MBA
(General Management)
CHOICE BASED CREDIT SYSTEM (CBCS)

Syllabus
2017 – 2018

DEPARTMENT OF MANAGEMENT
FACULTY OF ARTS, SCIENCE AND HUMANITIES
17MBAP101 MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR 4004

Scope:
This course makes to understand the management principles and organizational concepts in conduct of an organization. It makes to plan and execute the given activity with less conflict and gaining maximum value to the organization.

Objectives:
To make the students familiar with basic concepts of management and human behavior in an organizational context and application of these concepts to managerial problems

Unit I

Unit II

Unit III
Organization Behavior: Meaning and definition - Fundamental concepts of OB - Contributing disciplines to the OB - Learning – Theories of Learning - Personality – Determinants of personality - Theories of Personality - Psycho-analytical, social learning, job-fit and trait theories.

Unit IV

Unit V
Suggested Readings:

Text Books:

References:
Scope:
Managers acquire knowledge on the economic problems that may affect business and economy and to apply simple economic theory to practical problems.

Objectives:
To provide knowledge to the students on the basic issues such as demand, supply, production efficiency and capacity utilization involved in the industrial growth and development.

Unit I
Managerial Economics - Meaning, nature and scope – Techniques of managerial economics - Managerial Economics and business decision making – Role and responsibilities of Managerial Economist - Fundamental concepts in Managerial Economics. Objectives of Business Firms - Determinants and types of demand - Elasticity of demand - Demand Forecasting, Applications.

Unit II

Unit III
Product market - Market Structure - Pricing under different markets- Perfect competition, Monopoly, Duopoly, Monopolistic competition, Oligopoly - Pricing in Public Sector Undertakings.

Unit IV
Factor market and Factors Prices - Pricing decisions – Input pricing - Wages, interest, rent and profit - Cost Benefit Analysis.

Unit V
Suggested Readings:

Text Book:


References:

Scope: Acquiring knowledge on the Basics of business based Laws and protecting the organization from Legal Environment.

Objectives: To make the students understand the basics of legal concept and environment in which the present day business is carried.

Unit 1:

Unit II:

Unit III:

Unit IV:
Income Tax Act - Overview of IT Act – Structure of IT Department – Corporate Tax Planning - Value Added Tax – GST.

Unit V:

Suggested Readings:

Text Books:

References:
Scope:
This course updates all managers to acquire knowledge on accounting including costing for making young managers to be cost effective.

Objectives:
To acquire reasonable knowledge in principles of accounting. To analysis and evaluate financial statements for business decisions.

Unit I

Unit II

Unit III

Unit IV

Unit V

Note: Problems 60 Marks and Theory 40 Marks.
Suggested Readings:

Text Book:

References:
Scope:
To understand the role of statistics in business decision making.

Objectives:
To make the students familiar with the statistical and mathematical techniques and their applications. To make the students understand the principles and techniques of Operations Research and their applications.

Unit I
Role of mathematics and statistics in business decisions - Statistics – Meaning – Scope - Functions, limitations, uses and Misuse of statistics. Classification and Tabulation of data, Univariate data analysis: Mean and Standard deviation, Shape of distributions – Skewness and kurtosis, Introduction to bivariate data analysis.

Unit II
Correlation: Types of Correlation, Correlation coefficient – Degrees of correlation coefficient – Methods of finding correlation coefficient - Scatter diagram - Karl Pearson’s co-efficient of correlation - Spearman’s Rank correlation. Regression: Regression lines - Regression equations - regression co-efficient - Methods of forming the Regression equations.

Unit III

Unit IV

Unit V

Note: Problems 60 Marks and Theory 40 Marks.
Suggested Readings:

Text Books:


References:

Scope:
To train graduates to become managers in various departments through activity based learning. This course provides an insight on decision making skills, role to be played during conflict and empowerment skills.

Objectives:
The overall goal is to develop knowledge and skills necessary to manage various components of a practice that include organization, administration, communication, and managerial aspects. To bring improvements in Interpersonal Skills and Practice-Based Learning

Unit I Interpersonal Skills

Decision Skills: Group decision making (strengths and weaknesses), Developing characteristics of charismatic and transformational leadership. Emotional intelligence and leadership effectiveness - Self awareness, self management, self motivation, empathy and social skills

Negotiation skills- Preparation and planning, definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation.

Unit II Conflict Management skills
Types of conflict (intrapersonal, Intra group and inter group conflicts), Basic concepts, cues, signals, symbols and secrets of body language, Significance of body language in communication and assertiveness training, Conflict stimulation and conflict resolution techniques for effective management.

Unit III Empowerment Skills
Stimulating innovation and change - Coping with “temporariness”, Network culture, Power tactics and power in groups (coalitions), Managerial empowerment and entrepreneurship, Prevention of moral dwarfism especially terrorism, Altruism (pro-social behaviour/helping behaviour), Spirituality - Strong sense of purpose - Trust and respect- Humanistic practices - Toleration of fellow human beings expressions.

Suggested Readings:
References:
COMMUNICATION PRACTICE I

Scope:
Imparting students to enrich communication verbal and non-verbal activity such that students will be good on their communication

Objectives:
To make student familiar with Verbal communication and Non-Verbal communication. To make the students understand face to face Communication and its importance. To make the students to become familiar with reports and letters.

Unit I

Unit II
Report writing - Formal and informal reports - Writing research reports and technical reports- Principles of effective communication - Structuring the resume / report – Report writing / E-mail communication- Norms for e-mail.

Unit III
Communication - Face to face communication – Telephonic conversation - Spoken English – Principles of pronunciation – Fluency and correctness - Confidence and skills in using English – Asking questions – Listening skills.

Suggested Readings:

Text Books:

References:
Scope:
In order to make all management graduates proficient in using computers with the help of MS Office and Tally such that they will be good enough in operating and making as a successful manager.

Objectives:
The main idea behind the computer lab is to impart them with computer knowledge as well as to work on computers in order to complete the task in time, systematically and in a short period of time.

Unit I

Unit II
Introduction to Excel – Working with work sheets – Calculation using formulas work sheet formatting – Types of Charts – Formatting and printing – Chart elements.

Unit III

Unit IV
Internet and World Wide Web: Introduction to Internet – Internet access – Internet Addressing – Introduction and use of E-mail working of E-mail – E-mail names and address- Working in Blogs.

Unit V
Accounting Package Tally: Introduction to tally – Create a company – Creating groups and ledger accounts – Account Voucher creation – Statement of accounts – Inventory reports display.

Suggested Readings:

Text book:

Reference:
Scope:
Overall idea of having this course is to make aware of various business combinations, location, layout, total quality management.

Objectives:
Operations management is concerned with design, planning and control of an organization’s processes with the objective of creating and delivering products and services to customers and improving process and supply chain performance. This course will provide critical understanding of operations management concepts that yield a competitive advantage through operational excellence.

Unit I

Unit II

Unit III

Unit IV
Unit V

Note: Problems 20 Marks and Theory 80 Marks

Suggested Readings:

Text Book:

References:
Scope:
In order to understand the techniques involved in promoting and branding products one should understand the concepts involved in present day marketing. It also helps to understand the insurance environment.

Objectives
- To understand the evolution and principles of Marketing Management.
- To understand the importance of consumer buying motives & consumer behavior.
- To understand the competitive strategy for leader, follower & niche’s.

Unit I

Unit II

Unit III

Unit IV

Unit V
Customer relationship marketing - Customer database, identifying and analyzing competitors - Designing competitive strategies for Leaders, Challengers, Followers and Niche’s - Attracting and retaining customers.

Suggested Readings:

Text book:
References:

Scope:
Managing and respecting human is another side of the coin. To make any manager be aware on Human Resources, Job involved in HR, Training, Compensation and Labour welfare practices.

Objectives:
This paper helps to understand the changing environment of the HRM and the role of the HR managers, and to develop an appreciation effective management of human resources and to enable students to meet HR challenges in present scenario.

Unit I
Human resource management - Importance, Objectives and Functions of HRM; HR Planning – factors affecting HR Planning – Human Resource Information System (HRIS) - Changing environments of HRM - Using HRM to attain competitive advantage - Qualities and role of HR managers - Trends in HRM.

Unit II

Unit III

Unit IV
Job evaluation – Process – Wages and Salary administration- Concepts of different wages – Basic wage plan – Executive compensation, Components, Wage differentials – Monetary and Non-monetary incentives - Competency mapping – Importance and methods.

Unit V
Suggested Readings:

**Text Book:**


**Reference:**

Scope:
To become a holistic manager one should acquire knowledge on appropriate use of financial management. To inculcate knowledge on financial management this course has been thought on basics of financial management.

Objectives:
To enable the students to understand the functions and concepts of finance in management. To know about the cost of capital, capital budgeting and appraisal methods. To understand capital structure, dividend policy and working capital management. To gain knowledge about the practical management problems.

Unit I

Unit II
Time Value of Money, Capital Budgeting- Methods of Appraisal- Pay Back Method, Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index.

Unit III
Cost of Capital, Determining component cost of capital, Specific cost of Capital, Overall Cost of Capital, Cost of Equity Capital, Cost of Preference Capital, Cost of Debt, Cost of Retained earnings and Weighted Average Cost of Capital.

Unit IV
Working Capital Management, Current asset and liability decision, Factors affecting working capital requirements, components of working capital, forecasting working capital requirements.

Unit V

Note: Mark distribution - Problems 40 marks and Theory 60 marks.

Suggested Readings:

Text Book:

References:


Scope:
The course has been designed to develop understanding of basic concepts of banking and insurance and career opportunities available after this course

Objective:
- Principles and importance of Credit, documentation, monitoring and control.
- A broad understanding of other functions associated with banking.
- An insight into marketing of banking services and banking technology.
- To create efficient and up-to-date financial and insurance planners.

Unit I

Unit II
Loans and Advances: Principles of sound bank lending- Different types of loans- Credit appraisal techniques; Credit management and credit monitoring – Recent trends in credit management - Liquidity Management - Asset liability management- Securitizations- Incentives and benefits of Asset securitization; Bank Assurance: Banc assurance Models - Benefits for banks and insurance companies; Mutual funds, their types, Electronic Banking.

Unit III

Unit IV
Unit V
Principles of General Insurance: Utmost good faith – Features - Breaches of utmost good faith - Insurable interest - Meaning – Features - How insurable interest is created - When insurance interest should exist - Indemnity - How indemnity is provided - Measure of indemnity.

Suggested Readings:

Text Book:

Reference Books:
Scope:
To induce knowledge on research this course is learnt by every MBA graduate.

Objectives:
To understand the research concepts. To help students to understand the process of research and research techniques which help them to do their research project efficiently.

Unit I
Research Methodology: Meaning – Objectives - Scope and Significance- Types of research- Characteristics of good research - Criteria for good research - Objectivity in research – Research strategies - Research process – Research in management decisions - Problems encountered by Researchers in India.

Unit II
Research Design: Meaning- Classification- Features – Importance - Steps in research design - Selection of research problem - Sample design - Meaning- Concepts - Steps in sampling - Criteria for good sample design – Types of sampling – Probability and Non probability sampling techniques – Sample size - Determination of sample size.

Unit III
Data collection : Types of data - Methods of data collection – Collection of primary data – Sources of secondary data - Constructing questionnaire - Pilot study - Case study - Data processing: Coding - Editing - and tabulation of data - Measurement - Meaning – Need- Errors in measurement - Scaling techniques - Meaning - Types of scales - Scale construction techniques.

Unit IV

Unit V
Tables, Charts and Diagrams. Appendix: Norms for using index and bibliography- Conventions relating to preparation of research reports.

Note: Problems 20 Marks (Unit – IV) and Theory 80 Marks

Suggested Readings:

Text Books:


References:

Scope:
To train graduates to become managers in various departments through activity based learning. This course provides an insight on decision making skills, role to be played during conflict and empowerment skills.

Objectives:
The overall goal is to develop knowledge and skills necessary to manage various components of a practice that include organization, administration, communication, and managerial aspects. To bring improvements in Interpersonal Skills and Practice-Based Learning

Unit I
Time management – Identifying time wasters – Procrastination – Delegation – Time management tools – Time structuring - Day to day time management techniques

Unit II

Unit III
Self confidence, positive attitude, identifying negative thoughts, communication, team player, critical thinking and problem solving, coping with pressure, flexibility, ability to accept constructive feedback, strong work ethic.

Suggested Readings:
References:
Scope:
Imparting students to enrich communication verbal and non-verbal activity such that students will be good on their communication.

Objectives: To make student familiar with Verbal communication and Non - Verbal communication. To make the students understand presentation skills and its importance. To make the students to be familiar with body language and facial expressions.

Unit I
Non-verbal communication - Personal appearance - Posture - Body language - Visual and audio visual aids for communication - Conducting Meetings: Procedure – Preparing Agenda, drafting minutes and resolution, letter writing.

Unit II

Unit III
Effective and ineffective communication - Free speech – Giving and receiving feedbacks – Identifying communication styles – Accelerated learning – Memory techniques – Speed reading – Mind mapping – Relaxation techniques.

Suggested Readings:
References:
Scope:
Use of SPSS software makes oneself to analyze the real time data by use of appropriate tools at any given situation in order to come with conclusion.

Objectives:
Understanding the need of SPSS this lab course has been introduced in order to make them use statistical package for their research as well as training them to derive logical solutions out of it.

Unit I
SPSS – Meaning – Scope- Limitation- Data view- Variable view- Data entry procedures.

Unit II
Data editing- Missing- Frequencies Distribution – Diagram –Graphs.

Unit III
Descriptive statistics – Mean, Median, Mode, Skewness – Kurtosis – Standard Deviation.

Unit IV
T- Test for Independent sample and X test – ANOVA.

Unit V

Suggested Readings:

Text Book:

Scope:
Strategic Business Management brings one to understand the corporate strategy, analyzing the given environment, strategic planning and implementation and developing the organization.

Objectives:
To learn about strategic planning in the corporate sector. To analyze the environment and to identify opportunities and threat. To know how to formulate the strategies in Indian companies. To understand the planning and evaluation and to learn to control through quantitative and qualitative tools.

Unit I

Unit II

Unit III

Unit IV
Unit V

Suggested Readings:

Text Book:

References:
BUSINESS ETHICS, CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY

Scope: To protect the long term interest of the shareholders and create policies that adopts bylaws. To reduce damages, deaths, personal suffering and to reduce mortality and morbidity. To sustain the equilibrium between society and human beings.

Objectives:
To develop knowledge and understanding about the theoretical perspectives and frameworks of corporate governance, ethical, environmental and social dimensions. To focus on various natural and manmade hazards and its preparedness measures to come out of such calamities.

Unit I

Unit II

Unit III

Unit IV

Unit V
Emerging Areas and Trends in Corporate Social Responsibility - Business, Social, Environmental and Regulatory - Globalization and Corporate Governance - Case Study in CSR and Corporate Governance
Suggested Readings:

Text Books


References

Scope:
To make students understand the global concepts used in financial management. The course also helps one to consider the procedures in international investment.

Objectives:
Learn the basic concepts of International Financial Management, its application in financial decision making. To publicize the students with the intricacies of international business in terms of investment with monetary systems. To understand the exchange determination of currencies.

Unit I

Unit II

Unit III

Unit IV

Unit V

Suggested Readings:
Text Book:

**References:**

Scope:
In order to understand the concepts of costing related to business decisions, strategic cost management has been as an elective subject of finance specialization.

Objectives:
To understand the concept of costing and cost reduction methods. To manage total cost and production costing. To know the process of various costing methods and management. To learn about strategic control systems.

Unit I

Unit II

Unit III

Unit IV
Linear Programming and Regression Analysis - Implications of Linear Programming for Cost Accountants - Guidelines for Regression Analysis - Applications of Regression Analysis in Cost Functions.

Unit V
Strategic Control Systems - Decentralization and Transfer Pricing - Choices about Responsibility Centers - Market Based and Cost Based Transfer Prices - Multinational Transfer Pricing.

Note: Problems 20 Marks and Theory 80 Marks
Suggested Readings:

Text Book:


References:

Scope:
As finance personnel one should understand various ways of generating funds in to an organization and should also know ways and means of investing surplus.

Objectives:
To understand the regulation of merchant banking. To know about mutual funds and the concept of factoring. To manage hire purchase and investment.

Unit I

Unit II
Mutual Funds – Operation – Performance of mutual funds in India – SEBI guidance for Mutual Funds Securitization – Concept, Securitization as a Funding Mechanism, Securitization of Residential Real Estate – Mortgages and Mortgage Investments.

Unit III

Unit IV

Unit V
Suggested Reading:

Text Book:

References:
Scope:
Services Marketing has gained enormous growth and identity in the present era. Services Marketing considers marketing of hospitality, financial services and services pertaining to non-profit organization.

Objectives:
To understand the meaning of Service Marketing. To clarify the Marketing Mix and extended Mix in Service Marketing. To create awareness of Pricing and distribution of service industry. To understand the concept financial services and its importance.

Unit I

Unit II

Unit III
Segmentation - Bases of segmentation - Positioning and differentiation strategies - Quality of service industries – Customer support service.

Unit IV
Marketing of hospitality: Perspectives of Tourism, Hotel and Travel services – Airlines, Railway – Information Technology - Real estate services – Postal services - Courier services.

Unit V

Suggested Readings:
Text book:
References:

Scope:
Quality and Cost conscious alone will never support the organization, but any organization badly is in need of sales and promotion for all products. This is taught under Sales and Promotional Management course.

Objectives:
To give a broad understanding of Sales Management and its implications. To learn the role of advertising and media management in business. To create an awareness of various sales promotional tools used in the market.

Unit I
Nature and process of personal selling - Sales Management – Importance – Role of Sales Manager – Qualities of sales professionals - Setting Sales Objectives – Sales Forecasting – Methods of Sales Forecasting - Sales Quotas and Territory – Sales budgeting – Types of Budgets – Budgeting Procedure.

Unit II

Unit III

Unit IV
Advertising media management – Types – Print, TV, Outdoor, Electronic media and Other forms – Advantages, Limitations, Media Rates, Media Planning and Scheduling. Advertising Copywriting for Print and Broadcast Media

Unit V
Suggested Readings:

Text Book:

References:
Scope:
The course provides an insight into the marketing research area emphasizing the consumer’s needs and solutions to it in a scientific approach.

Objectives:
To understand the principles of marketing research. To understand the consumer behavior factors influencing consumer behavior. To clarify the models of consumer behavior. To create awareness on consumerism in marketing.

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings:

Text book:


References:


Scope:
To make proficient in human relation aspects and to make aware of the concepts, techniques and practices of human resource development are to be learnt in this course.

Objectives:
The course recognizes the dynamic relationship between strategy, people, technology, and the processes that drive organizations. It helps the managers to understand the key HRD concepts and techniques that can be applied in everyday managerial decision-making.

Unit I

Unit II

Unit III

Unit IV

Unit V
HRD Cross Cultural Dimensions - HRD Climate – HRD - OD Interface – HRD - OD Approach to Industrial Relations — HRD Experiences in India – Emerging Trends and Perspectives - HRD Scenario in Indian Organization - Problems and prospects - Challenges and Issues in HRD.
Suggested Readings:

Text Book:

References:
**Scope:**
The course creates self awareness through Transactional analysis for the personal growth of the students

**Objectives:**
To make the students aware, monitor and build self - efficiency. Help the students to overcome the barriers of communication and personality development. Make the students to focus on counseling interventions.

**Unit I**

**Unit II**

**Unit III**
Assertiveness – Nature - Importance and relevance to organizational life – Assertion and Aggression - Assertive writing - Preparing for Assertive Business Writing, Effective letter writing and business mail – Tools, Tips, Pitfalls - Persuasion - When to say Yes/No - Being Assertive with Oneself – cutting , Rewriting, editing - Enhance individual assertiveness.

**Unit IV**

**Unit V**
Counseling - Steps - Elements of counseling – Counseling as a helping strategy - Significant Predicating People’s Problem - Journey in a Life Space – Anxiety – Causes of anxiety - Counseling to develop organizations - Check list for counselors - Training for counseling
Suggested Readings:

Text book:


References:

Scope:
To make the students be aware of the need and ways of changes in organization as a whole.

Objectives:
The course intends to gain an understanding of the organization’s ability to assess its current functioning, to achieve goals and gain ability to implement tools of intervention for effectively bringing change.

Unit I

Unit II
Group Dynamics, Inter group Dynamics and Organization as System - Organizational Climate – The process of OD – Operational components of OD: Diagnostics, Action and process – Maintenance components.

Unit III
Introduction to OD Interventions: Classifications of OD interventions - Team Interventions: Inter-group and third party - Peacemaking Interventions: Personnel, Interpersonal and group process interventions - Comprehensive Interventions: Structural Interventions and applicability of OD.

Unit IV
OD strategies at work - Implementation and assessment of OD - Failure and success in O.D efforts - Assessment of OD and Change in Organizational performance: The impact of OD.

Unit V

Suggested Readings:
Text Book:


References


Scope:
This course has been offered to make students proficient in systems specializations. This course takes into account the overview of the system, system analysis, its design, implementation and security aspects of system.

Objectives:
This course has been designed to provide a solid foundation of systems principles and an understanding of how business function is carried on, while heightening students to the issues of an analyst

Unit I

Unit II
System Analysis: System planning and Initial Investigation – Phases of system analysis - Information gathering - Tools of structured analysis - Feasibility study - Cost benefit analysis.

Unit III
System Design: The process and stages of system design - Major development activities - Input and output forms design - File organization and database design - Sequential - Logical and Physical views of data – Normalization – Different forms of normalization.

Unit IV
System Implementation: System testing and quality assurance – COCOMO model of testing - The nature of test data - The test plan-Quality Assurance - Role of the data processing auditor - Implementation and software maintenance hardware/software selection.

Unit V
Suggested Readings:

Text book:


References:

Scope:
This course will explore the wealth of online learning environment and adopt methods for system online implementation.

Objectives:
To make students acquainted with the recent trends and developments in technology which covers e-Commerce e-Security, e-Logistics and knowledge management aspects.

Unit I

Unit II

Unit III
Content Management and Disseminations: E-learning - Models WBT, CBT, Virtual Campus, LMS and LCMS, Video conferencing, Chatting, Bulleting, Building Online community, Dashboard Models - Asynchronous and Synchronous Learning.

Unit IV

Unit V
Suggested Readings:

Text Book:

References
Scope:
To ensure the students have in-depth knowledge in Software Development and testing the design

Objectives:
To understand the fundamental process models for software development. To know the role of software engineering and use of test cases. To understand the process of software design and components. To know about software testing and methods. To know about the concept of quality in software development.

Unit I

Unit II

Unit III

Unit IV

Unit V
Suggested Readings:

Text Book:


References:

17MBAPE303A        ENTREPRENEURIAL FINANCE        4 0 0 4

Scope:
Developing the skills required to be a successful entrepreneur, and creating awareness on various modes of finance required, ways and means of raising funds to the business.

Objectives: To make the students understand the ways and means of finance for entrepreneurs. To get familiar with various sources of funds available.

Unit I

Unit II

Unit III

Unit IV

Unit V
Business Ethics - Definition and Importance - Benefits of Business Ethics - Emerging Ethical issues in Business - Ethics as a Dimension of Social Responsibility.

Suggested Readings:

Text book:
References:


Scope:
Developing the entrepreneurial skill and promoting the qualities, traits of entrepreneur and role of government towards entrepreneurship made available in this course.

Objective:
To bring the importance of development of entrepreneurs. To make them understand the value of entrepreneurial promotions and economic development.

Unit I

Unit II
Creating and starting the venture - Steps for Starting a Small Industry - Selection of types of organization - International entrepreneurship opportunities.

Unit III

Unit IV

Unit V
Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax Concessions available. Women Entrepreneurs - Reasons for low / no women Entrepreneurs their Role, Problems and Prospects

Suggested Readings:
Text book:
References:


Scope:
Managers shall be aware of developing real-time project’s in order to promote expansion of the business, are promoting new venture.

Objective:
To help the students to manage the project, and to make them understand the value of project planning and financing of projects proposals.

Unit I
Project Management – Concept of a Project – Categories of Project - Project life cycle - Definition of Project Management – Identification of project opportunities - The project as a Conversion Process - Project Environment - Complexity of projects - Relationship between Project Management and Line Management - Current issues in project management - System approach to project management - Roles and responsibilities of project manager.

Unit II

Unit III

Unit IV
Project Direction – Communication in Project – Project Coordination – Project Control – Scope / Progress in Control – Performance Control – Schedule Control – Cost Control.

Unit V

Suggested Readings:

Text Book:
References:


Scope:
As to understand the history and growth of banks, process of transactions, lending advances and services offered to the general public is made to learn in course.

Objectives: To understand the process of financial intermediation. To understand the basic concepts of advances, deposits and Negotiable Instruments Act. To make the students understand the nuances of modern banking.

Unit I
Introduction to Banking: Role of banks, Brief History of banking in India, Structure of banking sector in India, Rationale of Banking Sector reforms, Basel Committee recommendations, Banker Customer relationship, RBI Act (Salient Features), Latest recommendations of Basel Committee.

Unit II

Unit III
Deposits - Opening of bank accounts, Types of deposit account: Savings account, Current account, fixed deposit, Recurring deposit, Certificate of deposit, KYC Norms - Monthly income plan.

Unit IV
Advances - Principles of Sound Lending, Methods of granting advances, Types of securities, Modes of creating charges, Bank guarantees, Interest rates: Base rate, Fixed vs. Floating rates, Registration of charges with ROC - RBI norms on bank charges.

Unit V
Other Services - ATM, EFT, e-banking, m-banking, Cheque Transaction System, Ancillary Services: DD, Safety deposit lockers, Credit cards, Debit cards, Smart cards, NEFT/RTGS, Call center.

Suggested Readings:
Text Book:

References:


Scope:

One of the main functions of Bank Management is to generate as much money as possible to have a successful banking business. Having it in mind one should be taught with deposit mobilization, its various modes and types of deposits.

Objectives:

To know the banker customer relationship and KYC norms. To understand the basics of low cost, no cost and high cost deposits. To study on importance of nomination and the rules governing non-resident accounts.

Unit I

Opening of deposit accounts - Relationship with customers, Opening of accounts: Individuals, Illiterate persons, Minors, Blind persons, Firms, Associations and Limited Companies, HUF

Unit II

Savings deposits - Introduction, Savings Bank account rules, Passbooks/Statement of accounts, Payment of cheques, Collection of cheques, Payment of interest and Service charges, Issue of cheque books, Closing of accounts.

Unit III


Unit IV

Term deposits - Introduction, Various types of term deposits: Fixed deposit, Monthly income plan, Recurring deposit, Payment of deposit: On due date, Pre-payment, Renewal of deposits, Advances against banks own deposit - Base rate.

Unit - V

Other Aspects - Nomination facilities, Deceased accounts, Inoperative accounts, Accounts of non-residents: NRE, NRO and FCNR accounts - DICGCI (Deposit Insurance alone) – NRI.

Suggested Readings:

Text Book:

References:


Scope:
To enhance knowledge in the area of resource deployment, ways and means of advances and sources of lending.

Objectives:
- Understand the purpose of lending and the elements of income for banks.
- Understand the types of credit facilities and the procedure for granting various types of advances
- Understand the different types of securities and the methods of creating charges.

Unit I
Introduction to Advances – Lending - Profit maximization: Spread, Burden, Net Interest Income, Net Interest Margin, Net Interest expenses, Non Interest Expenses, Non-Interest income - Cost minimization.

Unit II
Credit facilities and Securities - Principles of Sound lending, Methods of granting advances, Types of Securities, Modes of creating charges, Floating charge, Consortium lending, Credit syndication - Pledge of shares.

Unit III
Priority Sector advances - Rationale of Priority Sector advances, Targets and sub targets under priority sector advances, Agricultural Lending: Direct and Indirect Finance, Micro and Small enterprises, weaker sections – SIDBI.

Unit IV
Bills Business - Introduction to Bills, Bills Purchased (clean bills), Bills purchased (Demand documentary bills), Bills discounting (Usance Bills) - Foreign bills.

Unit V
Retail Lending - Home loans, Educational loans, Credit Cards, Consumer loans, other personal loans, Calculation of EMI: Effect of quantum of advance, repayment period and Interest rates on EMI. Impact of fixed and floating rates.

Suggested Readings:

Text Book:
References:


Scope:
Today the concept of globalization the market is enlarging across boundaries of the nations. Job opportunities are emerging in this sector. Hence to see that students get placed easily in this sector retail environment is available in the curriculum.

Objectives:
- To make students understand the concepts of retailing.
- To know the various retail models being applied in the market.
- To understand the consumers decision making process and threats in global retailing.

Unit I

Unit II
Retail Models – Store based retail models - Non-store based retail models. Theories of Retail Development – Life Cycle and phase in growth of retail markets.

Unit III

Unit IV
Retail in India: Evolution and size of retail in India – Drivers of retail change in India – Foreign Direct Investment in Retail – Challenges to Retail Developments in India.

Unit V

Suggested Readings:
Text Book:
References:


Scope:
This course increases the employability for students who opt for a career in retail stores where he needs to know the work of a retail operations manager.

Objectives:
To understand the basic concepts of store location. To know the store layout plan. To have knowledge on inventory management in retailing.

Unit I
Store Location - Choosing a Store Location: Importance of Location to a Retailer – Trading Area Analysis Regional Analysis – Characteristics of the Trading Areas.

Unit II

Unit III

Unit IV

Unit V
Retail Inventory: Inventory Planning – Return on Inventory Investments and Stock Turnover – Inventory Management – Physical and Perpetual Inventory Systems – Retail Method of Inventory Valuation.

Suggested Readings:
Text Book:

References:

Scope:
The aim of having this paper is to make students have idea on merchandising and how it is done in global level.

Objectives:
To understand the basic concepts of merchandising, strategies and forecasting. To know the functions and performance of merchandising. To have knowledge on visual merchandising.

Unit I

Unit II
Merchandise planning - Steps involved – Merchandise control – Open to buy – Assortment Planning – Steps involved – Merchandising Stages - Merchandise Budgets and Forecasting.

Unit III

Unit IV

Unit V

Suggested Readings:

Text Book:

References:

Scope:
This course specializes by promoting the product in the international market. Focuses on Risk involved, market segmentations, product policies, pricing decisions and market communications.

Objective:
This paper deals with a broad conceptual focus on the international marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world market place. The present course explores those aspects of marketing which are unique to international business.

Unit I

Unit II

Unit III

Unit IV

Unit V
International marketing communication – Communication with foreign buyers, Planning and preparing, International promotion programme, Media structure, Planning media strategy, Corporate advertising.
Suggested Readings:

Text Book:


References:

Scope:
One should be aware of procedures to be followed while goods are moved to foreign countries and various modes of transportation, documentations, international trade terms and legal framework involved in it.

Objective:
This paper deals with a broad conceptual focus on documentation in exports, imports, obtaining license and current scenario of logistics.

Unit I
International Distribution system and Logistics – International marketing channel decision, Importance and scope of channel decisions, Channels between nations, international physical distribution decisions, nature of physical distribution

Unit II
Transportation – Importance of effective transportation system, service choices and their characteristics, cost characteristics and role fixation, In-company management vs. outsourcing, shipping structure – Sea borne trade, International shipping characteristics, Important international sea routes, Liner and tramp operations, Liner freighting, CFC and ICD, Indian shipping – Growth, Policy and Problems, Major Indian ports, International Air Transport, freight rates, India’s exports and imports by air – Problems and prospects.

Unit III
Documentation - Naming the enterprise, Forms of ownership, Opening a bank account, Need for documentation, Process of obtaining Export and Import License:- General registrations, registrations with RBI, Registration with Licensing Authorities, Registration with appropriate EPC/Commodity Board’s. Main commercial documents: Statutory documents for exporting country, Statutory documents for importing country and documents for claiming export benefits.

Unit IV
International Trade Terms –Trade contract, Credit risk management and payment terms, LC and parties involved, Types of LC, UCPDC – Major clauses, Consignment sale, Transit risk management – Contract of cargo insurance parties, Insurance policy and certificate, Cargo loss clauses – Procedure and documentation.
Unit V

Suggested Readings:

Text book:

References:
Scope:
To enhance students knowledge in international culture and negotiation where employability is made easy.

Objectives:
- To understand the framework of international business negotiations.
- To know the cultural aspects of International Business
- To become aware of the ethics in Negotiations.

Unit I
International Business Negotiations: Framework and Nature - Background factors - Impact of national culture, organizational culture and personality on buyer-seller interaction – A model of the negotiation process with different strategies and planning – Distributive bargain and integrative negotiations.

Unit II
Cultural aspects of International Business Negotiation - Role of culture - Patterns of cross-culture behavior and communication - Importance of understanding the negotiating conventions and expectations between foreign counterparts - Comparative and inter-cultural studies of negotiating behavior.

Unit III

Unit IV

Unit V
Ethics in negotiations - Differences from an ethical perspective of the importance of relationship development - Negotiating strategies - Decision making methods - Contracting practices - Illicit behaviors such as bribery - Best practices in negotiations - Business etiquette - Personality and negotiation skills.
Suggested Readings:

Text book:


References:


Scope:
Emphasize challenges and opportunities for Business Process Reengineering across the process life cycle.

Objectives
- To understand the importance of business process reengineering and kaizen.
- To enable the students to understand the relevance of change management in business process reengineering.
- To familiarize the process of implementation of Business Process Engineering.

Unit I
Business Process Reengineering and Kaizen - BPR: Definition, Japanese Business strategy, Kaizen and Management, Characteristic features of Kaizen relevant to BPR - New developments in BPR

Unit II

Unit III

Unit IV
Reengineering Structure and Pitfalls - BPR leader - Process owners - Reengineering teams - Pitfalls in organizational environment - Complacency management - Reengineered process - Appraisal system

Unit V
Change Management in Business Process Reengineering - Structure of change, Approaches to radical change, Management of change in BPR, Application of negotiation in BPR. Implementation of changes

Suggested Readings:

Text book:
References:

Scope:
The advanced maintenance management provides an insight into maintenance planning, analysis, system, cost and advanced techniques.

Objectives
- To introduce the functions of maintenance.
- To familiarize the students with Total Productive Maintenance.
- To enable the students to understand the concept of optimum overhaul.

Unit I

Unit II
Failure Data Analysis - MTBF, MTTF, Useful life, Survival curves, Repair time distribution, Break down time distributions, Poisson, Exponential and Normal distribution. Availability of repairable Systems - Maintainability prediction - Design for maintainability - Preventive Maintenance

Unit III
Maintenance Planning - Overhaul and repair: Meaning and difference, optimal overhaul / Repair / Replace maintenance policy - Replacement Decisions: Optimal Interval - Group Replacement

Unit IV
Maintenance Systems - Fixed time maintenance, Condition based maintenance, Operate to failure, Opportunity maintenance, Design out maintenance, Total Productive Maintenance - Reduction of Maintenance Cost

Unit V
Advanced Techniques - Reliability Centered Maintenance (RCM) – Total Productive Maintenance (TPM) - Philosophy and implementation, Signature analysis - Expert systems – Concept of Terro technology, Reengineering Maintenance Process, Concept of reliability, Reliability improvement, Concept of maintainability and maintainability improvement, Maintenance Management Information System and Technical Audit
Suggested Readings:

Text Book:


References:


Scope:
This course gives the integrated perspective of Lean thinking apart from covering all the basic tools needed. This course will be relevant for those joining both manufacturing and service organizations.

Objectives
- To understand the principles behind lean manufacturing philosophy.
- To enable the student to understand the concept of Value Stream Mapping (VSM)
- To familiarize them with the implementation of various lean manufacturing techniques.

Unit I
Benefits of Lean Manufacturing System - History and modern applications, MRP and their impact, Lean manufacturing model, Kanban Methodology, Continuing evaluation, Strategic Business Analysis. Internet and e-commerce applications & Reverse Auction

Unit II

Unit III

Unit IV
Lean Implementation and Milestones - Software requirement milestones - Understanding process, Product and Materials - Checking - Factory design - Line startup - Lean implementation in services

Unit V
Lean Line management - Matching customer demand - Customer response policy - Lean line optimization - Resistance to change - Flexibility and rewards.
Suggested Readings:

Text book:


References:


Scope
This helps to understand the concepts, principles, practices and procedures adopted by insurers in underwriting all classes of non-life insurance.

Objectives
The subject helps the students to understand the evolution and growth of general insurance sector in India, the constitutional provisions in areas and different types of general insurance.

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:
Suggested Readings:

Text Book:


Reference Books:

Scope
This course makes to understand the basic understanding of the insurance mechanism. It explains the concept of insurance and cover of risk.

Objectives
To make the students familiar with the basic understanding of the insurance mechanism. An overview of major life insurance and general insurance products is included as well.

Unit 1:

Unit II:

Unit III:

Unit IV:

Unit V:
Importance of group insurance schemes – Main features of group insurance schemes – Eligibility conditions in group insurance – Different types of group insurance schemes – Group Term Insurance Scheme – Group Gratuity Scheme – Group Superannuation scheme – Types of group superannuation schemes – Group Leave Encashment scheme - Risk Management – Types of reinsurance – Method of reinsurance - Insurer’s role in risk management – Risk evaluation.
Suggested Readings:

Text Book:


Reference Books:


Scope
This course makes to understand the product design, Pricing and Interest rates. It makes to understand the profit margin and solvency margin.

Objectives
The object of this course is to equip students with theoretical and practical knowledge, develop and apply techniques of mathematics, statistics, probability and finance to solving real business problems.

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:

Suggested Readings:
Text Book:

References:


Scope:
To inculcate practical knowledge of the core functional areas of an industry.

Objectives:
- Summer internship is aimed to feed industry - institutional- orientation among the students
- To sensitize students to the nuances of corporate culture and familiarize them with the corporate code of behavior.

During second semester vacation each student shall undertake a Summer Internship for 30 Days. The summer internship may be a general study of all functional areas of a company or may be a functional focus on a specialized functional area of management in a company. The report should be certified by the concerned organization where the student has undertaken the internship. He /She shall also submit a detailed report for Viva-voce Examination.
Scope:
Management Practice II helps students to develop their personal and Managerial skills.

Objectives:
- To understand the components of Personality Development
- To enhance the personal etiquette among students
- To improve managerial skills and goal setting among students

Unit I

Unit II
Personal etiquette - Good work practices, Dress code, Code of Good conduct, Handling ethical dilemmas – Business etiquettes — Behaviour at work - Awareness of Diversity, Respecting others’ space, Greeting in business setting, Meeting people in business setting, developing relationship with superiors and staff - Dining Etiquette - Cross Cultural Etiquette.

Unit III
Managerial Skills – Innovative planning – Conducting professional meetings and conferences – Customer retention and satisfaction – Goal setting and problem solving, handling contingent situation.

Suggested Reading:

References:
Scope:
To enhance the overall capability of students and to equip them with the necessary communication skills and soft skills that would help them excel in their profession.

Objectives: To equip students of management with effective speaking and listening skills in English.
To enhance performance of students at placement interviews, group discussions and other recruitment exercises.

Unit I
PERSONAL COMMUNICATION:
Day-to-day conversation with family members, neighbors, relatives, friends on various topics, context specific – Agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions and arguing.

Unit II
SOCIAL COMMUNICATION:
Telephone calls (official), colleagues in the work spot, discussing issues (social, political, cultural), clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes, Current issues.

Unit III
GROUP / MASS COMMUNICATION:
Group discussion (brainstorming), debate, panel discussion, anchoring / master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

Suggested Readings:
References:
Scope:
Being specialized in finance present day managers to be aware of short term movement of capital, problems related to working capital, committee’s recommendation on working capital.

Objectives:
To study about the importance of working capital. To learn the factors of cash management. To understand credit policy of receivable management. To learn the various techniques of inventory management. To gain knowledge about the concept of working capital management

Unit I

Unit II

Unit III
Receivables Management- Objectives - Credit Policies – Credit Terms - Nature and Goals of Credit Policy – Optimum Credit Policy - Credit Period - Collection Efforts - Credit Evaluation - Credit granting decision - Control of Receivables – Factoring — Definition and Mechanism – Advantages - Forfeiting (Problems).

Unit IV
Inventory Management - Nature of Inventories – Objective of Inventory Management - Need to hold Inventories - Techniques for managing inventory - Inventory Control System – (Problems)

Unit V

Note: Problems 40 Marks and Theory 60 Marks.
Suggested Readings:

Text Books:

References:
Scope:
As expert in finance one should be aware about SAPM. Investments’, its types, risk involved in investments’, analysis pertaining to investments, Portfolio Theory and models on investment management.

Objectives:
To clarify the structure and functioning of capital market. To expose the concepts of investment Risks and Securities. To facilitate them to understand and exploit the tools available for analysis. To hassle the need of portfolio management and its application

Unit I

Unit II

Unit III

Unit IV

Unit V
Portfolio theory – Portfolio construction – Markowitz diversification model – Performance evaluation – Portfolio revision- Portfolio evaluation: Sharpe Index, Treynor Index, Jensen's Model.

Suggested Readings:
Text books:


References:


Bonds, Derivatives and Commodity Market Management

Scope:
In-depth knowledge on instruments used in business, for Bonds, Derivatives, Futures and Options, Commodity trading and settlement procedures.

Objectives:
To impart the structure and functioning of commodities market. To expose the concepts of Bonds, Derivatives, Futures and Options and the role of Commodity Markets.

Unit I

Unit II
Introduction to Derivatives: Definition – Types – Market index: Types of index; Introduction to futures and options; Forward contract – Limitations – Features, futures Vs forward contract. Introduction to options – Distinction between futures and options, pay off for derivative contracts.

Unit III
Futures and options, trading systems – Basis of trading – Eligibility of stock for futures and options trading – Clearing and settlement; clearing entities – Members – Banks – Mechanism – settlement mechanism – Regularity framework- Case studies in relevant topics.

Unit IV
Introduction to commodity trading: commodity derivates – Commodity exchanges in India – Types of instruments available for trading – Pricing – Commodity derivatives, hedging, speculation, arbitrage in commodity derivative markets. Case studies in relevant topics.

Unit V
Suggested Readings:

Text Books:


References:

Scope:
Branding of a product, concepts related to branding, its types, packaging, labeling, brand rejuvenations, success strategies are inculcated in this course.

Objectives:
To equip the students with the various dimensions of product management such as Brand Positioning and its Preference. To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.

Unit I

Unit II
The Concept of Brands - The Economic Importance of Brands - The Social and Political Aspects of Brands - Difference between Marketing and Branding - Changing Rules of Marketing and Branding in India - Digital Dimension, Consumer Activism, Leveraging Technology

Unit III
Introduction to Brand Positioning: The 4Ps – An Inherently Futuristic Model - 4Ps in the IT Age - Brand Positioning - Fundamentals of Brand Positioning - First Movers - Mistakes in Brand Positioning – Introspection - Gaining Brand Preference.

Unit IV
The Brand Relevance Model: The First Mover Advantage - Managing a New Category - The Different Levels of Innovation - Understanding Brand Relevance – Categorization - Creating New Categories or Subcategories — Four Tasks - How Categorization Affects Information Processing and Attitudes

Unit V

Suggested Readings:
Text Books:

References:
Scope:
To understand the basic concepts of Retail environment. To have an in-depth knowledge of the various forms of Retail outlets and current trends in Retail.

Objectives:
To have an exposure in retailing concept and consumer behavior in retail. To understand the retail marketing mix and Promotional measures. To evaluate, plan and choose channels of retail distribution strategies. To get an insight in IT application and international retailing trends

Unit I
Retailing – Introduction – Importance – Challenges in retailing — Consumer behavior in retail context – Process - Demographic and socio-economic factors – Strategic Retail Planning process – Opportunities and Competitive advantage

Unit II

Unit III
Retail Marketing Mix – Product decision – Concepts. Pricing decision - Concepts - Types of Pricing - Leader pricing - Odd pricing - Promotion decision – Advertising, sales promotion – tools, Publicity

Unit IV

Unit V
Suggested Readings:

Text Book:

References:
Scope:
Developing the present day customer is an art. Students as manager should understand the psychology behind customer relationship.

Objective:
To understand the need and importance of maintaining a good customer relationship. To have an in-depth knowledge in CRM structures, planning and implementation.

Unit I

Unit II
Understanding Customers - Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.

Unit III

Unit IV

Unit V

Suggested Readings:
Text Books:

References:

Scope:
As HR manager they should be aware of legal issues connected with HR, Industrial safety, collective bargaining and welfare measures in order to have a peaceful industrial relation.

Objectives:
To learn about industrial relations concept and objectives. To know about the industrial conflict and handling the disputes. To know about the different types of labor. To focus on industrial safety and psychological problems

Unit I

Unit II
Industrial Conflicts – Industrial disputes – Types - Causes – Handling and settling disputes – employee grievances – Steps in grievance handling - Settlement of grievance in Indian industry - Employee discipline - Types of discipline, policy procedures with standing order format, causes and types - Kinds of punishment - Procedure for taking disciplinary action, Indian law on punishment.

Unit III

Unit IV

Unit V
Suggested Readings:

Text Book:


References:

Scope:
HR manager to have sufficient knowledge on training and developing employees in such a way that employees can be mould to the requirement for better productivity.

Objectives:
To know the role and functions of training and development in organization, learning theories, and principles and their implications for the effectiveness of training programs.

Unit I

Unit II
Training Process – Key factors in designing training programme - Assessing Training needs – Methods of TNA – Training Design – Constraints in Training Design

Unit III

Unit IV

Unit V
Suggested Readings:

Text book:


References:

Scope:
Basics of compensation, various incentives and benefits applicable and relevant social security laws for employees of the organization are taught in this course.

Objectives:
To make the students to be familiar with Wages, Salary, incentives, Compensation and pay scale systems

Unit I

Unit II

Unit III

Unit IV
Planning for Improved Competitiveness: Diagnosis and Bench Marking, Obtaining Commitment; Determination of Inter and Intra-industry Compensation Differentials, Internal and External Equity in Compensation Systems. Compensation provided by Public sectors & Private Sectors.

Unit V
Suggested Readings:

Text Book:


References

Scope:
E-Commerce provides an insight into electronic framework and E-business models. It also emphasizes on the impact of E-Marketing and E-Supply chain management

Objectives:
To Learn and analyze the business model of a firm, and determine the role that the Internet (and related technologies) can play to support or even enable this model. To understand the key issues involved in managing electronic commerce initiatives. To utilize the internet to collect information and to conduct research.

Unit I

Unit II

Unit III
E-business models – Virtual Merchants- E-payment systems – Digital payment requirements, digital E-Token systems, properties of electronic cash, and cheque payment systems on the Internet, risk and E-Payment system, designing E-Payment system, digital signature.

Unit IV

Unit V
E-supply chain management: E-Supply chain -E-strategy: Information and strategy, the virtual value chain, seven dimensions of E-Commerce strategy, value chain and E-Strategy, planning the E-Commerce Project, Strategies for Web site development – Technology solution to privacy Case study: mobile commerce
Suggested Readings:

Text Book:

References:
Scope:
Software Project Management course provides a platform for students to understand the concepts of project management. It also emphasizes on Testing and acquisition process in software projects.

Objectives:
Learn to acquire a set of skills for planning and implementing software projects. Learn to acquire a set of skills for managing cost and time. Learn to access the control risk in project management.

Unit I

Unit II

Unit III

Unit IV
Unit V

Suggested Readings:

Text book:

References:
Enterprise Resource Planning motivates students to understand the concepts for organizations to develop or adopt enterprise wide information systems.

Objectives:
Learn the alternative perspectives on data to be included in an enterprise wide IS. Learn to develop an appreciation for several RDBMS’s. Familiar with a broad range of data management issues including data integrity and security.

Unit I
Introduction- Purpose of database system – View of data - Data models - Database languages - Transaction Management - Storage Management - Database Administrator - Database Users- System Structure.

Unit II
Entity Relational Model: Basic concept – Key Entity Relationship Diagram, Weak Entity Sets, E-R features, Specialization, Generalization, Relational model - Structure of Relational Databases-Relational Algebra-Views.

Unit III
SQL – Background - Basic structures - Set operations - Aggregate functions - Null values - Nested – Sub queries - Derived relations - Views – Modification of the database - Joined relations - Data definition language - Embedded SQL features – Data warehousing - Concepts – architecture - Data transformation - User interface - Distributed database.

Unit IV

Unit V
Suggested Readings:

Text Books:


References:

Scope:
As entrepreneur one should also be aware of technological innovation in order to promote the enterprise is emphasize in this course.

Objective:
To explain technology Innovation and Enterprise resource planning for sustainable enterprise

Unit I
Innovation: - Need - Objectives of Innovation - Technology Innovation - Its importance - Knowledge Management- Need - Business strategies related to Knowledge Management - Knowledge Management Approaches - Transformation of an enterprise through Knowledge Management - Creating Knowledge Management System in Organization Establishing Knowledge Management through IT - Organizational culture for Knowledge Management - Future of Knowledge Management

Unit II

Unit III

Unit IV
Unit V

Suggested Readings:

Text book:


References:

Scope:

Any business has to be developed from scratch. As entrepreneur one should learn various avenues of promoting the given business along with ethics which is other side of the coin. This course is meant to inculcate to develop a business plan connected with ethics.

Objective:

To explain relevance of Ethics while taking business decisions.

Unit I


Unit II


Unit III


Unit IV


Unit V

The Ethical Decision Making Process - Understanding ethical decision making and corporate governance - Individual factors - Organizational factors - Implementing and Auditing Ethics programs, Social auditing - Business Ethics in a Global Economy
Suggested Readings:

Text book:


References:

2. Entrepreneurship Development Institute of India. *Business plan preparation*
Scope:
World is ever changing. Hence, the concept of business has taken 360 degree twist. As entrepreneur one should be acquire knowledge on cross culture, theory involved in MNC business, legal aspects and competitive advantage of having business in India.

Objective:
To explain the diversity and the role of cultural diversity in Business Environment.

Unit I

Unit II

Unit III

Unit IV
Strategic Responses to changing environment - Portfolio Related, Process Related and Structure Related - Aligning HR Strategy - Strategic Changes - Planned Changes - Drawbacks- Unplanned Change - Steps in Planned Change - Changes and Amendments in Labors Laws - International Trade Unions and Business Associations

Unit V
Suggested Readings:

Text books:


References:

Scope:
To promote the knowledge on forms of export and import financing, documents involved in export and import and various procedures involved.

Objectives:
The students on completion of the course will be able to:

- Understand the basics of Uniform Customs and Practices for Documentary Credits (UCPDC)
- Understand the procedure for granting export and import credit
- Know the agencies involvement in promoting export credit and their roles in enhancing the external trade.

Unit I
Introduction to Documentary Credits - Documentary Credits, Letters of Credit, Parties to letters of credit, Types of letters of credit, Documents in Documentary Credit - FOB, CIF, C and F.

Unit II
Export Finance – Pre-Shipment Advance - Pre-shipment finance, Types of Pre-shipment finance, Disbursements of packing credit advance, Overdue Packing Credit Advances and their follow up, Packing Credit in Foreign Currency (PCFC) – Transshipment.

Unit III
Export Finance – Post-Shipment Advance – Post-shipment finance, Rules governing post-shipment finance, Types of post-shipment finance, Crystallization of overdue export bills and their follow up.- Forward cover procedures.

Unit IV
Imports - Import letter of credit - Rules governing Import credit - Forward exchange contracts for imports, Payment for import of goods - Technology imports procedures.

Unit V
ECGC and EXIM Bank - Export and Import policy of India, Incentives given by the Government of India for exports, Role of RBI in promoting export credit, ECGC – Types of policies, EXIM Bank – Its role and their promotional activities - Foreign Trade shows.
Suggested Readings:

Text Book:


References:

Scope:
One of the core issues of any business is the role of non-performing assets. To make aware of accumulation of NPA, rule regarding rehabilitation of sick units, recovery of dues are taught in this core course on banking.

Objectives:
The students on completion of the course would be:

- Able to know the impact of sickness on industries and ways & means of preventing sickness
- Able to know the procedure for classification of assets
- Able to know the process of recovery of advances and the role of Credit Guarantee Corporation.

Unit I
Sickness and its Prevention - Causes and detection of sickness, Follow up of advances, Post- sanction inspection, ABC norms, Sick Industrial companies Act – BIFR - Risk averseness.

Unit II
Non-Performing Assets - Introduction to NPAs, Income Recognition, Asset classification: Standard, Sub-standard, Doubtful and loss assets, provisioning to various Non-Performing assets and write–off of advances - Gross NPA and Net NPA.

Unit III
Rehabilitation of sick units - Classification of units as viable and non-viable, Guidelines for drawing rehabilitation scheme, revival by Mergers and Amalgamations, Concessions under Income Tax Act for mergers - Unwillingness to pay and inability to pay.

Unit IV
Recovery of dues - Corporate Debt Restructuring, Civil suits, Debt Recovery Tribunal, Securitization and Reconstruction of Financial Assets and Securities Interest Act SARBASI, Asset Reconstruction Company, Compromise agreements CIBIL.

Unit V
Credit Guarantee Corporation - Objectives of Credit Guarantee Corporation, Small Loans Guarantee Scheme, Small Loans (SSI) Guarantee Scheme, Accounting practices - Crop insurance.
Suggested Readings:

Text Book:


References:


Scope:
The course aims at revealing the basics of market risk and credit risk and the methods of minimizing these risks.

Objectives:
The students would be able to know:

- The meaning of risk and the various types of risks the banks are exposed to
- The basics of off-balance sheet risks, Forex risk and their impact on banks.

Unit I
Introduction to Risks - Risk, An introduction to various risks faced by banks, impact of risks on banks profitability and the regulations of RBI to mitigate these risks. Zero risk assets

Unit II
Market Risks - Interest rate risks, Rate sensitive assets, Rate sensitive liabilities, Re-pricing risks, Liquidity risk, Asset liability management Committee: Role and purpose - Maturity buckets

Unit III
Credit Risk - Credit quality problems, Meaning of willful default and inability by borrower to pay the dues, Measurement of credit risk, Credit scoring models, Loan portfolio and concentration risk - Discriminant analysis

Unit IV
Off-Balance Sheet Risks - Commercial letters of credit, Standby letters of credit, Guarantees, Derivative contracts: Basics of reducing off-balance sheet risks - Notes on accounts

Unit V
Other Risks - Operational risk, Foreign exchange risk, Country or sovereign risk, Technology risk, Insolvency risk and Capital adequacy norms. Sovereign rating by credit rating agencies

Suggested Readings:

Text book:

References:
Scope:
To make the students be aware of retail in a global prospective. To analyze the ways to overcome the competition prevailing from global players and sustain in the world market.

Objectives
To introduce the Students with the international retail environment and its implications in a globalised world. To Understand & analyze the recent developments and trends in global retail markets

Unit I
International Trade – Barriers and Facilitators - Regional Economic/Political Integration - Cultural Influences on International Marketing - International Marketing Segmentation – Positioning - The Marketing Plan and Entry Mode Selection.

Unit II
International Retailing - Definitions, Interpretations - Trends in the Internationalization of Retailing and Evolution of International Retailing - Motives for International Retailing - The changing nature of boundaries – Assessing the potential of Retail Markets - Methods of International Retailing - Accessing Retail Markets.

Unit III

Unit IV:

Unit V:
Suggested Readings:

Text book:


References:

Scope:
Retail planning deals with the strategic planning of Retail firms in terms of Finance, personnel, operations, marketing and legal aspects.

Objectives:
- To understand the strategic business retail in service sector
- To study the Operations and financial aspects in retail planning
- To emphasize on Mall management and its various forms.

Unit I
Marketing and Strategic Management: Retailing - Role, Relevance and Trends - Retail Customer - Retail market segmentation and franchising - Retailing in banking and other financial services - mutual funds and Insurance - Services marketing and management.

Unit II

Unit III
Human Resources Management in Retailing: Retail organization - Laws involved in Human Resources - Motivation - Customer psychology - Training needs for employee - Top grading - Obstacles to Top grading - Coaching to fix weakness - Interviews guide.

Unit IV
Legal and compliances for a Retail Store: License - Contracts and Recovery - Legal Process - PF/ESI and Exemptions - Food and Restaurants – PPF - IR Law - Shops and establishments - IPR Patents, Copyright and Trademarks - Inclusion of Service Mark - Procedure and Duration of Registration Collective Mark - Procedures applicable for a Retail Store.

Unit V
Suggested Readings:

Text Book:


Reference Books:

Scope:
To understand the Retail communication prevailing with its stakeholders and the ways to make it effective.

Objectives:
- To understand the basic concepts of communication
- To emphasize on Retail communication mix
- To study the integration of communication with related aspects of Business.

Unit I
Retail Communication – Methods of communicating with customers – Paid and Unpaid Communication – Personal and Impersonal Communications.

Unit II
Communication programmes to develop Brand Images and Building Customer Loyalty – Extending the brand name.

Unit III
Retail communication planning – Setting objectives – Communication budget – Allocation of the promotional budget – Planning and Implementing and Evaluating communication programs.

Unit IV
Retail Communication Mix – Advertising – Sales promotion – Public Relations and Publicity Personal selling – Point of Purchase displays.

Unit V

Suggested Readings:
Text book:

References:
17MBAPI401A MULTILATERAL TRADE AGREEMENTS AND REGULATIONS 4004

Scope:
This course is an attempt to appreciate the conceptual and practical aspects of trade agreements. Acquaint the students with environmental, procedural, institutional and decisional aspects of trade.

Objective:
To develop capabilities to understand the International Business Laws, Dispute settlement and issues related to Intellectual Property Regime.

Unit I
Historical background of International Trade, Direction and Composition of International Trade. Terms of Trade, Trade as an engine of growth. Concept of Law - Types of law, Domestic and International and their jurisdiction. Regional Trade Agreements: Concept, Origin, Types - European Union, NAFTA, ASEAN, MERCOSUR – Their structure, Decision making, Funding, Implications on world trade.

Unit II
World Trade Organisation: Introduction, Objectives, Functions, Structure, Principles, Agreements – Implications for International business, Progress made by WTO in the last one decade - Tariff and Non-tariff barriers - Implications for WTO members.

Unit III

Unit IV

Unit V
Selected Regional Blocks - NAFTA, EU, ASEAN, SAARC, SAPTA, Indo-Lanka Free trade, Indo -Singapore CECA Globalization vs. Regionalization
Suggested Readings:

Text books:


References:

Scope:
This course makes the students to analyze the basic issues such as productivity, earnings and effective utilization of trade. Make them to take decisions on business planning and outsourcing.

Objectives:
- The primary objectives of this course are to acquaint the students to emerging global trends in business environment.
- To understand the theories governing international trade.
- To evaluate the policies pursued by various economic bodies in international economics

Unit I

Unit II

Unit III
Trade policy and Exchange Rate, Free trade policy - Case for and against, Protections – Case for and against, Types of Tariffs and Quotas, Determination of Exchange rate, Fixed and Flexible Exchange Rate- Merits and Demerits.

Unit IV

Unit V
Foreign Trade in India, Recent changes in the composition and direction of foreign trade - Causes and Effects of persistent deficit in the Balance of Payments - Measures adopted by the
Government to correct the deficit after 1991 - WTO and India Export Promotion measures, Partial and Full convertibility of Indian Rupees, Export Promotion – Contribution of SEZ Foreign Trade policy 2009, Role of Multinational Corporations in India.

**Suggested Readings:**

**Text books:**


**References:**


Scope:
Acquaint the students with logistics planning and control, decision making for effective and efficient storage and flow of materials in manufacturing and service organization.

Objectives:
- To understand the concepts of Logistics in Global scenario.
- To be aware of shipping structure and ports
- To know about the concepts of inventory and warehousing.

Unit I
Marketing Logistics: Concept, Objectives and Scope, System elements - Relevance of logistics in International Marketing- International supply chain management and logistics - Transportation activity – Internal transportation, Inter-state goods movement - Concept of customer service.

Unit II
General Structure of Shipping: Characteristics, liner and tramp operations - Code of conduct for liner conferences - Freight structure and practices - Chartering principles and practices - UN convention on shipping.

Unit III
Developments in Ocean Transportation: Containerization - CFS and inland container depots - Dry ports - Multi-modal transportation and CONCOR - Role of intermediaries including freight booking, shipping agents, C and F agents, Ship owner and shipper consultation arrangements.

Unit IV
Air Transport: Air transportation – Total cost concept, advantages, freight structure and operations - Carrier consignee liabilities.

Unit V
Inventory Control and Warehousing: Inventory management – Concepts and application to international marketing - Significance and types of warehousing facilities - Total cost approach to logistics.

Suggested Readings:

Text book:
References:


Scope:
To make the students be aware of Materials management and purchasing functions.

Objectives
- To introduce purchase and materials management practices.
- To enable the students to understand supply sources.
- To familiarize warehouse management.

Unit I
Purchasing Functions - Relationship of purchasing Department with other departments, Procurement, Supply management activities, Purchasing objectives and policies, Operating procedures, Purchasing cycles, Objectives of materials management, Organization of material function.

Unit II
Supply Sources - Importance of source selection, Vendor development and maintenance, Vendor rating, Competitive bidding, selecting the source, Negotiation: Objectives, Process, Techniques, Price negotiation, Purchasing of capital goods, Seasonal commodities, Insurance spares. Contract management

Unit III

Unit IV
Materials Management - Materials management, Legal aspects of buying, Buyer-Seller relationship and ethics Industry ethical practices in Materials

Unit V
Warehousing Management - Stores management, Incoming material Control, Stores documentation and accounting, Materials Management Information System (MMIS) - New developments in MMIS

Suggested Readings:

Text book:
References:


Scope:
To provide a thorough knowledge about the supply chain in congest and analytical manner and equip them with necessary skills in planning and managing resources.

Objectives
- To introduce the concept of supply chain and logistics.
- To familiarize the key drivers of supply chain performance.
- To enable the students to understand the analytical tools necessary to solve supply chain problems.

Unit I

Unit II
Overview of Demand forecasting in the supply chain - Aggregate planning, Managing predictable variability - Managing supply chain cycle inventory, Uncertainty, safety inventory, Determination of optimal level of product availability, Coordination in the Supply Chain.

Unit III

Unit IV

Unit V
Transactional Logistics - Framework and role of supply chain in e- business and b2b practices. Supply Chain IT Framework - International supply chain, GPS, tracking system, Software Packages in Supply Chain.
Suggested Readings:

Text book:


References:

Scope:
To provide comprehensive knowledge about the principles, practices, tools and techniques of Total quality management.

Objectives
- To make the students understand the basic concepts of total quality management and appreciate its importance in today’s business environment.
- To enable them to acquire required diagnostic skills and use various quality tools.
- To familiarize the students about the Quality Management System.

Unit I

Unit II
TQM Implementation - Leadership for TQM, Deming’s quality principle, TQM implementation, PDSA cycle, Quality Circles, Quality Council, Supplier Partnership.

Unit III
Process approach to TQM - Process approach, Juran’s Trilogy, Taguchi’s loss function, Kaizen, Quality by design, 5S, ESI (Early Supplier Involvement), 5M.

Unit IV
Tools and Techniques - 7 Old quality control tools, Total productive maintenance, Failure Mode and Effect Analysis, POKAYOKE, Six Sigma, Toyota and Six Sigma.

Unit V
Quality Management Systems - Management systems for TQM, ISO 9000 & 14000 Quality management systems, Auditing and certification Process, Quality Awards

Suggested Readings:

Text book:

References:


Scope
This course makes to understand the salient aspects of the life insurance contract, the rights and obligations of both parties to the contract and the legal environment within which life insurance practice is carried out.

Objectives
To make the students to understand the basics and acts related to the insurance law.

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:
Suggested Readings:

Text Books:


References:


Scope
This course helps to understand the all aspects surrounding Reinsurance, which plays an important role in supporting conduct of insurance business.

Objectives
To make the students understand the concepts of reinsurance, with newly emerging concepts, trends and practices at the market place and exhaustively deals with emerging ideas in respect of reinsurance methodology.

Unit I:
Introduction to Reinsurance: Nature of reinsurance – Analysis of factors that influence results – Historical background – Reinsurance in India before and after nationalization and liberalization – GIC Re – Regional co-operation – Functions of reinsurance – Advantages.

Unit II:

Unit III:

Unit IV:

Unit V:
Retentions: Setting Retentions – General Considerations – Factors influencing retentions – Types of retentions – Accumulations within and between branches – Retentions for Property insurance – Engineering insurance – Accident and Liability insurance – Marine Cargo and Hull insurance – Aviation insurance – Life insurance – Special factors for different classes of reinsurance.

Suggested Readings:
Text Books:

**References:**

Scope
This makes to understand ways to achieve progress toward its goals and missions on a direct, efficient, and effective path.

Objectives
To make the students understand, analyze and reduce the risk of damage to physical assets, exposure to legal liability, or injury to employees or customers.

Unit I:
Theoretical Aspects of Risk Management: Risk concepts and possibilities – Risk classification and categorization – Approaches and Philosophy – Cost of risk.

Unit II:

Unit III:

Unit IV:

Unit V:
Alternate risk management techniques: Risk control – Loss control management – Risk financing and Transfer mechanisms – Risk control – Risk financing and insurance – Risk retention and transfer strategy – Selecting the best technique – Managerial and technical decisions in implementation the selected technique.

Suggested Readings:

Text Books:
   New Delhi: Pearson Education.

References:

Scope:
The idea behind this major project is to take the managers to a real time situation and involve them in carrying out research.

Objective:
To identify a research problem in any functional area of Business and to provide appropriate solution to the issue.

Every student has to undergo major project in a company for a period of 25 working days during the fourth semester. He / She have to submit a project report containing details of company, company profile, different functional area problems and prospects. The project should be done during the fourth semester. A research project may be based on primary / secondary data.

The report should be well documented and supported by –

- Cover and Title Page
- Certificate, Company Certificate and Declaration
- Acknowledgement
- List of Contents, List of Tables and List of Charts
- Introduction of the Study
- Review of Literature
- Research Methodology
- Data Analysis and Interpretation
- Findings, Suggestions and Conclusion
- Bibliography
- Appendix