II

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español, EnDirecto I A
- Español Sin Fronteras -Nivel Elemen

CHINESE – III

Course Code: FLC301

L:2, T:0, P/FW:0 C:02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills, Dialogue practice, Observe picture and answer the question., Introduction of written characters. Practice reading aloud, Practice using the language both by speaking and by taking notes.

Character writing and stroke order

Module II

Measure words, Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight., Directional words – beibian, xibian, nanbian, dongbian, zhongjian., Our school and its different building locations., What game do you like? Difference between “hii” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa

Human body parts.

Not feeling well words e.g. ; fever, cold, stomach ache, head ache.

Use of the modal particle “le”

Making a telephone call Use of “jiu” and “cal” (Grammar portion)

Automobiles e.g. Bus, train, boat, car, bike etc.

Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”

“Mei” the demonstrative pronoun e.g. mei tian, meinian etc.

use of to enter to exit Structural particle “de” (Compliment of degree). Going to the Park. Description about class schedule during a week in school. Grammar use of “li” and “cong”. Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke. Please speak slowly Praise – This pictorial is very beautiful

Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc. Talking about studies and classmates Use of “it doesn't matter” Enquiring about a student, description about study method.

Grammar: Negation of a sentence with a verbal predicate.

Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

Entrepreneurship and New Venture

Course Code: MBA353

L:2, T:1, P/FW:0 C: 03

Course Objective:

The course will help the students to acquaint with the special challenges of starting new ventures, introducing new product and service ideas. To enable students understand entrepreneurship, its relevance and importance in the 21st century. To enable students understand the role of entrepreneurial leadership plays in the nurturing and growth of a startup

Course Contents:

Module -I:Entrepreneurship: Entrepreneurship: meaning, importance of entrepreneurship, concepts, Characteristics, classifications of entrepreneurship, problems faced by entrepreneurs in India. Role of Entrepreneurship in economic development –Start-ups.

Module -II:Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities. Marketing considerations- selecting the target market, market strategy. Pricing strategies and marketing of services

Module -III:Project Formulation and Appraisal: Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Examination Scheme:

Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

Text & References:

1. Robert.D.Hisrich, MethewJ.Manimala, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill Education, Ninth Edition, 2017
- 2.Rajeev Roy, Entrepreneurship, Oxford University Press, Seventh Impression 2016
- 3.Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
4. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
5. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
6. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
7. Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, 1/e, Pearson, India.
8. Kuratko, D.F., and T. V. Rao, Entrepreneurship: A South-Asian Perspective, 1/e Cengage Learning

E-Commerce and Online Business Model

Course Code: MBA331

L:2, T:1, P/FW:0 C: 03

Course Objective

This course will provide the students with an analytical and technical framework to understand the emerging world of e-commerce. e-commerce poses both a challenge and an opportunity for managers. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models. They need to develop a basic understanding of how electronic business differs from “real” business settings. They also need to acquire a hands-on knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments.

Course Contents:

Module1: Introduction

Electronic Commerce (Overview, Definitions, Advantages, Issues & Constraints, Features), Myths allied with E-Commerce, E-Commerce Vs E-Business, Role of E-Strategy, Value Chain in E-Commerce, E-Commerce Business Models, Managerial Prospective in E-Commerce

Module 2: E-Business revenue model and Selling to Consumer online

Revenue Models, Revenue Strategy Issues, Web marketing strategy, Communicating with different market segment, Advertising on the web, E-Mailing marketing, Technology –Enabled Customer Relationship Management (E-CRM), Creating and Maintaining Brands on the Web, Search Engine Positioning and Domain names.

Module 3: Selling to Business online

Introduction, Purchasing, Logistics and support activities, Electronic Data Interchange, Supply chain Management using Internet Technology, Electronic Marketplace and Portals, Virtual Communities-Mobile Commerce and Online Auctions.

Module 4: Technologies for Electronic Commerce

E-Business Law and Taxation, Electronic Commerce Software for small, midsize and large business, Online Security, Online Payment System-E-Cash, E-Wallet, Stored value cards, Internet Technology and Banking Industry, Criminal Activity and payment System.

Module 5: Implementation E-Business Initiatives

Identifying Benefits and Estimating Cost of Electronic Commerce Initiatives, Strategies for developing E-commerce web site, managing e-commerce Implementations. Knowledge Management and ERP(Enterprise Resource Planning).

Module 6: How Internet companies use digital business model

Business Plan Presentation and Demonstration “Materializing e-Business: From Idea to Realization”, concept of the Digital Business Models to analyze how Apple, Google, Facebook, Amazon and several other internet-era incumbents are using digital business models to create, deliver, capture and defend value.

Examination Scheme:

Components	Class Test	Project	Lab Assignment	Attendance	EE
Weightage (%)	15	20	10	5	50

Text & References:

Text:

- Gary P. Schneider, E-Commerce: Strategy, Technology and Implementation, 9th ed. (2012), Cengage Learning.

References:

- Bajaj ,Kamblesh and Nag Debjani , E-Commerce: The Cutting Edge of Business , 1st ed.(2000).McGraw Hill
- Joseph P.T. and S.J., E-Commerce: An Indian Perspective, 3rd ed. (2008).PHI
- Electronic Commerce – A manager’s Guide, Ravi Kalakota& Andrew B. Shinston, PearsonEducation.

- Electronic Commerce - Technologies & Applications, Bhaskar Bharat, Tata McGraw Hill.
- Global E-Commerce, University Press, J. Christopher & T.H.K. Clerk.

Digital Marketing Strategies

Course Code: MBA332

L:2, T:1, P/FW:0 C: 03

Module 1: Fundamentals of Digital Marketing
Introduction to Digital Marketing
Evolution of Digital Marketing
Digital Marketing Framework
Value Chain Digitization
Module 2: The Digital Economy
The Connected Customer
The Influential Digital Subculture
Marketing in the Digital Economy
Industry Archetypes and Best Practices
Module 3: Digital Marketing Strategy Development
Digital Marketing Assessment Phase
Digital Marketing Strategy Definition
Digital Marketing Communication & Channel Mix
Digital Marketing Operation Set up
Module 4: Digital Marketing Strategy Execution
Basic Elements of Digital Campaigns Management
Implementing Intent Based Campaigns
Implementing Brand Based Campaigns
Managing Digital Implementation Challenges
Module 5: Digital Marketing Landscape
Digital Marketing – Global Landscape
Digital Marketing – The Indian View
Digital Marketing – Emerging Trends & Concepts
Career in Digital Marketing

Textbooks

- A. Bhatia, P. S., (2017), Fundamentals of Digital Marketing, Pearson
- B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

Digital Branding and Engagement

Course Code: MBA333

L:2, T:1, P/FW:0 C: 03

Course Objective:

Module 1: Digital Branding in Perspective
Introduction to Digital Branding
Digital Branding Vs. Digital Marketing
The Strategic Role of Digital Branding

Understanding Paid, Owned, Earned Media
Module 2: Building Consumer Engagement
Introduction to Consumer Engagement; Levels of Engagement
Participation Branding & Engagement
Understanding and Building Brand Advocacy
Branded Mobile Apps
Module 3: Building Brand Attraction & Curiosity
Understanding Humans Using Social Anthropology
Building Six Attributes of Human Centric Brand
Building Brand Curiosity with Content Marketing
Module 4: Building Brand Commitment & Affinity
Omnichannel Marketing for Brand Commitment
Omnichannel Marketing Process
Enhancing Digital Experience with Mobile Apps
Providing Solutions With Social CRM
Driving Desired Behavior with Gamification
Module 5: Digital Brand Strategy & Measurement
Measuring Digital Branding
Digital Branding Dashboard
Digital Engagement Scorecard

Examination Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	15	30	50

Textbooks

- A. Rowles, D. (2017), Digital Branding: A Step by Step Guide to Strategy, Tactics, Tools and Measurement, Koganpage
- B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

Digital Marketing Analytics

Course Code: MBA334

L:2, T:1, P/FW:0 C: 03

Course Objective:

Module 1: Introduction to Digital Analytics
Overview of Digital Media Landscape
Understanding Digital Analytical Concepts
Overview of Analytical Tools
Module 2: Analyzing Intent
Social Media Listening
Search Analysis
Audience Analysis
Module 3: Analyzing Engagement

Content Analysis
Engagement Analysis
Mobile Analysis
Module 4: Web Analytics
Standard Web Metrics
Bounce Rate
Exit Rate
Conversion Rate
Module 5: Leveraging Digital Analytics
Measuring Return on Investment
Understanding Digital Influence
Improving Customer Services
Building & Delivering Reports

Examination Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	15	30	50

Textbooks

- A. Hemann, C., Burbary, K. (2019), Digital Marketing Analytics, Pearson Education
- B. Kaushik, A., (2010), Web Analytics 2.0 The Art of Online Accountability & Science of Customer Centricity, Wiley

AI Technologies

Course Code: MBA385

L:2,T:0,P:1/FW:0 C:03

Module I: Introduction to AI

Introduction to Artificial Intelligence, categories of common business problems, Employing AI in Business.

Module II: Data Sources

Data Sources (Social Media networks, Business/ Transaction Systems, Government/ Administrative systems, Ubiquitous system), Knowledge Acquisition and representation (Azure ML, Google Cloud, AIML services through AWS anyone can be used).

Module III: Decision Making processes

Decision Making processes

Module IV: Value creation

Value Creation and Competitive Advantage Models, The Role of Data, Information and Knowledge in Value Generation

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Big Data Analytics

Course Code: MBA386

L:2,T:0,P:1/FW:0 C:03

(1) Introduction to Big Data, Big data Analytics

Definition of Big Data, Applications of Big Data, Data Science and its application,

(2) Data Lifecycle: Data Deployment Approach, Internal data management process, big data internal advancements, maturity gap, Data Science application to Business Key Data Challenges to Strategic Business Decisions

(3) Data Security, Ethics, issues related to data ownership, Fair data treatment, Proper data management in special cases (Merger, Growth, Acquisition etc.), emerging Markets

(4) Data Analytics for Big Data-Data Presentations, Descriptive statistics, Introduction to various big Data tools and Techniques, Big Data Modeling and Management Systems

(5) Future Data Trends

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Books:

1. Big Data Analytics: A Management Perspective, **Corea**, Francesco, 2016
2. HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)
3. Business Analytics for Managers, Jank, Wolfgang, 2011

Business process Automation

Course Code: MBA387

L:2,T:0,P:1/FW:0 C:03

Course Description: This Course is designed to offer learners an introduction to intelligent machines, business processes and related applications in the business world. Learners would be introduced to technologies like Artificial Intelligence, Machine Learning, Big Data, IoT and Robotics, enabling intelligence in machines and helping to automate business Processes. Learners will gain insights into how data can be used to bring automation and intelligence in machines thereby helping to create autonomous processes and devices.

Learning Outcome

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

1. Discuss insightfully role of Artificial Intelligence, Machine Learning, IoT, Robotics and Data science in design and development of Intelligent Machines
2. Consider the opportunities and challenges brought about by Intelligent automation
3. Analyze case studies pertaining to application of Intelligent Machines and automation in business
4. Propose and Evaluate use-cases involving Artificial Intelligence, IoT, Robotics and Automation considering economic, social, sustainability and ethical aspects

Module 1: Detailed Process Mapping for Implementation

What is the difference between an analytical and an implementable process model? How are graphical models translated to XML? How do computers understand processes? Components of Workflow Models From BPMN to BPEL.

Module 2: Technology Platforms for Process Automation

Support processes with IS, What are the components of a process-aware application? BPMS and Workflow Systems Components and Architecture

Module 3: Process Implementation and Roll-Out

How do you change the way people work? Change Management , Process Implementation Alternatives: Manual Implementation, Workflow & Business Process Management Systems, Complex Adaptive Work Systems, Process Outsourcing

Module 4: Managing the Run-Time, Business Activity Monitoring

How do we capture decision-making activities? BPMS and BRMS, Decision Rules and Decision Tables, SBVR, How do you ensure that the best performer does the job? Organization models: Task allocation strategies, Mobile performers External Participants

Module 5: Post-Execution Evaluation and Continuous Improvement

Process Metrics, Business Activity Monitoring, Process Dashboards Business Intelligence based on Process Data, Process Audit Logs Data Mining based on Process Data, Mining of Process Structures from Logs Frequencies and probability distributions, Attributes of process simulations, Design of simulation models

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

DATA SCIENCE PRODUCTS

Course Code: MBA388

L:2,T:0,P:1/FW:0 C:03

Course Objective: The course will help the students to understand the data science, its properties and various related behaviors which they can use to develop their data science applications for solving real world problems.

Course Contents

Module-I

Concepts of Data science products, their benefits, and challenges, Steps to build a data science product from planning, demand analysis, features to deployment. Identify the domain where data science product can benefit the society.

Module-II

Tools available for Data Science product development. R Shiny for data science product development. Static and dynamic data science products. Dashboards as a data science product. Build Shiny app, Standalone apps, Interactive documents, Dashboards, Gadgets, Backend, Reactivity, Frontend, User interface, Graphics & visualization, Shiny extensions, Customizing Shiny.

Module-III

No-code AI will make AI/ML accessible, Augmented Analytics to transform Business Intelligence, AI-powered Automation, Artificial Intelligence (AI) for Cybersecurity and Data Breach, Smart Cities, Smart healthcare, Smart retail, etc.

Module-IV

AI-powered chatbots, Conversational AI, or AI-powered chatbots, improves the reach, accessibility, and personalization of the consumer experience. Conversational AI solutions, according to Forrester, result in improved customer service automation.

Module-V

3 Real world case studies

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text and References:

- Emmanuel Ameisen. Building Machine Learning Powered Applications: Going from Idea to Product 1st Edition. O'Rielley Publishing.
- Hadley Wickham, and Garrett Grolemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley
- Brett Lantz. Machine Learning with R: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.

DISSERTATION

Course Code: MBA455

L:0,T:0,P/FW:18 C:09

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Selecting the Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialization.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between ‘dissertation topic’ and ‘dissertation title’. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:

- relevant to business, defined broadly;
- related to one or more of the subjects or areas of study within the core program and specialisation stream;
- clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
- of value and interest to you and your personal and professional development.

Planning the Dissertation

This will entail following:

- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Work out various stages of dissertation
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The Dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan

- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.
- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.
- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.

Keeping records

This includes the following:

- Making a note of everything you read; including those discarded.
- Ensuring that when recording sources, author’s name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: **Executive Summary**
- Next is the 'acknowledgements'.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross-references with your text. For articles from journals, the following details are required e.g.

Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

The Layout Guidelines for the Dissertation

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

Guidelines for the Assessment of the Dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

1. Has the student made a clear statement of the objective or objective(s).
2. If there is more than one objective, do these constitute parts of a whole?
3. Has the student developed an appropriate analytical framework for addressing the problem at hand.
4. Is this based on up-to-date developments in the topic area?
5. Has the student collected information / data suitable to the frameworks?
6. Are the techniques employed by the student to analyse the data / information appropriate and relevant?
7. Has the student succeeded in drawing conclusion form the analysis?
8. Do the conclusions relate well to the objectives of the project?
9. Has the student been regular in his work?
10. Layout of the written report.

Examination Scheme:

Contents & Layout of the Report	30
Conceptual Framework	10
Objectives & Methodology	15
Implications & Conclusions	15
Viva/ Presentations	30
TOTAL	100

AGRICULTURAL RISK MANAGEMENT

Course Code: MBA405

L:2,T:1,P/FW:0 C:03

Course Objective:

Risk and uncertainty are inescapable factors in agriculture. Farmers are confronted with risks not only in making short-term production and marketing decisions, but also with long-term investments decisions. Various types of risk such as climatic risk, market risk, government-influenced institutional risk, personal or human risk. All these risks constitute business risk, which is further related to financial risk. Risk management is the systematic application of management policies, procedures and practices to the tasks of identifying, analysing, assessing, treating and monitoring risk. It is a way for an organization to balance the chances of serious losses against the opportunities for profit-making. This course is designed mainly to provide better understanding of various types of risks faced by the farmers as well as agri-entrepreneurs both at the farm and community level and develop various strategies for its management.

Course Contents:

Module-I

Concept and meaning of agricultural risk and uncertainty, Risk Management for Farmers, Principal Risk, Risk Management at the Farm Household Level, Risk Management at Community Level,

Module-II

Production Risk, Technological Change, Risk and Poverty Risk Coping Strategies of the Rural Poor, Risk Management Strategies: Risk Avoidance, Risk-Spreading Technologies,

Module-III

Risk Mitigation, Risk Coping Mechanism, Limits to Risk Coping,

Module-IV

Risk Measurement, Climatic Change and Yield Variability, Assessment of Effects of Climatic Variations on Agriculture, Rainfall Risk Measurement,

Module-V

Designing Agricultural Risk Management Products/ Programmes, Agricultural Risk Insurance Programme in India, Comprehensive Crop Insurance Programme, Estimation of Crop Losses, Calculation of Premiums, payment of compensation, etc.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Risk Management-State of Indian Farmer, Bharat Ramaswami, Shamika Ravi, S.D. Chpora, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, 2004
- Rural Poverty, Risk, and Development, Marcel Fafchamps, Edward Elgar, Northampton, MA, USA, 2003
- Alan Miller, et. Al. Department of Agricultural Economics, Purdue University, September 2004
- Summary Proceedings of A Workshop on cereal Variability, IFPRI, Edited by P.B.R Hazell
- Rainfall and Risk in India's Agriculture, Evert Jan Bakker, Volters-Noordhoff, Groningen, The Netherlands, 1992
- Agricultural Risk Insurance Programme in India: Policy Ministry of Agriculture, Government of India: Policy Paper

FOOD PROCESSING MANAGEMENT

Course Code: MBA406

L:2, T:1,P/FW:0 C:03

Course Objective:

The key objective of this course is to acquaint the students with upcoming Food Processing Industry and need and scope of effective decision-making for least cost combination of output with reference to purchase, storage and flow of materials in manufacturing and service organizations; cost reduction techniques in pre-purchase, purchase and post purchase systems; modern material planning and delivery systems, material handling and logistics systems.

Course Contents:

Module I: Overview of Food Processing Industry

Present status of food processing industry (FPI) in India; organizational structure of FPI; MOFPI, major dimensions of FPI; risk management in FPI; unit operations of FPI

Module II: Applications of Food Safety Management in Food Processing Management

Components of Food Safety Management of Crops, Livestock, Fisheries and Meat products, Food Safety Administration Management in Food Supply Chain, Social Food Safety Management, Sanitation in food supply, Food Traceability System, Practices in wholesale and retail food supply, International Food Traceability System, Statute of Food Safety Administration, Food Hazards, Business Models in Food Supply Chain, Food Safety Risk Communication; Food Hygiene, Basic Food,

Module III: Practices in Food Manufacturing

laws and regulation related to food industry;, Food Plants, Installation of Food Plants, Plant Principles & Logistics, Advanced Technology of Food Supply Chain,

Module IV: Quality Control Practices in Food Processing Management

Supply Chain quality management in food industry-quality standards and ISO: principles of food preservation and' processing; protection of food during storage, and transportation; packaging distribution of food products;

Module V: Case Studies on Project Formulation

Dairy products, Edible oils industry, fruit and vegetables processing, milling-pulse, cereals etc

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- *Peter Fellows Food Processing Technology: Principles and Practice* Wood head Publishing, 2000
- Berit Mattsson, Ulf Sonesson Environmentally-friendly food processing Wood head Publishing, 2000
- Food Processing Work Management by Green and Krammer; CBS Publication
- Principles of Food Sanitation by Mariett NG; CBS Publication
- Food Preservation by SK Kulshrestta, Vikas Publishing House, New Delhi
- Fundamentals of Food and Nutrition by Sumati R. Mudambi& MV Rajagolap, New Age International Pvt. Ltd. New Delhi
- Food Processing and Preservation by Bibliography Sivasankar, Prentice Hall of India Pvt. Ltd., New Delhi
- Managing Food Processing Industries in India by U.K. Srivastva
- Microbiological Safety of Processed Foods by Crowther
- Food Poisoning & Food Hygiene by Hobbs
- Drying & Storage of Grains & Oilseeds by Brodoker

References:

- www.modernfoodprocessing.in

MARKETING MODELS IN AGRIBUSINESS

Course Code: MBA408

L:2, T:1, P/FW:0 C:03

Course Objective:

A model is simply a representation. Models characterize either what currently exists in fact, or what might exist in the future. Marketing models represent such operations as an existing product distribution system; a consumer's value structure, consumer preference modelling for product choices, or the effects of advertising on consumer awareness, knowledge, attitudes, or intention to purchase. The purpose of a model is typically to provide the manager with a guide for evaluating the effect of a set of input variables. The major objectives are:

- To understand the role of analytical techniques and computer models for enhancing marketing decision making in modern enterprises
- To improve skills in viewing marketing processes and relationships systematically and analytically
- To demonstrate the value of marketing models in real managerial contexts
- To apply the modeling techniques to real marketing decision problems.

Course Contents:

Module I

Introduction to Marketing Decision Models for Agribusiness, Characteristics of decision models, Verbal, graphical and mathematical models, Descriptive and normative decision models, Familiarization with software for Modelling in Marketing.

Module II

Models for Segmentation and Targeting for Agri-products, Models for Consumer Behaviour and Positioning,

Module III

Framework and Tools for Strategic Market Decisions, Market entry and exit decisions, Product portfolio models, Analytical hierarchy process, Models for Product Decisions, Models for identifying opportunities, Conjoint analysis for product design.

Module IV

Advertising and Communication Decisions Models, Models for Salesforce and Channel Decision (Sales force sizing and allocation, Sales territory design, Marketing channel decisions)

Module V

Models for Pricing of Food and Agro-products (Classical models, Cost, demand and competition oriented pricing, and Price discrimination), Characteristics of Various Models, Limitations and Precautions.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Lilien, Gary L. and Rangaswamy, Arvind. *Marketing Engineering: Computer-Assisted Marketing Analysis and Planning (2nd Ed.)*. Pearson Education (LR).
- Lilien, Gary L.; Kotler, Philip and Moorthy, K. Sridhar. *Marketing Models*. Prentice Hall. (LKM)
- Smith, Scott M., *Marketing Models*
- <http://marketing.byu.edu/htmlpages/courses/693r/modelsbook.html>

AGRICULTURE MARKETING MANAGEMENT

Course Code: MBA409

L:2, T:1, P/FW:0 C:03

Course Objective:

The course is designed to acquaint the students with the methods and processes of marketing agricultural products in national markets along with trends of globalization. The content includes, agricultural markets, types of agricultural markets, agencies involved in marketing agricultural produce, market structure, market cost, market margins, pricing and its functions and a brief account of pricing policy in India. The course also deals with the basics of marketing management.

Course Contents:

Module I

Introduction: Concept of marketing, definitions of agricultural marketing, markets & marketing, the marketing mix, marketing environment, peculiarities of agriculture markets, markets at different levels of development & their evolution, & role of price in economic development.

Module II

Role of government in agricultural marketing: Public sector institutions- CACP, FCI, CWC, DMI, fair price shops, EXIM bank, etc and their functions. Cooperative marketing in India.

Module III

Demand for farm products: Determinants of consumer behavior, consumer of farm products, factors affecting demand and consumption of farm products, Supply of farm products, product life cycle and product development, marketed and marketable surplus along with the factors affecting their supply.

Module IV

Pricing and promotion strategy: Market structure, determinants of price and export pricing, fundamental export pricing strategy, developing price strategies, advertising, publicity, personal selling and sales promotion. Marketing function: Exchange functions, buying and selling, physical functions – storage, transportation and processing; facilitating functions-packaging, branding, financing, market information, grading etc, management of marketing functions. Marketing Channels: Stages of marketing, marketing channels, selection and management of marketing channel for farm products, Marketing efficiency – Meaning and components of marketing costs; price spread and market margins, concept and measurement of marketing efficiency

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Acharya, S. S., & N. L. Agarwal, N. L. (2015). Agricultural Marketing in India, Oxford &Ibh Publishing
- Kotler, P. (2000). Marketing Management Millenium Edition, Prentice Hall.
- Mamoria, C. B., & Joshi, R. L. (1979). Principles and Practices of Marketing in India, Imprint
- Arora, V. P. S., Krishi Vipran and Keemat Vishleshan.

FINANCIAL ENGINEERING

Course Code: MBA414

L:2, T:1,P/FW:0 C:03

Course Objective:

Finance has evolved as an exciting discipline in terms of innovations it has witnessed in recent past. This aspect known as Financial Engineering starts where financial analysis ends. The objective of the course is to enable the students to think in terms of innovative solutions to financial problems with particular emphasis on understanding new risks, which the changing scenario of finance is creating for individuals and firms and equip them with innovative tools of financial engineering called derivatives and skills to use them in forming effective strategies to cope with the changing environment and hedge against the financial risks.

Course Contents:

Module I: Introduction

Changing Environment and Increasing Price Risks, Financial Engineering as a response to Increased Risks, Types of Risks and Risk Management, Tools of Risk Management, Conceptual and Physical Tools of Financial Engineering, Effect of Speculation and Arbitrage on Market Efficiency, Derivative Market in India

Module II: Futures and Forwards

The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock Index Futures, Value at Risk, Short Term and Long Term Interest Rate Futures, Foreign Currency Futures and Commodity Futures

Module III: Swaps

Structure of a Swap, Interest Rate Swaps, Currency of Swaps, Commodity Swaps, Other Swaps, Credit Risk, Role of a Swap Dealer.

Module IV: Options

Options Markets; Properties of Stock Option Prices; Option Pricing Models – Binomial Model, Black-Scholes; Model, Single Period Options – Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies, Cash Settled Options, Multi-Period Options – Caps, Floors, Collars, Captions, Swaptions and Compound options, Cross-currency Futures and Options.

Module V: Other Innovations

Debt Market Innovations, Mortgage Backed Securities, Hybrid Securities, Asset-Liability Management

Module VI: Recent Trends

Exotic Options, Synthetic Instruments, Developments in Equity-Based Strategies, Direct and Cross Hedges, Future Trends and Issues in Financial Engineering.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analyzing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Marshall, J. F. and Bansal, V. K. (2006). Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India.
- Articles from selected journals and magazines.

STRATEGIC FINANCIAL MANAGEMENT

Course Code:MBA 472

L:2, T:1,P/FW:0 C:03

Course Objective:

The course aims at helping overcome traditional distinction between Strategy and Financial Management as two diverse disciplines of management. The strategy has gained prominence over last two decades and focuses on the ambiguous, the uncertain, the less tangible and the qualitative. Financial Management on the other hand, emphasizes the precise, the measurable and the tangible. It is intended to develop an in-depth understanding, among the participants, of how to manage for value by enabling financial management to play a more proactive role in Strategic Management. The course also aims at developing an appreciation of how advancements in theory of finance have made it converge more towards strategy.

Course Contents:

Module I: Introduction

Role of Finance and Strategy in Management Process, Strategic Droop, Management Behaviour and Convergence between Strategic and Financial Analysis

Module II: Financial Decision Making

Value Analysis – A Strategic Perspective, Advances in Working Capital Management, Arriving at an Optimal Capital Structure, Impact of Inflation on Financial Decisions, Dividends Decisions – A Strategic Perspective

Module III: Corporate Valuation

Rationale for Shareholders' Wealth Maximization, New performance Metrics like Economic Value Added (EVA) and Market value Added (MVA), Various Approaches to Corporate Valuation, Alignment of Interest of Various Stakeholders of a Firm.

Module IV: Corporate Restructuring

Restructuring and Merger & Acquisition, The Search Process, Valuation and Deal Structuring, Accounting and Tax Implications, Post Merger Integration and Learning, Restructuring through Privatization, Leveraged Buy-outs (LBOs) Restructuring of Sick Enterprises, Due Diligence and certification.

Module V: Corporate Governance

Divergence of Interest, Devices for containing Agency Costs, Corporate Governance in Developed world, Corporate Governance in India, Reforming Corporate Governance, Legal Provisions and SEBI Code

Module VI: Strategic Cost Management

Transfer Pricing, Financial Aspects of Supply Chain Management, Operations Management Perspective on Costs, Strategic Cost Analysis (Using Activity Based Costing, Target Costing and Life Cycle Costing) and Product Pricing at Different Stages of Product's Life Cycle.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P. (2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, Free Press.
- Pritchett, P; Robinson, D. and Clarkson, R. (1997), After The Merger: The Authoritative Guide for Integration Success, McGraw Hill
- Sadtler, D; Campbell, A. and Koch, R. (1997), Break Up: When Large Companies are More Worth Dead Than Alive.
- Geneen, H. and Bowers, B. (1997), The Synergy Myth and other ailments of Business Today, St. Martin Press New York..
- Weston, Chung & Hoag, (1996), Mergers, Restructuring and Corporate Control, Prentice Hall of India.
- Eccles, R. G. and Crane, D. B. (1995), Doing Deals: Investment Banks at Work, McGraw - Hill International.

BEHAVIORAL FINANCE

Course Code:MBA473

L:2, T:1,P/FW:0 C:03

Course Objective:

The course aims to generate sensitivity towards psychological aspects in financial decision making, especially investment decisions. It intends to develop understanding of behavioural anomalies resulting into erroneous decision making. It also aims to develop alternative opinion amongst the audience towards assumption of rationality - the core of traditional financial theories such as efficient market hypothesis, arbitrage pricing theory and capital asset pricing model.

Course Contents:

Module I: Basics of Behavioural Finance

Introduction to concepts of Traditional Finance - Rationality, Efficiency and Homo Economicus, Basic tenets of behavioural finance, Types of Behavioural Biases - Cognitive and Emotional.

Module II: Cognitive Biases

Overconfidence, Representtiveness, Anchoring and Adjustment, Cognitive Dissonance, Availability, Self-Attribution, Illusion of Control, Conservatism, Ambiguity Aversion, Mental Accounting, Confirmation, Hindsight, Recency, Framing.

Module III: Emotional Biases

Endowment Bias, Self-Control, Optimism, Loss Aversion, Regret Aversion, Status Quo

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Forbes, W., (2011), Behavioural Finance, Wiley India Pvt. Ltd.
- Braun M.A., (2008), Did The 'Homo Economicus' Mutate To The Concept Of Behavioural Finance and Economics?, Grin Verlag
- Parikh, P., (2009) Value Investing and Behavioural Finance, TMH Education Pvt. Ltd.
- Shefrin, H., (2000), Beyond Greed and Fear: Understanding Behavioural Finance and the Psychology of Investing (Financial Management Association Survey & Synthesis Series), Oxford University Press
- Montier, (2002), Behavioural Finance: Insights Into Irrational Minds and Markets, John Wiley & Sons
- Christina, O., (2011), Behavioural Finance, Lap Lambert Academic Publishing

MANAGEMENT OF FINANCIAL INSTITUTIONS

Course Code: MBA497

L:2, T:1, P/FW:0 C:03

Course Objective:

The aim of the course is to orient the finance students to the change in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. At the end of this course the students will understand:

- The role of financial institutions in economic development
- The working of Financial Intermediaries
- International Banking
- The norms governing of Financial Intermediaries in India
- The basic principles of Lending & Investments in a Commercial Bank
- The working of Developmental Financial Institutions

Course Contents:

Module I: Introduction

Financial institutions and economic development, Types of Money, Process of Capital Formation, Technology of financial systems- Pooling, Netting, Credit substitution & Delegation.

Module II: Financial intermediaries

Understanding Financial Intermediaries- Commercial Banks, Central Bank, Cooperative Banks, Banking system in USA & India, International Banking, Banking Operations, Retail and Wholesale Banking, Near Banks, Universal Banking, NBFC's

Module III: Norms & Practices in the Banking Industry

Principles of Lending, Study of Borrowers, Balance Sheet Analysis, Project Appraisal Criteria, Marketing of Bank Services, Prudential Norms - Narsimhan Committee Recommendations, Performance Analysis of Banks, Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Basle Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

Module IV: Developmental Financial Institutions

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

Module V: Insurance Institutions

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
 - Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
 - Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
 - Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.
 - Pritchett, P; Robinson, D. and Clarkson, R. (1997), After The Merger: The Authoritative Guide for Integration Success, McGraw Hill
 - Geneen, H. and Bowers, B. (1997), The Synergy Myth and other ailments of Business Today, St. Martin Press New York..
 - Weston, Chung & Hoag, (1996), Mergers, Restructuring and Corporate Control, Prentice Hall of India.
- Eccles, R. G. and Crane, D. B. (1995), Doing Deals: Investment Banks at Work, McGraw - Hill International.**

SOCIAL AND INDUSTRIAL PSYCHOLOGY

Course Code: MBA419

L:2, T:1,P/FW:0 C:03

Course Objective:

The Objectives of this course are to understand human behaviour in social and industrial settings. A student will be able to comprehend the causes of behaviour as well as the methods of improvement by going through this course.

Course Contents:

Module I: Social and Industrial Psychology

Definition, Nature and Background.

Module II: Social Perception

Non-Verbal Communication, theories of Attribution, Impression formation and impression management.

Module III: Social Identity

Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.

Module IV: Social Influence

Conformity, Compliance and Obedience.

Module V: Interviews, Application Blanks and References

The interview, Application blanks and biographical inventories, References and background investigations.

Module VI: Employment Testing

Testing abilities, Testing personality, Testing skills and achievements, Using and not using tests.

Module VII: Safety Psychology

Safety management and safety psychology, Differential accident liability.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

Text:

- Robert A. Baron and Donn Byrne, 1995, 7thEd “Social Psychology: Understanding Human Interactions”, New Delhi, Prentice Hall of India
- John B. Miner, 1992, “Industrial - Organizational Psychology”, Singapore, McGraw-Hill

References:

- S.C. Tailor, L.A. Peplau and D.O. Sears, 1995, 7th Ed., “Social Psychology”, New Jersey, Prentice Hall Inc.

ORGANIZATIONAL STRUCTURE, DESIGN AND HR PLANNING

Course Code: MBA420

L:2, T:1,P/FW:0 C:03

Course Objective:

To develop an understanding of the nature, functioning and design of organization as social collectives and to develop theoretical & practical insights & problem solving capabilities for effectively managing the organizational processes.

Course Contents:

Module I: Overview of Organizations

Introduction & brief overview of the course, what are organizations, why study organizations, Are organizations real? Types of organizations, Determinants of organization design, Parameters of organization design, Definition of organizational structure, complexity, formalization and centralization

Module II: Organization & Environment

Organizational Strategy, Organization and technology

Module III: Types of Organization

New design option, Power and conflict in organization, Paradigm shift in organization design, Organization effectiveness.

Module IV: HR Planning

Objectives, Benefits, Advantages, Remediation, Problems.

Module V: HR Planning

Tools, methods & Techniques- linkage of HR, Planning with other HR Functions, Recent trends in HR Planning.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Texts & References:

Text:

- Aswathappa, K (2005), 'Human Resource & Personnel Management' 4th ed. Tata Mcgraw Hill Company Limited, New Delhi.
- Hall, R. H. (2002), 'Organizations: structures, processes and outcomes', 8th ed. Prentice Hall of India Pvt Limited, New Delhi.
- Nadler, D.A. & Tushman, M. (1997): 'Competing by design', Oxford University Press.
- Senge, P. M. (1990), 'The Fifth Discipline': Century Business

References:

- Ackoff, R.L. (1999), 'Recreating the corporation: A Design of Organization for the 21st century. Oxford University Press.
- Banner, D.K. &Gague, T.E. (1995), 'Designing Effective Organizations', Sage Publications.

GLOBAL HUMAN RESOURCE MANAGEMENT

Course Code: MBA422

L:2, T:1,P/FW:0 C:03

Course Objective:

The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.

Course Contents:

Module I: Internationalization

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices

Module II: Organisation Structure, International HRP, Recruitment and Selection

Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection

Module III: International Compensation Management

Complexities, Objectives of International Compensation Management, Component and Structure of International Compensation package, Executive rewards and compensation, Approaches to International Compensation Management,

Module IV: Human Resource Professional – Molester Navigation

Context for international perfect management, framework for performance management, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity.

Module V: Understanding Cross Culture: Issues & Perspectives

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, Managing Workforce diversity, Adjusting to the New Culture, Competencies for Global Manager

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text &Cases, Tata McGraw Hill
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

ORGANIZATIONAL CHANGE AND DEVELOPMENT

Course Code: MBA496

L:2, T:1, P/FW:0 C:03

Course Objective:

The aim of this course is to familiarize students with the rapidly growing scope of OD and the approaches which are becoming more and more diversified. A wide range of interventions are discussed as there is a critical need for them in organizations facing volatile and competitive global environment.

Course Contents:

Module I: Organizational Development: An Introduction

Nature, Assumptions, Characteristics & techniques. Historical framework of Organizational Development. The Lab training stem, The survey research and feedback stem, The Action Research stem, Steps involved in Organizational Development, Role of Managers, Factors affecting Organizational Development.

Module II: Typology of Organizational Development Interventions

Interventions designed at Individuals, Dyads/Triads, Team and Groups, Inter-group Relations, Total organization, Weisboard Model.

Module III: Action Research & Organizational Design

Introduction to Action Research, Action Research as a Process and as an Approach, Determinants of Organizational Design, Components of Organization Design, Organization - The Environment Interface, Organizational Decision Making

Module IV: Organizational Development Interventions

Team Interventions, Inter-group Interventions, Comprehensive Interventions, Structural Interventions, Issues in Consultant - Client Relationship; Power, Politics and Organizational Development

Module V: Change Management

Why Organization Change, Need for change, Factors causing change- Environmental, Technological, Legal, Political, Social, &, Cultural factors of change, Models & techniques involved in change management, Total Quality Management, Business Process Reengineering, Guidelines for Facilitating change.

Module VI: Future of Organizational Development

Changing values, Cultural Models & theories of planned change, organizing for the Future, Organizations as learning systems, and Implications for future managers

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Palmer I, Dunford R, Akin G, (2010), 'Managing Organizational Change a multiple perspectives approach, Tata McGraw Hill Publication, New Delhi.
- Thomas G. Cummings and Christopher G. Worley (2002). Organizational Development and Change, Thompson learning- India, New Delhi.
- Wendell L. French and Cecil N. Bell Jr., (2008), "Organization Development and Transformation" New Delhi, Prentice Hall.

GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES

Course Code: MBA430

L:2, T:1,P/FW:0 C:03

Course Objective:

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

Course Contents:

Module I: Historical and economic perspectives on Global Outsourcing

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;

Module II: Sourcing Models

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

Module III: Sourcing different services from different geographies

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

Module IV: India's BPO's & IT Services Outsourcing experience

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

Module V: Developing an outsourcing strategy for Future Challenges

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text &References:

- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009), The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

INTERNATIONAL MARKETING

Course Code: MBA431

L:2, T:1,P/FW:0 C:03

Course Objective:

In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders. Thus the course aims at exposing the students to the international business activities. The course would develop a general perspective about managing international business both in operational as well as strategic context.

Course Contents:

Module I: Overview

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

Module II: International Marketing Environment

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

Module IV: Developing Product for International Market

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing. Dumping, Gray market, Role of Services in global economy,

Module V: Promotion & Pricing Strategy for International Market

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

FOREIGN TRADE POLICY

Course Code: MBA433

L:2, T:1,P/FW:0 C:03

Course Objective:

Know the world's top economies and their Trade Policies, Regional & bi-lateral agreement.; Learning the direction, composition & procedures of India's Foreign Trade Policy 2009-2014; Knowing which Assistance, Promotion Schemes and Incentives exporters enjoy; knowing Import Tariffs & Customs duties; Learning International Documentary & Govt. Regulatory compliances

Course Contents:

Module I: World Trade & Economic integration

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

Module II: Overview of India's Foreign Trade Policy

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.

Module III: India's Export Policy

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

Module IV: India's Import Policy

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

INTERNATIONAL BUSINESS & PRACTICES

Course Code: MBA495

L:2, T:1, P/FW:0 C:03

Course Objective:

This course provides a comprehensive overview of the role that international business plays in the global economy. This knowledge shall help to understand the complexities, risks and opportunities of international business and provide a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of MNC's. Learn business practices organizations adopt to tap global opportunities. Create awareness on career opportunities that exist in international business.

Course Contents:

Module I: Globalisation & Multinational Corporations

Globalisation - Meaning and implications, Globalisation of markets and production, Drivers of Globalisation, Multinational Corporations- Definition, Types, Organisation, Design & Structures, Head quarters and Subsidiary relations

Module II: Introduction to International Trade

Theories- Theory of Mercantilism, Absolute advantage, Comparative advantage, Hecksher-Ohlin theory, The new product life cycle theory, The new trade theory, Porter's diamond model, GATT, WTO, IPR, TRIPS, TRIMS, GATS, Ministerial Conferences, Uruguay round of negotiations; Introduction to International Supply chain management & Logistics

Module III: International Business Environment

Implication of environment differences: a) Economic factors – the determinants of economic development ; b) Political and Legal factors c) Cultural factors -Culture, Values, Norms, Social, Religious, Ethical, Language, Education; Regional Integrations

Module IV: Introduction to International Financial Systems

International Financial Markets – Equity, Debt, Foreign Exchange & Commodities; Role & funding facilities of World Bank & International Monetary System; International Financial Risks of Trade Payments, FDI's, FII's, Expatriation, Repatriation, Currency fluctuations etc.; Introduction to Foreign Exchange Market – functions, nature, trading, rate determination, currency convertibility; Introduction to Export and Import Finance – Methods of payment in International Trade

Module V: Introduction to International Business Practices

Country Risk Analysis – How to assess Political, Social & Economic risks; International Marketing – Potential, Barriers, Entry strategies, Market selection, localization, organizational structures in order to compete effectively globally; Decision-making and controlling practices

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Daniels, J. D., Radebaugh L. H., Sullivan D. P., & Salwan P. (2013), International Business: Environments and Operations, Pearson Hall
- Sundaram, A. K., & Black, J. S. (2009). International Business Environment, Prentice-Hall of India
- Apte, P. G. (2010), International Financial Management, Tata McGraw Hill
- Cherulinam, F. (2010), International Business, Himalaya Publishing House
- Charles Hill, C. (2007), International Business, McGraw Hill
- Joshi, R. M., (2009), International Business, Oxford Publication

INTERNATIONAL MARKETING

Course Code: MBA431

L:2, T:1,P/FW:0 C:03

Course Objective:

In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders. Thus the course aims at exposing the students to the international business activities. The course would develop a general perspective about managing international business both in operational as well as strategic context.

Course Contents:

Module I: Overview

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

Module II: International Marketing Environment

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

Module IV: Developing Product for International Market

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing. Dumping, Gray market, Role of Services in global economy,

Module V: Promotion & Pricing Strategy for International Market

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: MBA463

L:2, T:1,P/FW:0 C:03

Course Objective:

This course examines customer relationship management as a key strategic process for organizations. Composed of people, technology, and processes, an effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. Anyone interested in being an architect of CRM within his or her organization, or responsible for the development of any major aspect of CRM will find this course beneficial. CRM discussions and projects will address both organizational customers (B2B) and consumers/households (B2C).

Course Contents:

Module I: Introduction and Significance of Customer Relationship Management

Evolution of CRM, Need for CRM, Benefits of CRM, Transaction vs. Relationship orientation, Introduction and Objectives of a CRM Process, an Insight into CRM, e-CRM and m-CRM.

Module II: Managing Customer Relationship

Understanding Principles of Customer Relationship, Relationship Building Strategies, Building Customer Relationship Management by Customer Retention, Stages of Retention, Sequences in Retention Process, Understanding Strategies to Prevent Defection and Recover Customers. Market share vs. Share of customers, Life Time Value of Customers.

Module III: CRM Process

The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase, Modules in CRM, 4C's (Elements) of CRM Process, Customer Acquisition Strategies, Customer Retention Strategies (Zero defections), Cross selling and up selling strategies, Customer Equity, Customer Metrics, Customer loyalty, Loyalty ladder, Customer Complaint Management.

Module IV: CRM practices in Business Economy (B 2 C and B 2 B Market)

Growth of Service in India, Service Customer Classification, Service Marketing Mix, Service Recovery, Characteristics of Business Markets, Importance of CRM in B2B and B 2 C Markets, Key Account Management, Supplier-Channel Management, CRM practices and application in Banking Industry, Retail Industry, Aviation Industry, Hospitality Industry, Pharmaceutical Industry, Telecom Industry and Product Markets.

Module V: Issues and Challenges in Implementation of CRM

CRM Implementation Road Map, CRM Roadblocks (4P's), Phased development, learning from customer defections, evaluating customer retention plan, Emerging trends in CRM.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Alok Kumar, Chhabi Sinha, Rakesh Sharma (2009), Customer Relationship Management – Concepts and Application, Biztantra Publication.
- Alok Kumar Rai (2009), Customer relationship Management Concepts and Cases, Prentice Hall of India.
- G Shainesh & Jagdish N Sheth, (2006), Customer Relationship Management-A Strategic Approach, Macmillan India, New Delhi.
- Jill Dyche (2006), The CRM Hand book, Pearson Education.
- Judith W.Kincaid (2007), Customer Relationship Management- Getting it Right, Pearson Education.
- Ronald S (2001), Accelerating Customer Relationships, Swift, Prentice Hall of India.
- S.Shajahan (2009), Relationship Marketing, Tata McGraw Hill

SUPPLY CHAIN MANAGEMENT

Course Code: MBA471

L:2, T:1,P/FW:0 C:03

Course Objective:

The aim of this course is to develop the understanding of the various components of the integrated supply chain. The learning is focused on developing the supply chain to suit domestic as well as global markets.

Course Contents:

Module I: Introduction of Logistics and SCM

Evolution of Logistics and Importance of Supply Chain Management in the Overall Organization Functioning, Customer Focus in Supply Chain, Developing Supply Chain as a Competitive Focus by Customer Satisfaction and Corporate Profitability, Supply Chain Logistics Operations

Module II: Strategic Issues in Supply Chain Management

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing

Module III: Managing the Supply Chain Performance

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

Module IV: SCM in Indian and Global Perspective

Supply Chain Management in the Indian Environment, Motives and Development of Global Markets, Supply Chain Reconsideration- to suit the Global Environment, Risk Involved in International Markets, Benchmarking Global Supply Chains.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Agarwal (2010), Supply Chain Management, Macmillan India
- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, et al (2009), Supply Chain Management for Competitive Advantage, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Sharma (2010), Supply Chain Management, Oxford University Press
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

MARKETING OF SERVICES

Course Code: MBA494

L:2, T:1, P/FW:0 C:03

Course Objective:

The course has been designed to equip students to become more effective managers of any service organization by familiarizing them with the basic characteristics of services, their implications on design and delivery, and the ways to achieve sustainable competitive advantage by managing critical parameters.

Course Contents:

Module I: Understanding Services and Consumer Behavior

Service Sector and its structure. Drivers of service sector growth. Nature of services: Tangibility Spectrum; Defining the service offering; Flower of Service. Goods vs. Services; the service marketing challenges and implications for marketers for each service characteristic. Categorizing Service Processes. Self Service Technologies. Consumer behavior in services; Search, Experience and Credence attributes. Service Encounters and the types; Moments of Truth. The expanded Services Mix.

Module II: Focus on Customers

Customers' expectations of service. Desired and Adequate service, Zone of Tolerance. Managing customer expectations and perceptions in services. Service Quality Dimensions. Customer Satisfaction vs. Service Quality. The impact of service failure and recovery. Types of Customer Complaint Actions and Complainers. Service Guarantees. Service Recovery Strategies.

Module III: Aligning Strategy, Design and Delivery

Service Blueprinting. Operational service product designing and adding value. Evidence of service and Servicescape. The Service Triangle. Boundary–Spanning Roles. Strategies for closing the delivery gap.

Module IV: Delivering Services through Intermediaries, Managing Demand and Capacity. Pricing Services

Role of Distribution in Services. Channel Conflicts and other key problems. Key Intermediaries for Service Delivery. Understanding Demand and Capacity constraints. Strategies for matching Capacity and Demand. Approaches to Pricing Services

Module V: Service Sector Study (Group Project)

Exposure to various growing Service Sectors, viz.: Banking, Insurance, Hospitality, Education, Telecom, and Health Care etc. Live-Project by each group, on any one of the growing sectors of services; Group Presentations/ Viva on assigned date.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Valarie A Zeithaml Mary Jo Bitner, Dwayne Gremler, Ajay Pandit. (2007), Services Marketing: Integrating Customer Focus Across the Firm, Tata McGraw Hill
- Christopher Lovelock. (2010), Services Marketing: People, Technology, Strategy, Pearson Education India.
- Rajendra Nargundkar, (2006), Services Marketing: Text and Cases, Tata McGraw-Hill
- Harsh V. Verma. (2010), Services Marketing: Text and Cases, Pearson Education.

INNOVATION AND CREATIVITY

Course Code: MBA 493

L:2, T:1, P/FW:0 C:03

Course Objective:

The course aims to develop an understanding of innovative and creative processes and creative problem solving techniques, managerial/behavioural skills conducive to encouraging creative efforts in self and other, and an insight into organizational systems and structures, which facilitate creativity and innovation.

Course Contents:

Module I: Introduction

Understanding Creativity, Unblocking Creative Potential, Creative Person and Process, Creative Style, Profiles of the Creative People.

Module II: Skills and Techniques

Divergent Thinking Skills and Creativity Techniques, Creativity in Organizations, Selling Creative Ideas.

Module III: Managing Creative Processes

Innovation, Research and Product Development Organizing for Creativity and Innovation as Competitive Strategy.

Module III: Introduction to Innovation

Creation & development of ideas; Environment to create & capture sparks – pressing business needs; Innovation at workplace – business drivers; Five steps to ideation – capturing & processing of thoughts; Conversion of ideas; Business dimensions of innovation: From business of innovation to innovation of business; Innovative organisation: Lasting & differentiating leadership, motivation & success morale

Module IV: Total innovation management

Business context of Innovation; Innovation Models: Innovation as a management process; Innovation quality improvement; Managing innovation momentum and speed; Strategic Innovation; Collaboration, Open innovation; Incremental and breakthrough innovation; Innovation project management

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Afuah, (2008), Innovation Management, New Delhi: Oxford University Press
- Burgelman, Christensen, and Wheelwright, (2009), Strategic Management of Technology and Innovation, Tata McGraw-Hill
- Ettl, (2009), Managing Innovation: New Technology, New Products and New Services, Elsevier India,
- Maithal and Seshadri, (2007), Innovation Management, New Delhi: Response Books
- Narayanan, (2009), Managing Technology and Innovation for Competitive Advantage, Pearson Education
- Rastogi, (2009), Management of Technology and Innovation, New Delhi: Response Books
- Schilling, (2007), Strategic Management of Technological Innovation, New Delhi: Tata McGraw-Hill
- Tidd, Bessant, and Pavitt, (2006), Managing Innovation, New Delhi: Wiley India
- Trott, (2008), Innovation Management & New Product Development, New Delhi: Pearson Education
- White and Burton, (2007), Management of Technology and Innovation, The, Cengage Learning
- Cetindamar (2010), Technology Management, Palgrave Macmillan
- Khalil (2010), Management of Technology, Tata McGraw-Hill

Social Media Marketing

Course Code: MBA441
Course Objective:

L:2, T:1, P/FW:0 C: 03

Module 1: Introduction to Social Media Marketing
Overview of Key Concepts
Understanding Social Landscape
Emerging Landscape & Trends
Module 2: Social Media Strategy
Social Media Marketing: Strategy & Framework
Social Media Marketing: Platforms & Execution
Managing Social Media Campaigns
Module 3: Cybersocial Tools
Social Media Tech Tools
Leveraging SEO for Social Media
Social Bookmarks & Social News
Blogs Podcast and Vlogs
Measuring Blogging, Podcasting and Vlogging Metrics
Module 4: Managing Twitter & Facebook
Twitter: Using Twitter Applications Effectively
Measuring Twitter Metrics
Facebook: Using Face Applications Effectively
Measuring Facebook Metrics
Module 5: Other Social Media Networking Sites
LinkedIn
Instagram
Myspace
Whatsapp

Textbooks

- A. Bhatia, P. S., (2019), Social Media& Mobile Marketing, Wiley
- B. Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley

Consumer Behavior in Digital World

Course Code: MBA443

L:2, T:1, P/FW:0 C: 03

Course Objective:

Module 1: Understanding Consumer Behaviour and the Emergence of Digital Native's Behavior

Explain the meaning and emergence of consumer behavior, Consumer behavior and marketing strategy, identify with the concepts of the future of consumer behavior, How Digital Marketing is changing Consumer Behavior, understanding digital natives, Understand the difference between digital natives and physical natives.

Module 2: Understanding Individual Consumer in Digital world

Understanding the Impact and management of Perception, Learning, Motivation, Beliefs, Values, Lifestyle, Attitude, and Personality in digital environment

Module 3: Impact of society on Consumer behavior in a Digitally connected world

Influence of Family, Reference Groups, Cultural & cross cultural, Influence aspects on Consumer behavior in the world of intense digital media usage by consumers

Module 4: Consumers Decision in the era of connected objects

Decision-making in new digital age. Influence of Digital, Social Media, and Mobile on consumer behavior. Social media marketing and optimization. Luxury and Consumer Behavior. Containing and Navigating Consumer Negativity in the Digital World.

Text:

Varsha Jain, Jagdish Sheth, Don E. Schultz, Consumer Behavior - A Digital Native, 1st ed, Pearson

Reference:

Manish Grover, Dancing the Digital Tune: The 5 Principles of Competing in a Digital World, CD Press, ISBN: 978-0692358740

Doug Stephens, Reengineering Retail: The Future of Selling in a Post-Digital World, Figure 1 Publishing, ISBN: 978-1927958810

CONTENT MARKETING

Course Code: MBA442

L:3, T:0, P/FW:0 C:03

Course Objective:

The objective of this course is to familiarize the students with the concepts of content marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Course Contents:

Module I: Introduction

Nature and scope of content marketing; Digital Marketing Concepts; Forming a Mission statement; Application of Content Marketing.. Selecting a Niche, Identifying your Unique propositions.

Module II: Organizations' content niche

Selecting a Niche, Identifying your Unique propositions, Identifying a target Audience, Naming Primary & Lower- level Goals. Forming a Core Message and Secondary Messages.

Module III: Content marketing plan

Performing a Competitive Analysis, Generation of content ideas using social media, newsjacking, brainstorming and mind mapping, and keyword search, Building Your Brand, Client Management.

Module IV: Content editorial calendar

Creating and Using an Editorial Calendar, Establishing an Online Footprint, Starting with a Blog, Writing for the Web, Understanding the Importance of Images, Audio, and Video, Collecting Content Ideas, Setting Up Google Alerts.

Module V: Optimizing your content

Purpose of your content, lifecycle of the content, when & why to change for your content, Creating Opportunities.

Module VI: Strategic types of Content

Exploring the various types of strategic content, Identify and define the four types of strategic content: attraction content, affinity content, action content, and authority content.

Examination Scheme:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Pulizzi. Joe Epic, Content Marketing: (2014), How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less,- McGraw-Hill Education.
- GeradusBlokdyk. Content Marketing (2019) Practical tools for self- assessment, Publisher- 5star cooks.
- Ramos Andreas, The Big Book of Content Marketing (2013) Kindle edition.
- Wilson Pamela, Master Content Marketing (2016) A simple strategy to cure the Blank Page Blues and Attract a Profitable Audience, Kindle edition.
- Rebecca Lieb, Content Marketing (2012) Think like a publisher- How to use Content to Market online and in Social Media, Pearson Education.
- Gupta, Seema(2019), Digital Marketing- McGraw Hill Education(India) Private Limited, India.
- Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2013), Marketing Management– A South Asian Perspective, 14th Ed, Pearson India
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2015). Mktg, 8th Ed, Cengage Learning.
- Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2008). Marketing Concepts and Cases, 13th Ed, Tata McGraw Hill (Special Indian Edition).
- **Czinkota, M. (2010). Marketing Management, 10th Ed, Cengage Learning.**
- Kazmi, S. H. H. (2007). Marketing Management – Text and Cases, 1st Ed, Excel Books.
- Kumar, A., & Meenakshi, N. (2010). Marketing Management, 2nd Ed, Vikas Publishing House.
- Zikmund, W. G., & D’Amico, M. (1998). Marketing: Creating and Keeping Customers in an Ecommerce World, 6th Ed, South-Western College Publication

DATA SCIENCE WITH R

Course Code: MBA452

L:2,T:0,P:1/FW:0 C:03

Course Objective: The course will help the students to understand the data science and various related techniques which they can use to develop their data science applications for solving real world problems.

Course Contents

Module-I

Analyze data, mean, mode, data types, basic data analysis functions such as str, nrow, ncol, mean, mode, class, etc., Parametric and non-parametric data, Advantages of Parametric Tests, ANOVA, T-Test, F-test, Z-test, Wilcox-Test, Importance of them, Import and export of various types of data files in R. How to read web data, social media data. Basic data plotting.

Module-II

Missing values and their effects on data, Outliers and their effects on data, Importance of identifying missing values and outliers. Classical methods to identify missing values and outliers. Conditions to replace missing values and outliers, Conditions to delete missing values and outliers.

Module-III

Linear regression, multiple linear regression, non-linear regression, When to do linear and non-linear regression, Performance evaluation of regression results. Logistic regression, Analyze the prediction results using various statistics of confusion matrix such as accuracy, sensitivity, specificity, etc. Visualize confusion regression results.

Module-IV

Supervised learning: Classification and regression using Support Vector Machine, Random Forest, Neural Networks, Naive Bayes, and Decision Tree supervised machine learning algorithms. Performance evaluation and parameter tuning to improve results.

Module-V

Unsupervised Learning: K-Means Clustering, Density-Based Spatial Clustering of Applications with Noise (DBSCAN), Expectation–Maximization (EM) Clustering etc. Principal component Analysis. Determination of the number of clusters. Performance evaluation metrics such as Root-mean-square standard deviation (RMSSTD) of the new cluster, R-squared (RS), Dunn's Index (DI).

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text and References:

- Hadley Wickham, and Garrett Grolemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley
- Brett Lantz. Machine Learning with R: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.

DATA VISUALIZATION

Course Code: MBA453

L:2,T:0,P:1/FW:0 C:03

Module I: Data Types in AI

What is Data and types of data in terms of AI (Numerical, Categorical, Time series and text), How can this data be used. Different types of Data Objects

Module II: Understanding of data

Understanding visual metrics, mean, median, mode, measures of dispersion

Module III: Working with Data

Hands on experience (Azure ML, Google Cloud, AIML services through AWS anyone can be used). Loading of Data, visualization of data (Box Plot, Scatter plot and pivot Table), Data manipulation. Decision Trees, Bagging, Random Forests, Boosting

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

BLOCKCHAIN TECHNOLOGIES AND APPLICATION

Course Code: MBA453

L:2,T:0,P:1/FW:0 C:03

Course Code:

L:2, T:1, P/FW:0 C:03

Course Objective

The course intends to introduce students with the fundamental concepts and mechanism of Block chain technology. It aims to acquaint students to potential usage and application of Block chain technology in different fields.

Course Content

Module I

Introduction

Block chain technology - Concept, overview and advantages, Block Chain Ecosystem - Key elements-Replicated Ledger, Cryptography, Consensus, and Business Logics, Networks-Permissioned & Permission less, Public & Private;

Module II

Block Chain mechanism

How does block chain work?. Block Chain protocols- Proof of Work (PoW), Proof of Stake (POS and DPOS), Hybrid PoW, Hierarchical, Partitioned and Randomized. Practical Byzantine Fault Tolerance, challenges faced by Block chain technology

Module III

Block Chain Application in Business

Block chain usage in Financial Sector; Crypto-currency-Bitcoin, Ethereum,& Trading, Usage in Marketing-Retail, New Product Development, Operations- Supply Chain Management

Module IV

Block Chain Application in Public Sector

Block technology application for Government, public services- Healthcare, Education, Public Safety, Agriculture, Voting, Civil registrations and defense.

Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Narayanan A., Bonneau J., Felten E., Miller A. and Goldfeder S. (2016), *Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction*, Princeton University Press, https://www.lopp.net/pdf/princeton_bitcoin_book.pdf
- Wattenhofer (2016), *The Science of the Blockchain*, Inverted Forest Publishing
- Vigna & Casey (2018) *The Truth Machine: The Blockchain and the Future of Everything* ISBN: 9781250114570.
- Lewis A (2019), *The Basics of Bitcoins and Blockchains: An introduction to cryptocurrencies and the technology that powers them*, Mango Media