

ANNA UNIVERSITY, CHENNAI
NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY
REGULATIONS – 2021
M.B.A. (INTEGRATED) - 5 YEARS
CHOICE BASED CREDIT SYSTEM

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

MBA (Integrated) – 5 years programme curriculum is designed to prepare the graduate students

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs):

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to understand one's own ability to set achievable targets and complete them.
5. Ability to fulfill social outreach
6. Ability to take up challenging assignments

PROGRESS THROUGH KNOWLEDGE

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REGULATIONS – 2021
M.B.A. (INTEGRATED) – 5 YEARS
CHOICE BASED CREDIT SYSTEM
CURRICULA AND SYLLABI FOR I TO X SEMESTERS

SEMESTER I

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4101	Foundation of Management	PCC	3	0	0	3	3
2.	MI4102	Indian Economy	PCC	3	0	0	3	3
3.	MI4103	Business Mathematics	PCC	3	0	0	3	3
4.	MI4104	English	FCC	3	0	0	3	3
5.	MI4105	Principles of Accounting	PCC	3	0	0	3	3
6.	MI4106	Basic Psychology	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4111	English Language Laboratory	EEC	0	0	4	4	2
TOTAL				18	0	4	22	20

SEMESTER II

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4201	Management Accounting	PCC	3	0	0	3	3
2.	MI4202	Business Organisation	PCC	3	0	0	3	3
3.	MI4203	Business Statistics-I	PCC	3	0	0	3	3
4.	MI4204	Fundamentals of Sociology	PCC	3	0	0	3	3
5.	MI4205	Business Communication	PCC	3	0	0	3	3
6.	MI4206	Fundamentals of Computers	FCC	3	0	0	3	3
PRACTICAL								
7.	MI4211	Computer Skills- I	EEC	0	0	4	4	2
TOTAL				18	0	4	22	20

SEMESTER III

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4301	Managerial Economics - I	PCC	3	0	0	3	3
2.	MI4302	Management Information System	PCC	3	0	0	3	3
3.	MI4303	Cost Accounting	PCC	3	0	0	3	3
4.	MI4304	Marketing Management - I	PCC	3	0	0	3	3
5.	MI4305	Business Law - I	PCC	3	0	0	3	3
6.	MI4306	Business Statistics-II	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4311	Computer Skills-II	EEC	0	0	4	4	2
TOTAL				18	0	4	22	20

SEMESTER IV

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4401	Managerial Economics - II	PCC	3	0	0	3	3
2.	MI4402	Data Management	PCC	3	0	0	3	3
3.	MI4403	Corporate Accounting	PCC	3	0	0	3	3
4.	MI4404	Quality Management	PCC	3	0	0	3	3
5.	MI4405	Business Law - II	PCC	3	0	0	3	3
6.	MI4406	Applied Operations Research I	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4411	Accounting Software	EEC	0	0	4	4	2
8.	MI4412	Seminar I	EEC	0	0	2	2	1
TOTAL				18	0	6	24	21

SEMESTER V

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4501	Organizational Behavior	PCC	3	0	0	3	3
2.	MI4502	Applied Operations Research II	PCC	3	0	0	3	3
3.	MI4503	Principles of Insurance	PCC	3	0	0	3	3
4.	MI4504	Banking Theory and Practices	PCC	3	0	0	3	3
5.	MI4505	Environmental Science and Engineering	PCC	3	0	0	3	3
6.	MI4506	Business Policy	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4511	Data Analysis Laboratory - I	EEC	0	0	4	4	2
8.	MI4512	Seminar II	EEC	0	0	2	2	1
TOTAL				18	0	6	24	21

SEMESTER VI

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4601	Financial Management - I	PCC	3	0	0	3	3
2.	MI4602	Human Resource Management	PCC	3	0	0	3	3
3.	MI4603	Marketing Management - II	PCC	3	0	0	3	3
4.	MI4604	Operations Management - I	PCC	3	0	0	3	3
5.	MI4605	Information Management	PCC	3	0	0	3	3
6.	MI4606	Enterprise Resource Planning	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4611	Industrial Visit *	EEC	0	0	4	4	2
8.	MI4612	Seminar III	EEC	0	0	2	2	1
TOTAL				18	0	6	24	21

* Students have to visit 4 organizations and submit individual reports.

SEMESTER VII

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4701	Financial Management - II	PCC	3	0	0	3	3
2.	MI4702	Retail Marketing	PCC	3	0	0	3	3
3.	MI4703	Operations Management - II	PCC	3	0	0	3	3
4.	MI4704	Research Methodology	PCC	3	0	0	3	3
5.	MI4705	Income Tax	PCC	3	0	0	3	3
6.	MI4706	Strategic Management	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4711	Data Analysis Laboratory - II	EEC	0	0	4	4	2
8.	MI4712	Seminar IV	EEC	0	0	2	2	1
TOTAL				18	0	6	24	21

SEMESTER VIII

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	MI4801	International Business Management	PCC	3	0	0	3	3
2.	MI4802	Event Management	PCC	3	0	0	3	3
3.	MI4803	Entrepreneurship Development	PCC	3	0	0	3	3
4.	MI4804	Business Ethics and Corporate Governance	PCC	3	0	0	3	3
5.	MI4805	Business Analytics	PCC	3	0	0	3	3
6.	MI4806	Creativity and Innovation	PCC	3	0	0	3	3
PRACTICAL								
7.	MI4811	Soft Skills Laboratory	EEC	0	0	4	4	2
8.	MI4812	Seminar V	EEC	0	0	2	2	1
TOTAL				18	0	6	24	21

Summer internship – minimum of 4 weeks of internship

Summer internship to be done for a period of 4 weeks after the completion of 8th Semester. The report along with the company certificate should be submitted within the two weeks of the reopening date of 9th semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 9th Semester.

SEMESTER IX

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.		Professional Elective - I	PEC	3	0	0	3	3
2.		Professional Elective - II	PEC	3	0	0	3	3
3.		Professional Elective - III	PEC	3	0	0	3	3
4.		Professional Elective - IV	PEC	3	0	0	3	3
5.		Professional Elective - V	PEC	3	0	0	3	3
6.		Professional Elective - VI	PEC	3	0	0	3	3
PRACTICAL								
7.	MI4911	Summer Internship *	EEC	0	0	4	4	2
8.	MI4912	Professional Skill Development Laboratory	EEC	0	0	4	4	2
9.	MI4913	Seminar VI	EEC	0	0	2	2	1
TOTAL				18	0	10	28	23

SEMESTER X

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
1.	MI4100	Project Work		0	0	24	24	12
TOTAL				0	0	24	24	12

Total Credits:20+20+20+21+21+21+21+21+23+12=200 credits

PROGRESS THROUGH KNOWLEDGE

PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from two functional specializations
- or
2. Students can take six elective subjects from one sectoral specialization

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
Stream/ Specialization : Marketing Management [6]								
1.	MI4001	Consumer Behavior	PEC	3	0	0	3	3
2.	MI4002	Integrated Marketing Communication	PEC	3	0	0	3	3
3.	MI4003	Services Marketing	PEC	3	0	0	3	3
4.	MI4004	Sales and Distribution Management	PEC	3	0	0	3	3
5.	MI4005	Product and Brand Management	PEC	3	0	0	3	3
6.	MI4006	Digital Marketing	PEC	3	0	0	3	3
Stream/ Specialization : Financial Management (6 subjects)								
7.	MI4007	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
8.	MI4008	Financial markets	PEC	3	0	0	3	3
9.	MI4009	Banking and Financial Services	PEC	3	0	0	3	3
10.	MI4010	Financial Derivatives	PEC	3	0	0	3	3
11.	MI4011	International Finance	PEC	3	0	0	3	3
12.	MI4012	Behavioral Finance	PEC	3	0	0	3	3
Stream/ Specialization : Human Resource Management (6 subjects)								
13.	MI4013	Strategic Human Resource Management	PEC	3	0	0	3	3
14.	MI4014	Industrial Relations and Labour Legislations	PEC	3	0	0	3	3
15.	MI4015	Organizational, Design, Change and Development	PEC	3	0	0	3	3
16.	MI4016	Negotiation and Conflict Management	PEC	3	0	0	3	3
17.	MI4017	Reward and Compensation Management	PEC	3	0	0	3	3
18.	MI4018	International Human Resource Management	PEC	3	0	0	3	3
Stream/ Specialization : Operations Management (6 subjects)								
19.	MI4019	Supply Chain Management	PEC	3	0	0	3	3
20.	MI4020	Logistics Management	PEC	3	0	0	3	3
21.	MI4021	Materials Management	PEC	3	0	0	3	3
22.	MI4022	Services Operations Management	PEC	3	0	0	3	3
23.	MI4023	Supply Chain Analytics	PEC	3	0	0	3	3
24.	MI4024	Project Management	PEC	3	0	0	3	3

Stream/ Specialization : Business Analytics (6 subjects)								
25.	MI4025	Data Mining for Business Intelligence	PEC	3	0	0	3	3
26.	MI4026	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
27.	MI4027	Social Media Web Analytics	PEC	3	0	0	3	3
28.	MI4028	e-business	PEC	3	0	0	3	3
29.	MI4029	R programming	PEC	3	0	0	3	3
30.	MI4030	Cloud computing	PEC	3	0	0	3	3

SECTORAL SPECIALIZATIONS

3. Students can take three elective subjects from two functional specializations
or
4. Students can take six elective subjects from the sectoral specialization

- (a) Logistics and Supply Chain Management
(b) Tourism Management

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Sectoral Specialization: Logistics and Supply Chain Management								
1.	MI4051	Supply Chain Concepts and Planning	PEC	3	3	0	0	3
2.	MI4052	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	MI4053	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	MI4054	Supply Chain Information System	PEC	3	3	0	0	3
5.	MI4055	Warehouse Management	PEC	3	3	0	0	3
6.	MI4056	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	MI4057	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	MI4058	Air Cargo Management	PEC	3	3	0	0	3
9.	MI4059	Containerization and Allied Business	PEC	3	3	0	0	3
10.	MI4060	Exim Management	PEC	3	3	0	0	3
11.	MI4061	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	MI4062	Port and Terminal Management	PEC	3	3	0	0	3
Sectoral Specialization : Tourism Management								
13.	MI4063	Tourism Principles and Practices	PEC	3	3	0	0	3
14.	MI4064	Travel Management	PEC	3	3	0	0	3
15.	MI4065	International Tourism	PEC	3	3	0	0	3
16.	MI4066	Tourism Geography	PEC	3	3	0	0	3
17.	MI4067	Culture and Heritage	PEC	3	3	0	0	3
18.	MI4068	Tourism Products in India	PEC	3	3	0	0	3
19.	MI4069	Accommodation and House Keeping Management	PEC	3	3	0	0	3
20.	MI4070	Travel Media and Public Relations	PEC	3	3	0	0	3
21.	MI4071	Destination Planning and Management	PEC	3	3	0	0	3
22.	MI4072	Tour Operations	PEC	3	3	0	0	3
23.	MI4073	Leisure and Recreation Management	PEC	3	3	0	0	3
24.	MI4074	Medical Tourism	PEC	3	3	0	0	3

COURSE OBJECTIVES:

- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION**9**

Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

UNIT II PLANNING AND DECISION MAKING**10**

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

UNIT III ORGANIZING**9**

Organizing-Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

UNIT IV DIRECTION**8**

Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

UNIT V CONTROL**9**

Management Control, nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

TOTAL: 45 PERIODS**COURSE OUTCOMES:****At the close of the semester, a student should:**

- Understand basic terminology and concepts for Management theory.
- Be proficient in case study analysis and writing for Management applications.
- Demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
- Demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.

REFERENCES:

1. Koontz & Ramachandra, Essentials of Management, Tata McGrawHill
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
3. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGrawHill
4. Dinhar Pagan, Chopra, Principles of Management.

COURSE OBJECTIVES:

To understand the various aspects of Indian Economy and to develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS 9

Economy – definition - Classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India.

UNIT II INDIAN DEMOGRAPHY 9

Population – size and growth of population. Features of Indian population -sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty - measures to eradicate poverty.

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR 9

Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures.

UNIT IV INDUSTRIAL SECTOR 9

Industrial policy, 1991 - Liberalization, privatization and globalization of Industrial sector - Industrial growth since economic reform. Growth and problems of SMEs.

UNIT V FOREIGN TRADE 9

India's balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India's measures to manage exchange rate fluctuations.

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- The course expects students to understand the economic issues in range of economic activities in the Indian Economy. The Students are made to understand role of Indian Economy in global context and how different factors affect them.

REFERENCES:

1. Datt Rudder and KPM Sundaram, Indian Economy, 67th Edition S. Chand & Company Ltd., New Delhi, 2013.
2. Gaurav Datta Ashwani Mahajan, Indian Economy. 68th Edition S. Chand & Company Ltd., New Delhi, 2013.
3. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014
4. Gopal Ji, Suman Bhakri & Anisha Bhakri, Indian Economy -Performance and Policies, 2nd Edition, Vikas Publishing, New Delhi, 2015.
5. Shankar Acharya and Rakesh Mohan, Indian Economy - Performance and Challenges, 1st Edition, Oxford University Press, USA , 2010

COURSE OBJECTIVE:

The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES 9

Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT-II VECTORS, MATRICES AND DETERMINANTS 9

Vectors: Operations on vectors - Matrices: Types of matrices - Matrice operations: Addition, Subtraction and Product of matrices, Multiplication of a matrix by a scalar - Determinants: Evaluation of determinants of order two and three - Properties of determinants - Singular and non- singular matrices - Product of two determinants - Rank of the matrix.

UNIT-III SETS AND FUNCTIONS 9

Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses.

UNIT-IV DIFFERENTIAL CALCULUS 9

Limit of functions - Continuity of functions and properties - Graphical interpretation - Differentiation: Geometrical interpretation - Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.

UNIT-V INTEGRAL CALCULUS 9

Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals -Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Students will be able to formulate and analyze mathematical problems, precisely define the key terms and draw clear conclusion.
2. Students will be able to present their mathematical work both in oral and written formats.

REFERENCES:

1. John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
2. James Stewart "Calculus with Early Transcendental Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.
3. H. Anton, I. Bivens and S. Davis 'Calculus', John Widely India Pvt. Ltd. 7th Edition, 2014, New Delhi.
4. B.M. Aggarwal, 'Business Mathematics and Statistics" Ane Book Pvt. Ltd., 2015, Chennai.
5. M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

COURSE OBJECTIVES :

- To familiarize tertiary level grammatical usage in language
- To acquire LSRW skills in a professional context
- To orient the learner towards applied language skills

UNIT I

9

LISTENING barriers, strategies for improving listening skills, listening to a story, short talk-
SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear articulation, Introducing oneself, Speaking about past events, experiences, discussing music. -
READING – Comprehension, developing reading skills, Reading articles WRITING the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation Grammar – Tenses, Adjectives, Adverbs Vocabulary – Synonyms, Antonyms, Guessing meaning from Context

UNIT II

9

LISTENING - listening to short speeches, conversations, TED Talks, listening for information -
SPEAKING- Participating in informal discussions, expressing different points of view - READING - strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading Articles, Taking notes. - WRITING - Short Article, blogging, Email Etiquette, Emails Grammar - Clauses, Comparison of Adjectives Vocabulary - Prefixes, Suffixes, Foreign words and phrases

UNIT III

9

LISTENING - Telephonic Conversations, leaving a message- SPEAKING Exchanging information, Discussing Future Plans, Conversational Skills, - READING - Brochures, Emails, Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar – Determiners, Relative Clauses, Conditionals, Vocabulary - Phrasal Verbs, Single word Substitution

UNIT IV

9

LISTENING - Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers -
READING – Newspaper Reports, Product Review WRITING – Essays -analytical and argumentative, Letters seeking permission, making enquiries. Grammar - Expressing causes and results, Modals, Vocabulary - Word Formation

UNIT V

9

LISTENING -Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short Reports, Writing notices, Grammar - Reported Speech, Vocabulary -Sequencing Words, Linkers

TOTAL : 45 PERIODS**COURSE OUTCOME :**

This is a foundational course designed to facilitate the transition from secondary to tertiary level of language usage. The course sensitizes the learner regarding various aspects of the language in order to make effective use of it in his/her personal, academic or professional contexts.

TEXT BOOK:

English in Mind, Second Edition-Student's Book, Herbert Puchta and Jeff Stranks, Cambridge University Press, 2010.

REFERENCES:

1. Study Skills in English Wallace, Michael J. Cambridge University Press, Cambridge, 1980
2. A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, Foundation Books, New Delhi, India, 2008.

WEBSITES:

www.onestopenglish.com
www.bbc.co.uk/worldservice/learningenglish
www.eslcafe.com/
www.learnenglish.britishcouncil.org/en/

MI4105**PRINCIPLES OF ACCOUNTING****L T P C**
3 0 0 3**COURSE OBJECTIVE:**

Acquire fundamental knowledge in Accounting.

UNIT I INTRODUCTION**9**

Introduction to Financial, Cost and Management Accounting - Objectives of Financial Accounting - Accounting Principles, Concepts and Conventions - Book keeping and Accounting - Accounting System - Preparation of Journal, Ledger, Cash Book and Trial Balance - Errors disclosed and not disclosed by Trial Balance.

UNIT II FINAL ACCOUNTS**9**

Preparation of Final Accounts of Sole Trading Firms - with adjustments (Simple adjustments only).

UNIT III RECTIFICATION OF ERRORS & DEPRECIATION**9**

Rectification of Errors including preparation of Suspense Account - Depreciation - Meaning and Types - Methods of Charging and Providing depreciation - Straight Line and Written Down Value methods (Change in method excluded).

UNIT IV BANK RECONCILIATION STATEMENT**9**

Bank Reconciliation Statement (simple problems only) - Insurance Claim - Average Clause (Loss of profit excluded).

UNIT V ACCOUNTING FOR NON-PROFIT ORGANISATION**9**

Accounting for Non-profit Organisation - Receipts and Payments Account, Income and Expenditure Account and Balance Sheet (simple problems only).

TOTAL : 45 PERIODS**COURSE OUTCOME:**

Good grasp of basic Accounting nuances.

TEXT BOOKS:

1. Reddy and Murthy, Financial Accounting by Margham Publications, 2015, Chennai.
2. R.L.Gupta and Radhaswamy, Advanced Accounting, Vol. I, Sultan Chand & Sons, 2014, New Delhi.
3. P.C.Tulsian, Financial Accounting, Pearson Education India, 2014.

REFERENCES:

1. Jan Williams, Financial and Managerial Accounting - The basics for business decisions, 17th edition, Tata McGraw Hill Publishers, 2015.
2. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
3. Advanced Accounting, R.L.Gupta and P.K.Gupta, Advanced Accounting, Sultan Chand, New Delhi.

COURSE OBJECTIVES:

- Develop a strong research background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behaviour across the broad areas of psychology.
- Become aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION**9**

Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behaviour: Neurons, nervous system – basic structure and function, The brain

UNIT II SENSATION AND PERCEPTION**9**

Sensation: Sensory Thresholds – Role of Psychophysical Procedures, Sensory Adaptation, Vision: The Eye, Light, Basic Functions of the Visual System, Color Vision, Vision and the Brain, Hearing: The Ear, Sound, Pitch Perception, Sound and Localization, Touch and other Skin Senses, Smell and Taste: How They Operate, Some Interesting Facts, Kinesthesia and Vestibular Sense, Perception: Organizing Principles, Constancies and Illusions: When Perception Succeeds and Fails, The Plasticity of Perception: Innate VS Learned, Extrasensory perception: Perception without Sensation

UNIT III MEMORY**9**

Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting - Memory Distortion and memory construction - Memory in everyday life - Memory and the brain: Evidence from memory impairments

UNIT IV COGNITION AND INTELLIGENCE**9**

Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

UNIT V HUMAN DEVELOPMENT**9**

Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

By the time they graduate, students will:

- Demonstrate knowledge of the major theoretical approaches and findings in psychology
- Know the research methods used in psychology, apply their knowledge in research design, and data analysis
- Critically assess information related to the study of behaviour and mental processes, and use the critical assessment in forming conclusions and arguments
- Develop tolerance for ambiguity and opinions that differ from their own

TEXT BOOKS

1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology

REFERENCES

1. Daniel L. Schacter, Daniel T. Gilbert & Daniel M. Wegner - Psychology (2nd edition)
2. James W. Kalat - Introduction to Psychology (10th edition)
3. Lahey, B. B. (1998). Psychology: An Introduction, Tata Mc Graw Hill
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI4111

ENGLISH LANGUAGE LABORATORY

L T P C
0 0 4 2

COURSE OBJECTIVES:

- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES

1. Listening to academic and professional lectures and presentations.
2. Participating in group discussions - understanding group dynamics - brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial.
3. Making presentations - introducing oneself - introducing a topic - answering questions - individual presentation practice-
4. Creating effective PPTs - presenting the visuals effectively - designing slides.
5. Reading reports in newspaper, making a summary and presenting it.
6. Understanding graphical data - summarizing and interpreting it.
7. Writing job applications - writing covering letter and résumé - Applying for jobs online - email etiquette.
8. Writing for publications - conference papers, research reports
9. Drafting memos in business context - writing for blogs.
10. Interview skills- dress code - body language - mock interview.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

- Speak confidently and professionally in business contexts
- Comprehend models of business communication in real time contexts
- Participate in discussions and interviews in a self-assured manner.

TEXT BOOKS:

1. Effective Communication. John Adair, Pan Publishing
2. Effective English Communication. Krishna Mohan and Meenakshi Raman. 3rd Edition, Tata McGraw Hill, New Delhi, 2003.
3. Professional Communication Skills. Alok Jain, Pravin S., R. Bhatia, A.M. Sheikh, 3rd Edition, S Chand and Company, New Delhi, 2005.

COURSE OBJECTIVE:

Acquire fundamental knowledge in Management Accounting

UNIT I	INTRODUCTION	9
Management Accounting - Meaning, Scope, Importance and Limitations - Management Accounting Vs. Financial Accounting - Analysis of Financial Statements - Meaning, Tools and Methods - Comparative, Common Size Statements, Trend Analysis.		
UNIT II	RATIO ANALYSIS	9
Ratio Analysis - Meaning, Merits and Demerits - Classification of Ratios - Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).		
UNIT II	FUND FLOW AND CASH FLOW STATEMENTS	9
Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).		
UNIT IV	BUDGETARY CONTROL	9
Budgetary Control - Meaning, steps involved - Merits and Demerits - Types of Budgets - Production, Sales, Cash - Fixed and Flexible Budgets.		
UNIT V	MARGINAL COSTING	9
Marginal Costing (excluding decision making) - BEP, Break Even Charts, Limiting Factors.		

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Posses a reasonable knowledge of the basic tools in Management Accounting.

TEXT BOOKS:

1. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, New Delhi.

REFERENCES:

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

COURSE OBJECTIVES:

- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organisation.
- Prepare them to face emerging challenge of managing business.

UNIT I INTRODUCTION**9**

Meaning and definition of business, essentials & scope of business, business as a system. business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Business and its Environment - Social Responsibility of a business firm.

UNIT II LOCATION OF INDUSTRY**9**

Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre.

UNIT III FORMS OF BUSINESS ORGANISATION**9**

Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization.

UNIT IV JOINT STOCK COMPANY**9**

Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies -Public Utilities and Public Enterprises.

UNIT V BUSINESS COMBINATIONS**9**

Business Combination- Meaning ,Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce.

Total: 45 PERIODS**COURSE OUTCOME:**

The student will understand the modern business practices, forms, procedures and functioning of various business organizations

BOOKS RECOMMENDED:

1. Fundamentals of Business Organisation and Management by Y.K. Bhushan, Sultan Chand & Sons, 2013.
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2002.
3. R.C Bhatia, Business Organisation & Management, ANE Books 2000.
4. C.D.Balaji and G.Prasad - Business Organization, 2012, Margham Publications.
5. R.C.Bhatia, Business Organisation & Management, 2012, Tax Mann Publications Pvt Ltd

COURSE OBJECTIVE:

The objective is to provide with a working knowledge of how to apply statistics to business situation.

UNIT I FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS 9

Fundamentals of statistics: What is statistics - Need for statistics in business - Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart.

UNIT II DESCRIPTIVE AND INFERENCE STATISTICS 9

Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, skewness kurtosis, standard deviation, variance - Application in business scenario.

UNIT III PROBABILITY 9

Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

UNIT IV PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES 9

Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions.

UNIT V PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES 9

Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution - Markov inequality - Chehychev's inequality - Central limit theorem.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Develop and refine decision-making skills by basing decision upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique to utilize.

REFERENCES:

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', CENGAGE Learning India Pvt. Ltd., 2016, New Delhi.
3. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.
4. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
5. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
6. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
7. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.
8. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

COURSE OBJECTIVES:

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality and society.
- To identify the nature and characteristics of social processes.

UNIT-I INTRODUCTION**9**

Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS**9**

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION**9**

Meaning of Socialization, Socialization as a Process of Learning, Stages and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control

UNIT-IV SOCIAL PROCESS**9**

Social Process in Social Institution: Meaning, Causes and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

UNIT-V APPLIED SOCIOLOGY**9**

Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming and Green house effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- Students will demonstrate the ability to discuss sociological theories and concepts
- Students will exhibit knowledge of the primary institutions of family, education, religion, and economic and political structures.
- Students will demonstrate an understanding of race, class, and gender inequality.

TEXT BOOKS:

1. Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, 2007
2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001
3. M.L. Andersson & H.F. Taylor: Sociology: Understanding a diverse society, Wadsworth, USA, 2008, 4th edition

REFERENCES:

1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
2. J.Stockard: Sociology: Discovering society, Wadsworth, USA, 1996, 1st edition
3. Johnson, Harry M: Sociology, Allied Publications Pvt., Ltd. New Delhi, 2003
4. James M. Henslin: Essesntial of Sociology, 4th edition
5. Joan Ferrante: Sociology, United states in a global community.

COURSE OBJECTIVES:

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I FUNDAMENTALS OF BUSINESS COMMUNICATION 9

Formal and Informal Communication Listening to Conversations, Interviews, Introducing a Product or Service. Small Talk. SWOT Analysis - Telling a story effectively, Reading Reports, Comprehending passages in Business and Economy-related Newspapers – Basics of Business Correspondence - Formal Letters, Letters calling Quotations, Follow Up and Complaints Letters.

UNIT II PRESENTATION AND GROUP DISCUSSION SKILLS 9

LISTENING -SPEAKING: Seminars, Conferences, Preparing Powerpoints - READING - Profiles of Companies, Interpreting Data, Case Studies WRITING -Reports - Survey, Feasibility

UNIT III DOCUMENTING SKILLS 9

Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING -Critical Thinking, Problem Definition and Solving WRITING - Company Profiles, Minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats

UNIT IV NON-VERBAL COMMUNICATION 9

Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication SPEAKING: Presentations - READING - Meeting and their procedures WRITING - Project Proposals, Mini Projects, Seeking Funding, Drafting Tenders, Circulars

UNIT V TELEPHONE AND EMAIL ETIQUETTE 9

Listening to and executing formal telephone conversations, conversational tactics, seeking information LISTENING - Sales Meeting, Panel Discussion, Accents SPEAKING: Negotiation Skills, Life Skills, Elevator Pitch, Leadership Behavior - READING -WRITING - Requisition Letters - for Reference and Recommendation, Statements of Purposes, Persuasive language Emails, Portfolios.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

This is an intermediate level course facilitating the application of the language skills acquired during the first semester. The learner focuses on using the LSRW skills in a business context for effective participation and communication.

TEXT BOOK:

1. Business Advantage, Almut Koester, Angela Pitt, Michael Hanford and Martin Lisboa, Student's Book, Intermediate, Cambridge University Press, 2012.

REFERENCES:

1. Business Communication. Harvard Business Essentials Series, HBS
2. Excellence in Business communications, John V. Thill and Courtland L. Bovee, Pearson, 2015.
3. Business Communication, Menakshi Raman, Prakash Singh, Oxford University Press

WEBSITES:

www.businesscommunicationskills.com

www.mindtools.com

www.businesstrainingworks.com; www.businesscommunication.org

COURSE OBJECTIVES:

The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS 9

COMPUTER AND ITS APPLICATIONS: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.

INPUT AND OUTPUT DEVICES: Input Devices - The keyboard and Mouse. Inputting data in other ways: Devices for hand, Optical input devices, Audio-visual input devices. Output Devices - Monitors, Data projectors, Sound Systems, Printers, and Plotters.

UNIT II DATA PROCESSING AND DATA STORAGE 9

TRANSFORMING DATA INTO INFORMATION: The difference between data and information, How computers represent data, How computers process data - CPU, Machine cycles, Memory, Factors effecting processing speed, The computer's internal clock, The Bus, Cache memory.

TYPES OF STORAGE DEVICES: Primary and Secondary Storage devices, How data is stored on a disk, How data is organized on disks, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III OPERATING SYSTEM 9

OPERATING SYSTEMS BASICS: OVERVIEW: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.

BASICS OF POPULAR GUI BASED OPERATION SYSTEM: User interface, Task Bar, Icons, Menus, Running an Application. Operating System Simple Setting – changing system Date and Time, Changing Display Properties, Changing Mouse Properties, Adding and removing printers. File and Directory Management - Creating and renaming of files and directories. Common Utilities

UNIT IV THE INTERNET AND ITS SERVICES 9

INTRODUCTION TO INTERNET AND WORLD WIDE WEB (WWW): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet's history, the Internet's major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

E-MAIL AND OTHER INTERNET SERVICES: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features of the Internet.

UNIT V 9

INTRODUCTION TO WORD PROCESSORS: Managing document – Creating a new document, Opening pre-existing document, create/edit/insert/copy/paste text in the document, Formatting Text and Documents, Headers and Footers, Tables and Graphics - Creating a table using the table menu, Entering and editing text in a table, adding/inserting/deleting rows and columns, changing row heights and column width. Inserting picture in the document and formatting the picture in the document.

INTRODUCTION TO SPREADSHEETS: Working with spreadsheets – Creating the new spreadsheet, modifying the pre-existing spreadsheet. Entering data in cell and creating data series. Formatting Cell & Rearranging worksheets- Moving cells, copying cells, sorting cell data, inserting rows, inserting columns, inserting cells. Functions& Formulas -application of popular functions like sum, average and count. Saving and Printing Spreadsheet.

INTRODUCTION TO PRESENTATIONS: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Upon completion of this course, students will

- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets and presentations
- Explore the Web and how to conduct research
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Peter Norton, Introduction to computers, 6th edition : Tata McGraw Hill , 2007.
2. Ran Mansfield, working in Microsoft Office: Tata McGraw Hill , 2008.

REFERENCES:

1. Reema Thareja, Fundamentals of Computers, First Edition: Oxford University Press, 2014.
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition :PHI, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers: Wiley, 2014.

MI4211

COMPUTER SKILLS - I

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0 0 4 2**

COURSE OBJECTIVE:

The course is designed to aim at imparting a basic computer skills for Word Processing, Presentations and Spreadsheets

EXPERIMENTS:

PRACTICALS ON SPREADSHEET

Exercise 1: Getting Started

- creating new worksheet
- selecting cells, navigating with mouse and keyboard
- entering, editing text and checking spelling
- saving the worksheet
- open the existing worksheet
- moving cells, copying cells, sorting cell data, referencing cells
- inserting columns, inserting rows and inserting cells
- filtering cell data
- deleting parts of a worksheet

Exercise 2: Spreadsheet Formatting

- page setup
- changing column widths and row
- auto format, manual formatting
- conditional formatting
- usage of format painter
- changing font sizes and attributes
- adjusting alignments, centering text across columns
- changing colors and shading
- inserting and removing page breaks
- hiding rows and columns
- protecting and unprotecting documents and cells

Exercise 3: Functions

- parts of a function
- basic functions - sum, average, percentage
- Rank & Percentile
- Group & Ungroup
- Subtotal
- Random Number Generation
- entering and editing functions
- order of evaluation in functions
- error messages from functions

Exercise 4: Charts & Graphics

- creating charts using chart wizard
- creating charts on separate worksheets
- resizing and moving charts, editing chart
- controlling which series on which axis
- creating trend lines
- creating and placing graphic objects
- resizing graphics

Exercise 5: Pivot Table & Pivot Charts

- creating pivot table
- editing the different parts of pivot table
- creating pivot chart
- creating and placing pivot chart

Exercise 6: Creating Daily and Monthly Sales Reports

Exercise 7: Creating Cash Flow Statement

Exercise 8: Creating Balance Sheet

Practicals on Word Processors

Exercise 1: Getting Started

- creating new document
- typing text, selecting text, deleting text and checking spelling
- inserting text, replacing text, formatting text
- open the existing document
- cut, copy, paste
- saving and printing document

Exercise 2: Formatting Text and Documents

- Auto format

- line and paragraph spacing
- Margins, Borders and Shading
- definition of headers and footers
- creating basic headers and footers
- creating different headers and footers for odd and even pages
- Creating hyperlinks

Exercise 3: Tables & Graphics

- creating a simple table
- creating a table using the table menu
- entering and editing text in a table
- selecting in table
- adding rows, changing row heights and deleting rows
- inserting columns, changing column width and deleting columns
- importing graphics and
- inserting picture

Exercise 4: Creating Resume

Exercise 5: Creating Blog

Exercise 6: Creating Business Letters

Exercise 7: Creating Product Brochure

Exercise 8: Creating Project Report

Practicals on Presentations:

Exercise 1: Getting Started

- Creating Presentations : Using blank presentation option
- Creating Presentations :Using template option
- Adding Slides, Deleting a slide, Numbering a Slide
- Saving and Printing Presentation

Exercise 2: Graphics & Visual Effects

- Importing the images into presentation
- Building Transition Effects

Exercise 3: Creating Company Profile Presentation

Exercise 4: Creating Product Presentation

Exercise 5: Creating Project Presentation

Practicals on Internet and Services

Exercise 1: WWW and Web Browser

- Connecting to World Wide Web (WWW)
- Popular Web Browsers - Google Chrome, Internet Explorer, Mozilla Firefox
- Popular Search Engines (google/bing)/ Search for content
- Accessing Web Browser
- Using Favorites Folder
- Downloading Web Pages

- Printing Web Pages
- Understanding URL
- Surfing the web

Exercise 2: Email

- Basics of E-mail
- What is an Electronic Mail
- Email Addressing
- Using E-mails
- Opening Email account
- Mailbox: Inbox and Outbox
- Creating and Sending a new E-mail
- Replying to an E-mail message
- Forwarding an E-mail message
- Sorting and Searching emails

TOTAL: 60 PERIODS

OUTCOMES:

Upon completion of this course, students will

- Gain familiarity to word processor, presentation and spreadsheet
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Taxali R.K., PC Software for Windows made simple
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012

http://www.openoffice.org/documentation/conceptualguide/conceptual_guide_OOo_3_ebook.pdf

MI4301

MANAGERIAL ECONOMICS - I

L T P C
3 0 0 3

COURSE OBJECTIVES:

- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION

9

Meaning, Nature, Scope and Limitations of Business Economics - Micro & Macro. - Productive efficiency Vs economic efficiency - economic growth & stability.

UNIT II DEMAND AND SUPPLY

9

Concept of Demand- Elasticity of Demand -their types and determinants-Concepts of Supply – Elasticity of Supply their types and determinants.

UNIT III PRODUCTION

9

Introduction to production process, short run production function: law of variable Proportions, long run production.

UNIT IV COST AND REVENUE

9

Cost Analysis : Fixed, Variable and Total Cost ,Curves, Average and Marginal Costs, Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Revenue Concepts – Total Revenue, Marginal Revenue, Average Revenue and their relationship.

UNIT V MARKET STRUCTURE**9**

Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly - kinked demand curve, Factor Market.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Students are expected to become familiar with principles of micro economics.

TEXT BOOKS:

1. Principles of Economics - H.L. Ahuja, Sultan Chand, Nov. 2007.
2. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.

REFERENCES:

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. Fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009

MI4302**MANAGEMENT INFORMATION SYSTEM****L T P C
3 0 0 3****COURSE OBJECTIVES:**

- To understand the fundamental concepts of system, information.
- To study the importance of decision making
- To impart the knowledge of development of MIS
- To know the security issues of MIS

UNIT I CONCEPTUAL FOUNDATIONS:**9**

Introduction to Systems and Basic Systems Concepts, Elements of System, Characteristics of System, Types of Systems, System Approach to Problem Solving. Information Systems: Definition & Characteristics, Types of Information, Role of Information in Decision Making.

UNIT II MANAGEMENT DECISION MAKING:**9**

Simon's Model of Decision Making. Concepts of Management Organization and Hierarchy of Management Activity, Structured Vs Unstructured Decisions, Formal Vs. Informal Systems, Levels of Management.

Introduction to different kinds of Information Systems and Concept, Characteristics and Components: ESS, EIS, DSS, MIS, KWS, TPS, OAS and EDP- GDSS

UNIT III AN OVERVIEW OF MANAGEMENT INFORMATION SYSTEM:**9**

Definition & Characteristics, History of MIS Components of MIS, Frame Work for Understanding MIS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS, The Structure of Management Information System.

UNIT IV DEVELOPING INFORMATION SYSTEMS:**9**

Analysis & Design of Information Systems: Implementation & Evaluation. Pitfalls in MIS Development. Functional MIS: A Study of Marketing, Personnel, Financial and Production MIS.

UNIT V SECURITY AND ETHICAL ISSUES: 9
 Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

TOTAL: 45 PERIODS

COURSE OUTCOME :

- Students are expected to gain knowledge of fundamentals of system and information.

TEXT BOOKS :

1. Management Information system, Bidgoli, Chattopadhyay, Cengage learning original edition 2012 reprint 2016.
2. "Management Information Systems", Davis, Gordon B. & Olson, M.H, Second Edition, 2008

REFERENCES :

1. Management Information Systems: Managing the Digital Firm (14th Edition) by Kenneth C. Laudon and Jane P. Laudon 2015
2. Management Information Systems, Goyal, D.P., Fourth Edition, Macmillan. 2014
3. "Management Information Systems", Kanter, J., Third Edition, PHI.
4. "Information Systems for Modern Management", Murdick, Robert G., & Ross, Joel E., & Claggett, James R., Third Edition, PHI. 1985
5. "Analysis, Design & Implementation of Information System", Lucas, Fourth Edition, 1992.

MI4303 COST ACCOUNTING L T P C
3 0 0 3

COURSE OBJECTIVE:

- To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world.

UNIT I INTRODUCTION 9

Nature, Scope and Importance of Cost Accounting - Relationship between Cost, Financial and Management Accounting - Installation of Cost Accounting System - Cost and Profit Centers - Classification of Costs - Cost Sheets, Tenders and Quotations.

UNIT II MATERIAL COST 9

Material Cost - Material Control - Purchase Control - Inventory Control, meaning and Techniques - Different methods of Pricing Material Issues.

UNIT III LABOUR COST 9

Labour Cost - Computation and treatment of Labour cost - Methods of Remuneration - Time and Piece Rate System - Labour Turnover and its measurement.

UNIT IV OVER HEADS 9

Overheads - Classification, Allocation, Apportionment - Primary and Secondary - Methods of Absorption of Overhead - Under and Over Absorption - Machine Hour Rate.

UNIT V PROCESS COSTING 9

Process Costing - Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) - Job Costing - Contract Costing.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Students are expected to possess good knowledge of the basic nuances involved in Cost Accounting.

TEXT BOOKS:

1. Cost Accounting, S.P.Jain and K.L.Narang, Kalyani Publications, 2014.
2. Cost Accounting, M.Y.Khan, P.K.Jain, JBA Publishers, 2015.
3. Cost and Management Accounting, Drury C., Cengage Learning India, 2013.

REFERENCES:

1. Cost Accounting, David Russel, G.J.Wilkinson-Riddle, Ashok Patel, Pearson India, 2013.
2. Cost Accounting, T.S.Reddy. Y.Hari Prasad Reddy, Margham Publications, 2015.
3. Cost Accounting, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand, 2014.

MI4304**MARKETING MANAGEMENT - I****L T P C
3 0 0 3****COURSE OBJECTIVES:**

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I INTRODUCTION TO MARKETING MANAGEMENT: 9

Introduction - Market and Marketing - the Exchange Process- Core Concepts of Marketing - Functions of Marketing - Importance of Marketing - Marketing Orientations -Marketing Mix-The Traditional 4Ps - The Modern Components of the Mix -The Additional 3Ps - Developing an Effective Marketing Mix.

UNIT - II MARKETING ENVIRONMENT: 9

Introduction - Environmental Scanning - Analysing the Organization's Micro Environment - Company's Macro Environment, Differences between Micro and Macro Environment - Techniques of Environment Scanning - Marketing organization - Marketing Research and the Marketing Information System, Types and Components.

UNIT - III CONSUMER AND BUSINESS BUYER BEHAVIOUR: 9

Introduction - Characteristics - Types of Buying Decision Behaviour - Consumer Buying Decision Process - - Buying Motives - Buyer Behaviour Models - Characteristics of Business Markets - Differences between Consumer and Business Buyer Behaviour - Buying Situations in Industrial/Business Market - Buying Roles in Industrial Marketing - Factors that Influence Business Buyers - Steps in Business Buying Process

UNIT - IV SEGMENTATION, TARGETING AND POSITIONING: 9

Introduction - Concept of Market Segmentation - Benefits of Market Segmentation - Requisites of Effective Market Segmentation - The Process of Market Segmentation - Bases for Segmenting Consumer Markets - Targeting (T) - Market Positioning (P)

UNIT - V INTERNATIONAL MARKETING MANAGEMENT: 9

Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- Knowledge of basic understanding in solving marketing related problems.
- Awareness of marketing management process, and the marketing mix elements.

TEXT BOOKS:

1. Marketing Management, Sherlekar S.A, Himalaya Publishing House, 2016.
2. Marketing Management , Philip Kotler and Kevin Lane Keller, PHI 15th Edition, 2015

REFERENCES:

1. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India, 5th edition, 2015
2. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
3. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.

MI4305**BUSINESS LAW – I****L T P C
3 0 0 3****COURSE OBJECTIVE:**

To understand the basic legal terms and concepts used in law pertaining to business

UNIT I: THE INDIAN CONTRACT ACT 1872 9

Definition of contract, essential elements, types and characteristics of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

UNIT II : SALE OF GOODS ACT, 1930 9

Definition of Sales, essentials for contract of sale, Documents of title, risk of loss, Guarantees and Warranties, performance of sale of contracts, conditional sales and rights of an unpaid seller

UNIT III: NEGOTIABLE INSTRUMENTS ACT, 1881 9

Negotiable Instruments Act 1881: Definitions, Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT IV: COMPANY LAW 9

Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and articles of association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance

UNIT V: THE COMPETITION ACT, 2002 9

Objectives of Competition Act, the features of Competition Act, components of Competition Act, Competition Commission of India, Appellate Tribunal, offences and penalties under the Act.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Students are expected to become familiar with legal concepts pertaining to Business.

TEXT BOOKS:

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 6th Edition, Himalaya Publishing House, 2015.
2. Kuchhal M.C., *Modern Indian Company Law*, 20th edition 2015, Shree Mahavir Book Depot.
3. Kapoor, N. D.; *Elements of Mercantile Law*, 30th edition, Sultan Chand & Sons, New Delhi, 2015

TEXT BOOKS :

1. Statistics for Management, Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Pearson Education, 7th Edition, 2016.
2. Introductory Statistics Prem.S.Mann, , 7th Edition, Wiley India, 2016.

REFERENCES :

1. Complete Business Statistics, Aczel A.D. and Sounderpandian J 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. Business Statistics using Excel - Glyn Davis and Branko Pecar, Oxford University Press.

MI4311

COMPUTER SKILLS-II

L T P C
0 0 4 2**COURSE OBJECTIVES:**

The course is designed to aim at imparting computer skills for data analysis, word processing and presentations.

EXPERIMENTS:**Practicals on Spreadsheet**

Exercise 1: Look up and Reference

- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements

- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting

- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors

Exercise 1: Tools for editing a document

- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting
- Bookmark

- Exercise 2: Mail Merge
- Exercise 3: Macros
- Exercise 4: Styles
- Exercise 5: Linking and embedding objects
- Exercise 6: Templates

Practicals on Presentations

- Exercise 1: Create a presentation with animation effects
- Exercise 2: Create a looping introduction
- Exercise 3: Loop a motion path animation
- Exercise 4: Master slide
- Exercise 5: Sound effects
- Exercise 6: Videos
- Exercise 7: Macros

COURSE OUTCOMES :

Upon completion of this course, students will

- Gain familiarity with advanced features in word processor, presentation and spreadsheet.
- Experience working with macros.
- Experience working with animations.

TOTAL: 60 PERIODS

REFERENCES:

1. Taxali R.K., PC Software for Windows made simple, 2nd edition, McGraw Hill Education, 2001
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016.
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012.

www.binils.com

MI4401

MANAGERIAL ECONOMICS - II

**L T P C
3 0 0 3**

COURSE OBJECTIVE :

- To introduce the students to the basic concepts of macroeconomics.

UNIT I NATIONAL INCOME

9

Introduction to National Income -Circular flow of income, concept of National Income, Measurement and determination of National Income.

UNIT II INFLATION

9

Inflation: meaning, types of inflation, Demand and cost push, Stagflation, Effects of inflation in economy and Philip's Curve. Unemployment, Okun's Law, Business cycle.

UNIT III THEORY OF INVESTMENT

9

Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance and limitations.

UNIT IV MONEY

9

Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.

UNIT V INTERNATIONAL TRADE

9

International Trade -Importance, Advantages and Disadvantages - Trade Balance. Fiscal Policy.

TOTAL: 45 PERIODS

COURSE OUTCOME :

Students are expected to become familiar with principles of macro economics.

TEXT BOOKS :

1. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.
2. Paul A. Samuelson William D. Nordhau, Sudip Chaudhuri and Anindya Sen. Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES :

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009.
4. L. Peterson and Jain, Managerial Economics, 4th edition, Pearson Education.

MI4402**DATA MANAGEMENT****L T P C
3 0 0 3****COURSE OBJECTIVES:**

- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I DATABASE MANAGEMENT SYSTEMS: 9

Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model)

UNIT II RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS): 9

Relational Model -Relations, Tuples, domains and type of keys, Boyce-Codd Normal Form, normalization of databases- The first and second normal form of databases.

UNIT III INTRODUCTION TO SQL: 9

Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL

UNIT IV XML: 9

Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web

UNIT V EMERGING DATABASE TECHNOLOGIES - NOSQL: 9

Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models- Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

At the end of this course, student should be able to:

- Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- Write SQL statements for a variety of data definition and data manipulation scenarios
- Define and manipulate XML Data
- Handle unstructured data using NoSQL.

TEXT BOOKS :

1. Abraham Silberschatz, Henry F. Korth and S. Sudarshan, Database System Concepts, Sixth Edition, Tata McGraw-Hill, 2013
2. Ramez Elmasri and Shamkant B. Navathe; Fundamentals of Database Systems, Pearson, Seventh Edition, Global Edition, 2010

REFERENCES:

1. C.J.Date, "An Introduction to Database Systems", Eighth Edition, Pearson Education, 2004.
2. Pramod J. Sadalage and Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence 1st Edition, Addison-Wesley Professional, 2012.
3. Guy Harrison, Next Generation Databases: NoSQL, NewSQL, and Big Data, Apress, 2015.

MI4403**CORPORATE ACCOUNTING****L T P C
3 0 0 3****COURSE OBJECTIVE:**

- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses.

UNIT I SHARES**9**

Shares - Definition - Types of shares - Accounting treatment for various modes of issue of Shares - Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares - Forfeiture and Re-issue of Shares.

UNIT II DEBENTURES**9**

Definition - Classification - Accounting treatment for issue of Debentures - for cash and non-cash consideration - Accounting treatment for Redemption of Debentures - in lump sum, in instalments, by conversion, Insurance Policy and Sinking Fund methods.

UNIT III PREFERENCE SHARES**9**

Redemption of Preference Shares - Meaning and relevant provisions of Companies Act - Accounting treatment for redemption of Preference Shares - out of profit, fresh issue of shares, by conversion - Minimum fresh issue of shares - Profit Prior to Incorporation - Meaning - Method and procedure for ascertaining and accounting treatment of Profit or Loss Prior to Incorporation.

UNIT IV UNDERWRITING**9**

Underwriting of Shares and Debentures - Meaning, need and importance - Types of underwriting - Factors affecting valuation of Goodwill and Shares - Methods of valuing Goodwill - Average Profit, Super Profit, Capitalisation methods - Methods of valuation of shares - Net Asset, Yield and Fair Value methods.

UNIT V FINAL ACCOUNTS**9**

Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

Good grasp of accounting procedures followed in corporate world.

TEXT BOOKS:

1. Corporate Accounting, S.N.Maheswari and S.K.Maheswari, Vikas Publishing, 2015.
2. Corporate Accounting, V.K.Goyal, Printice Hall India Learning Pvt. Ltd. 2012.
3. Corporate Accounting, T.S.Reddy, A.Murthy, Margham Publications, 2013.
4. Advanced Accounting : Theory & Practice, R.Jayaprakash Reddy, APH Publishing Ltd.

REFERENCES:

1. Corporate Accounting ,V.Rajasekaran, R.Lalitha, Pearson India, 2013.
2. Corporate Accounting,Naseem Ahmed, Atlantic Publishers, 2014.
3. Corporate Accounting, S.P.Jain, K.L.Narang, Kalyani Publishers, 2015.

MI4404**QUALITY MANAGEMENT****L T P C
3 0 0 3****COURSE OBJECTIVE:**

- To learn the various principles and practices of Quality Management

UNIT I INTRODUCTION**9**

Introduction - Need for quality - Evolution of quality - Definition of quality. Concept of Quality – different perspectives. Introduction to total Quality – Concept of total Quality – Design, inputs, process and output - Attitude and involvement of top management. Customer Focus - customer perception - customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II QUALITY GURUS**9**

Contributions of Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa,, Juran, Oakland, Shigeo Shingo, and Taguchi.

UNIT III QUALITY PRINCIPLES**9**

Leadership - Strategic quality planning, - Employee involvement - Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement - PDCA cycle, 5s, Kaizen - Supplier partnership - Partnering, Supplier selection, Supplier Rating.

UNIT IV QUALITY TOOLS**9**

Overview of Quality Tools - The seven traditional tools of quality - New management tools - Six-sigma- Bench marking - FMEA -Quality circles - Quality Function Deployment (QFD) - Taguchi quality loss function – TPM

UNIT V QUALITY MANAGEMENT SYSTEMS**9**

Introduction Quality management systems - IS/ISO 9004:2000 - Quality System - Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 - ISO 14000 – Concepts. TQM culture, TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Understanding of quality philosophies and practices and how to apply them in an organization

TEXT BOOKS :

1. Shridhara Bhat K, Total Quality Management - Text and Cases, Himalaya Publishing House, First Edition 2010
2. Poornima M.Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.

REFERENCES :

1. Suganthi,L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd. (2006)
2. Indian standard - quality management systems - Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

COURSE OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improve the business

UNIT I: TAXATION**9**

Constitutional frame work of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT II: THE CONSUMER PROTECTION ACT, 1986**9**

Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices - rights and remedies for consumers - consumer protection council - consumer disputes redressal agencies.

UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000**9**

Definitions, Cyber Laws in India, Rationale and need of information technology act- Objectives of Information Technology ACT- Changes in Information Technology Act. Electronic records and governance. Cyber crimes – offences and penalties under IT Act, 2000.

UNIT IV: DIGITAL SIGNATURE**9**

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

UNIT V: INTELLECTUAL PROPERTY RIGHTS**9**

Meaning of IPR, objectives and types of IPR. Copy rights: Meaning and purpose of copyright, procedure for Registration of Copyrights, Right of owner of copyrights. Patent Act: Meaning and Advantages of patent, Procedure for Registration of patents

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Students are expected to comprehend the applicability of legal principles to situations in Business world.

TEXT BOOKS :

- Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
- Rama Gopal, C., Business Legislation, New Age International Publisher, New Delhi, 1st edition 2008
- Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 6th edition, 2013.
- Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCES :

- Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2013, New Age International Private Limited Publishers.
- Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014", Galgotia Publishing Company.
- Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani
- Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016.

COURSE OBJECTIVE :

- To learn the fundamentals of operations research to applied in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase),

UNIT II TRANSPORTATION MODELS 9

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models.

UNIT III ASSIGNMENT MODELS 9

Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT IV INVENTORY MODELS 9

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.

UNIT V GAME THEORY 9

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

TOTAL: 45 PERIODS

COURSE OUTCOME :

- To facilitate modelling a business situation to arrive at quantitative solutions.

TEXT BOOKS :

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.

REFERENCES :

1. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. G. Srinivasan, Operations Research - Principles and Applications, PHI, 2007.
3. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

COURSE OBJECTIVE:

Understand the techniques of using accounting software package for recording accounts.

COURSE OUTCOME:

Acquire reasonable hands on knowledge of accounting software.

S.No.	Exp. No.	Details of Experiments	Duration
		Name	
1	1	Company creation and management	4
2	2	Accounting Groups and Ledger creation and management	4
3	3	Cash and Bank transactions	4
4	4	Accounting Voucher creation - Sales, Purchase, Receipt and Payment vouchers	4
5	5	Contra, Journal vouchers, Debit Notes, Credit Notes	4
6	-	Extended experiment - 1	4
7	6	Trial Balance, Final Accounts without adjustments	4
8	7	Final Accounts with adjustments,	4
9	8	Report generation	4
10	-	Extended experiment - 2	4
11	9	Inventory management -Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters	4
12	10	Inventory Voucher creation - Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher	4
13	11	Preparation of Bank Reconciliation Statement	4
14	12	Export and Import of Data, Data Security, Printing of Reports	4
15	-	Extended experiment - 3	4

TOTAL: 60 PERIODS

REFERENCES:

1. Mastering Tally ERP 9, Ashok K. Nadhani, BPB Publications, 2016.
2. Accounting with Tally 9, Dinesh Maidasani, Laxmi Publications, 2014.
3. Tally ERP 9, Kogent Learning Solutions Inc., Dreamtech Press, 2013.

MI4412

SEMINAR I

L T P C
0 0 2 1

COURSE OBJECTIVE:

- To expose the students to the basics of business etiquette

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Business Communication Etiquette
2. Professional Image
3. Body language and Gestures
4. Impression management
5. Networking
6. Restaurant Etiquette
7. Business travel planning
8. Hosting and attending Events
9. Business meetings
10. Time Management

TOTAL: 30 PERIODS

COURSE OUTCOME:

- The students will be equipped to conduct themselves professionally.

MI4501

ORGANIZATIONAL BEHAVIOR

L T P C
3 0 0 3

COURSE OBJECTIVE:

- To provide an overview of theories and practices in organizational behavior at individual, group and organizational level.

UNIT I INTRODUCTION 9

Definition, need and importance of organizational behaviour - Nature and scope - Frame work - Organizational behaviour models- Diversity in work place- Organization structure - Formation - Types.

UNIT II INDIVIDUAL PROCESSES I 9

Personality - types - Factors influencing personality- Theories. Emotions - Theories - Emotional Intelligence- Learning - Types of learners - The learning process - Learning theories.

UNIT III INDIVIDUAL PROCESSES II 9

Perceptions - Importance - Factors influencing perception. Attitudes - Characteristics - Components - Formation - Measurement. Motivation - Importance - Types - Theories - Effects on work behavior- Work Stress - Causes-Managing stress.

UNIT IV GROUP PROCESSES 9

Groups in organizations - types- Group dynamics -Team and team building - Developing high performance teams. Communication in teams and organizations - Control. Leader Vs Managers- Power and influence in work place- Organizational Politics.

UNIT V ORGANIZATIONAL PROCESSES 9

Organizational culture and climate - Factors affecting organizational climate - Organizational change - Importance - the change process - Resistance to change -Managing change- Conflict- Conflict resolution. Organizational development - Characteristics - objectives - Organizational effectiveness.

TOTAL : 45 PERIODS

COURSE OUTCOME:

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS :

1. Stephen P. Robins, Timothy A. Judge, and Neharika Vohra, Organisational Behavior, Pearson Education, 16th edition, 2016.
2. Fred Luthans, Brett C. Luthans and Kyle W. Luthans, Organisational Behavior, McGraw Hill, 13th Edition, 2015

REFERENCES :

1. Steven Mc Shane & Mary Ann Von Glinov, Organisational Behaviour, 7th Edition, Tata Mc Graw Hill, 2015.
2. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 14th edition, Tata McGraw Hill, 2015.
3. Robert Kreitner and Angelo Kinicki, Organisational Behaviour, 10th Edition, Tata McGraw Hill, 2016
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
5. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2015.

MI4502**APPLIED OPERATIONS RESEARCH II****LT PC
3 0 0 3****COURSE OBJECTIVE :**

- To learn the fundamentals of operations research to applied in business decision making.

UNIT I	LINEAR PROGRAMMING (LP) II	9
Introduction to principles of Duality, Solution by Dual Simplex method and Revised Simplex method. Sensitivity Analysis.		
UNIT II	INTEGER PROGRAMMING	9
Integer Programming - Branch and Bound (Graphical method), Gomory' cutting plane methods - pure and mixed IPP		
UNIT III	DECISION MODELS	9
Decision Theory - Decision making under risk and uncertainty - Decision trees		
UNIT IV	QUEUING MODELS	9
Queuing Models - Single (M/M/1): (α /FIFO), (M/M/1): (N/FIFO) and multi Channel Models (M/M/C): (α /FIFO), (M/M/C): (N/FIFO)		
UNIT V	REPLACEMENT MODELS	9
Replacement Models - Replacement of capital items, Individual and group replacement of items.		

TOTAL : 45 PERIODS**COURSE OUTCOME :**

- To facilitate modeling a business situation to arrive at quantitative solutions.

TEXT BOOKS :

1. G. Srinivasan, Operations Research - Principles and Applications, PHI, 2007.
2. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.

REFERENCES :

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
3. Frederick & Mark Hillier, Introduction to Management Science - A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

MI4503

PRINCIPLES OF INSURANCE

L T P C
3 0 0 3

COURSE OBJECTIVE:

- The main objective of this is to make the learners understand about the principles of insurance and the essentials of a valid insurance contract. The relationship between insurers and their customers and the importance of insurance contracts are discussed.

UNIT I THE CONCEPT OF INSURANCE AND ITS EVOLUTION AND SCOPE OF INSURANCE 9

The basics and nature of insurance – evolution and nature of insurance - Nature and Scope of Insurance, how insurance operates today -importance of insurance – Common terms used in insurance-Life and nonlife insurance - how insurance takes care of unexpected eventualities.

History of Insurance in India. Introduction to Insurance - What is insurance - how it works - importance of insurance industry - history of insurance.

UNIT II DIFFERENT TYPES OF INSURANCE 9

Health Insurance- Auto Insurance- Group Insurance - Unit linked insurance Accident or Sickness Insurance-Property Insurance-Liability Insurance- Other Types of Insurance.

Insurance Customers: Understanding insurance customers – different customer needs - importance of customers – customer mindsets - customer satisfaction - customer behavior at purchase point - customer behavior when claim occurs - importance of ethical behavior.

UNIT III THE BUSINESS OF INSURANCE 9

Management of risk by individuals – management of risk by insurers – fixing of premiums – reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society.

Premium Payment, Lapse and Renewal: Premium, Surrender Values, Non- Forfeiture Options, Revival; Assignment Nomination Loans – Surrenders – Foreclosure: Assignment, Nomination, Loan and Surrenders, Foreclosure.

Policy Claims: Maturity Claims Survival Benefits, Death Claims, Claim Concession Presumption of Death, Accident Benefit Options, Settlement Options, Valuation and Surplus, Reinsurance.

UNIT IV THE INSURANCE CONTRACT 9

Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest – the principle of indemnity - the principle of subrogation - the principle of contribution - disclosure of all relevant information - principle of utmost good faith - the relevance of proximate cause - the insurance contract

Reinsurance: What is reinsurance - Need for reinsurance - Functions of reinsurance - Types of reinsurance – Reinsurance

UNIT V DISPUTE RESOLUTION MECHANISM 9

Settlement of Claims, Insurance Laws and Regulations - Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Ombudsman Scheme Tax Benefits under Life Insurance Policies

TOTAL : 45 PERIODS

COURSE OUTCOMES:

Upon completion of the subject, students will be able to:

- Identify what insurance is, why insurance works and how to determine insurance needs.
- Explain insurance operation, including functions of insurance, insurance customers, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.
- Familiarize themselves with major insurance products, such as life insurance, health insurance, property and liability insurance.

TEXT BOOKS:

1. Mishra M.N. - Insurance Principle & Practice, (Sultan Chand & Company Ltd., NewDelhi) Rev. Edn. 2007
2. [Tripathy N.P](#) - Insurance: Theory and Practice (Prentice Hall India Learning Private Limited (2005)
3. George E. Rejda & Michael McNamara - Principles of Risk Management and Insurance, 12th Edition (Pearson Series in Finance) 2013

REFERENCES :

1. P. Periasami- Principles And Practice Of Insurance (Himalaya Publications, 2012)
2. Jones H & Long D-Principles of insurance: life, health and annuities; LOMA, 1997.
3. S. Arunajatesan and T.R. Vishwanathan: Risk Management and Insurance: Macmillan publications 2009, New Delhi.

MI4504

BANKING THEORY AND PRACTICES

L T P C
3 0 0 3

COURSE OBJECTIVES:

The course aims at imparting knowledge about the Banking Operations among the students

- Students will get exposure for banking operations
- Students will be exposed to various dimensions of day to day operations.

UNIT I **BANKING AN OVERVIEW**

9

Origin and development of banking in India- Functions of Banks-Credit creation-Techniques of Credit creation and its limitations -Commercial banks – role in the Indian money market -Reserve bank of India- Functions-Monetary policy-Instrument of Credit control operation-relation to cooperative banks and credit institutions.

UNIT II **OPERATIONS OF BANK ACCOUNTS**

9

Types of Bank Accounts - fixed deposits - Fixed deposit receipts and its implications, savings deposit accounts - current Accounts - recurring deposit Accounts - new deposit savings schemes introduced by banks - super savings package - cash certificate, annuity deposit - reinvestment plans - perennial premium plan - Non-resident (external) accounts scheme-Demat account.

UNIT III **BANKER AND CUSTOMER RELATIONSHIP**

9

Definition of Banker-Customer-General relationship-Bankers lien-Secrecy of customer Account, banker as borrowers-Opening, conducting and closing of accounts of special types of customer-Minor- Lunatic-Drunkard-Married Woman-Trustee-Partnership-Joint stock companies.

UNIT IV **METHODS OF PAYMENT AND COLLECTION**

9

Cheque-Requisites of cheque-crossing of cheque- types of crossing-Different kinds of crossing and their significance.-Duties and responsibilities of the paying banker-Endorsement-Kinds of endorsement-Statutory protection to the banker and paying banker-Payment in due course.

Collection of cheque- Duties and responsibilities of collecting banker- precautions, statutory protection to the collecting banker-Pass book- Effect of entries in the pass book. Loans and

advances- Forms of advance, Cash credit-Over draft- Principles of lending-Modes of creating charge, Lien, Pledge, Hypothecation, Mortgage.

UNIT- V ELECTRONIC BANKING AND ELECTRONIC FUND TRANSFER 9

E-banking-internet banking services-mobile banking-ATM-Creditcards and debit cards- MICR cheques- Features, benefits and challenges. Electronic fund transfer-RBI guidelines-Benefits of electronic clearing systems-Interbank transfer- Real time gross settlement (RTGS)-National Electronic fund transfer (NEFT)-Immediate payment service (IMPS).

TOTAL : 45 PERIODS

COURSE OUTCOME:

- Students would have acquired practical applications of banking aspects in real life situations and in Business Operations.

TEXT BOOKS:

1. Banking Theory, Law & Practice - Sundaram and Varshney, Sultan Chand Company, New Delhi.
2. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications, 2009.
3. Banking Law and Practice, (Fourth Revised Edition) K.P. Kandasami, R. Parameswaran, S. Natarajan, Sultan Chand Company, New Delhi, 2013.
4. Banking Theory and Practice, 21/e, K C Shekhar & Lekshmy Shekhar, Vikas Publishing

MI4505

ENVIRONMENTAL SCIENCE AND ENGINEERING

**L T P C
3 0 0 3**

COURSE OBJECTIVES:

- To study the nature and facts about environment.
- To study the interrelationship between living organism and environment.
- To appreciate the importance of environment by assessing its impact on the human world; envision the surrounding environment, its functions and its value.
- To study the integrated themes and biodiversity, natural resources, pollution control and waste management.

UNIT I ENVIRONMENT AND ECOSYSTEMS 9

Definition, scope and importance of environment - need for public awareness - concept of an ecosystem - structure and function of an ecosystem - producers, consumers and decomposers - energy flow in the ecosystem - ecological succession - food chains, food webs and ecological pyramids.

UNIT II BIODIVERSITY 9

Introduction to biodiversity definition: genetic, species and ecosystem diversity - biogeographical classification of India - value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - endangered and endemic species of India - conservation of biodiversity.

UNIT III ENVIRONMENTAL POLLUTION 9

Definition - causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards - soil waste management: causes, effects and control measures of municipal solid wastes, climate change, acid rain, disaster management: floods, earthquake, cyclone and landslides.

UNIT IV NATURAL RESOURCES**9**

Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, equitable use of resources, resource conservation, Sustainable development.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT**9**

Urban problems related to energy -water conservation, rain water harvesting, watershed management- resettlement and rehabilitation of people, Environment protection act - Air(Prevention and Control of Pollution) act - Water (Prevention and control of Pollution) act - Wildlife protection act - Forest conservation act - enforcement machinery involved in environmental legislation- central and state pollution control boards.

TOTAL : 45 PERIODS**COURSE OUTCOMES:**

- Will become aware of the ecosystem, the biosystem, the natural resources and the environment.
- Will work towards protecting the environment as well as be aware of the Acts.
- Resource conservation will help individuals to appreciate the utility value of the resources.

TEXT BOOKS:

1. Gilbert M. Masters and Wendell P. Ela 'Introduction to Environmental Engineering and Science', 3rd edition, Pearson Education (2015).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGraw-Hill, New Delhi, (2008).

REFERENCES:

1. Trivedi.R.K., "Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards", Vol. I and II, Enviro Media, 3rd edition, BPB publications, 2010.
2. Cunningham, W.P. Cooper, T.H. Gorhani & Hepworth, M.T., 'Environmental Encyclopedia', 2nd edition, Jaico Publ. House, 2001.
3. Dharmendra S. Sengar, 'Environmental law', Prentice hall of India Pvt, New Delhi, 2009.
4. Rajagopalan, R, 'Environmental Studies-From Crisis to Cure', Oxford University Press, 3rded (2015)

MI4506**BUSINESS POLICY****L T P C
3 0 0 3****COURSE OBJECTIVE:**

- The objective of this course is to help students develop the skills for formulating business policy. It provides an understanding of: i) A firm's operative environment and how to sustain competitive advantage. ii) Role of creativity and Innovation in building Business Culture.

UNIT - I**9**

Business- Definition- Business as a social System/Economic System: Objective of Business; Business Environment – Socio economic sector. Technology Sector, Government Sector. The industry Environment – Customer Sector/Supplier Sector/Competitor Sector. The International Environment – Opportunities for International activities / Threats from International activities.

UNIT - II**9**

Society and Business: Business ethics, Social responsibility of Business / Indian Businessmen, - For and against arguments – Business obligations-Corporate Governance-Social Audit- Business Policy in Various Economic Systems: Capitalist Economy: Economic System of Socialism and mixed Economic system.

UNIT - III**9**

Business Policy and Corporate Strategy: How to make policy corporate strategy: Policies: Strategies and Tactics: Policies and procedures. Policy Formulation and Implementation: Policy

Formulation: Objectives, Direction: Consideration of change: Business Policy concepts. Business Policy – Characteristics- importance. Different Types of policies: Classification, Strategies, programmes, procedures and rules Major and Minor policies: Supporting composite and contingency policies: Parameter of policy: Development of Business Policy: SWOT Analysis: Elements of Business Policy: Implementation of Policy.

UNIT - IV

9

Major Business Policies: Man Power planning, Product Policies, Marketing Policies, Production and Purchase Policies, Financial Policies, Capital Procurement and distribution. Administration and Control of Policy: Communication System: Policy Implementation, Rules and procedures: Appended implied and imposed policy: Oral and written Policies: control and review

UNIT - V

9

Role of Creativity and Innovation in Business; Creativity, Innovation, Creating and building Creative and Innovative Business Culture, Business Practices adopted to promote Creativity and Innovation-Importance of creativity and Innovation- Challenges involved in Innovation and Creativity.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Enable to formulate suitable policy in connection with conducting business, social responsibility, corporate governance, use innovative and creativity in the business activities.

REFERENCES:

1. Mamoria and Mamoria - Business planning and Policy, Himalaya Publishing house - Revised Edition 2012
2. Cheryl Van Deusen, Steven Wiamson, Harold C Babson, Business policy and strategy : the art of competition, & 7th edition, Auerbach Publications, 2007. Florida
3. Christensen CR, Business Policy: Text and cases, Illinois, Richdar Irwin 2007.
4. "Strategic Management and Business Policy: Text and Cases" by Appa C. Rao and Parvathiswara B. Rao
5. William H. Tomlinson, Robert G. Murdick Business Policy and Strategy: An Action Guide, Sixth Edition

MI4511

DATA ANALYSIS LABORATORY - I

L T P C
0 0 4 2

COURSE OBJECTIVE:

The objective is to provide a hands-on knowledge of how to apply statistics to business situation using spreadsheets.

Exercise 1 : Random number generation

Exercise 2 : Rank and percentile

Exercise 3 : Simple Random sampling and Systematic Random sampling

Exercise 4 : Descriptive Statistics

Exercise 5 : t-test

Exercise 6 : z-test

Exercise 7 : F-Test

Exercise 8: ANOVA

Exercise 9: Chi-square test

Exercise 10: Mann- Whitney U test

Exercise 11 : Kruskal-Wallis test

Exercise 12: Correlation and Regression

Exercise 13: One sample Run test

Exercise 14: Moving average and Exponential Smoothing
Exercise 15: Trend analysis

TOTAL: 60 PERIODS

COURSE OUTCOMES :

- Develop and refine decision-making skills, upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique.

REFERENCES:

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

MI4512

SEMINAR II

L T P C
0 0 2 1

COURSE OBJECTIVE:

- To introduce the students to the relevant economics topics

Note: Students are expected to prepare and present on topics suggested below:

1. Capitalism
2. Communism
3. Protectionism
4. Globalization
5. Developmental Economics
6. Poverty, inequality and economic growth
7. IMF
8. WTO
9. Behavioural Economics
10. The Nobel Memorial Prize in Economic Sciences

TOTAL : 30 PERIODS

COURSE OUTCOME:

1. The students will be able to appreciate pluralism in economics.

MI4601

FINANCIAL MANAGEMENT – I

L T P C
3 0 0 3

COURSE OBJECTIVES:

- Acquaint the students with the basic concepts of Financial Management and its pivotal role in the corporate world.
- Encourage students to think critically about issues in corporate financial management.
- Understand some of the approaches used by a Finance Manager with respect to financial analysis, profit planning, control and management of current resources.

UNIT I	OVERVIEW OF FINANCIAL MANAGEMENT	9
Financial Management - Meaning, Scope and Functions - Objectives of Financial Management - Profit maximization Vs wealth maximization-Agency problems-Managers Vs Shareholders. Role of finance manager-current issues of finance manager-financial ethics and corporate social Responsibility.		
UNIT II	SOURCES OF FINANCE	9
Long term finance- Shares, Debentures, Preference stock and term loans- Features, Rights, Advantages and Disadvantages- Short Term sources-Trade credit, Commercial paper, Certificate of deposit and Bank Finance.		
UNIT III	FINANCING DECISION	9
Leverages- Operating, Financial and Combined Leverages – Measurement of leverages. EBIT- EPS Analysis- Indifference point. Capital structure - Factors influencing Capital structure - Optimal capital structure.		
UNIT IV	DIVIDEND DECISION	9
Objectives of Dividend policies-Types- Determinants of dividend policy - forms of dividend- Bonus shares- Share split- Reverse split-Buy back of shares.		
UNIT V	WORKING CAPITAL MANAGEMENT	9
Meaning, Types and Sources of Working Capital – Factors affecting Working Capital – Computation of Working Capital - Management of Cash, Receivables and Inventory - Concept, Need and Techniques.		

TOTAL : 45 PERIODS

COURSE OUTCOME:

- Possess the techniques of managing finance in an organization.

TEXT BOOKS :

1. M.Y.Khan and P.K.Jain, Financial Management: Text, Problems and Cases, 7th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd., New Delhi. Year 2017.
2. I.M.Pandey, Financial Management, 11th Edition, Vikas Publishing House Pvt. Ltd., New Delhi. Year 2015.
3. Prasanna Chandra, Financial Management: theory and practice, 9th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd. Company Ltd., New Delhi. Year 2015.

MI4602

HUMAN RESOURCE MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVE

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 9
Evolution of human resource management - The importance of the human capital - Role of human resource manager -Challenges for human resource managers - trends in Human resource policies - Computer applications in human resource management - Human resource accounting and audit.

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 9
Importance of Human Resource Planning - Forecasting human resource requirement -matching supply and demand - Internal and External sources. Recruitment - Selection – induction and Socialization.

UNIT III TRAINING AND DEVELOPMENT 9
Types of training methods -purpose- benefits- resistance. Executive development programmes - Common practices - Benefits - Self development - Knowledge management.

UNIT IV EMPLOYEE ENGAGEMENT 9
Compensation plan - Reward - Motivation - Application of theories of motivation - Career management - Mentoring - Development of mentor - Protégé relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL 9
Method of performance evaluation - Feedback - Industry practices. Promotion, Demotion, Transfer and Separation - Implication of job change. The control process - Importance - Methods - Requirement of effective control systems grievances - Causes - Implications - Redressal methods.

TOTAL: 45 PERIODS

COURSE OUTCOME :

- Students will gain knowledge and skills needed for success as a human resources professional.

TEXT BOOKS :

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.

REFERENCES :

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012

MI4603

MARKETING MANAGEMENT - II

L T P C
3 0 0 3

COURSE OBJECTIVES :

- To understand the changing business environment.
- To identify the indicators of management thoughts and practices.
- To understand fundamental premise underlying market driven strategies.

UNIT I PRODUCT MANAGEMENT 9

Product- Meaning, Classification of Products, Levels of Products- Product Hierarchy- Product Development Strategies and Product Life Cycle (PLC) - Product Line Strategies - Product Mix Strategies - Packaging and Labelling - New Product Development -
BRAND: Introduction to Brand and Branding - Advantages and disadvantages of branding - Brand Equity - Brand Positioning -Brand Development - Models in Branding.

UNIT II PRICING 9

Introduction - Factors Affecting Price Decisions - Cost Based Pricing - Value Based and Competition Based Pricing - Product Mix Pricing Strategies - Adjusting the Price of the Product - Initiating and Responding to the Price Changes - Global and International Pricing.

UNIT III DISTRIBUTION MANAGEMENT 9
Introduction - Need for Marketing Channels - Decisions Involved in Setting up the Channel - Channel Management Strategies - Introduction to Logistics Management - Reverse Logistics - Backward and Forward Integration - Introduction to Retailing and Wholesaling.

UNIT IV PROMOTION MANAGEMENT 9
Non-personal and personal communication channels: Introduction - Integrated Marketing Communications (IMC) - Communication Development Process - Budget Allocation Decisions in Marketing Communications - Introduction to Advertising, Fundamentals of Sales Promotion - Basics of Public Relations and Publicity- Personal Selling - Sales Management Basics - HRPractices in Sales Management - Evaluation of Training -Personal Selling Process - Direct Marketing.

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER CONTEMPORARY ISSUES 9
Introduction -Relationship Marketing Vs. Relationship Management - Definitions of Customer Relationship Management (CRM) - Forms of Relationship Management - Managing Customer Loyalty and Development - Reasons Behind Losing Customers by Organisations - Significance of Customer Relationship Management -Social Actions Affecting Buyer-Seller Relationships. CRM practices in Rural Marketing - Services Marketing - E-Marketing or Online Marketing.

TOTAL : 45 PERIODS

COURSE OUTCOMES :

- Knowledge of analytical skills in solving marketing related problems.
- Awareness of marketing management process.

TEXT BOOKS:

1. Marketing Management- An Indian perspective, Vijay Prakash Anand, Biztantra, Second edition, 2016.
2. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India, 5th edition, 2015.

REFERENCES

1. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
2. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.
3. Marketing Management, Sherlekar S.A, Himalaya Publishing House, 2016.

MI4604

OPERATIONS MANAGEMENT - I

**L T P C
3 0 0 3**

COURSE OBJECTIVE :

- To provide an introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9
Operations Management - Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy - Strategic fit and framework.

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9
Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning - Long range, Types, Developing capacity alternatives.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9
Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues.
Process - Planning, Selection, Strategy, Major Decisions. Work and Method Study

UNIT IV MATERIALS MANAGEMENT 9
Materials Management - Objectives, Planning, Budgeting and Control. Purchasing - Objectives, Functions, Policies, Vendor rating and Value Analysis.

UNIT V SCHEDULING AND PROJECT MANAGEMENT 9
Project Management - Scheduling Techniques, PERT, CPM; Scheduling - work centers - nature, importance; Priority rules and techniques, Shopfloor control.

TOTAL : 45 PERIODS

COURSE OUTCOMES :

- Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

TEXT BOOKS :

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.

REFERENCES :

1. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
2. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
3. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
4. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
6. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007.
7. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.

MI4605

INFORMATION MANAGEMENT

**L T P C
3 0 0 3**

COURSE OBJECTIVES :

- To understand the importance of information in business.
- To know the technologies and methods used for effective decision making in an organization.

UNIT I INTRODUCTION 10

Data, Information, information as resource, Intelligence, decision making with MIS- tactical, operational and strategic decisions, ethical and social issues.

UNIT II ENTERPRISE INFORMATION SYSTEM 10

Business process integration, Motivation for Enterprise systems-ERP system-Finance and accounting module, HR management Module, Manufacturing and operations Module, Sales and Marketing module, CRM.

UNIT III	MANAGING DATA RESOURCES	8
Need for data management, Challenge for data management-data independence, consistency, data access, data administration, concurrency, security, recovery, data base design, data warehouses - uses.		
UNIT IV	DATA MINING AND BUSINESS INTELLIGENCE	8
Data Mining-virtuous cycle of data mining, data mining application for effecting decision making, Business Intelligence-framework of business intelligence ,BI implementation and integration.		
UNIT V	RECENT TRENDS IN INFORMATION SYSTEMS	9
Introduction to E-commerce/E-business-B2B, B2C, C2C, portal E-governance; Cloud computing, Internet of Things (IoT).		
		TOTAL: 45 PERIODS

COURSE OUTCOME :

- Gains knowledge on effective applications of information systems in business.

REFERENCES :

1. Rahul de, Managing Information systems in business government and society, Wiley, 2016.
2. EfraimTurban,Ramesh Shardam,DursunDelen and David King ,Business Intelligence- A managerial Approach , second edition, Pearson 2012
3. Michael J.A.Berry and Gordon S.Linoff, Data mining Techniques, Second edition, Wiley 2004.
4. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
5. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems - Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
6. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
7. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
8. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012.
9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

MI4606	ENTERPRISE RESOURCE PLANNING	L T P C
		3 0 0 3

COURSE OBJECTIVES:

- To understand the various enterprise business process.
- To understand the emerging trends in ERP developments.
- To obtain knowledge on the various ERP software products available in Market.
- Role of ERP in business transformation.

UNIT I	ERP - INTRODUCTION	9
Enterprise - An Overview, Business Process, Introduction to ERP, Basic ERP Concepts, Justifying ERP Investments, Risks of ERP, Benefits of ERP		
UNIT II	ERP AND TECHNOLOGY	9
ERP and Related Technologies, Business Intelligence (BI) and Business Analytics (BA), E-Commerce and E-Business, Business Process Reengineering (BPR), Data Warehousing and Data Mining, On-line Analytical Processing (OLAP), ProductLife Cycle Management (PLM), Supply Chain Management (SCM), Customer Relationship Management (CRM), Geographic Information System (GIS), Advanced Technology and ERP Security		

UNIT III ERP IMPLEMENTATION 9

Implementation Challenges, ERP Implementation Strategies, ERP Implementation Life Cycle, Pre-Implementation Tasks, Implementation Methodologies, ERP Deployment Methods, ERP Project Teams, Vendors and Consultants, Employees and Employee Resistance, Contracts with Vendors, Consultants and Employees, Training and Education, Data Migration, Project Management and Monitoring, Post-Implementation Activities, Success and Failure Factors of an ERP Implementation

UNIT IV BUSINESS MODULES 9

Business Modules of an ERP Package, Financials, Manufacturing, Human Resource Management, Plant Maintenance, Materials Management, Quality Management, Marketing, Sales, Distribution and Service

UNIT V ERP - PRESENT AND FUTURE 9

Turbo Charge the ERP System, Enterprise Application Integration (EAI), ERP and E-Business, ERP and Total Quality Management, Future Directions and Trends in ERP.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

- Knowledge of ERP implementation cycle.
- Awareness of core and extended modules of ERP.
- Various ERP products available in Market.
- Challenges in implementing ERP for an organization

TEXT BOOKS:

1. Alexis Leon, ERP demystified, Third Edition Tata McGraw-Hill, 2014.
2. Enterprise Resource Planning Concepts And Practices By Vinod Kumar Garg & N Venkatakrisna, 2nd Edition, PHI, 2012.

REFERENCES:

1. Enterprise Resource Planning by Ashim Raj Singla, 2nd edition, Cengage Learning (I) P.Ltd.2016.
2. Ellen Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", 4th Edition, Cengage Learning India Pvt.Ltd., New Delhi, 2012.
3. Enterprise Resource Planning - A Managerial Perspective by D P Goyal, Tata McGraw Hill Education, 2011.
4. Enterprise Resource Planning - Murthy CSV, Himalaya Publishing House Pvt. Ltd., 2012.

MI4611

INDUSTRIAL VISIT

**L T P C
0 0 4 2**

COURSE OBJECTIVE:

- To introduce the students to industries and their working style.

Note : Students are expected to go on industrial visit to at least 4 firms and submit a diary of events - of things learned at the industries

TOTAL : 60 PERIODS

COURSE OUTCOME:

- The students will be able to understand the functioning of the organizations.

COURSE OBJECTIVE:

- To introduce the students to the organization behaviour topics.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Pygmalion Effect
2. Transaction analysis
3. Strokes
4. Life Positions
5. Self-efficacy/ Confidence
6. Positive Psychology
7. Psychological Capital
8. Happiness/ Subjective well-being
9. Emotional Labour
10. Creating Rapport

TOTAL : 30 PERIODS

COURSE OUTCOME :

1. The students will be able to understand their own and others behaviour in organization.

COURSE OBJECTIVES:

Facilitate student to

- Understand the operational nuances of a Finance Manager.
- Comprehend the technique of making decisions related to finance functions.

UNIT I FUNDAMENTAL VALUATION CONCEPTS 9

Time value of money - compounding and discounting techniques-valuation of Annuity - Multi period compounding - Valuation of securities - valuation of shares and bonds - Concept of risk and return – single asset and portfolio.

UNIT II INVESTMENT DECISIONS – CAPITAL BUDGETING 9

Capital budgeting: Principles and techniques - Nature of capital budgeting - Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques

UNIT III INVESTMENT DECISIONS – COST OF CAPITAL 9

Cost of Capital – Meaning, Features and Importance – Classification of Cost of Capital – Computation of Cost of Capital - Debt, Preference and Equity Shares and Retained Earnings - Weighted Average Cost of Capital.

UNIT IV CAPITAL STRUCTURE AND DIVIDEND THEORIES 9

Capital Structure Theories – Definition and Assumptions – NI, NOI, MM and Traditional Approaches - Capital structure planning in practice - Dividend Theory and Policy - Meaning - Water, Gordon, MM Models - Rights evaluation and Effect of Bonus issue.

UNIT V FINANCIAL MARKETS 9

Financial Markets - Capital Market - New Issues market - Secondary Market, Money Market and Government Securities Market - Asset based financing - Lease, Hire Purchase, Venture Capital Financing.

TOTAL: 45 PERIODS

COURSE OUTCOME :

- Possess the techniques of managing finance in an organization.

REFERENCES :

1. I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017.
3. Aswath Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
4. James C. Vanhorne -Fundamentals of Financial Management- PHI Learning, 13th Edition, 2014.
5. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th edition, Cengage Learning 2015.
6. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.
7. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012.

MI4702

RETAIL MARKETING

L T P C
3 0 0 3

COURSE OBJECTIVE:

- To understand the concepts of effective retailing

UNIT I INTRODUCTION 9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II RETAIL FORMATS 9

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III RETAILING DECISIONS 9

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandizing and category management – buying.

UNIT IV RETAIL SHOP MANAGEMENT 9

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V RETAIL SHOPPER BEHAVIOUR 9

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. To provide insights on retail operation
2. To understand effective methods and strategies required for retail management.
3. To understand how to utilize resources and techniques used in retail management.
4. To understand analysis of store location, merchandising, products and pricing.
5. To gain knowledge about shopping behaviour

REFERENCES :

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.
3. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
5. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.
6. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
7. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
8. Dr.JaspreetKaur , Customer Relationship Management, Kogent solution.

MI4703**OPERATIONS MANAGEMENT - II****L T P C****3 0 0 3****COURSE OBJECTIVE :**

- To explain the concepts, strategies , tools and techniques for managing the critical decision areas in operations management

UNIT I PROCESS STRATEGY 9

Process Structure -manufacturing, services; Process strategy decisions - customer involvement, resource flexibility, capital intensity; Strategic fit; strategies for changes - reengineering, improvement, process analysis and documentation.

UNIT II CONSTRAINT MANAGEMENT 9

Theory of constraints - managing bottlenecks and capacity constrained resources - Drum- buffer-rope systems -Line balancing - synchronous manufacturing.

UNIT III OPERATIONS PLANNING 9

Operations planning - Framework - Aggregate Planning -Approaches, costs, relationship to Master Production schedule. Materials requirement planning - MRP, MRP II and ERP.

UNIT IV INVENTORY MANAGEMENT 9

Inventory – objectives, costs and control techniques - Fixed order quantity and fixed time period models; Just-in-time and lean systems; Stores Management

UNIT V FACILITY LOCATION AND LAYOUT 9

Location decisions – Need - Nature, factors affecting, Theories, Steps in Selection, Location Models ; Facility Layout - Principles, Types, Planning tools and techniques.

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

REFERENCES :

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.
2. Krajewski, Lee J., Larry P. Ritzman, and Manoj K. Malhotra. Operations management: processes and supply chains. Upper Saddle River, New Jersey: Pearson, 2010.
3. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.
4. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
5. Heizer, Jay H., and Barry Render. Operations management. Vol. 1. Pearson Education India, 2008.
6. Cecil C. Bozarth, Robert B. Handfield, Introduction to Operations and Supply Chain Management, Pearson, 4th Edition, 2016.

COURSE OBJECTIVE :

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION**9**

Business Research - Definition and Significance - the research process - Types of Research - Exploratory and causal Research - Theoretical and empirical Research - Cross -Sectional and time - series Research - Research questions / Problems - Research objectives - Research hypotheses - characteristics - Research in an evolutionary perspective - the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT**9**

Research design - Definition - types of research design - exploratory and causal research design - Descriptive and experimental design - different types of experimental design - Validity of findings - internal and external validity - Variables in Research - Measurement and scaling - Different scales - Construction of instrument - Validity and Reliability of instrument.

UNIT III DATA COLLECTION**9**

Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire and instrument - Types of Validity - Sampling plan - Sample size - determinants optimal sample size - sampling techniques - Sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS**9**

Data Preparation - editing - Coding -Data entry - Validity of data - Qualitative Vs Quantitative data analyses - Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling - Conjoint Analysis - Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**9**

Research report -Types - Contents of report - need for executive summary - chapterization - contents of chapter - report writing - the role of audience - readability - comprehension - tone - final proof - report format - title of the report - ethics in research - Ethics in research - Subjectivity and Objectivity in research.

TOTAL : 45 PERIODS**COURSE OUTCOME :**

- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making.

REFERENCES :

- Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
- Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
- Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
- William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012

COURSE OBJECTIVE:

- To prepare students for a professional qualification in taxation

UNIT I CONCEPTS AND DEFINITION 9

Basic concepts - Income Tax Act, 1961 - definition - previous year - assessment year - person - assessee, income, total income - casual income, capital and revenue - residential status and incidence of tax, incomes exempt under section 10 - Heads of Income.

UNIT II INCOME FROM SALARY AND HOUSE PROPERTY 9

Salary Income - basis of charge - different forms of salary, allowances, perquisites and their valuation - deduction from salary - computation of taxable salary.

House Property - basis of charge - determination of annual value - GAV, NAV - Income from let - out - property - self occupied property - deductions - computation of taxable income.

UNIT III INCOME FROM BUSINESS/ PROFESSION 9

Profits and gains from business and profession - basis of charge - methods of accounting - deductions - dis allowances, computation of taxable income.

UNIT IV INCOME FROM CAPITAL GAINS 9

Capital gains - basis of charge - short term and long term capital gains - indexed cost of acquisition and improvement - exemptions - chargeability of short and long term capital gains - deduction under section 80C - introduction to direct taxes code.

UNIT V COMPUTATION OF TOTAL INCOME FOR INDIVIDUALS AND COMPANIES AND FILING RETURNS 9

Clubbing of income - set off - carry forward of losses - deductions from gross total income - preparation of return of income for individuals and companies - PAN - Signing and Filing of Returns - Online Filings - Tax Planning - Relevant case problems. Income tax administration- penalties-when an assessee becomes liable for penalty and prosecution-Appeals-Appellate authorities-revisionary powers of commission- appeals to high court and supreme court -income tax authorities

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- To create ethical tax experts and consultants

REFERENCES:

- Gaur & Narang, 'Income Tax Law & Practice', DP Kalyani Publishers, Latest Edition, New Delhi.
- Dr. H. C. Mehrotra, 'Income Tax Law & Practice', Prentice hall Pvt Ltd, New Delhi.
- Dingar Pagare, 'Tax Laws', S. Chand & Sons Publisher, New Delhi.
- Bhagavati Prasad, 'Income Tax', Wishwa Prakashan, New Delhi.

COURSE OBJECTIVE:

- To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS 9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE 9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES 10

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation-Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - McKinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES 8

Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

REFERENCES :

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008
4. Adria H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
5. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management - Concepts and Application, Prentice Hall of India, 2005.
6. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
7. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012

MI4711

DATA ANALYSIS LABORATORY - II

L T P C
0 0 4 2

COURSE OBJECTIVE:

- The objective is to provide a hands-on knowledge of how to apply statistics to business situation in management functional areas using spreadsheets.

- Exercise1: Portfolio selection
Exercise2: Exercise1 - Extension
Exercise3: Risk Analysis
Exercise4: Sensitivity Analysis using Monte Carlo simulation
Exercise5: Exercise4 - Extension
Exercise 6: Financial performance Analysis Using What if Analysis
Exercise7: Transportation problem
Exercise8: Exercise7 - Extension
Exercise9: Assignment problem
Exercise 10: Exercise9 - Extension
Exercise11: Shortest path Problem
Exercise 12: Maximum Flow Problem
Exercise13: Critical path Method
Exercise14: Queuing Model
Exercise15: Economic Ordering Quantity(EOQ)

TOTAL: 60 PERIODS

COURSE OUTCOME:

Develop and refine decision-making skills, upon the outcome of statistical tests. Analyze real world scenarios and determine the appropriate type of analytical problem solving technique for management functional areas.

REFERENCES:

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

COURSE OBJECTIVE:

- To introduce the students to research practices and tools in Management.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

- Types of Data collection and challenges
- Exploratory research
- Regression analysis
- Sampling techniques and its limitations
- Cross sectional vs longitudinal research
- Experimental design
- Validation techniques
- Design of questionnaire
- Visualization techniques
- Descriptive statistics

TOTAL : 30 PERIODS

COURSE OUTCOME :

- The students will have an awareness of the practical challenges of data analysis in business research.

COURSE OBJECTIVE:

- To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.

UNIT I AN OVERVIEW OF INTERNATIONAL BUSINESS 9

Definition and drivers of International Business- Changing Environment of International Business- Country attractiveness- Trends in Globalization- Effect and Benefit of Globalization-International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role and Advantage of WTO.

UNIT II THEORIES OF INTERNATIONAL TRADE AND INVESTMENT 9

Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Heckscher-Ohlin Theory-Theories of Foreign Direct Investment : Product Life Cycle, Eclectic, Market Power, Internationalisation- Instruments of Trade Policy : Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT 9

Strategic compulsions-- Strategic options - Global portfolio management- Global entry strategy, different forms of international business, advantages - Organizational issues of international business - Organizational structures - Controlling of international business, approaches to control – Performance of global business, performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL OF GLOBAL BUSINESS 9

Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation- Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development- pricing- production and channel management.
Foreign Exchange Determination Systems: Basic Concepts- types of Exchange Rate Regimes- Factors Affecting Exchange Rates.

UNIT V HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS 9

Selection of expatriate managers- Managing across cultures -Training and development- Compensation- Disadvantages of international business - Conflict in international business- Sources and types of conflict - Conflict resolutions - Negotiation -Ethical issues in international business - Ethical decision-making.

TOTAL : 45 PERIODS

COURSE OUTCOME :

- Students would be familiar with global business environment, global strategic management practices and get acquainted with global functional domain practices.

REFERENCES :

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition, Cengage Learning, New Delhi, 2010.
3. K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
5. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011.
6. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.

MI4802

EVENT MANAGEMENT

**L T P C
3 0 0 3**

COURSE OBJECTIVE :

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I EVENT CONTEXT 9

History & Evolution - Types of events - MICE - Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry - Event Management as a profession - Perspectives on event : Government, Corporate & Community - Code of Ethics.

UNIT II EVENT PLANNING & LEGAL ISSUES 9

Conceptualizing the event - Host, sponsor, Media, Guest, Participants , Spectators - Crew - Design of concept - Theme and content development - Visualization - Event objectives - Initial planning - Budgeting - Event design and budget checklist - Preparation of functional sheets - Timing - Contracts and Agreements - Insurance, Regulation, Licence and Permits - Negotiation.

UNIT III EVENT MARKETING 9

Role of Strategic Marketing Planning - Pricing - Marketing Communication Methods &- Managing Marketing Communication & Elements - Sponsorship - Event sponsorship - Managing, Measuring & Evaluating.

UNIT IV EVENT OPERATION 9

Site Selection - Types of location - Venue Requirements - Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography - Protocols - Guest list - Guest demographics - Children at event - Invitation - Media - Freelance Event Operation - Road show - Food & Beverage - Entertainment - Event Logistics - Supply of facilities - Onsite and event logistics - Control and Evaluation. .

UNIT V SAFETY & EVENT EVALUATION**9**

Risk assessment - Safety officer, Medical Manager - Venue, Structural safety - Food safety - Occupational safety - Fire Prevention - Sanitary facilities - Vehicle traffic - Waste Management. Event Impact - Event Evaluation Process - Service Quality - Customer Satisfaction.

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- At the end of the course students can plan, develop, manage and implement an event successfully. Student can enhance their professional skills in the field of Event Management, to prepare them for successful careers in this field

REFERENCES :

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management, Elsevier Butterworth
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
7. Shannon Kilkenny, The complete guide to successful event planning.
8. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
9. Allison, The Event Marketing Handbook: Beyond Logistics & Planning.

MI4803**ENTREPRENEURSHIP DEVELOPMENT****L T P C****3 0 0 3****COURSE OBJECTIVES :**

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE**9**

Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality - Characteristics of Successful Entrepreneurs - Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT**9**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations

UNIT III BUSINESS PLAN PREPARATION**9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting - Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS**9**

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching - Incubation, Venture capital, Start-ups.

UNIT V MANAGEMENT OF SMALL BUSINESS**9**

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

TOTAL : 45 PERIODS

COURSE OUTCOME :

- The learners will gain entrepreneurial skills and knowledge needed to run business efficiently and effectively .

REFERENCES :

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
3. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. DonaldFKuratko,T.VRao.Entrepreneurship: A South Asian perspective.Cengage Learning, 2012.
5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH,2006.
6. Arya Kumar. Entrepreneurship, Pearson,2012.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.

MI4804 BUSINESS ETHICS AND CORPORATE GOVERNANCE L T P C
3 0 0 3

COURSE OBJECTIVE :

- To provide an understanding on ethical practices in business and corporate governance

UNIT I INTRODUCTION 9

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

UNIT II ETHICS THEORY AND BEYOND 9

Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers - Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.

UNIT III LEGAL ASPECTS OF ETHICS 9

Political - legal environment; Provisions of the Indian constitution pertaining to Business; Political setup - major characteristics and their implications for business; Prominent features of MRTP & FERA. Social - cultural environment and their impact on business operations, Salient features of Indian culture and values.
with lessons learnt.

UNIT IV CORPORATE GOVERNANCE 9

Understanding Corporate Governance: Corporate governance – an overview, History of corporate governance-Concept of corporations • Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders (Fernando, 4), Ownership structures and corporate governance- Pyramids and Tunneling: • Issues of corporate control and cash flow rights • Examples from restructure proposals of Vedanta group • Need for investor protection

UNIT V THEORIES AND PRACTICE OF CORPORATE GOVERNANCE 9

Concepts of Corporate Governance-Theory & practices of corporate governance, corporate governance mechanism and overview – land marks in emergence of corporate governance. Perspectives on Corporate Governance-Market and control model of governance chain- Global Corporate Governance Practices - Anglo-American Model - German Model - Japanese Model - Landmarks in Emergence of Corporate Governance- Board of Directors: Powerful Instrument of Governance - Types of Directors - Importance of Independent Directors

TOTAL : 45 PERIODS

COURSE OUTCOME:

- To be equipped with knowledge on ethical issues and corporate governance.

REFERENCES :

- W.H. Shaw, Business Ethics, Cengage Learning, 2017.
- S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
- Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.
- Mandal, S.K Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education.

MI4805**BUSINESS ANALYTICS**

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COURSE OBJECTIVES:

Learn to

- Use business analytics for decision making
- To apply the appropriate analytics and generate solutions
- Model and analyse the business situation using analytics.

UNIT I	INTRODUCTION TO BUSINESS ANALYTICS (BA)	9
Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, BA for Competitive Advantage.		
UNIT II	MANAGING RESOURCES FOR BUSINESS ANALYTICS	9
Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.		
UNIT III	DESCRIPTIVE ANALYTICS	9
Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics		
UNIT IV	PREDICTIVE ANALYTICS	9
Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics		
UNIT V	PRESCRIPTIVE ANALYTICS	9
Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimisation - Demonstrating Business Performance Improvement.		

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

Ability to

- understand the role of Business Analytics in decision making
- identify the appropriate tool for the analytics scenario
- to apply the tools and generate solutions
- analyse the results
- interpret the results

COURSE OBJECTIVES :

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I INTRODUCTION 9

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION 9

Definitions and theory of mechanisms of mind heuristics and models : attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics - virtual environments in scientific Visualization - Unifying principle of data management for scientific visualization - Visualization benchmarking

UNIT III CREATIVITY 9

Methods and tools for Directed Creativity - Basic Principles - Tools that prepare the mind for creative thought - stimulation - Development and Actions: - Processes in creativity ICEDIP - Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation - Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness- Applying directed creativity

UNIT IV CREATIVITY IN PROBLEM SOLVING 9

Generating and acquiring new ideas, product design, service design - case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking - Individual activity, group activity, contextual influences.

UNIT V INNOVATION 9

Achieving Creativity - Introduction to TRIZ methodology of Inventive Problem Solving - the essential factors - Innovator's solution - creating and sustaining successful growth - Disruptive Innovation model - Segmentive Models - New market disruption - Commoditization and DE-commoditization - Managing the Strategy Development Process - The Role of Senior Executive in Leading New Growth - Passing the Baton

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- Student will be equipped to apply his/her creative and innovative skills in solving complex problems confronting corporate realm.

Note: Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

REFERENCES :

1. Rousing Creativity: Think New Now Floyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999.
2. Geoffrey Petty, "how to be better at Creativity", The Industrial Society 1999
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2003
4. Semyon D. Savransky, "Engineering of Creativity - TRIZ", CRC Press New York USA, 2000

MI4811

SOFT SKILLS LABORATORY

L T P C
0 0 4 2

COURSE OBJECTIVES :

- To equip students with required soft skills and leadership skills that will build their confidence in interacting effectively in professional tasks, through activity-based learning, enable the students in developing their soft skills.

Activities need to be conducted in the below mentioned areas.

1. Leadership skills
2. Self awareness -Johari window
3. Team Building Skills
4. Problem Solving - analytical, creative and critical skills
5. Decision Making
6. Negotiation skills
7. Managing Conflicts
8. Prioritizing skills
9. Lateral thinking
10. Disruptive thinking

TOTAL : 60 PERIODS

COURSE OUTCOME :

- Students equipped with employability skills that would enhance their prospect of placements and being effective in tasks requiring interpersonal interactions

REFERENCES :

1. Edward Hoffmann, "Ace the Corporate Personality", McGraw Hill, 2001
2. John Adair Kegan Page, "Leadership for Innovation" 1st ed., Kogan, 2007 .
3. K.R. Lakshminarayana & T. Murugavel, "Managing Soft Skills", Scitech Publications. 2009.
4. Dr. S.P. Dhanvel, English and Soft Skills, Orient Blackswan, 2011
5. Rajiv K. Mishra, Personality Development-, Rupa & Co. 2004.

MI4812

SEMINAR V

L T P C
0 0 2 1

COURSE OBJECTIVE :

- To introduce the students to Corporate Social Responsibility Practices.

Note : Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Introduction to CSR
2. Emergence of CSR
3. Stakeholders of CSR (Environments)
4. Planning CSR
5. Implementation CSR
6. Evaluation of CSR
7. Development CSR
8. Corporate Governance
9. CSR and sustainability
10. Current Scenario of CSR

Case studies for listed private and foreign companies

TOTAL : 30 PERIODS

COURSE OUTCOME :

- The students will gain knowledge about Corporate Social Responsibility Practices in Business Organisations.

COURSE OBJECTIVE:

To enable learners to develop professional and corporate skills

Activities need to be conducted in the below mentioned areas:

1. Group Discussion
2. Preparation for an Interview
3. Facing Interviews
4. Stress interview
5. Multitasking
6. Time management
7. Work-life balance
8. Life long learning
9. Speed reading skills
10. Organising events

COURSE OUTCOME

Through activity based sessions students will develop various professional and employability skills

TOTAL: 60 PERIODS**REFERENCES**

1. Business and Professional Communication: Keys for Workplace Excellence, Kelly M. Quintanilla & Shawn T. Wahl. Sage South Asia Edition. Sage Publications, 2013.
2. Basics of Communication: A Relational Perspective, Stev Duck & David T. Mc Mahan. Sage South Asia Edition. Sage Publications, 2012
3. The 5 Levels Of Leadership : Proven Steps To Maximize Your Potential, John C. Maxwell, 2014

COURSE OBJECTIVES:

- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
- To enable the learners to have exposure on business ethics and ethical business perspectives.

- 1) Indian Ethos
- 2) Work ethos
- 3) Indian Values, Value Systems and Wisdom for modern managers
- 4) Management Lessons from Thirukural
- 5) Spirituality in business management
- 6) Individual Culture and Ethics
- 7) Ethical codes of conduct and value Systems
- 8) Loyalty and Ethical Behaviour
- 9) Ethical business issues and solutions
- 10) Social Responsibilities of Business

TOTAL : 30 PERIODS**COURSE OUTCOMES:**

- The learners are able to apply the basic concepts of Indian ethos and value systems at work.
- The learners can handle issues of business ethics and offer solutions ethical perspectives

COURSE OBJECTIVE:

- To study and understand the consumer' behavior in-order to effectively utilise the market' potential

UNIT I INTRODUCTION**9**

Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.

UNIT II INTERNAL INFLUENCES**9**

Influences on consumer behavior – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.

UNIT III EXTERNAL INFLUENCES**9**

Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior

UNIT IV CONSUMER BEHAVIOR MODELS**9**

Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making.

UNIT V PURCHASE DECISION PROCESS**9**

Consumer decision making process – Steps, Levels and decision rules - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student understands

1. Consumer orientation and consumption
2. Intrinsic influences
3. Effects of external influences
4. Models of consumer and industrial buying
5. The decision making process

REFERENCES :

1. RamanujMajumdar, Consumer Behaviour - Insights from Indian Market, PHI, 2010.
2. Leon G.Schiffman and Leslie LasarKanuk, Consumer Behavior, Pearson Education, India, ninth edition, 2010.
3. Barry J.B., Eric G.H., Ashutosh M., Consumer Behaviour - A South Asian Perspective, Cengage Learning, 2016.
4. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.

COURSE OBJECTIVE:

- This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.

UNIT I AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC) 9

An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour

UNIT II UNDERSTANDING COMMUNICATION PROCESS 9

Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

UNIT III PLANNING FOR MARKETING COMMUNICATION (MARCOM) 9

Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget

UNIT IV DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME 9

Planning and development of creative marcom, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.

UNIT V DIGITAL MEDIA & ADVERTISING 9

Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
2. This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
3. To Know how IMC fits into the marketing mix.
4. To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
5. To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

REFERENCES:

1. Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch &KeyoorPurani, TATA McGraw Hill 8th edition
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006.
3. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016
4. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3rd Revised edition edition, 2008.
5. Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London, Fifth Edition, 2011.

6. JaishriJefhwaney, Advertising Management, Oxford University Press, 2nd Edition, 2013.
7. Dr Niraj Kumar, Integrated Marketing Communication, Himalaya Publishing House 2015

MI4003

SERVICES MARKETING

L T P C
3 0 0 3

COURSE OBJECTIVES:

To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.

- To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT I INTRODUCTION 9

Introduction– Definition– Service Economy – Evolution and growth of service sector – Nature and Scope of Services–Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

UNIT II SERVICE MARKETING OPPORTUNITIES 9

Assessing service market potential – Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT 9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION 9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES 9

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
2. Develop and justify marketing planning and control systems appropriate to service-based activities
3. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
4. Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
5. Recognise the challenges faced in services delivery as outlined in the services gap model

REFERENCES :

1. Chiristopher H. Lovelock and JochenWirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi, 8th edition, 2016.
2. John.E.G.Bateson, K.Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
5. Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3rd Edition, Wiley, 2007.
6. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited, 4th Edition 2014, New Delhi.
7. Vinnie Jauhari&kirti Dutta (2017), Services Marketing, Text and cases, 2nd edition.

MI4004

SALES AND DISTRIBUTION MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To gain insights into the selling and distribution process.

UNIT I INTRODUCTION

9

Sales management - nature and scope. Sales management positions. Personal Selling - Scope, theories and strategies. Sales forecasting and budgeting decisions. Online selling - scope, potential, Merits and Demerits.

UNIT II PERSONAL SELLING PROCESS, SALES TERRITORIES & QUOTAS

9

Selling process and relationship selling. Designing Sales Territories and quotas. Sales organisation structures.

UNIT III MANAGING THE SALES FORCE

9

Sales force - recruitment, selection, training, motivating, compensation and control.

UNIT IV MANAGING DISTRIBUTION CHANNELS

9

Distribution Management - Introduction, need and scope. Channels - Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.

UNIT V BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT

9

Logistics - Scope, definition and components. Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The student get to learn about

1. The basics of sales management, theories and strategies
2. The process of personal and relationship selling
3. Managing sales force
4. Managing distribution channels
5. Inventory and supply chain.

REFERENCES :

1. Krishna K. Havaldar, Vasant M. Cavale, Sales and Distribution Management - Text and Cases, Third Edition, McGraw Hill Education, 2017
2. Gupta S.L., Sales and Distribution Management - Text and Cases - An Indian Perspective, Excel Books, 2008
3. Pingali Venugopal, Sales and Distribution Management - An Indian Perspective, Response Books from Sage Publications, 2008.

MI4005

PRODUCT AND BRAND MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES :

- To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management
- To provide a framework to understand the new product development process, the organisational structures for new product development and product management functions within an organisation
- To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset, including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.

UNIT I	9
Management of New Product Development Process - Managing Product Life cycle -Brands and Branding- Introduction to Brand Management -Brand Management Process - Brand Choice Decisions and Models.	
UNIT II	9
Product Plans-Elements of Branding- Brand Identity -Brand Communication -Brand Positioning -Brand Image and Personality - Valuation of Brands- Brand Valuation -Brand Tracking and Monitoring.	
UNIT III	9
Marketing Mix Factors and Products-Managing Brand Over Time- Building Brands in Indian Market - Launching a New Brand -Revitalizing Brands - Branding Strategies- Brand Extension Strategies - Brand Portfolio Management- Managing Brands Across Geographical Borders.	
UNIT IV	9
Managing Brand Experience - Digital Branding-Employment Branding - Co-branding- Brand extension scorecard-Culture and branding-Brand flashbacks-Future brand priorities.	
UNIT V	9
Advertising -Brand Name Plan- Pricing Systems -Product Distribution Systems -Advertising and Sales Promotion - Product Sales Management -Product and Public Relations Service Product Marketing - Industrial Product Marketing Product Exports and International Marketing -Critical Success Factors in Brand Management.	

TOTAL: 45 PERIODS

COURSE OUTCOMES :

- Apply the fundamental concepts of product and brand development and management.
- Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
- Use tools and metrics to analyse competitors and develop positioning strategies.
- Recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
- Apply an understanding of the product manager's role in product pricing, sales, and promotion.

REFERENCES:

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin Lane Keller;Ambi M. G. Parameswaran; Issac Jacob;Fourth edition; Pearson Education India; 2015; ISBN-10: 9789332542204; ASIN: 9332542201
2. Product and Brand Management Tapan K. Panda Paperback: 888 pages Publisher: Oxford University Press; First edition (January 2016);ISBN-10: 9780199460496; ISBN-13: 978-0199460496; ASIN: 0199460493
3. Product and brand management by UC Mathur;Publisher: Excel Books (December 2012)ISBN-10: 9350620146;ISBN-13: 978-9350620144

MI4006

DIGITAL MARKETING

L T P C
3 0 0 3

COURSE OBJECTIVES :

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.
- It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

UNIT I

Online Market space- Digital Marketing Strategy- Components -Opportunities for building Brand- Website - Planning and Creation- Content Marketing.

UNIT II

Search Engine optimisation - Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

UNIT III

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximising email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

UNIT IV

Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing- Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

UNIT V

Digital Transformation & Channel Attribution- Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.

TOTAL : 45 PERIODS

COURSE OUTCOMES:

1. To examine and explore the role and importance of digital marketing in today's rapidly changing business environment.
2. To focusses on how digital marketing can be utilised by organisations and how its effectiveness can measured.
3. To know the key elements of a digital marketing strategy
4. To study how the effectiveness of a digital marketing campaign can be measured
5. To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

REFERENCES:

1. Fundamentals of Digital Marketing by Puneet Singh Bhatia;Publisher: Pearson Education; First edition (July 2017);ISBN-10: 933258737X;ISBN-13: 978-9332587373.
2. Digital Marketing by Vandana Ahuja ;Publisher: Oxford University Press (April 2015)
3. ISBN-10: 0199455449;ISBN-13: 978-0199455447
4. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler;Publisher: Wiley; 1st edition (April 2017); ISBN10: 9788126566938;ISBN13: 9788126566938;ASIN: 8126566930
5. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
6. Pulizzi,J Beginner's Guide to Digital Marketing , Mcgraw Hill Education.
7. Barker, Barker, Bormann and Neher(2017), Social Media Marketing: A Strategic Approach, 2E South-Western ,Cengage Learning.

COURSE OBJECTIVES:

Enables student to

- Understand the nuances of stock market operations.
- Understand the techniques involved in deciding upon purchase or sale of securities.

UNIT I INVESTMENT SETTING 9

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Investment process -Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts - Valuation of bonds and stock.

UNIT II FUNDAMENTAL ANALYSIS 9

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis : Industry classification, Industry life cycle – Company Analysis Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.

UNIT III TECHNICAL ANALYSIS 9

Fundamental Analysis Vs Technical Analysis -- Dow theory – Charting methods - Chart Patterns Trend – Trend reversals – Market Indicators -Moving Average – Exponential moving Average Oscillators -RSI -ROC - MACD.
Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form - Empirical tests of market efficiency -its application.

UNIT IV PORTFOLIO CONSTRUCTION AND SELECTION 9

Portfolio analysis - Reduction of portfolio risk through diversification – Portfolio risk - Portfolio Selection - Feasible set of portfolios - Efficient set - Markowitz model - Single index model - Construction of optimum portfolio - Multi-index model.

UNIT V 9

Capital Asset Pricing model - Lending and borrowing - CML - SML - Pricing with CAPM - Arbitrage pricing theory– Portfolio Evaluation - Sharpe's index Treynor's index, Jensen's index – Mutual Funds – Portfolio Revision.

TOTAL :45 PERIODS**COURSE OUTCOMES :**

1. Understand the concept of investment and identify the investment alternatives to investors
2. Learn the nuances of fundamental analyses and technical analyses
3. Analyse and evaluate the value of securities
4. Explain how to construct an efficient portfolio
5. Explore the various methods through which portfolio evaluation could be done

REFERENCES :

1. Donald E.Fischer& Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.
3. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011.
4. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.
5. Punithavathy Pandian, Analysis & Portfolio Management, Vikas publishing house PVT LTD, second edition, 2013.
6. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
7. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
8. V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012

COURSE OBJECTIVE:

- To understand the types and functions of the various financial markets in India, its instruments and Regulations.

UNIT I FINANCIAL MARKETS IN INDIA 9

Indian financial system and markets – structure of financial markets in India –Types-Participants in financial Market – Regulatory Environment, - RBI, CCIL, Common securities market, Money market, - Capital market - Governments philosophy and financial market – financial instruments

UNIT II INDIAN CAPITAL MARKET- PRIMARY MARKET 9

Primary Market - Primary market system - Types of scripts - Issue of capital: process, regulation pricing of issue, – Methods of floating new issues, Book building- Primary markets intermediaries: commercial banks, development banks, Merchant banker, issue managers, rating agencies etc – Role of primary market – Regulation of primary market.

UNIT III SECONDARY MARKET 9

Stock exchanges in India - History and development -listing - Depositories - Stock exchange mechanism: Trading, Settlement, risk management, Basics of pricing mechanism - Player and stock exchange - Regulations of stock exchanges –Role of SEBI – BSE, OTCEI, NSE, ISE, - Role of FII, MFs and investment bankers –Stock market indices – calculation.

UNIT IV DEBT MARKET AND FOREX MARKET 9

Bond markets in India: Government bond market and its interface with capital market - Components of bond market - G-Sec, T-Bills, Corporate Bonds, Yield conventions, Role of primary dealers, Auction Markets - Pricing of Bonds

Introduction to Forex markets, basics in exchange rates theory - Forex risk exposures and basics of corporate forex risk management.

UNIT V MUTUAL FUNDS, DERIVATIVES MARKETS AND VENTURE CAPITAL AND PRIVATE EQUITY 9

Mutual funds institutions in India. Types of mutual funds, Basics in portfolio management, Metrics of performance for fund manager

Introduction to Derivatives and the size of derivatives markets -Brief introduction to forwards, Options, Futures And Swaps. Role of VCs and PEs in financial markets - Venture capital and Private equity

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Understanding the basic concepts of the finance markets in India
2. Identify the underlying structure and functions of Indian financial markets
3. Familiarise the methods of issuing shares and the role of intermediaries in the primary market
4. Learn about the trading mechanism in stock market
5. Describe the instruments, participants and trading in debt market

REFERENCES:

1. Christopher Viney and Peter Phillips, Financial Institutions, Instruments and Markets (2015), 8th Edition published by McGraw Hill.
2. Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson education (Singapore), New Delhi, Fourth edition, 2014.
3. Saunders, Anthonu and Cornett, Marcia Millon, Financial markets and Institutions: An Introduction to the risk management approach, McGraw Hill, Irwin, New York, 3rd Edition, 2017.
4. Bhole, L.M, Financial institutions and Markets: Structure, Growth and Innovations, McGraw Hill, New Delhi, Sixth edition, 2017.
5. Fabozzi, Frank J. and Modigliani, Franco, Capital Markets: Institutions and Markets, Prentice Hall of India, New Delhi, Fourth edition, 2009.

MI4009

BANKING AND FINANCIAL SERVICES

L T P C
3 0 0 3

COURSE OBJECTIVES :

- Grasp how banks raise their sources and how they deploy it and manage the associated risks
- Understand e-banking and the threats that go with it.
- Understand about other asset based and fund based financial services in India

UNIT I INTRODUCTION TO INDIAN BANKING SYSTEM AND PERFORMANCE EVALUATION 9

Overview of Indian Banking system – Structure – Functions – Key Regulations in Indian Banking sector –RBI Act, 1934/ 2006 –Banking Regulation Act, 1949– Negotiable Instruments Act 1881/ 2002 – Provisions Relating to CRR – Provision for NPA's - Overview of Financial Statements of banks – Balance Sheet – Income Statement - CAMEL

UNIT II MANAGING BANK FUNDS/ PRODUCTS & RISK MANAGEMENT 9

Capital Adequacy – Deposit and Non-deposit sources – Designing deposit schemes and pricing of deposit sources – loan management – Investment Management – Asset and Liability Management – Financial Distress –Signal to borrowers – Prediction Models – Risk Management – Interest rate – Forex – Credit market –operational and solvency risks – NPA's – Current issues on NPA's – M&A's of banks into securities market

UNIT III DEVELOPMENT IN BANKING TECHNOLOGY 9

Payment system in India – paper based – e payment –electronic banking –plastic money – e-money –forecasting of cash demand at ATM's –The Information Technology Act, 2000 in India – RBI's Financial Sector Technology vision document – security threats in e-banking & RBI's Initiative.

UNIT IV ASSET BASED FINANCIAL SERVICES 9

Introduction – Need for Financial Services – Financial Services Market in India –NBFC – RBI framework and act for NBFC – Leasing and Hire Purchase – Financial evaluation – underwriting – mutual funds

UNIT V INSURANCE AND OTHER FEE BASED FINANCIAL SERVICES 9

Insurance Act, 1938 –IRDA – Regulations – Products and services –Venture Capital Financing –Bill discounting –factoring – Merchant Banking – Role of SEBI

TOTAL :45 PERIODS

COURSE OUTCOMES:

1. Understand the overall structure and functions of Indian Financial System
2. Gain knowledge about regulations governing the Indian Banking system
3. Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
4. Familiarise the students with the concept of e-banking
5. In-depth understanding of fee-based and fund-based financial services in India

REFERENCES:

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2017.
2. Meera Sharma, "Management of Financial Institutions – with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 2010
3. Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2017

COURSE OBJECTIVES:

To enable students

- Understand the nuances involved in derivatives
- Understand the basic operational mechanisms in derivatives

UNIT I INTRODUCTION**10**

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

UNIT II FUTURES CONTRACT**10**

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III OPTIONS**10**

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

UNIT IV SWAPS**7**

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary– Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs –Credit Risk.

UNIT V DERIVATIVES IN INDIA**8**

Evolution of Derivatives Market in India – Regulations - framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Possess good skills in hedging risks using derivatives
2. Understand about future contract and options
3. Learning in depth about options and swaps
4. Knowing about the evolution of derivative markets
5. Develop in depth knowledge about stock options and index futures in NSE

REFERENCES:

1. John.C.Hull, "Options, Futures and other Derivative Securities", PHI Learning, 9th Edition, 2012
2. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,– PHI Learning, 2011.
3. Stulz, Risk Management and Derivaties, Cengage Learning, 2nd Edition, 2011.
4. Varma, Derivaties and Risk Management, 2nd^l Edition, 2011.
5. David Dubofsky – „Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
6. S.L.Gupta, Financial Derivaties- Theory, Concepts and Practice, PrenticeHall Of India, 2011. Website of NSE, BSE.

COURSE OBJECTIVE:

- To understand the International Financial Environment, Management and Risks involved.

UNIT I INTERNATIONAL TRANSACTIONS**9**

Overview and Evolution of International Finance –Institutions for International Finance – Internationalization process –International Monetary and Financial System – Balance of Payments – Exchange rate and money supply – International parity relations – Purchasing power parity – interest rate parity – Forward rate parity.

UNIT II MULTINATIONAL FINANCIAL MANAGEMENT**9**

Process of overseas expansion – Reasons for cross-border investing – The theory of investment – techniques of project evaluation - Approaches for investment under uncertainty - FDI – Measuring and Managing Risk – International M&A – Financial Techniques in M&A – Regulations of M&A in major countries.

UNIT III INTERNATIONAL MONETARY SYSTEM**9**

Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions – forward market — Hedging and Speculation - Hedging FX Transaction Exposure - The Eurocurrency market – international banking – structure and instruments

UNIT IV BORROWING AND LENDING : INTERNATIONAL SOURCES OF FINANCE**9**

Bond Markets of various countries – Fixed and floating rate notes - Syndicate loans – Syndicated Eurocredits – ADR – GDR – Managing interest rate risk – Bond prices and yields – Bond Management – tools and techniques

UNIT V INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS**9**

Country and political risk analysis – benefits and risks of international portfolio investment – assessing country creditworthiness – futures markets and instruments – option markets and instruments – option pricing – option pricing theory in financial risk assessment

TOTAL :45 PERIODS**COURSE OUTCOMES:**

1. Learn about evolution, process and system of International Finance
2. Identify the concepts of international merger and acquisitions, financial techniques and regulations
3. Understand about international monetary system
4. Knowing about ADR, GDR and bond management
5. Explore the learning in international risk assessment

REFERENCES :

1. Apte P.G., International Financial Management, Tata McGraw Hill, 2011.
2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
3. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
4. Eunand Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2011.
5. Website of Indian Government on EXIM policy

COURSE OBJECTIVE :

- To identify and understand systematic behavioral factors that influences the investment behavior.

UNIT I INTRODUCTION: WHY BEHAVIORAL FINANCE 9

The role of security prices in the economy – EMH – Failing EMH – EMH in supply and demand framework – Equilibrium expected return models – Investment decision under uncertainty – Introduction to neoclassical economics and expected utility theory – Return predictability in stock market - Limitations to arbitrage

UNIT II DECISION AND BEHAVIORAL THEORIES 9

Nash Equilibrium: Keynesian Beauty Context and The Prisoner's Dilemma - The Monthly Hall Paradox - The St. Petersburg Paradox - The Allais Paradox - The Ellsberg Paradox - Prospects theory – CAPM - behavioral portfolio theory – SP/A theory – brief history on rational thought – pasacl – Fermat to Friedman - savage

UNIT III DECISION MAKING BIASES 9

Information screening bias - Heuristics and behavioral biases of investors – Bayesian decision making – cognitive biases – forecasting biases – emotion and neuroscience – group behaviour – investing styles and behavioral finance

UNIT IV ARBITRAGEURS 9

Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading

UNIT V MANAGERIAL DECISIONS 9

Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Associated institutions - Relative horizons and incentives - Biased managers

TOTAL :45 PERIODS**COURSE OUTCOMES :**

1. Understanding the need of behavioural finance
2. Knowing about various decision and behavioural theories
3. Learn about heuristic and behavioural biases of investors
4. Analyse and understand about arbitrageurs and managerial decision
5. Thorough understanding about the price discovery in markets\

REFERENCES :

1. Shleifer, Andrei (2000). Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press.
2. Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.). (1982) Judgment under Uncertainty: Heuristics and biases, Oxford; New York: Oxford University Press.

COURSE OBJECTIVE:

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.

UNIT I CONTEXT OF SHRM 9

SHRM - SHRM models - strategic HRM vs Traditional HRM - Barriers to Strategic HR- Adopting an Investment Perspective - Understanding and Measuring Human capital - Human side of corporate strategies - strategic work redesign - Strategic Capability - Bench Marking.

UNIT II HUMAN RESOURCE DEVELOPMENT 9

Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends –HRD Audit.

UNIT III E-HRM 9

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e-learning strategies- e- Performance management - and Compensation design - Use of mobile applications in HR functions– Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

UNIT IV CAREER & COMPETENCY DEVELOPMENT 9

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

UNIT V EMPLOYEE COACHING & COUNSELING 9

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
2. Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.
3. To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
4. Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations
5. Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers

REFERENCES :

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 7th edition, 2016.
2. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd edition, 2011.
3. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
5. Pulak Das. Strategic Human Resource Management- A Resource Driven Perspective- Cengage Learning 4th Indian Reprint- 2013.
6. Terresa Torres Coronas & Mario Arias Olivia. e-Human Resource Management- Managing Knowledge People- Idea Group Publishing, 2005.
7. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley Publications- 2007.

COURSE OBJECTIVES:

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.

UNIT I INDUSTRIAL RELATIONS**9**

Concept, scope- objectives- Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act, 1926- trade union movement in India- objective -role - functions-procedure for registration of trade unions- Rights and responsibilities- problems- Employee relations in IT sector.

UNIT II INDUSTRIAL CONFLICTS AND LABOUR WELFARE**9**

The Industrial Disputes Act, 1947-Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication. Labour welfare- statutory-Voluntary-welfare funds-welfare of unorganized labour

UNIT III LABOUR LEGISLATIONS-I**9**

Origin and growth of labour legislation in India- Principles of labour legislations-Factories Act 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965-

UNIT IV LABOUR LEGISLATIONS-II**9**

The Industrial employment (standing orders) Act, 1946- The Apprentices act, 1961-The Equal Remuneration act, 1976- Payment of Gratuity act 1972- Employee compensation act in 2013

UNIT V LABOUR LEGISLATIONS-III**9**

Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970 -The Child Labour Prevention and Regulation Act, 1986, Labour codes

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student gets to learn about

1. Industrial relations system and Trade unions
2. Industrial Disputes and labour welfare measures
3. Labour legislation introduction and legal provisions for factory workers, wages and Bonus
4. Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
5. Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.

REFERENCES :

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.
2. Kapoor N. D , Elements of Mercantile Law, Sultan Chand, 2014.
3. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &Labour Laws. Tata McGraw Hill. 2012
5. P.K. Padhi, Industrial Laws, PHI, 2017.
6. P.R.N Sinha, InduBala Sinha, Seema PriyadarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2017
7. Tax Mann, Labour Laws, 2018.
8. Srivastava, Industrial Relations and Labour laws, Vikas, 2015.
9. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
10. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
11. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 2007.

Websites

labour.gov.in/ebooks/ss/index.html
labour.gov.in/ebooks/ir/index.html
labour.gov.in/labour_codes

COURSE OBJECTIVES:

- To help the students to gain knowledge about the concepts of change management and to acquire the skills required to manage any change effectively
- To understand the concept and techniques of OD and to enable the skills for the application of OD in organizations.

UNIT I ORGANIZATIONAL DESIGN

9

Organizational Design – Determinants – Components – Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment -Mechanistic and Organic Structures- Technological and Environmental Impacts on Design-Importance of Design – Success and Failures in design.

UNIT II ORGANIZATIONAL CHANGE

9

Meaning, Nature, Forces for change- change agents- Change process-Types and forms of change- Models of change- Resistance to change – individual factors – organizational factors – techniques to overcome change- Change programs –job redesign.

UNIT III ORGANIZATIONAL DEVELOPMENT

9

Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD- managing the phases of OD- Organizational diagnosis-Process-stages- Techniques-Questionnaire, interview, workshop, task-force- collecting, analyzing- feedback of diagnostic information.

UNIT IV OD INTERVENTION

9

Human process interventions-Individual, group and inter-group human relations- structure and technological interventions- strategy interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development.

UNIT V ORGANIZATIONAL EVOLUTION AND SUSTENANCE

9

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student gets to learn about

1. The fundamentals of organizational design and structure
2. Change process, types, and models of change in organizations
3. The fundamentals of organizational development
4. Organizational development Interventions
5. Organizational evolution and sustenance

REFERENCES :

1. French & Bell: Organisational Development, McGraw-Hill, 2005
2. Wendell L. French, Cecil H. Bell, Jr, Veena Vohra - Organization Development : Behavioral Science Interventions for Organizational Improvement, Sixth Edition 2017
3. Rajiv Shaw: Surviving Tomorrow: Turnaround Strategies In Organisational Design And Development, Vikas Publishing House.
4. Thomas G. Cummings, Christopher G. Worley: Organisation Development And Change, Thomson Learning.
5. S. Ramnarayan, T. Venkateswara Rao, Kuldeep Singh: Organization Development: Interventions And Strategies, Sage Publications
6. Organization Development, behavioral science interventions for Organization Improvement, Wendell French, Cecil H.Bell, Veena, Jr, Pearson, PHI
7. Change & Knowledge Management-R.L. Nandeshwar, Bala Krishna Jayasimha, Excel Books, 1st Ed.
8. Management of Organizational Change – K Harigopal – Response BOOKS, 2nd editon,2006
9. Organizational, Design, and Change-Gareth R. Jones, 5th Edition, Pearson Education

COURSE OBJECTIVES:

- To develop an understanding of the nature and strategies of negotiation.
- To understand conflict and strategies to resolve the conflict.

UNIT I FUNDAMENTALS OF NEGOTIATION**9**

Nature, Characteristics of negotiation- Dimensions of Negotiation-Structure- Norms & values-Types of Negotiation- Negotiation process- Perception and Preparation-Communication and Influence-Techniques of Negotiation- Issues in negotiation.

UNIT II NEGOTIATION STRATEGIES**9**

strategy and planning for negotiation- Strategy and Tactics for distributive bargaining -Integrative negotiation-Negotiation power- source of power- Cross culture Negotiation-Ethics in negotiation.

UNIT III INTRODUCTION TO CONFLICT MANAGEMENT**9**

Understanding conflict, components, perspective of conflict- Types of conflict- Models of conflict (Process & Structural)-Sources of conflict- Contingency approach, conflict management process, conflict domain, conflict trends, conflict distribution, conflict mapping and tracking-conflict & performance - Advantages & Disadvantages of Conflict.

UNIT IV MANAGING INTERPERSONAL, GROUP AND ORGANIZATIONAL CONFLICT**9**

Individual difference- Personalities & abilities- Interpersonal conflict- Group conflict- Organizational conflict- Dealing with difficult subordinates & boss-Technique to resolve team conflict- organizational conflict strategies.

UNIT V CONFLICT RESOLUTION AND COST**9**

Conflict resolution models-framework model-classical ideas- new developments in conflict resolution- Environmental conflict resolution-gender and conflict resolution-Assessing the cost of workplace conflict.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student gets to learn about

1. The fundamentals of Negotiation, Types, process and techniques
2. Strategies and tactics in Negotiation
3. The basics of Conflict management, models, approaches and process
4. Managing interpersonal, group and organizational conflict
5. Conflict resolution models and cost of workplace conflict

REFERENCES:

1. Negotiation - Lewicki, Saunders, Barry, TMGH, 2014
2. Corporate Conflict Management - concepts & skills by Eirene Rout, Nelson Omika, PHI, 2007
3. Negotiation- Communication for diverse settings- Michael Spangle, Sage Publication, 2008
4. Managing conflict and negotiation, B.D. Singh, 1st edition, Excel books, 2008.
5. Conflict Management: Practical guide to develop negotiation strategies, Barbara A Budjac Corvette, Pearson Prentice Hall, 2006, ISBN: 8174466428, 9788174466426
6. Managing Conflict in Organizations, M. Afzalur Rahim, 4th Edition, Transaction Publishers, 2011, ISBN 1412844258, 9781412844253.
7. Negotiation, Harvard Business Essentials, Harvard Business School Press, 2003
8. How to negotiate effectively, David Oliver, The Sunday Times, Kogan Page, 2010
9. Conflict Resolution Techniques by Subbulakshmi, ICFAI University press, 2005

COURSE OBJECTIVES:

- To impart skills in designing analyzing and restructuring reward management systems, policies and strategies.
- To understand the various dimensions of Compensation Management.

UNIT I INTRODUCTION**9**

Compensation - Definition - objectives- principles of compensation formulation- Compensation Design and strategy- theories of wage determination- Wage Structure -types of wages- wage boards- wage policy. Compensation decisions- compensation benchmarking- compensation trends and reward system in India.

UNIT II EMPLOYEE COMPENSATION AND LABOUR MARKET**9**

Macroeconomics of Labour markets- Unemployment and its impact on labour market- Neoclassical microeconomics of labour markets-models, supply and demand-economic model Implications on employee compensation- economic theories and employee compensation- trade -offs - valuation of employee compensation.

UNIT III MANAGING EMPLOYEE BENEFITS AND REWARDS**9**

Nature and types of employee benefits- statutory employee benefits in India- Deferred compensation plan- Non-monetary benefits. Reward - Meaning, Elements, Types- Basic concepts of reward management - Designing reward system- Approaches to reward system- Difference between reward and compensation.

UNIT V PERFORMANCE RELATED COMPENSATION**9**

Performance management system (PMS)-performance objectives - indicators- standards and metric - effective performance modeling-dimensions of performance- competency based pay. Team Compensation – Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs .

UNIT IV EXECUTIVE AND SALES COMPENSATION PLAN**9**

Executive Compensation – Components, Theories, Design- Relationship between Fixed and variable pay-Executive Incentive Programmes. Sale Compensation plan- design and administration- sales incentives and motivations. Compensation Management in Multi-National organisations.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student gets to learn about

1. The basics of Compensation Management and Reward system, Theories and strategies
2. Macro and micro economics of labour market and employee compensation
3. Managing employee benefits and rewards
4. Performance related compensation
5. Executive and sales compensation plans, theories and design

REFERENCES:

1. Richard.I. Henderson: Compensation Management In A Knowledge Based World – Prentice Hall, 2007.
2. Richard Thrope & Gill Homen: Strategic Reward Systems- Prentice-Hall, 2000
3. Reward Management: A Handbook of salary administration by Armstrong, Michael and Marlis, Kogan page business books, 2005
5. Thomas.P. Plannery, David.A. Hofrichter & Paul.E. Platten: People Performance & Pay – Free Press.
6. Michael Armstrong & Helen Murlis: Hand Book Of Reward Management – Crust Publishing House.
7. Joseph.J. Martocchio: Strategic Compensation – A Human Resource Management Approach – Prentice-Hall.
8. Edward.E.Lawler III: Rewarding Excellence (Pay Strategies for the New Economy) – Jossey-Bass.

COURSE OBJECTIVE:

- The course aims to provide students insights to HR practices followed in Global organizations.

UNIT I INTRODUCTION TO IHRM**9**

Definition – Evolution of HRM- Importance of IHRM, Models of IHRM – Matching Model, Harvard Model, Contextual Model, 5p Model, European Model, IHRM policies, Standardization and Localization of HRM practices

UNIT II IHRM STRATEGIES**10**

Internationalization and world business – Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances – IHRM & Competitive advantage- Cultural context of IHRM

UNIT III RECRUITMENT AND SELECTION**6**

International Managers staffing – Approaches to staffing – Role of Expatriates – Role of in-patriate – Role of Non expatriates- recruitment and selection methods- Current practices

UNIT IV TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL**10**

Expatriate training program, components, types, effectiveness measures, HCN training- Trends in international training and development – repatriation process and training. International performance Management methods – cultural issues in Performance Management

UNIT V INTERNATIONAL COMPENSATION**10**

Components of international compensation- Approaches to international compensation – Challenges and choices -International Labor Standards – emerging Issues

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The student gets to learn about

1. the basics of IHRM, models and practices
2. strategic orientation and cultural context towards IHRM
3. International practices on recruitment and selection
4. International perspectives on Training, development, performance appraisal
5. International practices on Compensation management

REFERENCES :

1. Peter J Dowling & D E. Welch: International Human Resource Management, Cengage Learning 7th Edition IE.,2017
2. Monir H. Tayeb: International Human Resource Management, A Multinational Company Perspective Oxford University Press, IE
3. IbraizTarique, Dennis Briscoe&randall, International Human Resource Management- Policies and practices for Multinational Enterprises, Routledge, 5th edition
4. Anne- WilHarZing, Ashly Pinnington, International human Resource Management, 3rd edition, Sage Publication
5. P L Rao, International Human resource Management- Text and Cases, Excel Books
6. Christopher Brewster, Guy Vernon, Paul Sparrow, Elizabeth Houldsworth – International Human Resource Management, Kogan Page Publishers

COURSE OBJECTIVE:

- To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

UNIT I INTRODUCTION**9**

Supply Chain – Fundamentals , Evolution, Role in Economy , Importance, Decision Phases, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures.

UNIT II SUPPLY CHAIN NETWORK**9**

Distribution Network Design – Role in supply chain, Influencing factors, design options, online sales and distribution network, Distribution Strategies; Network Design in supply chain – Role, influencing factors, framework for network design, Impact of uncertainty on Network Design.

UNIT III PLANNING DEMAND, INVENTORY AND SUPPLY**9**

Managing supply chain cycle inventory and safety inventory - Uncertainty in the supply chain , Analyzing impact of supply chain redesign on the inventory, Risk Pooling, Managing inventory for short life-cycle products, multiple item -multiple location inventory management; Pricing and Revenue Management.

UNIT IV LOGISTICS**9**

Transportation – Role, Modes and their characteristics, infrastructure and policies, transport documentation, design options, trade-offs in transportation design, intermodal transportation. Logistics outsourcing – catalysts, benefits, value proposition. 3PL, 4PL, 5PL, 6PL; International Logistics - objectives, importance in global economy, Characteristics of global supply chains, Incoterms.

UNIT V SUPPLY CHAIN INNOVATIONS**9**

Supply Chain Integration, Building partnership and trust in SC, Value of Information: Bullwhip effect – effective forecasting – coordinating the supply chain SC restructuring – SC mapping – SC process restructuring, Postpone the point of differentiation – IT in supply chain – Agile supply chains – Reverse supply chain – Agro supply chains- digital supply chain

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Understanding of supply chain fundamentals
2. Ability to design supply chain networks to enhance supply chain performance
3. Ability to plan demand based on inventory and supply
4. Understanding the role of logistics in supply chain performance
5. Awareness of innovations for sustainable supply chains

REFERENCES :

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2009.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, Sixth edition, 2015.
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.
4. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
5. Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 2005.
6. Shapiro Jeremy F, Modeling the Supply Chain, Cengage, Second Reprint , 2002.
7. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management- A Balanced Approach, South-Western, Cengage, 2012.

COURSE OBJECTIVE :

- To learn the need and importance of logistics in product flow.

UNIT I INTRODUCTION**9**

Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service

UNIT II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS**9**

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

UNIT III TRANSPORTATION AND PACKAGING**9**

Transportation System – Evolution, Infrastructure and Networks. Freight Management – Vehicle Routing – Containerization. Modal Characteristics, Inter-modal Operators and Transport Economies. Packaging- Design considerations, Material and Cost. Packaging as Unitisation. Consumer and Industrial Packaging.

UNIT IV PERFORMANCE MEASUREMENT AND COSTS**9**

Performance Measurement – Need, System, Levels and Dimensions. Internal and External Performance Measurement. Logistics Audit. Total Logistics Cost – Concept, Accounting Methods. Cost – Identification, Time Frame and Formatting.

UNIT V CURRENT TRENDS**9**

Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Reverse Logistics – Scope, design and as a competitive tool. Global Logistics – Operational and Strategic Issues, ocean and air transportation. Strategic logistics planning. Green Logistics

TOTAL: 45 PERIODS**COURSE OUTCOME :**

- To enable an efficient method of moving products with optimization of time and cost.

REFERENCES :

- Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill, 3rd edition 2016
- Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education, 3rd Edition, 2012.
- Coyle et al., The Management of Business Logistics, Cengage Learning, 7th Edition, 2004.
- Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2011.
- Bloomberg David J et al., Logistics, Prentice Hall India, 2005.
- Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.

COURSE OBJECTIVE :

- To understand why materials management should be considered for profit in operations

UNIT I INTRODUCTION

9

Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches-master scheduling-manufacturing planning and control system-manufacturing resource planning-enterprise resource planning-making the production plan

UNIT II MATERIALS PLANNING

9

Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.

UNIT III INVENTORY MANAGEMENT

9

Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; Review of deterministic models. Probabilistic inventory models.

UNIT IV PURCHASING MANAGEMENT

9

Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment-international purchasing

UNIT V WAREHOUSE MANAGEMENT

9

Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency-productivity-cost effectiveness-performance measurement

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Understanding basics of materials management
2. Understanding requirement analysis for material planning
3. Ability to apply inventory management models
4. Understanding purchasing practices
5. Understanding storage in warehouse

REFERENCES :

1. J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
2. P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
3. A.K.Chitale and R.C.Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition, 2006
4. A.K.Datla, Materials Management, Procedure, Text and Cases, PHI Learning, 2nd Edition, 2006
5. Ajay K Garg, Production and Operations Management, Tata McGraw Hill , 2012
6. Ronald H. Ballou and Samir K. Srivastava, Business Logistics and Supply Chain Management, Pearson education,Fifth Edition
7. S. N. Chary, Production and Operations Management, Tata McGraw Hill , 2012

COURSE OBJECTIVE:

- To help understand how service performance can be improved by studying services operations management

UNIT I INTRODUCTION**9**

Services – Importance, role in economy, service sector – nature, growth. Nature of services - distinctive characteristics, Service Package, Service classification, service-dominant logic, open-systems view. Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness.

UNIT II SERVICE DESIGN**9**

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches. Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface– service decoupling. Technology in services – self-service, automation, e-commerce, e-business, technology innovations.

UNIT III SERVICE QUALITY**9**

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL, Walk-through Audit, Quality service by design, Service Recovery, Service Guarantees. Process Improvement – productivity improvement - DEA, quality tools, benchmarking, Quality improvement programs.

UNIT IV SERVICE FACILITY**9**

Supporting facility -Service scapes, Facility design – nature, objectives, process analysis, Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem. Vehicle routing and Scheduling.

UNIT V MANAGING CAPACITY AND DEMAND**9**

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services – Retail Discounting Model, Newsvendor Model; Managing Waiting Lines – Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising, globalization.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Appreciation of nature of service operations
2. Ability to design services
3. Ability to inculcate quality in service design and delivery
4. Apply models to design service facility
5. Ability to grow and sustain service business

REFERENCES :

1. James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev Bordoloi, Service Management – Operations, Strategy, Information Technology, McGraw-Hill Education – 8th Edition 2018.
2. Richard D. Metters, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.
3. Cengiz Haksever, Barry Render, Service Management, Pearson Education, 2013.
4. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005.
5. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006.

COURSE OBJECTIVE:

- To treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

UNIT I INTRODUCTION**9**

Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.

UNIT II WAREHOUSING DECISIONS**9**

Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods

UNIT III INVENTORY MANAGEMENT**9**

Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.

UNIT IV TRANSPORTATION NETWORK MODELS**9**

Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Traveling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms-Deficit function Approach and Linking Algorithms

UNIT V MCDMMODELS**9**

Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Understanding of supply chain analytics fundamentals
2. Ability to design warehouse models to enhance supply chain performance.
3. Ability to analyse models and strategies in inventory management.
4. Ability to understand network models in transportation.
5. Ability to make decision using multi-criteria in applications of SCM

REFERENCES :

1. Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2014.
2. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2013.
3. Anna Nagurney, Min Yu, Amir H. Masoumi, Ladimer S. Nagurney, Networks Against Time: Supply Chain Analytics for Perishable Products, Springer, 2013.
4. Muthu Mathirajan, Chandrasekharan Rajendran, Sowmyanarayanan Sadagopan, Arunachalam Ravindran, Parasuram Balasubramanian, Analytics in Operations/Supply Chain Management , I.K. International Publishing House Pvt. Ltd., 2016.
5. Gerhard J. Plenert, Supply Chain Optimization through Segmentation and Analytics, CRC Press, Taylor & Francis Group, 2014.

COURSE OBJECTIVE:

- To learn the fundamental principles and practices of managing projects.

UNIT I	INTRODUCTION TO PROJECT MANAGEMENT	9
Project Management – Definition –Goal - Lifecycles. Project Environments. Project Manager – Roles- Responsibilities and Selection.		
UNIT II	PLANNING, BUDGETING AND RISK MANAGEMENT	9
The Planning Process – Work Break down Structure. Cost Estimating and Budgeting - Process, Summaries, schedules and forecasts. Managing risks - concepts, identification, assessment and response planning.		
UNIT III	SCHEDULING & RESOURCE ALLOCATION	9
PERT & CPM Networks - Project durations and floats - Crashing – Resource loading and leveling. Simulation for resource allocation. Goldratt"s Critical Chain.		
UNIT IV	PROJECT ORGANISATION & CONFLICT MANAGEMENT	9
Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Project Teams. Managing conflict – Team methods for resolving conflict.		
UNIT V	CONTROL AND COMPLETION	9
Project Control – Process, Monitoring, Internal and External control, Performance analysis, Performance Index Monitoring. Project Evaluation, Reporting and Termination. Project success and failure - Lessons.		

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Ability to understand the roles and responsibilities of a project manager
2. Ability to plan and budget projects
3. Ability to schedule and allocate resources to projects
4. Ability to manage project organization
5. Ability to control and complete projects

REFERENCES :

1. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.
2. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
3. Gido and Clements, Successful Project Management, Seventh Edition, Thomson Learning, 2017.
4. Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R., Project Management, First Indian edition, Wiley-India, 2006.
5. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.
6. Panneerselvam. R, Senthilkumar. P, Project Management, PHI Learning, 2009.

COURSE OBJECTIVES:

- To know how to derive meaning from huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.

UNIT I	INTRODUCTION	9
Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and datamarts.		
UNIT II	DATA MINING PROCESS	9
Datamining process – KDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures -RSME, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC; Validation Techniques - hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.		
UNIT III	PREDICTION TECHNIQUES	9
Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.		
UNIT IV	CLASSIFICATION AND CLUSTERING TECHNIQUES	9
Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;		
UNIT V	MACHINE LEARNING AND AI	9
Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques – Ant Colony, Particle Swarm, DEA		

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Learn to apply various data mining techniques into various areas of different domains.
2. Be able to interact competently on the topic of data mining for business intelligence.
Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
3. Apply various prediction techniques.
4. Learn about supervised and unsupervised learning technique.
5. Develop and implement a basic trainable neural network (or) a fuzzy logic system to design and manufacturing

REFERENCES :

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005.
4. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 3rd edition, 2013.
5. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011
6. Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011
7. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011
8. Giudici, Applied Data mining – Statistical Methods for Business and Industry, John Wiley. 2009
9. Elizabeth Vitt, Michael Luckevich Stacia Misner, Business Intelligence, Microsoft, 2011
10. Michalewicz Z., Schmidt M. Michalewicz M and Chiriac C, Adaptive Business Intelligence, Springer – Verlag, 2007
11. Galit Shmueli, Nitin R. Patel and Peter C. Bruce, Data Mining for Business Intelligence – Concepts, Techniques and Applications Wiley, India, 2010.

COURSE OBJECTIVES :

- To expose various algorithms related to Deep Learning and Artificial Intelligence.
- To prepare students to apply suitable algorithm for the specified applications.

UNIT I DEEP NETWORKS**9**

Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.

UNIT II MODELS**9**

Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms.

UNIT III INTELLIGENT SYSTEMS**9**

Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.

UNIT IV KNOWLEDGE REPRESENTATION**9**

Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames.

UNIT V APPLICATIONS**9**

Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learnings.

TOTAL : 45 PERIODS**COURSE OUTCOMES :**

1. Knowledge of Algorithms of Deep Learning & Artificial Intelligence.
2. Knowledge of applying Algorithm to specified applications.
3. Ability to understand intelligent systems and Heuristic Search Techniques
4. Understanding of Knowledge Representation, Semantic Networks and Frames
5. Knowledge Of Expert systems, applications and Machine learning

REFERENCES :

1. Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2. Li Deng and Dong Yu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing.
3. YoshuaBengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine Learning.
4. SarojKaushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd.
5. Deepak Khemani, "A First Course in Artificial Intelligence", McGraw Hill Education(India) Private Limited, NewDelhi.
6. Elaine Rich, Kevin Night, Shivashankar B Nair, "Artificial Intelligence" Third Edition, McGraw Hill, 2008.

COURSE OBJECTIVE:

- To showcase the opportunities that exist today to leverage the power of the web and social media

UNIT I INTRODUCTION**9**

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Viralness - Social theory and social media - technological determinism in popular discourse on social media technologies.

UNIT II COMMUNITY BUILDING AND MANAGEMENT**9**

Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

UNIT III SOCIAL MEDIA POLICIES AND MEASUREMENTS**9**

Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

UNIT IV WEB ANALYTICS**9**

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.

UNIT V SEARCH ANALYTICS**9**

Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. The students will be able to enhance the social media skills.
2. The students will be able to develop a mass communication strategy and guide campaigns.
3. To get an idea of social media policies.
4. Understand the fundamentals and concepts of web analytics.
5. How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

REFERENCES:

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
3. Bittu Kumar, Social Networking, V & S Publishers, 2013
4. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007
5. ric T. Peterson, Web Analytics Demystified, Celilo Group Media and CafePress, 2004
6. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016

COURSE OBJECTIVE :

- To understand the practices and technology to start an online business.

UNIT I INTRODUCTION TO e-BUSINESS**8**

e-business, e-business vs e-commerce, Economic forces – advantages – myths – e-business models, design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce

UNIT II TECHNOLOGY INFRASTRUCTURE**10**

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

UNIT III BUSINESS APPLICATIONS**10**

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals – social media marketing

UNIT IV e-BUSINESS PAYMENTS AND SECURITY**9**

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.

UNIT V LEGAL AND PRIVACY ISSUES**8**

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

www.binils.com

TOTAL: 45 PERIODS**COURSE OUTCOMES :**

1. Ability to build and manage an e-business.
2. Knowledge about Technology Infrastructure
3. Understanding of customer oriented business applications
4. Knowledge of e business payment protocols and security
5. Understanding of ethical, legal , privacy issues and encryption policies

REFERENCES :

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce – A managerial perspective, Pearson Education Asia, 2010.
3. Parag Kulkarni, SunitaJahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
4. Hentry Chan &el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.
5. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007
6. Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition. Tata McGrawHill Publications, 2009
7. KamleshK.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGraw Hill Publications, 7th reprint, 2009.
8. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004
9. MichealPapaloelon and Peter Robert, e-business, Wiley India, 2006.

COURSE OBJECTIVE:

- To study the fundamentals of R programming to apply in quantitative analysis.

UNIT I GETTING STARTED WITH R**9**

Installing R - The R environment - R packages - Basics of R - Data Structures - Reading data into R - Graphics in R

UNIT II FUNCTIONS AND STATEMENTS**9**

Writing R functions - Control Statements (if and else, switch, ifelse, compound tests) - Loops in R (for, while, controlling loops) - Applications using the functions and loops.

UNIT III DATA MANIPULATION AND ANALYSIS**9**

Group manipulation - Data Reshaping - Manipulating Strings - Basic Statistics using R (Summaries, Correlation, t-tests, ANOVA)

UNIT IV LINEAR MODELS USING R**9**

Linear Models - Simple and Multiple regression, GLM - Logit Regression, Model diagnostics - Residuals, Cross validation, Boot strapping.

UNIT V NON-LINEAR MODELS, TIME SERIES AND CLUSTERING USING R**9**

Nonlinear Models - Non-Linear least square, Splines, Generalised Additive Models, Decision trees, Random forests. Time Series - Autoregressive moving average, VAR, GARCH. Clustering - K means, PAM and Hierarchical Clustering.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Explore R language fundamentals, including basic syntax, variables, and types.
2. How to create functions and use control flow.
3. Work with data in R.
4. Understand the linear models using R.
5. The student will learn to use R programming to solve decision models.

REFERENCES :

1. Jared P.L., R for Everyone - Advanced Analytics and Graphics, Addison Wesley Data and Analytics series, 2015.
2. SandipRakshit, R Programming for Beginners, McGraw Hill Education, 2017

COURSE OBJECTIVES:

- To expose the students to the frontier areas of Cloud Computing
- To provide an in-depth and comprehensive knowledge of the Cloud Computing fundamental issues, technologies, applications and implementations.
- To shed light on the Security issues in Cloud Computing
- To introduce about the Cloud Standards.

UNIT I HISTORY OF CLOUD COMPUTING 9

History of Centralized and Distributed Computing - Overview of Distributed Computing, Cluster computing, Grid computing. Technologies for Network based systems- System models for Distributed and cloud computing- Software environments for distributed systems and clouds.

UNIT II INTRODUCTION TO CLOUD COMPUTING 9

Introduction to Cloud Computing- Cloud issues and challenges - Properties - Characteristics - Service models, Deployment models. Cloud resources: Network and API - Virtual and Physical computational resources - Data-storage. Virtualization concepts - Types of Virtualization- Introduction to Various Hypervisors - High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs .

UNIT III CLOUD COMPUTING APPLICATIONS 9

Cloud Programming and Software Environments – Parallel and Distributed Programming paradigms – Overview on Amazon AWS and Microsoft Azure – Overview on Google App Engine – Emerging Cloud software Environment.

UNIT IV CLOUD SECURITY 9

Cloud Access: authentication, authorization and accounting - Cloud Provenance and meta-data - Cloud Reliability and fault-tolerance - Cloud Security, privacy, policy and compliance- Cloud federation, interoperability and standards.

UNIT V GOVERNANCE AND THE FUTURE OF CLOUD 9

Organizational Readiness and Change Management in the Cloud Age, Legal Issues in Cloud Computing, Achieving Production Readiness for Cloud Services, How Cloud Will Change Operating Systems, Future of Cloud TV & Cloud-Based Smart Devices, Cloud and Mobile, Home-Based Cloud Computing.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

1. Students will get to know the history of cloud computing.
2. Identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
3. Provide the appropriate cloud computing solutions and recommendations according to the applications used.
4. Understand the core issues of cloud computing such as security, privacy.
5. Students will get the idea about the future of cloud computing.

REFERENCES :

1. Kai Hwang, Geoffrey C. Fox and Jack J. Dongarra, Distributed and cloud computing from Parallel Processing to the Internet of Things, Morgan Kaufmann, Elsevier, 2012
2. Rajkumar Buyya, James Broberg and Andrzej Goscinski, Cloud Computing – Principles and Paradigms, John Wiley & Sons, 2011
3. Kris Jamsa, Cloud Computing, Jones & Bartlett Learning, 2013

4. Kumar Saurabh, Cloud Computing – Insights into new era infrastructure, Wiley India, 2nd Edition, 2012
5. Barrie Sosinsky, “ Cloud Computing Bible” John Wiley & Sons, 2011
6. Tim Mather, Subra Kumaraswamy, and Shahed Latif, Cloud Security and Privacy An Enterprise Perspective on Risks and Compliance, O'Reilly 2009

SECTORAL SPECIALISATION IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MI4051

SUPPLY CHAIN CONCEPTS AND PLANNING

L T P C
3 0 0 3

COURSE OBJECTIVES:

- To describe the various streams of the supply chain
- To describe the drivers of the supply chain
- To describe the concepts employed in the supply chain
- To explain about the strategies employed in the supply chain

UNIT- I CONCEPTS OF SUPPLY CHAIN 9

Service and manufacturing supply chain dynamics - Evolution of supply chain management -Multiple views and flows - Service supply chains -Manufacturing supply chains - Measures of supply chain performance - Differentiation-Bullwhip effect

UNIT - II SUPPLY CHAIN PROCESSES AND STRATEGIES 9

Integrated supply chains design - Customer relationship process - Order fulfilment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and offshoring - Virtual supply chains.

UNIT - III SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING 9

Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) -Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction -Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR

UNIT - IV SALES AND OPERATIONS PLANNING 9

Introduction to Sales and operations planning - Purpose of sales and operations plans -Decision context - Sales and operations planning as a process - Overview of decision support tools

UNIT- V RESOURCE PLANNING AND SCHEDULING 9

Enterprise resource planning - Planning and control systems for manufacturers – Materials requirement planning - Drum – Buffer – Rope system – Scheduling - Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees - Operations scheduling.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able to

- Identify the concepts of supply chain.
- Analyze supply chain dynamics and various issues of supply chain performance.

TEXT BOOKS:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009
3. Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010
4. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001

MI4052**SOURCING AND SUPPLY MANAGEMENT**
L T P C
3 0 0 3
OBJECTIVES

- To provide understanding of the framework.
- To illustrate current practices in industries.
- To provide knowledge on certain tools & techniques

UNIT - I INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT 9

The Purchasing Process. Purchasing Policies and Procedures. Supply Management Integration for Competitive Advantage, Purchasing and Supply Management Organization.

UNIT - II STRATEGIC SOURCING 9

Supply Management and Commodity Strategy Development, Supplier Evaluation and Selection Supplier Quality Management Supplier Management and Development, Creating a World-Class Supply Base, Worldwide Sourcing.

UNIT - III STRATEGIC SOURCING PROCESS 9

Strategic Cost Management, Purchasing and Supply Chain Analysis: Tools and Techniques, Negotiation and Conflict Management Contract Management Purchasing Law and Ethics.

UNIT - IV SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT 9

Performance Measurement and Evaluation: Strategies, tools and techniques for measuring and managing supplier performance, Supplier performance evaluation, Purchasing services, Supply Chain Information Systems and Electronic Sourcing.

UNIT - V FUTURE DIRECTIONS 9

Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- To understand basic functions and nuances.
- To understand the holistic dimensions of SCM & corporate perspectives.
- Learn to acquire skills to become a sourcing professional.

TEXT BOOKS:

1. Purchasing and Supply Chain Management, Robert .M. Monczka, Handfield, Glunipero Paterson, Waters, 6th Edition, Cengage Publication
2. Purchasing and Supply Chain Management, . Benton, 3 rd Edition, Tata Mc Graw Hill.
3. World Class Supply Chain Management, Burt, Dobler, Starling, 7th Edition, Tata Mc Graw Hill.
4. Supply Chain Management for the 21st Century by B S SAHAY. Macmillan Education,2001

COURSE OBJECTIVE:

This course provides you the basic concepts and advanced models in inventory management. This course discusses issues related to inventory in a supply chain context. It also gives a multi-dimensional view to approach a problem with case studies.

UNIT I INTRODUCTION TO INVENTORY MANAGEMENT 9

Inventory in SCM, Cash to cash cycle time, measure of inventory in terms of days, Inventory turnover ratio and its relationship with working capital, Review of models, Q-models and P-models Aggregation of Inventory, Cycle stock concepts, Ordering multiple items in a single order to reduce cycle stock

UNIT II INVENTORY MODELS 9

Safety stock issues Safety stock with lead time and demand uncertainty (for Q-models), Short term discounting & Forward Buying, Periodic review models with safety stock, Comparison of P and Q systems

UNIT III INVENTORY MANAGEMENT STRATEGIES 9

Single period models, Inventory management for fashion supply chains, Postponement strategies to reduce inventory, Examples of Fashion supply chains: NFL Reebok, ZARA and Sport Obermeyer Risk Pooling, Applications, Risk pooling in different forms-Substitution, Specialisation, Postponement and Information pooling

UNIT IV INVENTORY OPTIMIZATION 9

Distribution resource planning techniques, Inventory and transportation integration decisions, Vendor Managed Inventory, Product availability measures, Product fill rate, order fill rate, Cycle service level.

UNIT V LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS 9

Industry initiatives, Efficient consumer Response and Quick response ,CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations , Best practices in Inventory Management in a Supply Chain

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

At the end of this course, the students can confidently approach their supply chain inventory issues and they can use different tools appropriately to solve the problems and enhance the performance of their supply chains.

TEXT BOOKS:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009
3. Supply chain management, Chandrasekaran,N., Oxford University Publications, 2010
4. Supply Chain Management For The 21st Century by B S SAHAY. Macmillan Education,2001

OBJECTIVES:

- To explain the various technological aspects that are described in the different logistical background
- To explain the real time description updated technologies in the logistics sector and supply chain industry

UNIT - I ELECTRONIC SCM, COMMUNICATION NETWORKS 9

Introduction e-SCM – e-SCM framework - Key success factors for e-SCM - Benefits of e-SCM- Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks –EDI - Data security in supply chain networks - Overview of internet able models

UNIT - II ENTERPRISE INFORMATION SYSTEMS 9

Overview of enterprise information systems - Information functionality and principles -Introduction enterprise information systems -Classification of enterprise information systems- Information architecture -Framework for managing supply chain information - Describe on popular enterprise application packages -Benefits of enterprise information systems

UNIT - III SCM SYSTEMS DEVELOPMENT, DEPLOYMENT AND MANAGEMENT 9

Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model

UNIT - IV DEPLOYMENT AND MANAGEMENT 9

Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value

UNIT - V INFORMATION INTEGRATION 9

Enterprise application integration and supply chain visibility - Enterprise application integration - Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The students will be able to understand the various enterprise information system and its architecture and benefits. Students can gain knowledge about various e-commerce models, e-SCM, benefits and communication networks.

TEXT BOOKS:

1. Bowersox & Closs, Logistical Management, McGraw-Hill Companies, 1996.
2. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004.

REFERENCES:

1. Strauss, E-Marketing, 4/e, Pearson Education 2008
2. Chaffey, E- Business and E- Commerce Management, 3/e, Pearson Education 2008
3. Blanchard, Logistics Engineering & Management, 6/e, Pearson Education 2008
4. Statistics for Managers Using MS Excel, 4/e, Levine, Pearson Education 2007
5. Donald J. Bowersox and David J. Closs, Logistical Management - The Integrated Supply chain

COURSE OBJECTIVES:

- To help the students in explaining the significance of Warehousing.
- To provide timely customer service,
- To keep track of items so they can be found readily & correctly
- To minimize the total physical effort
- To minimize the cost of moving goods in & out of stage.

UNIT - I INTRODUCTION WAREHOUSING 9

Introduction Warehousing – Basic Warehousing Decisions – Warehouse Operations – Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems – Warehousing Cost Analysis – Warehouse Layout – Characteristics of Ideal Warehouse

UNIT - II INVENTORY MANAGEMENT 9

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy – Independent Demand Systems – Dependent Demand Systems – Functions – Types – Cost – Need for Inventory – Just in Time

UNIT - III INVENTORY CONTROL 9

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing Operations

UNIT - IV MATERIALS HANDLING 9

Principles and Performance Measures Of Material Handling Systems – Fundamentals of Material Handling – Various Types of Material Handling Equipments – Types of Conveyors – Refrigerated Warehouses- Cold Chain- Agri SCM

UNIT - V MODERN WAREHOUSING METHODS 9

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

At the end of the course, the students will be able to get complete insight into warehouse concepts, various inventory control techniques and application of inventory management in supply chain.

TEXT BOOKS:

1. Vinod.V.Sople, Logistics Management, Pearson Education, 2004.
2. Arnold, Introduction Materials Management, Pearson Education, 2009.

REFERENCES:

1. Frazelle, World Class Warehousing & Material Handling, Tata McGraw-Hill, 2008
2. Satish K. Kapoor and PurvaKansal, Basics of Distribution Management - A Logistical Approach, Prentice Hall, 2003
3. Satish K. Kapoor and PurvaKansal Marketing, Logistics - A Supply Chain Approach, Pearson Education, 2003

COURSE OBJECTIVES:

- To explore the fundamental concepts of transportation and distribution management
- To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.

UNIT I	DISTRIBUTION	9
Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.		
UNIT II	PLANNING	9
Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)		
UNIT III	TRANSPORTATION	9
Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.		
UNIT IV	TRANSPORTATION	9
International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.		
UNIT V	INFORMATION TECHNOLOGY (IT)	9
Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.		
		TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able to:

- Gain knowledge about the distribution requirements planning.
- Predict the scope and relationship of transportation with other business functions
- Make use of the advantages and disadvantages of the various models.

TEXT BOOKS:

1. Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009.

REFERENCES:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000.

COURSE OBJECTIVES:

- To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
- To explain the concept and principle of contract logistics and closed supply chain

UNIT - I CONTRACT LOGISTICS 9

Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers – Automobile, FMCG and Retail-Third party services and integration

UNIT - II CLOSED LOOP SUPPLY CHAINS AND LOGISTICS 9

Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service - Overview of return logistics and closed loop supply chain models – Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains

UNIT - III BUSINESS AND MARKET 9

Overview- Introduction life cycle management - Trends and opportunities – Auto Warranty management, return process and benchmarks - Market overview - Reasons for using reverse logistics - General characteristics - Consumer goods Depot repair and value added services - Operating dynamics - Competitive evaluation - Secondary markets and final disposal.

UNIT - IV EMERGING TRENDS 9

Emerging trends in Retail, E-Commerce- FMCG and Automobile sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics

UNIT - V MANAGING PROCESSES 9

Managing processes - Step by step process - Use of third party service providers - Additional factors – Contemporary issues – Make in India and its impact on Countries GDP and Economic Growth.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The students will be able to understand the basics of contract logistics, third party logistics industry and third party logistics providers. And it helps to gain knowledge about Make in India concept and its impact on the GDP growth

TEXT BOOKS:

1. Janat Shah, Supply Chain Management: Text and Cases, Pearson Education India, 2009
2. John Manners-Bell, Logistics and Supply Chains in Emerging Markets, Kogan Page, 2014.

REFERENCES:

1. Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011
2. D. F. Blumberg, Reverse Logistics & Closed Loop Supply Chain Processes, Taylor and Francis, 2005
3. Hsin-I Hsiao, Wageningen, Logistics Outsourcing in the Food Processing Industry, Academic Pub, 2009.
4. Surendra M. Gupta, Sustainability in Supply Chain Management Casebook: Applications in SCM, McGraw Hill, 2013

COURSE OBJECTIVES:

- To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- To create awareness about the Air Cargo management.
- To provide general information or a framework on the setup of air cargo processes, for business.

UNIT - I AIR PORTS AND SHIPMENT 9

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business

UNIT - II AIR CARGO 9

Air Cargo Console - Freight of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

UNIT- III AIRWAY BILLS 9

Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA -Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometers flown

UNIT - IV CARGO VILLAGE 9

History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?

UNIT - V DG CARGO 9

DG Cargo by Air - Classification and labelling - Types of Labels according Cargo – Samples of Labels - Packing and Transportation of DG Goods by Air

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

The outcome of this course will provide the basics concepts of airports and aircrafts and various participants in air cargo transportation. Students will come to know about roles of the customs and the government in air transport.

TEXT BOOKS:

1. Yoon SeokChang, Air Cargo Management, CRC Press, 2015.
2. Xie Chun Xun Zhu, Air Cargo Management Introduction - Aviation Logistics, Management Series (Chinese Edition), Southeast University Press, 2006.
3. Hampton Simon Taylor, Air transport logistics, CRC Press, 2000.

REFERENCES:

1. Paul, Air cargo distributions: a management analysis of its economic and marketing benefits, Jackson and William Brackenridge (Gower Press), 1988.
2. Peter S. Smith, Air freight: operations, marketing and economics, Chu (Boston : Kluwer Academic Publishers), 2004.
3. John Walter wood, Airports; some elements of designs and future development, Chu(Boston : Kluwer Academic Publishers), 1981.

MI4059

CONTAINERIZATION AND ALLIED BUSINESS

L T P C

3 0 0 3

COURSE OBJECTIVES:

- To provide an overview of the various elements of containerization and allied businesses
- To realize the potential of containerization and allied businesses

UNIT I BASIC CONCEPT OF CONTAINERIZATION 9

Introduction to Liner Shipping industry - Unitization concept and methods - Malcolm Mclean and the birth of containerization - Generations of container ships and their specification - Container types, their specifications and cargoes carried in them.

UNIT II FREIGHTING AND SIZE OF CONTAINER 9

Container shipping business - FCL and LCL sea freight products - Freight of FCL and LCL cargo - Slot utilization strategies - Estimation of optimum container fleet size - Multiport LCL consolidation

UNIT III CHARACTERISTICS AND PHYSICAL OPERATIONS 9

Containerisation: Concept, Classification, Benefits and Constraints, Container terminal business-World's leading container terminals and location characteristics - container terminal infrastructure - container terminal productivity and profitability-Inland container Depots(ICD)Roles and functions - Container Freight Stations(CFS), Clearance at ICD, CONCOD, ICD's under CONCOD, Charting: Kinds of Charter, Charter Party and Arbitration.

UNIT IV CONTAINER TYPES AND BUSINESS 9

Container manufacturing trends - Container leasing business - Types of container leasing and their terms - maintenance and repair of containers - tracking of container movements - Container interchange.

UNIT V MULTIMODAL TRANSPORT 9

Alternate uses of containers -marketing of used containers -carriage of shipper own containers - multimodal transport options for containers -Insurance for containers -strategies for managing container imbalance.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- The students will learn the practices and ways to promote containerization and allied businesses
- The learners will have a complete idea about the different concepts, trends and strategies used for containerization and allied businesses

REFERENCES:

1. Marc Levinson, The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger, Princeton University Press, 2008.
2. Dr. K. V. Hariharan, Containerisation, Multimodal Transport & Infrastructure Development In India, Sixth Edition, Shroff Publishers and Distributors, 2015.
3. Lee, C.-Y., Meng, Q. (Eds.), Handbook of Ocean Container Transport Logistics Making Global Supply Chains Effective, Springer, 2015
4. Coyle et.al, Management of Transportation, 7th Edition, Cengage Learning, 2011

COURSE OBJECTIVES:

- To enlighten the students about the major functions in export and import processes.
- To provide the expertise for solving issues related to requirements in EXIM management.

UNIT – I FUNDAMENTALS OF IMPORT AND EXPORT 9

Role of Import and Export Trade in an Economy - Institutional Framework for Foreign trade in India - Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - Global trade flows - Contract of International Sale of Goods - INCOTERMS 2010

UNIT - II OVERVIEW OF EXPORT AND IMPORT 9

Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses

UNIT - III DOCUMENTATION FRAMEWORK 9

Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import

UNIT - IV CREDIT AND PAYMENTS 9

Payment methods in Foreign Trade - Documentary Credit / Letter of Credit – LOU-UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.

UNIT - V CUSTOMS CLEARANCE AND AGENCIES 9

Roles of Service providers in EXIM transactions – Global Traders – Commodity Brokers - Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors – Quarantine Agencies – Pest Control Agencies – Chamber of Commerce.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- The students would be aware about the formalities of export and import industry
- The students will be able to comprehend the importance of exim management.

REFERENCES:

1. Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.
2. UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.
3. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015
4. Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011

COURSE OBJECTIVES:

- To provide the knowledge about fundamentals of shipping management
- To equip the students with the knowledge of shipping, ship building and repair

UNIT – I INTERDICTION OF SHIPPING 9

Role of Shipping in International trade-Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH)- Ship Registration and Classification.

UNIT – II LINER SHIPPING OPERATIONS 9

Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates - Liner cargo documentation - Liner agency functions

UNIT – III DRY BULK BUSINESS 9

Dry Bulk shipping business- World's leading dry bulkports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering - Port agency functions.

UNIT – IV TANKER OPERATIONS AND BUSINESS 9

Liquid Bulk shipping business - World's leading wet bulk ports and cargoes handled by them-Types of tankers and gas carriers - Tanker freighting system (worldscale) -Factors affecting Tanker markets- Marine pollution conventions.

UNIT – V SHIP BUILDING AND REPAIR 9

Service providers to shipping industry -Ship management companies -Ports, inland terminals and Container Freight Stations- Ship building and repair yards -Financing the Shipping industry - Marine insurance providers.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- The students would be acquainted with the basics of shipping management
- The students will learn the skills needed for shipping industry

REFERENCES:

1. Michael Robarts, Branch"s Elements of Shipping, Ninth Edition, Routledge, 2014.
2. Peter Brodie, Commercial Shipping Handbook, Third Edition, Informa Law from Routledge, 2014.
3. Review of Maritime Transport, UNCTAD, 2014.
4. Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011

COURSE OBJECTIVES:

- To enlighten the students about the major functions in the port and terminal management
- To expose the students on the trends in port and terminal management

UNIT – I INTRODUCTION TO PORT AND TERMINAL 9

Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).

UNIT – II PORT OPERATIONS 9

Design features of facilities in ports for handling various cargoes - Organization structure in Ports - Delivery of port services and the relationship between various departments - Marine Department –Traffic Department – other departments.

UNIT – III PORT MARKETING AND SERVICES 9

Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland – Identifying the needs of ship owners and operators, ship agents, forwarders, truckers, rail and barge operators - Concept of Total Logistics cost.

UNIT – IV PORT PERFORMANCE 9

Measurement of port performance - vessel turn round time, cargo volume, speed of cargo handling Information flow requirements of the port, statutory bodies and port users - Port community computer systems and EDI applications.

UNIT – V PORT SECURITY AND ISSUES 9

Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning / operating / managing ports.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- The students would be aware about skills pertaining to port and terminal management
- The students should be able to understand the principles and applications for port and terminal management

REFERENCES:

1. Maria G. Burns, Port Management and Operations, CRC Press, 2014.
2. Patrick Alderton, Port Management and Operations, Third Edition, Lloyd's Practical Shipping Guides, 2008
3. H. Ligteringen, H. Velsink, Ports and Terminals, VSSD Publishers, 2012.
4. Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011

SECTORAL SPECIALISATION IN TOURISM MANAGEMENT

MI4063

TOURISM PRINCIPLES AND PRACTICES

L T P C
3 0 0 3

COURSE OBJECTIVES:

- To comprehend the conceptual dimensions of tourism industry
- To understand the dynamics of tourism businesses and its impacts

UNIT I INTRODUCTION

9

Tourist/ Visitor/ Traveler/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel –Emerging Areas and Practices.

UNIT II FORMS OF TOURISM

9

Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

UNIT III TOURISM INDUSTRY

9

Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

UNIT IV TOURISM THEORY

9

Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC) Model - Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model

UNIT V TOURISM ORGANIZATIONS

9

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Students will learn the practices and ways to promote the tourism industry.

REFERENCES :

1. Rajat Gupta, Nishant Singh, Ishita Kirar and Mahesh Kumar Bairwa, Hospitality and Tourism Management, Vikas Publishing House Pvt. Ltd., 2015
2. Charles R. Goeldner and J. R. Brent Ritchie, Tourism: Principles, Practices, Philosophies, 12th Edition, Wiley, 2016
3. Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices (Oxford Higher Education), Nov 2011
4. Chris Cooper, John Fletcher, Alan Fyall, David Gilbert and Stephen Wanhill, Tourism: Principles and Practice, 5th Edition, Pearson Education Limited, 2013
5. Renu Malra, Tourism Principles Practices Concepts And Philosophies, Anmol Publications Pvt. Ltd., 2013

COURSE OBJECTIVE :

- To enable the students to enhance the skills and knowledge on travel industry and its types.

UNIT I	INTRODUCTION	9
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inbound& Outbound Tours- Classification		
UNIT II	TRAVEL AGENCY	9
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator-Inbound, Outbound , Domestic, Ground and Specialized.		
UNIT III	COMPONENTS OF TRAVEL MANAGEMENT	9
Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.		
UNIT IV	CARGO MANAGEMENT	9
Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transshipment, Handling at Destination, Regulations.		
UNIT V	MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY	9
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.		

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- The learners will have a complete idea about the different concepts, trends and strategies used in this industry.

REFERENCES :

1. Chand, M. (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.
2. Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.
3. Holloway, J.C. (2012), The Business of Tourism, Prentice Hall, London,
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi. J (2009), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
7. Walker, J.R. & Walker, J.J.(2011). Tourism Concepts and Practices, Pearson, New Delhi.

COURSE OBJECTIVE:

- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT 9

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH 9

Economic determinants-forces and factors influencing growth of international tourism, trends - regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS 9

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS 9

Tourism Bodies :Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).

Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviation Organisation (ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- The students will be able to comprehend the importance of international tourism, trends, formalities. They will know the importance of regulatory bodies in international tourism.

REFERENCES :

1. Yvette Reisinger, International Tourism- Cultures and Behavior, Taylor & Francis, 2011.
2. A. K. Bhatia, International Tourism Management, Sterling Publishers Private Limited, 2011.
3. Roland Conrady and Martin Buck, Trends and Issues in Global Tourism, Springer Science & Business Media, 2012
4. Myra Shackley, Atlas of Travel and Tourism Development, Routledge, 2006.
5. Sarah M. Lyon and E. Christian Wells, Global Tourism: Cultural Heritage and Economic Encounters, Lanham, MD, AltaMira Press, 2012.
6. John Burkart, S. Medlik, Tourism: Past, Present and Future, Helnemann, 2 nd edition, 1986.
7. TejVir Singh, H. Leo Theuns and Frank M. Go, Towards Appropriate Tourism: The Case of Developing Countries, European University Studies, Series 11, 1989.
8. Robert Christie Mill and Alastair M. Morrison, The Tourism System: An Introductory Text, Prentice-Hall, 1992.

COURSE OBJECTIVE:

- To introduce the students to the various geographical locations across the world with a tourism perspective.

UNIT I BASIC GEOGRAPHY 9

Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II INDIA 9

Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio-cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

UNIT III ASIA, CANADA AND EUROPE 9

An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India.

Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA 9

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India.

United States of America: California, New York, Texas, Pennsylvania, Florida, Virginia, Massachusetts, Ohio, Washington, Florida, Nevada, Georgia, Hawaii, North and South Carolina and Rhode Island. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Brazil.

UNIT V AFRICA, UAE AND AUSTRALIA 9

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, Congo, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Australia, New Zealand and Papua New Guinea

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- General knowledge of worldwide tourism flows
- Ability to Plan a trip to a tourism destination

REFERENCES :

1. Alan A. Lew, Colin Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann, 2008.
2. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978
3. Douglas Pearce, Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
4. Majid Husain, Geography of India, Tata McGraw Hill, 2012.

COURSE OBJECTIVES :

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE 9

Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II CULTURAL DIMENSIONS AND REFLECTIONS 9

Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III CULTURAL MIX 9

Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV CROSS CULTURAL MANAGEMENT 9

Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V GLOBAL APPROACH 9

UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

- The learners should be able to describe Indian culture and heritage.
- The learners are competent to explain how different national cultures can influence the individuals and groups in social and business settings.

REFERENCES :

1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi
2. David C. Thomas, Cross-cultural management- Essential concepts, Sage Publications, 2008
3. S.M.Dewan, Corporate governance in public sector enterprises, Pearson Longman, 2006.
4. G. Hofstede, Culture and organizations: intercultural cooperation and its importance for survival, Harper Collins, London, 2010.
5. Rajiv Desai , Indian business culture - An Insider's guide , Butterworth and Heinemann, 19
6. Ananda Das gupta , Human values in Management , Ashgate publishing limited , 2004.

COURSE OBJECTIVE:

- To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION**9**

Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage - Types of Heritage Tourism, Heritage Management Organizations.

UNIT II NATURAL RESOURCES**9**

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

UNIT III TOURISM CIRCUITS**9**

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.

UNIT IV MANMADE DESTINATIONS AND THEME PARKS**9**

Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels - Zoological and Botanical Garden.

UNIT V CONTEMPORARY DESTINATIONS IN INDIA**9**

Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Medical Tourism and Pilgrimage Tourism - Camping Tourism.

www.binils.com **TOTAL: 45 PERIODS**

COURSE OUTCOME:

- The students would be able to understand the needs of the tourists and manage their destination requirements.

REFERENCES :

1. S.P. Gupta (2003), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
3. Hussain.A.K (2000). The National Culture of India. National Book Trust, New Delhi.
4. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamilnadu, Kerala, etc.

COURSE OBJECTIVES:

- To study the flow of activities and functions in lodging operations.
- To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels.

UNIT I INTRODUCTION 9

Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms – Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

UNIT II FRONT OFFICE MANAGEMENT 9

Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit - Yield Management – Budgetary Control.

UNIT III HOUSE KEEPING MANAGEMENT 9

Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV HOUSE KEEPING FUNCTION 9

Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, Cleaning methods – Pest Control – Public area cleaning and maintenance.

UNIT V INFRASTRUCTURE MANAGEMENT & OTHER SOURCES 9

Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services - Innovative ideas.

TOTAL: 45 PERIODS

COURSE OUTCOMES :

- The learners shall be competent in handling Front Office and Housekeeping management operations.
- The learners will be equipped with knowledge on a wide range of front office and housekeeping tasks and situations in a commercial environment.

REFERENCES :

1. James , Hotel Front Office Management, 5th Edition, Wiley, 2014.
2. Sudhir Andrews. Text book of Hotel Housekeeping Management & Operations, Tata Mcgraw Hill, 2008.
3. Jatashankar R. Tiwari, Hotel Front office & Operations management, Oxford University Press, 2009.
4. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012.
5. Ahmed Ismail. Front Office Operations and Management. Cengage Learning.
6. Raghubalan and Smritee Raghubalan. Hotel Housekeeping Operations and Management. Second Edition. Oxford 2007.
7. Casado, M. Housekeeping Management. John Wiley and Sons, Inc. 2nd edition, 2011.

COURSE OBJECTIVES:

- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.

UNIT I HISTORICAL UNDERSTANDING OF MASS MEDIUMS**9**

History of print media – Global and Indian context, Advent of printing; British and American streams of journalism; Overview of world mass media -- Sky Invasion, Newspapers and Globalization, Role of Travel Media

UNIT II COMMUNICATION MESSAGE AND ITS CONSTRUCTION**9**

Idea of a successful message; Ethics, Standards and Practices; Relevance of effective messages, interpretation of cues; How and what you communicate; Self-awareness in travel communication – Power of message/words; Organization – converting information into convenient understandable messages, Interpretation – how easily the thoughts of the source is organized for the receiver to interpret it correctly

UNIT III TRAVEL WRITING**9**

News Worthiness of developed Ideas; Writing Travel Pieces; Writing and Submitting Stories for Travel Mediums; Articles and Short Pieces, Travel Magazines, Travel Newsletters, Travel and Guide Books; Travel Reviews; the Internet; Coffee Table Books and Anthologies; Preparing Scripts for Travel Programs; Conducting Interviews; Visual support

UNIT IV GENERAL INTRODUCTION TO PUBLIC RELATIONS**9**

Public Relations Fundamentals – Definitions, Practices, Strengths -Duties and responsibilities of a Public relations manager, Code of ethics, Emergence of Public Relations –from ancient times to Modern- the changing role of PR. Grunig and Hunt's four models. Public Relations in India – a historical perspective-pre and post independence era-liberalised economy and corporate -PR in India growth and challenges.

UNIT V ROLE OF PUBLIC RELATIONS**9**

Standard PR Tools and Most Common Travel/Tourism PR Tools, PR at Hotels and Lodging Establishments, Restaurant Public Relations, Transportation Public Relations, Destination and Tourist Attraction PR, What Travel and Tourism Employers Should Understand About PR

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- The students will understand about Travel Media and Public Relations field.

REFERENCES :

1. Seema Hasan, Mass Communication Principles and Concepts, 2nd Edition, CBS Publishers & Distributors Pvt Ltd, 2016
2. Dennis E. Deuschl, Travel and Tourism Public Relations – An Introductory Guide for Hospitality Managers, Routledge, 2011
3. Keval J. Kumar, Mass Communication in India, 4th Edition, JAICO Publishing House, 2010
4. Annamulai Murguan, Tourism and Public Relations, Kalpaz Publications, 2013

COURSE OBJECTIVE:

- To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I INTRODUCTION**9**

Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management-Sustainable Tourism Development :Meaning , Principles and Practices

UNIT II TOURISM DESTINATION PLANNING**9**

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Stages in destination planning Benefits of strategic plans- Outcome of destination planning - Strategic Plans
Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

UNIT III DESTINATION PRODUCT DEVELOPMENT & PROMOTION**9**

Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies. Segmenting, Targeting, and Positioning. Destination branding, Destination Image

Resort development-Types , Planning and Development

UNIT IV TOURISM DESTINATION MANAGEMENT**9**

Stakeholders in destination management- Destination governance- Destination management organization (DMO)Partnership and Team-building –Leadership and Coordination- Community Relations& Roles Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT**9**

Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices - Water Conservation- Energy Efficiency - Waste Management - Commoditisation Community Participation– Responsible tourism - Space Tourism - Recent Trends - Best Practices.

TOTAL : 45 PERIODS**COURSE OUTCOME:**

- The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

REFERENCES:

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers, 2005.
3. Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2013.
4. Nigel Morgan, Annette Pritchard & Roger Pride (2011), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann , 3rd edition.
5. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
6. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
7. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.htm>
8. A practical guide to Tourism Destination Management, World Tourism Organization Publication.

COURSE OBJECTIVE:

- To make the students knowledgeable in tour operations and its related documentation. The student will study the tour preparation, marketing tour products and the role of guides and escorts in tour operations.

UNIT I TOUR INDUSTRY**9**

Tour operations business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic & international, collaborative tourism.

UNIT II ITINERARY PREPARATION**9**

Itinerary Preparation -meaning, types, Resources and steps of preparation, Do's and don'ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

UNIT III TOUR OPERATIONS BUSINESS**9**

Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

UNIT IV MARKETING AND PROMOTION OF TOUR**9**

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day, Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

UNIT V GUIDING AND ESCORTING**9**

Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

TOTAL:45 PERIODS**COURSE OUTCOME:**

- The students will have good learning on tour operations. They can prepare and market tour itinerary. They will know the importance of tour operators, guides and escorts.

REFERENCES:

1. K. Bhatia, Business of Travel Agency & Tour Operations Management, Sterling Publishers, 2012.
2. Jagmohan Negi, Travel Agency and Tour Operation Concepts and Principles, Kanishka Publishers & Distributors, 2006.
3. Lalita Sharma, Travel Agency & Tour Operation Concepts and Principles, Centrum Press, 2010.
4. Dennis L. Foster, The Business of Travel: Agency Operations and Administration, Glencoe Division, Macmillan/McGraw-Hill, 1991.
5. Sunetra Roday, Archana Biwal and Vandana Joshi, Tourism: Operations and Management, Oxford University Press, 2009.

COURSE OBJECTIVE :

- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO LEISURE**9**

Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

UNIT II SECTORS IN LEISURE**9**

The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

UNIT III INTRODUCTION TO RECREATION**9**

Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

UNIT IV RECREATION MANAGEMENT**9**

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

UNIT V RECENT TRENDS**9**

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

TOTAL: 45 PERIODS**COURSE OUTCOME:**

- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

REFERENCES :

1. Stephen J. Page and Joanne Connell, Leisure – An Introduction, Pearson Education Limited, 2010.
2. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London.
3. Daniel D. McLean and Amy R. Hurd, Kraus' Recreation and Leisure in Modern Society, Jones and Bartlett Learning, 10th Edition, 2015.
4. William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London.
5. Chris Ryan (2006), Recreational Tourism, Demands and Impacts, Viva Books, New Delhi.
6. Michael Hall.C. & James Higham (2006), Tourism, Recreation and Climate Change, Viva Books, New Delhi.

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MEDICAL TOURISM

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COURSE OBJECTIVE :

- To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists.

UNIT I INTRODUCTION TO HEALTH CARE IN INDIA 9

Historical Review – Health care services: Level & Types -- Disease burden - Public Services in India - Private health care sector growth: a retrospective & road ahead-- Pharmaceutical, Biotechnology - Health Insurance- Financing and delivery of health services: Issues & Challenges.

UNIT II MEDICAL TOURISM 9

Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

UNIT III MEDICAL TOURISM PRODUCT AND PACKAGE 9

Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

UNIT IV LEGAL ASPECTS OF MEDICAL TOURISM 9

Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

UNIT V MEDICAL TOURISM IN INDIA 9

Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

TOTAL : 45 PERIODS

COURSE OUTCOME :

- The students will have an overview of contemporary tourism practices and global perspectives.

REFERENCES:

1. MilicaZ. Bookman Karla R. Bookman, Medical Tourism in developing countries, palgrave Macmillan™ 2007.
2. Raj Pruthi, Medical Tourism in India , Arise publishers & Distributors, 2006
3. RNCOS, Opportunities in Medical Tourism in India(2007), RNCOS E-Services Pvt. Ltd., 2006.
4. Michael D. Horowitz Jeffrey A. Rosensweig, Medical Tourism – Health Care in The global economy (Trends), American College of Physician Executive, 2007.
5. Sonali Kulkarni, Medical Tourism in India, Book Enclave, 2008
6. Glenn Cohen, Patients with Passports: Medical Tourism, Law, and Ethics, Oxford University Press, 2015