

**GODAVARI INSTITUTE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

Approved by AICTE, Accredited by NBA & NAAC 'A' Grade, Recognized under 2(f) and 12(b) of UGC,
Permanently Affiliated to JNTUK, Kakinada

NH-16, Chaitanya Knowledge City, Rajahmundry – 533296. E.G.Dt., - AP.



DEPARTMENT OF MANAGEMENT STUDIES

2 YEARS MBA COURSE STRUCTURE

(2017-19)

GODAVARI INSTITUTE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)
GR-17 COURSE STRUCTURE
MASTER OF BUSINESS ADMINISTRATION

I Year

I Semester

S · N o ·	SUBJECT CODES	Subject Title	Periods per week			C	Scheme of Examination		
			T	P	D		Int.	Ext.	Total
1	17400101	Management Theory and Practices	4	-	-	3	40	60	100
2	17400102	Managerial Economics	4	-	-	3	40	60	100
3	17400103	Accounting for Managers	4	-	-	3	40	60	100
4	17400104	Managerial Communication , Soft Skills and Business Etiquette	4	-	-	3	40	60	100
5	17400105	Business Environment	4	-	-	3	40	60	100
6	17400106	Quantitative Analysis for Business Decisions	4	-	-	3	40	60	100
7	174005111	IT – LAB	-	3	-	2	50	50	100
Total			24	3	-	20	290	410	700

T- THEORY P – PRACTICAL D- DRAWING C – CREDITS Int. – INTERNAL Ext. – EXTERNAL

I Year**II Semester**

S. N o.		Subject Title	Periods per week			C	Scheme of Examination Maximum Marks		
			T	P	D		Int.	Ext.	Total
1.	17400201	Financial Management	4	-	-	3	40	60	100
2.	17400202	Human Resource Management	4	-	-	3	40	60	100
3.	17400203	Marketing Management	4	-	-	3	40	60	100
4.	17400204	Production and Operations Management	4	-	-	3	40	60	100
5.	17400205	Business Research Methods	4	-	-	3	40	60	100
6.	17400206	Organizational Behavior	4	-	-	3	40	60	100
7.	17400221	Mini Project & Seminar on Mini Project	-	-	-	3	100	-	100
8.	17400251	Comprehensive Viva	-	-	-	1	10	40	50
Total			24	0	0	22	350	280	750

T- THEORY

P – PRACTICAL

D- DRAWING

C – CREDITS

Int. – INTERNAL

Ext. – EXTERNAL

II Year

III Semester

S · N o ·		Subject Title	Periods per week			C	Scheme of Examination		
			T	P	D		Int.	Ext.	Total
1.	17400301	Strategic Management	4	-	-	3	40	60	100
2.	17400302	Legal Aspects of Business	4	-	-	3	40	60	100
3.	17400303	Business Ethics and Corporate Governance	4	-	-	3	40	60	100
4.	17400361A	Elective –I- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
5.	17400361B	Elective –II -Marketing (Compulsory Elective)	4	-	-	3	40	60	100
6.	17400362A/ 17400363A/ 17400364A	Elective –I- Finance/HRM /Systems(Optional Elective)	4		-	3	40	60	100
7.	17400362B/ 17400363B/ 17400364B	Elective –II - Finance/HRM /Systems(Optional Elective)	4		-	3	40	60	100
Total			28	0	0	21	280	420	700

T- THEORY

P – PRACTICAL

D- DRAWING

C – CREDITS

Int. – INTERNAL

Ext. – EXTERNAL

II Year**IV Semester**

S. No .		Subject Title	Periods per week			C	Scheme of Examination		
			T	P	D		Int.	Ext.	Total
1.	17400401	Logistics and Supply Chain Management	4	-	-	3	40	60	100
2.	17400402	Entrepreneurship Development	4	-	-	3	40	60	100
3.	17400461A	Elective-III- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
4.	17400461B	Elective –IV- Marketing (Compulsory Elective)	4	-	-	3	40	60	100
5.	17400462A /17400463A/ 17400464A	Elective –III- Finance/HRM /Systems(Optional Elective)	4	-	-	3	40	60	100
6.	17400462B/ 17400463B/ 17400464B/	Elective – IV - Finance/HRM /Systems(Optional Elective)	4	-	-	3	40	60	100
7.	17400441	Comprehensive Viva	-	-	-	1	10	40	50
8.	17400451	Major Project & Viva Voce	-	-	-	8	-	grade	grade
Total			24	0	0	27	250	400	650

T- THEORY P – PRACTICAL D- DRAWING C – CREDITS Int. – INTERNAL Ext. – EXTERNAL

LIST OF ELECTIVES

Name of the Subject	<u>Elective I</u>	<u>Elective II</u>	<u>Elective III</u>	<u>Elective IV</u>
MARKETING (COMPULSORY)	Retail Management	Consumer Behavior	Services Marketing	Promotion and Distribution Management
FINANCE	Security Analysis and Portfolio Management	Banking and Insurance Management	International Financial Management	Financial Risk Management
HRM	Performance Management	Strategic Human Resource Management	Global Human Resource Management	Employee Relations and Labour Law
SYSTEMS	E-Business	Web Designing	Information Systems Audit & Control	. Enterprise Resource Planning

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	CONSUMER BEHAVIOR	4	0	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	.Knowledge of Consumerism, Psychological foundational concepts, Diffusion of Innovation, Consumer Protection Act,1986.				

Course Objective(s):

1. To facilitate with the knowledge of marketing decisions keeping in mind the Consumer Behaviour.
2. To help student to design primary market research studies for the mutual benefits of consumer and organisations.
3. To know the basic roots of consumerism.
4. To understand the various legal framework to protection of consumers.

Objective : To introduce basic concept **and** models to understand consumer behaviour .

UNIT –I: Introduction to Consumer Behaviour: Understanding consumers and market segments-Evolution of consumer behaviour, consumer analysis and business strategy-Models of Buyer Behavior, Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model. (CO 1, CO 2)

Objective : To enlighten the social and psychological factors influence the consumer behaviour.

UNIT –II: Psychological Foundations of Consumer Behaviour: Consumer Motivation, Perception, Personality and Behaviour, Learning and Behaviour Modification, Information Processing, Memory Organization and Function, Attitude Formation and Attitude Change-Social and Cultural Environment Economic, Demographic, Cross Cultural and Socio–Cultural Influences, Social Stratification, Reference Groups and Family, Personal influence . (CO 2, CO 4)

Objective : To learn communication and diffusion of innovation concepts.

UNIT –III: Communication and Consumer Behaviour: Components of communications process, designing persuasive communication and Diffusion of Innovations-Consumer Decision Processes High and Low Involvement, Pre-purchase Processes, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behaviour.(CO 3)

Objective : To understand the roots of consumerism and its influence on consumer issues.

UNIT-IV: Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues. (CO 1, CO 4)

Objective : To introduce and understand consumer protection act.

UNIT –V: Consumer Protection: Consumer Protection Act 1986, Central consumer protection council, state consumer protection councils, consumer disputes redressal agencies, consumer disputes redressal forum, National Consumer Disputes redressal Commission.(CO 5)

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course Outcomes:

After successful completion of the course, a student will be able to-

CO 1-identify the consumer need in the view of business growth and understand the environmental influences on consumer behavior.

CO 2- Gain the knowledge in psychological foundations of consumer behavior.

CO 3-Apply the knowledge in consumer decision making process.

CO 4- Gain the knowledge on consumer issues.

CO 5- Enlighten the concepts of legal protection towards consumer issues

References:

1. Ramneek Kapoor, Nnamdi O Madichie: “Consumer Behaviour Text and Cases”, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: “Consumer Behavior insight from Indian Market”, PHI Learning, New Delhi, 2011.
3. M.S.Raju: “Consumer Behavior Concepts, applications and Cases”, Vikas Publishing House, New Delhi, 2013.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Cengage, New Delhi, 2012.

CourseCode :	Consumer Behavior
CourseDesignedby	Department of Management Studies

	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓					
	CO 2		✓				✓			
	CO 3					✓	✓			
	CO 4							✓		
	CO 5		✓	✓					✓	
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical			Professional	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of				

Course Objectives:

1. Understanding of the impact of change
2. Supporting and preparing for impending changes
3. Managing others through changes in your workplace
4. Getting buy-in; dealing with resistance
5. Avoiding the 'tyranny of positivity'

6. Managing your organisation through difficult changes
7. Becoming an 'agent for change'
8. Building and maintaining good working relationships
9. Getting more creative with change solutions
10. Gaining increased confidence and motivation

UNIT –I: Managing Change: Organizational change classifications, History and organizational change-The role of paradigms and perspectives-TPMM- External and Internal change contexts- Organizational design and change, strategic level change, Group and team level change, and Individual level change-Organizational Structure- Organizational Culture and Management of Change

UNIT –II: The leadership of Change: Change communication, resistance to change, Organizational learning, power, Politics and Organizational change- Ethics and Managing Change, Change Agents and Agency- HR and Managing Change: Recruitment & Selection & The Management of Change, Performance Management & Management of Change, Reward Managements & The Management of Change, Technological Change-Learning Organizations-strategies to build learning Organizations

UNIT -III: Organisation Development (OD): Meaning, Nature and scope of OD - Dynamics of planned change –Person-focussed and role-focussed OD interventions –Planning OD Strategy – OD interventions in Indian Organisations – Challenges to OD practioners

UNIT –IV: Negotiated Change: Dealing with Resistance of change-Employee Relations, Involvement Strategies, Management of Change, Downsizing and the Management of Change, Evaluating and Promoting change-strategic role of Change Management in Organizational Development- Change in the labour-management relations in the post liberalized India – a review of the response of collective bargaining strategy to the challenges of Globalization and the restructuring of enterprises in India

UNIT-V: Team Building: Nature and Importance of Teams – Team Vs Groups – Types of teams – Characteristics of Virtual teams – Team building life cycle – role of managers as linking pins- team building skills – Perspectives on effectiveness of Team working - Virtual teams: High performance teams – self managing teams – Building team relationships – empowered teams – leadership on teams – Managing cross –cultural diversity in teams – Group think as a decision making process – effective decision making techniques for teams and groups – role of change consultant— contemporary issues in managing teams

Course Outcomes:

- CO1: Study how environmental events affect organizations and drive the need for continuous Change. ·
- CO2: Analyze change at the individual, group, and systemic levels ·
- CO3: Contrast planned and unplanned change ·
- CO4: Evaluate and apply integrative models for assessing, diagnosing, and implementing the need for change ·
- CO5: Identify the role of leaders and managers, change agents, and change recipients in various stages of organizational change ·
- CO6: Comprehend the complexity of change within organizational cultures and systems.

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

REFERENCES:

1. Mark Hughes, “Change management in organizations”, 2008, Jaico.
2. Kavitha Singh, “Organization Change & Development”, 2005, Excel Books.
3. Ian Palmer, “Managing organizational change”, 2008, TMH.
4. Jim Grieses, “Organizational change”, 2010, Oxford.
5. N. Sengupta, “Managing change in organizations”, 2006, PHI.
6. Srivastava, “Transformation Leadership”, 2008, Macmillan.
7. Rajendra Nargundkar: Services Marketing, TMH, New Delhi 2011.
8. Christian Gronroos: Service Management and Marketing, Wiley India, New Delhi, 2010
9. Ram Mohan Rao, K: “Services Marketing”, Pearson Education, New Delhi, 2013.
10. GovindApte: Services Marketing, Oxford University Press, New Delhi, 2010
11. S.M. Jha: “Services Marketing”, Himalaya Publishing House, 2011
12. Nimith Chowdhary: “Marketing of Services”, MacMillan Publishers, New Delhi, 2009
13. John E.G.Bateson, K.Douglas Hoffman: “Services Marketing”, Cengage Learning, New Delhi, 2012
14. C.Bhattacharjee: “Services Marketing”, Excel Books, New Delhi, 2010

CourseCode :		CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT								
CourseDesignedby		Department of Management Studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓					
	CO 2		✓				✓			
	CO 3					✓	✓			
	CO 4							✓		
	CO 5		✓	✓					✓	

Category	General Humanities	Basic Sciences	Engineering Sciences And Technical	Professional
				✓
Mode of Evaluation : Report, Presentation & Written Examination				

Description	Subject Teaching Methodology	L	T	P	C
Course Code	C: 402 :ENTREPRENEURSHIP DEVELOPMENT	3	1	0	3
Teaching	Total contact hours - 63				
Prerequisite (s)	Knowledge of entrepreneur, identify venture for launching, develop an idea on the legal framework and also understand strategic perspectives in entrepreneurship and Project Management.				

Course Objective(s):

1. To develop necessary knowledge and skills among the participants in EDPs.
2. To identify and train the potential entrepreneurs in the region.
3. To analyze the environmental issues related to the proposed project.
4. To formulate the effective and profitable project.
5. To develop small and medium enterprises sector which is necessary for employment generation and wider dispersal of industrial ownership.

UNIT-1:

Objective: To introduce Characteristics and Qualities of Entrepreneur and Women Entrepreneur- Ethics and Social Responsibilities of Entrepreneur.

Entrepreneurship: Importance and growth - Characteristics and Qualities of Entrepreneur- Role of Entrepreneurship, Ethics and Social Responsibilities. **Women Entrepreneurship:** Role & Importance, Problems of Women Entrepreneurs – corporate entrepreneurship – mobility of entrepreneur – entrepreneurial motivation. (C01, C01)

UNIT-II:

Objective: To provide the knowledge in Training for New and Existing Entrepreneurs , and identify the venture for launching.

Training: Designing Appropriate Training Programme to inculcate Entrepreneurial Spirit - Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Creativity and

Entrepreneurship: Sources and Methods of Ideas Planning and Development of Programmes E-business Ventures; New Venture Management – Emerging Trends.
(C02, C02)

UNIT –III:

Objective: To enlighten importance of identification and selection of the project and Project planning and control.

Planning and Evaluation of Projects: Growth of Firm – Project identification and selection - Factors inducing growth- - Project Feasibility Study – Post Planning of Project-Project Planning and Control.(C04, C03)

UNIT –IV:

Objective: To enlighten importance of Small and Micro Enterprises and policies of MSMEs.

Small and Micro Enterprises: Importance, definitions – policies and their support to MSMEs - growth and growth strategies – sickness in small business and remedies – small entrepreneurs in international business. (C05, C05)

UNIT –V:

Objective: To introduce the importance of Role of Government institutions and Financial institutions and other Educational institutions offering EDPs.

Institutional support to entrepreneur and MSMEs: Role of Government - Role of IDBI, NIESBUD, SISI, DIC - Financial Institutions-Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions offering Entrepreneurial Development Programme. (C05, C04,C05)

Relevant cases have to be discussed in each unit and in Examination, Case is compulsory from any One of the Units.

Course Outcomes:

After successful completion of the course, a successful student will be able to:

- C01: Understand the mindset of the entrepreneurs.
- C02: Apply sound business and economic principles to successfully launch and Effectively manage a new venture.
- C03: To develop an idea on the legal framework and also understand strategic Perspectives in entrepreneurship and Project Management.
- C04: Develop analytical and critical thinking skills necessary to make sound financial Decisions in business and personal arenas.
- C05: Exhibit financial and management skills necessary to succeed in increasingly challenging academic environments of further higher education.

References:

1. Arya Kumar: “Entrepreneurship”, Pearson, Publishing House, New Delhi.
2. VSP Rao, Kuratko: “Entrepreneurship”, Cengage Learning, New Delhi,

3. K.Ramachandran: “Entrepreneurship Development”, TMH, New Delhi.
4. B.Janakiram, M Rizwana: “Entrepreneurship Development” Excel Books, New Delhi.
5. Rajeev Roy: “Entrepreneurship”, Oxford University Press, New Delhi.
6. P.C.Shejwalkar: “Entrepreneurship Development”, Everest Publishing House, New Delhi.
7. Manjunatha, Amit Kumar Goudar: “Management and Entrepreneurship” University Science Press, New Delhi.
8. Eric A Morse, Ronald K Mitchell: “Cases in Entrepreneurship”, SAGE Publication, New Delhi.

CourseCode : ENTREPRENEURSHIPDEVELOPMENT										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	√	√				√	√		
	CO 2	√		√		√			√	
	CO 3	√	√		√	√				√
	CO 4	√	√	√		√	√			
	CO 5		√	√	√		√		√	
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical			Professional Subjects	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

C: 402: Entrepreneurship Development

Learning Objective: The aim of this subject is to inspire students to become entrepreneurs so that they will emerge as job providers rather than job seekers.

Learning Outcome: By the end of this paper, students will be able to understand the mindset of the entrepreneurs, identify ventures for launching, develop an idea on the legal framework and also understand strategic perspectives in entrepreneurship and Project Management.

1: Entrepreneurship: Importance and growth - Characteristics and Qualities of Entrepreneur - Role of Entrepreneurship, Ethics and Social Responsibilities. Women Entrepreneurship: Role & Importance, Problems of Women Entrepreneurs – corporate entrepreneurship – mobility of entrepreneur – entrepreneurial motivation.

UNIT-II: Training: Designing Appropriate Training Programme to inculcate Entrepreneurial Spirit - Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Creativity and Entrepreneurship: Sources and Methods of Ideas Planning and Development of Programmes E-business Ventures; New Venture Management – Emerging Trends.

UNIT –III: Planning and Evaluation of Projects: Growth of Firm – Project identification and selection - Factors inducing growth- - Project Feasibility Study – Post Planning of Project- Project Planning and Control.

UNIT –IV: Small and Micro Enterprises: Importance, definitions – policies and their support to MSMEs - growth and growth strategies – sickness in small business and remedies – small entrepreneurs in international business.

UNIT –V Institutional support to entrepreneur and MSMEs: Role of Government - Role of IDBI, NIESBUD, SISI, DIC - Financial Institutions-Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions offering Entrepreneurial Development Programme.

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

References:

1. Arya Kumar: “Entrepreneurship”, Pearson, Publishing House, New Delhi, 2012.
2. VSP Rao, Kuratko: “Entrepreneurship”, Cengage Learning, New Delhi,
3. K.Ramachandran: “Entrepreneurship Development”, TMH, New Delhi, 2012
4. B.Janakiram, M Rizwana: “Entrepreneurship Development” Excel Books, New Delhi, 2011
5. Rajeev Roy: “Entrepreneurship”, Oxford University Press, New Delhi, 2012
6. P.C.Shejwalkar: “Entrepreneurship Development”, Everest Publishing House, New Delhi, 2011
7. Manjunatha, Amit Kumar Goudar: “Management and Entrepreneurship” University Science Press, New Delhi, 2011
8. Eric A Morse, Ronald K Mitchell: “Cases in Entrepreneurship”, SAGE Publication, New Delhi, 2011

FINANCIAL RISK MANAGEMENT

Description	Subject Teaching Methodology	L	T	P	C
Course Code:	Financial Risk Management	3	1	0	3
Teaching	Total Contact Hours 63				
Prerequisite(s)	Knowledge in Financial Markets				

Course Objectives:

1. To provide in-depth knowledge of the most recent risk identification.
2. To Measurement and management of risk techniques
3. To cover tools such as Portfolio beta, factor sensitivities, portfolio distribution analysis.

4. To enlighten student with concept of risk, uncertainties associated with financial risk and managerial solutions for same.
5. To make students aware about derivatives and the role of risk involved in derivatives market.

Unit I :

Objective: To enable the students understand Process of Risk Management, Types of Risks and Risk reporting process both internal and external.

Introduction to Risk Management: Concept, nature and scope of risk- Possible risk events and risk indicators-Risk Management Process: prerequisites and fundamentals misconceptions of risk-Types of risk: Product market risk and capital market risk-An integrated approach to corporate risk management and methods-Comprehensive view of Risk in Financial Institutions-Risk reporting process–internal and external. (CO 1)

Unit II:

Objective: The students have known the calculation of VaR & CaR and work out the strategies for Market Risk Management.

Measurement and Management of Risk: Value at risk (VaR): The concept, computation, stresses testing, back testing-Cash flow at risk (CaR): VaR and CaR to make investment decisions-Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk management vs. Risk avoidance, Loss Control, Risk retention and Risk transfer-Asset-Liability Management (ALM) evolution and RBI guidelines-Capital adequacy ratio Management of interest rate risk, liquidity risk, credit risk and exchange rate risk (CO 2)

Unit III:

Objective: To enable the student understand the Derivative Markets and Participants in derivatives market

Techniques and Tools of Risk Management: The concept and importance of Derivatives and types of Derivatives-The role of Derivative securities to manage risk and to exploit opportunities to enhance returns- Players in the stock/ derivative market: Individuals, speculators, hedgers, arbitrageurs and other participants in Derivatives Market-Forward contracts: Definition, features and pay-off profile of Forward contract, Valuation of forward contracts- Forward Contracts to manage Commodity price risk, Interest rate risk and exchange rate risk- limitations of Forward contract- Futures contracts: Definition of future contracts- Clearing house, margin requirements, marking to the market-Valuation of futures contracts- Risk management with Futures contracts–the hedge ratio and the portfolio approach to a risk–minimizing hedge. (CO 3)

Unit IV

Objective: To explain the importance of SWAP in Forex market. To make the student conversant with calculation of Hedge Ratio, Techniques and Tools of Risk Management.

Techniques and Tools of Risk Management: SWAPS: Definition, types of swaps- Interest rate swaps, Currency swaps- Mechanics of Interest rate swaps- Using Interest rate Swaps to lower borrowing costs, hedge against risk of rising and falling interest rates- Valuation of interest rate Swaps- Pricing of Interest rate swaps at origination and valuing of Interest rate swaps after origination- Currency Swaps: Types of Currency Swaps- Valuation of currency swaps- Using Currency Swaps to lower borrowing costs in foreign country, to hedge against risk of a decline in Revenue, to hedge against risk of an increase in Cost, to hedge against risk of a decline in the value of an asset, to hedge against risk of a rise in the value of a liability- Pricing of currency swap at origination and valuing of currency swap after origination (CO4)

Unit V

Objective: The Importance of Options in Forex market. To make the student conversant with calculation of Binominal option pricing model and assumptions.

Techniques and Tools of Risk Management: Options: Definition of an option- Types of options: call option, put option, American option and European option- Options in the money, at the money and out of the money- Option premium, intrinsic value and time value of options- Pricing of call and put options at expiration and before expiration- Options on stock indices and currencies- The Binominal option pricing model (BOPM): assumptions - single and two period models (CO 5)

Course Outcomes:

CO1: The students will gain knowledge in the risk management process.

CO2: The student understands the economic environment in which such instruments operate.

CO3: To Developing and employing theoretical valuation methods.

CO4: The student understand financial instruments such as options, futures, swaps and other derivative securities in detail

CO5: Application of financial instruments in managing the risk of investing and hedging activity at the individual and the corporate level.

REFERENCES:

Vijayakumar P., Naidu.BVR, Venkateswarlu.Ch. Himalaya Publication, New Delhi.

2. Dun and Bradstreet: "Financial Risk Management", TMH, Delhi. 2011

3. Paul Hopkins, Kogan Page: "Fundamentals of Risk Management", Institute of Risk Management. 2010,

4. Jayanth Rama Varma: "Derivatives and Risk Management", TMH, 2012

5. Rajiv Srivastava: "Derivatives Valuation and Risk Management", Oxford University Press. 2012

6. Jean-Philippe Bouchaud and Mark Potters: “Theory of Financial Risk and Derivative Pricing”, Cambridge press 2013
7. John C. Hull & Sankarshan Basu, “Options, Futures and Other Derivatives”, Pearson Education.
8. Taxmann: “Theory and Practice of Treasury and Risk Management in Banks”, Indian Institute of Banking and Finance, March 2006,
9. Vivek, P.N.Asthana: “Financial Risk Management”, Himalaya Publishing House, 2012
10. DonM Chance, Robert Brooks: “An Introduction to Derivates and Risk Management”, Cengage Learnings, 2013.
11. Dr. Vidyadhar Bhate: “Risk Management” Everest Publishing House, New Delhi, 2009
12. Dhanesh Kumar Khatri: “Derivatives and Risk Management” MacMillon, 2012

CourseCode : FINANCIAL RISK MANAGEMENT										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓				✓	
	CO 2					✓		✓	✓	✓
	CO 3			✓			✓		✓	✓
	CO 4		✓					✓	✓	
	CO 5	✓			✓				✓	
Category		General Humanities		Basic Sciences		EngineeringSciences AndTechnical			Professional	
									✓	
Mode of Evaluation : Report, presentation and Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	GLOBAL HUMAN RESOURCE MANAGEMENT	3	1	0	3
Teaching	Total contact hours-63				

Prerequisite (s)	To provide a deeper insight into the global HR management, environment of global job markets, Culture, assessing global recruitment opportunities, developing and implementing global HR strategies.				
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Course Objectives:

1. To impart knowledge on GHRM in the context of rapid globalization era.
2. To understand HR challenges and implications of managing people, recruitment process and compensation at global level.
3. To understand cross cultural diversities and cross cultural negotiations.
4. To impart knowledge about Diversity Management, Managing International Assignments.
5. To impart knowledge of globalization and quality of work, Industrial relations at global level.
6. To impart knowledge about mergers and acquisitions, management in diversity.

UNIT -1

Objective: To introduce the basic concepts of GHRM and its challenges. (CO1, CO2)

Introduction to Global HRM: HRM at Global Perspective – Distinction between Domestic and Global HRM – HR Challenges at International Level -Challenges of Globalization Implications of Managing People and Leveraging Human Resource

UNIT- 2

Objective: To enlighten the basics of cultural and cross cultural theories and negotiations. (CO3)

Understanding Culture: Cross Culture Skills and Conflicts -Managing cross Culture diversities- Globalization and HR Issues and Concerns- Cross Cultural Theories –Cultural Shocks-Dealing with cultural shocks- Culture and Values-Cultural Training-Cross Cultural Negotiations

UNIT -3

Objective: To initiate knowledge about the Recruitment and selection process, management of international assignments for women. (CO2, CO4)

Global Talent Acquisition: Comparing Domestic and International Recruitment-Approaches to International Recruitment-Selection Process-Selection of Expatriates- Expatriate Management:

Expatriate Training – Developing Global Managers – Managing International Assignments methods- Positioning Expatriate – Repatriate – Strategies - International assignments for women – Problems-Diversity Management

UNIT -4

Objective: To understand the Challenges of HRD, Compensation strategies and quality of work life (CO2, CO5)

Compensation Management: International Compensation – Objectives, Components – Approaches of Compensation in Global Assignments – Culture and Compensation-Globalization Strategic Advantages through HRD: Measures for creating global HRD Climate – Strategic Frame Work of HRD and Challenges -Globalization and Quality of Working Life and Productivity –Challenges in Creation of New Jobs through Globalization- HR interventions and New Corporate Culture

UNIT- 5

Objective: To explain the dynamics of Corporate Mergers and acquisitions in India and abroad. (CO5, CO6)

Mergers &Acquisitions: Importance-Issues-HR interventions-Diversity Management-Right sizing and downsizing- Industrial Relations at Global Level

- Relevant cases have to be discussed in each unit and in Examination. Case is compulsory from any One of the Units.

After successful completion of the course, a student will be able to

Course Outcome:

CO1: Overview of HRM and GHRM

CO2: Knowledge of HR issues and concern of cross cultural theories and negotiations

CO3: Demonstrate the knowledge of Domestic and International recruitment and training process

CO4: Apply the knowledge for HRD

CO5: Gain knowledge of Employees' compensation at global level , diversity management and IR at global level

References:

1. Anne-Wil Harzing & Joris Van Ruyssseveldt (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Dowling, International HR Management, Cengage, ND
3. SPS Bedi, & M.Kishore, Global HRM, Wisdom, Delhi

4. Peter J.Dowling: International Human Resource Management, Excel Publications.
5. Tayeb – International HRM, Oxford University Press
6. C.S.Venkata Ratnam, Globalisation and Labour Management Relations, Sage, New Delhi.
7. PS Rao, International HRM, Himalaya, Mumbai

CourseCode :		GLOBAL HUMAN RESOURCE MANAGEMENT									
CourseDesignedby			Department of Management Studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
Course Outcomes	CO 1	✓					✓		✓		
	CO 2			✓				✓		✓	
	CO 3		✓	✓					✓		✓
	CO 4			✓	✓						✓
	CO 5		✓						✓		
Category		General Humanities		Basic Sciences		Management Studies			Professional		
						✓					
Mode of Evaluation : Report, Presentation & Written Examination											

Description	International Financial Management	L	T	P	C
Course/ Code	14400462A	3	1	0	3
Teaching	Total contact hours - 65				
Prerequisite (s)	Knowledge of Financial Management and General Commercial Knowledge				

Course Objective(s):

1. To provide broad view of International Monetary system.

2. To impart knowledge about International marketing & Financial system
3. To explain Export, Import finance and Foreign Exchange management..
4. To make the students understand the documentation involved in International Trade.

Unit – I

Objective: To understand the evolution of international financial system, International money market, IMF, World Bank and other International financial institutions.

International Financial system: Evolution of international financial system, - Bretton woods system, floating exchange rate, currency board, sterilized and unsterilized intervention; International financial markets – Eurocurrency market, international bond market, international equity market, international money market, global financial institutions, - IMF, Bank for International Settlements; international banking – cum- euro bank, - International financial instruments – euro CP, Eurobonds, foreign bonds, global bonds, euro equity, ADR, GDRs. **(CO1)**

Unit – II

Objective:. To know the participants and their role in foreign exchange market, currency derivatives. To know the basic rules of FEMA.

Foreign Exchange market and International parity relationships: participants in foreign exchange market, structure of foreign exchange market in India; quotes in spot market and forward market, triangular arbitrage, nominal effective exchange rate (NEER), real effective exchange rate (REER); currency derivatives – forwards and futures, forward rate agreement, options, swap; Foreign Exchange Management Act; BOP, BOP trends in India; current account deficit, capital account convertibility, Tarapore committee Report; parity conditions – Purchasing power parity, interest rate parity, International Fisher Effect, Unbiased Forward rate theory. International debt crises and currency crises – Asian currency crisis, Greek debt crisis. **(CO2)**

Unit – III

Objective:. To know Foreign Direct Investment (FDI), modes of foreign investment, international cash management, capital structure decisions, and project financing.

Multinational Corporate decisions in Global markets: Foreign Direct Investment (FDI) and motives, FDI theories – theory of comparative advantage, OLI paradigm in India, modes of foreign investment – licensing, management contracts, joint venture, Greenfield investment, acquisition, strategic alliance, valuation of overseas investment proposal using APV; Financial goals of MNC, financial performance measurement, international cash management, multinational capital structure decision, cost of capital, international portfolio diversification – rationale, barriers, home country bias, project financing. **(CO3)**

Unit - IV

Objective: To understand the types of risk in multinational corporations, hedging.

Risk management in Multinational Corporations': types of risk – currency risk, transaction exposure, translation exposure, accounting standard for translation exposure in India, economic exposure and assessment; interest rate risk, country risk assessment – political risk, financial risk,; risk management through hedging – natural hedges, hedges with currency derivatives – forward market hedge, options market hedge, money market hedge, hedging recurrent exposure through swaps, hedging contingent exposure, hedging through invoice currency. **(CO4)**

Unit V

Objective: to understand types of taxes at the international level, tax treaties.

International tax Environment: types of tax – income tax, withholding tax, value added tax, Tobin tax, taxation methods – worldwide approach, territorial approach; tax havens, offshore financial centres, re invoicing centre; Tax treaties – double taxation Avoidance agreement, multilateral tax treaties; foreign tax credit, tax neutrality tax equity, taxes and location of foreign operations, tax implications of dividend remittance by overseas affiliate, taxes and organizational form – controlled foreign corporation; Taxation of foreign source income in India; Transfer pricing (TP) and tax planning, TP rules in India. **(CO5)**

Relevant cases have to be discussed in each unit and in Examination, Case is compulsory from any one of the units.

Course Outcome:

After reading the text and discussing the cases the student will be able

CO1: To understand the role of currency in international financial markets and exchange rate procedures.

CO2: To know the participants in foreign exchange market, currency derivatives, FEMA.

CO3: To know foreign direct Investment (FDI), modes of foreign investment, international cash management, capital structure decisions and project financing.

CO4: To know the types of risk in multinational corporations, hedging.

CO5: To know the types of taxes at the international level, tax treaties.

CO6: The students can also emerge as good traders of currency futures as they will come to know about hedging, speculation and various international corporate taxation procedures

References:

1. Eun C.S., Resnick B.G: "International Financial Management", Tata McGraw Hill Education Pvt. New Delhi 2010
2. Ephraim Clark: "International Financial Management", Cengage Learning. 2010
3. Sharan V., "International Financial Management", PHI Learnings, New Delhi, 2012.
4. V.A.Avadhani: "International Financial Management" Himalaya Publication, 2013

5. P.K.Jain, Surendra S Yadav, Peyrard: International Financial Mangement”, MacMillon, 2013
Master of Business Administration 79
6. Madhu Vij: “International Financial Management”, Excel Books, New Delhi, 2011
7. G.Shailaja: “International Finance”, University Press, New Delhi, 2011
8. Michael Melvin, Stefan C.Norrbin: “International Money and Finance”, Elsevier

CourseCode : International Financial Management										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
Course Outcomes	CO 1	✓	√						✓	
	CO 2	√	√	√						
	CO 3	√	√	✓	√	√				
	CO 4	√	✓	√	√	√		✓		
	CO 5	✓			✓	√	√	√		
Category		General Humanities		Basic Sciences		EngineeringSciences AndTechnical			Professional	
									✓	
Mode of Evaluation : Report, presentation and Written Examination										

Description	Subject Teaching Methods	L	T	P	C
Course/ Code	LOGISTICS AND SUPPLY CHAIN MANAGEMENT				
		3	1	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	Knowledge of Qualitative analysis needed in logistics and supply chain Management and Analyze the principles, concepts and challenges for developing sourcing, manufacturing and distribution strategies in a global				

Course objective(s):

1. Provide learners with knowledge and skills in information systems and qualitative analysis needed in logistics and supply chain management.
2. To gain the knowledge
3. Adapt learners to problem solve and be effective learners in the ever-evolving arena of the logistics and supply chain management industries.
4. Give an awareness of the techniques used in the design, layout and management of warehouses and distribution centers
5. Apply skills in transport management, operations management and international aspects of logistics

UNIT –I

Objectives: Explain the strategic role of Supply Chain Management (SCM) in the attainment of company goals to achieve competitive advantage and deliver long-term sustainability.

Logistics and Competitive strategy: Competitive advantage – Gaining Competitive advantage through logistics-Integrated supply chains-Competitive performance – Models in Logistics Management – Logistics to Supply Chain Management – Focus areas in Supply Chain Management.-Customer service and retention- Basic service capability Value added services. **(CO1, CO2)**

UNIT –II

Objectives: Analyze demand data / patterns to establish optimum forecasting process and complete statistical forecasts for a cross section of practical examples.

Measuring logistics costs and performance: The concept of Total Cost analysis – Principles of logistics costing – Logistics and the bottom-line – Impact of Logistics on shareholder value – customer profitability analysis – direct product profitability – cost drivers and activity-based costing. **(CO2, CO3)**

UNIT –III

Objectives: Identify the role of Information Technology in supply chain management and identify the key elements required for successful ERP implementation

Logistics and Supply chain relationships: Benchmarking the logistics process and SCM operations –Mapping the supply chain processes – Supplier and distributor benchmarking – setting benchmarking priorities – identifying logistics performance indicators –Channel structure – Economics of distribution –channel relationships –logistics service alliances–Role of Technology in Supply Chain Management(**CO1, CO3, CO4**)

UNIT –IV

Objectives: Evaluate multiple methods and tools used by today's Supply Chain managers in Transportation, Logistics and Distribution (TLD) Operations.

Sourcing, Transporting and Pricing Products: sourcing decisions and transportation in supply chain – infrastructure suppliers of transport services – transportation economics and pricing – documentation – pricing and revenue management Lack of coordination and Bullwhip Effect – Impact of lack of coordination. – CRM –Internal supply chain management –(**CO1, CO3, CO4**)

UNIT –V

Objectives: Analyze the principles, concepts and challenges for developing sourcing, manufacturing and distribution strategies in a global market.

Managing global Logistics and global Supply Chains: Logistics in a global economy – views of global logistics- global operating levels – interlinked global economy – The global supply chains –Global supply chain business processes –Global strategy –Global purchasing – Global logistics – Channels in Global logistics –Global alliances –Issues and Challenges in Global supply chain Management(**CO1, CO5**)

Course Outcome:

CO1: Provide learners with knowledge and skills in information systems and qualitative analysis needed in logistics and supply chain management.

CO2: To gain knowledge of impact of logistics on shareholder value and customer profitability analysis.

CO3: Gain the knowledge of setting benchmarking priorities and economics of distribution.

CO4: Student can have the knowledge of pricing and revenue management and Bullwhip Effect.

CO5: Apply skills in Global logistics, Global strategies, Channels in Global logistics and Global Alliances.

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

References:

1. Donald J.Bowersox and David J.Closs: “Logistical Management” The Integrated Supply Chain Process, TMH, 2011.
2. Edward J Bradi, John J Coyle: “ A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi, 2012.
3. D.K.Agrawal: “Distribution and Logistics Management”, MacMillan Publishers, 2011
4. Sunil Chopra and Peter Meindl: “Supply chain Management: Strategy, Planning and Operation”, Pearson Education, New Delhi 2013
5. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009
6. R.P.Mohanthy: Supply Chain Management, Biztantra, New Delhi, 2010.
7. Deepak P, Miiind M.Oka: “Supply Chain Management” Everest Publishing House, NewDelhi, 10.S K Battacharya: “Logistics Management”, S.Chand New Delhi, 2013.
8. Manish Bansal, Babita Singla: “Retail and Supply Chain Management “, Kalyani Publishers, NewDelhi, 2012.

Course Code : Logistics & Supply Chain Management													
Course Designed by			Department of Management Studies										
	Program Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
Course Outcomes	CO 1	✓							✓	✓	✓		✓
	CO 2		✓		✓	✓						✓	✓
	CO 3	✓			✓	✓				✓			✓
	CO 4					✓	✓	✓			✓		
	CO 5			✓				✓			✓	✓	
Mode of Evaluation : Quiz, Assignment, Seminar, Written Examination													

Description	Subject Teaching Methods	L	T	P	C
Course/ Code	PROMOTION AND DISTRIBUTION MANAGEMENT	3	1	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	Knowledge of Sales promotion techniques, Advertising concepts, organising public relations & publicity , Distribution Channels and Planning.				

Course Objective(s):

1. To enable students to understand Sales Management , Advertisement
- 2.To learn about the role of Distribution Channels and manage channel partners.

3. To understand the Sales Planning & Budgeting.
4. To learn how to organize Advertising Department
5. To gain the knowledge in Distribution Management.

Objective: To introduce sales promotion techniques in market.

UNIT –I : Sales Promotion: Definition, role, types, consumer sales promotion, dealer display contests, discounts, bonus offers, retail merchandising techniques-Publicity: Public relations campaign, use of press, radio and TV, opinion building, customer service and community service.(CO1,CO3)

Objective: To understand the change concept of advertising and role of advertising in marketing mix.

UNIT –II: Advertising: Changing concept, role of advertising in a developing economy, a critical appraisal, types of advertisement for consumer, industrial, institutional, retail, trade and professional, advertisement in marketing mix-Pre-testing, post testing, experimental designs.(CO2,CO3)

Objective: To introduce how to organize advertising department and public relations and publicity.

UNIT –III: Organizing for Advertising: Advertising department, objectives and functions - Role of advertisement agencies, skills and service, client agency relationship-Public Relations, Publicity and corporate advertising-Publicity, power of publicity, control and dissemination of publicity, advantages and disadvantages.(CO3,CO4)

Objective: To enlighten the concept of advertisement budget and enlighten the sources of themes..

UNIT –IV: Advertisement budgets: Types, determining optimal expenditure, decision models, sales response and decay, communication, Ad media: media selection, optimizing approaches, scheduling, research- Sources of themes: Adapting presentation to medium campaign, USP, brand image, positioning, purchase proposition and creative interpretation, insertions, contract.(CO1, CO4)

Objective: To understand the distribution channels and planning and enlighten the types and functions of channel intermediaries.

UNIT-V: Distribution Management: Role of Distribution in Marketing Mix – An Overview of Marketing Channels – Structure, Functions, and Relationships of Channels of Distribution– Channel Dynamics and Conflicts– Channel Planning and organizational Patterns in Marketing Channels – Channel Design Process and Channel Management Decisions – Channel Intermediaries: Role and Types – Wholesaling: Types of Wholesalers, and Wholesaler marketing decisions – Retailing: Types of Retailers, and Retailer Marketing Decisions.(CO4, CO5)

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

COURSE OUTCOMES:

After successful completion of the course, a student will be able to-

CO1: Understand practical implications of Sales Management, i.e., sales planning , Budgeting.

CO5: Enlighten the Wholesalers & Retailer theories.

- 1.
2. 1. Krishna K Havaladar, Vasant M Cavale: “**Sales and Distribution Managment**”, TMH, 2011.
3. 2. S.L.Gupta: “**Sales and Distribution Management**”, Excel Books, New Delhi, 2010
4. 3. S.A.Chunawalla: “**Advertising, Sales and Promotion Management**”, Himalaya Pubishing House, New Delhi,2012
5. 4. Richard R. Still,Edward W. Cundiff, Norman A. P. Govoni: “**Sales Management**”, Pearson New Delhi, 2013
6. 5 George E Belch, Michael A Belch, Keyoor Purani: “**Advertising and Promotion: An IntegratedMarketing Communication Perspective**”, TMH, New Delhi,2012
7. 6 A.S.Gupta: “**Advertising and Sales Promotion**”, Everest Publishing House, New Delhi, 2010
8. 7 Tapan K.Panda, Sunil Sahadev: “**Sales and Distribution Management**”, Oxford University Press, New Delhi, 2010
9. 8. Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, Response Books, 2012,New Delhi.

CourseCode :			PROMOTION AND DISTRIBUTION MANAGEMENT							
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓		✓				✓		
	CO 2					✓		✓		
	CO 3						✓		✓	
	CO 4	✓	✓		✓					
	CO 5							✓	✓	
Category		General Humanities		Basic Sciences		EngineeringScience s AndTechnical			Professional	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	SERVICES MARKETING	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of Services Marketing , its characteristics . knowledge of various strategies available				

Course Objective:

- 1.To facilitate the students about the concepts of Services Marketing through cases and to provide a deeper insight into the Marketing Management of companies offering Services as product.
- 2.To make the students understand about the various options available in services.
- 3.To Give opportunity for the students to select a prospect able service business
- 4.To provide better opportunity to student to concentrate on service business.

UNIT-I:

Objective: To understand services in a very detailed manner with a special comparison with products.

Understanding services marketing: Introduction, services in the modern economy, Classification of services, marketing services Vs. Physical services, services as a system Creating value in a competitive market- Positioning a service in the market, value addition to the service product, planning and branding service products, new service development (CO1,CO4)

UNIT-II:

Objective: Segmenting process to be designed in various services.

Services market segmentations: The process of market segmentation, selecting the appropriate customer portfolio-**The Three-Stage Model of Consumer Behavior Applied to Services – Customer Perception of Services: Factors influencing Customer Perception of Service-** creating and maintaining valued relations, customer loyalty.(CO2,CO3)

UNIT-III:

Objective: Giving various options regarding the pricing of services in order to help the business.

Pricing strategies for services: Service pricing, establishing monetary pricing objectives, foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice (CO1, C04)

UNIT-IV:

Objective: Selecting various marketing strategies for the promotion of services.

Service promotion: The role of marketing communication-Implication for communication strategies, setting communication objectives, marketing communication mix- Planning and managing service delivery- Creating delivery systems in price, cyberspace and time-The physical evidence of the service space-The role of intermediaries, Marketing plans for services: The marketing planning process. (CO1,CO2.CO4)

UNIT-V:

Objective: This unit focuses on the customer satisfaction level regarding services.

Customer Satisfaction & Service Quality Management: Concept of Customer Satisfaction, Determinants of Customer Satisfaction, Monitoring, and Measuring Customer Satisfaction– Service Quality Models: Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL and SERVPERF – Gronroos Model – Technology & Service Strategy: Applying Technology to Service Settings, e-services.- Relationships, Complaining & Service Recovery: Building and Managing Customer Relationships, Human Service Interfaces. (CO3,CO4)

Course Outcome: The students will be able to recognize the characteristics of services, understand consumer behaviour in services, align service design and standards, delivering service, managing services promises

Text Books:

1. Rajendra Nargundkar: Services Marketing, TMH, New Delhi 2011.
2. Christian Gronroos: Service Management and Marketing, Wiley India, New Delhi, 2010
3. Ram Mohan Rao, K: “Services Marketing”, Pearson Education, New Delhi, 2013.
4. Govind Apte: Services Marketing, Oxford University Press, New Delhi, 2010
5. S.M. Jha: “Services Marketing”, Himalaya Publishing House, 2011
6. Nimith Chowdhary: “Marketing of Services”, MacMillan Publishers, New Delhi, 2009
7. John E.G. Bateson, K. Douglas Hoffman: “Services Marketing”, Cengage Learning, New Delhi, 2012
8. C. Bhattacharjee: “Services Marketing”, Excel Books, New Delhi,

CourseCode		Service Marketing	
CourseDesignedby		Department of Management studies	

	Program Outcomes	PO1	PO2	PO3	PO4	PO5	P O 6	PO7	PO8	P O 9
Course Outcomes	CO 1				✓	✓				
	CO 2	✓	✓							
	CO 3			✓					✓	
	CO 4									
Category		General Humanities	Basic Sciences			Engineering Sciences And Technical			Professional	
									✓	
Mode of Evaluation : Report, Presentation, Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	BUSINESS ETHICS AND CORPORATE GOVERNANCE	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of industrial scanning and planning strategy according to the situation of the firm.				

Course Objectives:

1. To import knowledge on scanning and analyzing of internal and external environmental of an industry.
2. To understand strategic management process and framing of vision and mission statements.
3. To understand the leadership styles fro formulating and implementing strategy.
4. To understand the evaluation and control process on implemented strategy.
5. To import knowledge about strategic management in success of firm.

UNIT 1

Objective: To introduce the basic concepts of strategic management, its process and shaping of firm.

Importance of Business Ethics: Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions (CO1,CO2)

UNIT 2

Objective: To enlighten basics of scanning, analyzing and forming strategy according to the style of leader.

Impact of Globalization on Indian Business Ethics: Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams. (CO1,CO3)

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(Asst.Prof,DMS)

(Asst.Prof, DMS)

UNIT 3

Objective: To initiate knowledge about the advantages to the firm when it formulates a perfect strategy with the consideration of competitors.

Ethics in Marketing, HRM and Finance: Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy. Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector. (CO3).

UNIT 4

Objective: To understand the structure, culture of the firm and external environment of the firm for implementation of a right strategy.

Corporate Governance: An overview – Theory and Practice of Governance- Indian model of Governance - Good Corporate Governance – Land marks in emergence of Governance OECD Principles – Sarbanes-Oxley Act 2002- SEBI Initiatives. (CO1, CO2,CO3,)

UNIT 5

Objective: To explain the importance of evaluation of strategy implemented and control it in a successful way.

Corporate Governance Indian Scenario: Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transitioning Economies.(CO4, CO5)

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

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After successful completion of the course, a student will be able to

Course outcomes:

- CO1: To understand the theories of Business ethics.
- CO2: Knowledge of dealing Ethical problems of Business.
- CO3: Demonstrate the concepts of work ethics.
- CO4: Apply the knowledge of Ethics in real life situation.
- CO5: Gain knowledge of Corporate governance issues.

References:

1. S.K.Mandal: “Ethics in Business and Corporate Governance”, TMH, New Delhi, 2012.
2. Marianne M Jennings: “Cases in Business Ethics”, Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: “Business Ethics and Corporate Governance”, Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: “A Case Book on Corporate Governance and Stewardship”, TMH., New Delhi, 2011.
5. A.C.Fernando: “Business Ethics and Corporate Governance”, Pearson Publishers, New

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CourseDesignedby			Department of Management Studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
Course Outcomes	CO 1	✓					✓		✓		
	CO 2			✓				✓		✓	
	CO 3		✓	✓					✓		✓
	CO 4			✓	✓						✓
	CO 5		✓						✓		
Category		General Humanities		Basic Sciences		Management Studies			Professional Subjects		
						✓					
Mode of Evaluation : Report, Presentation & Written Examination											

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	E-BUSINESS	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of				

Course Objectives:

UNIT 1

Introduction to E- Business: Transitioning to the Web – E-Business and E-Commerce overview
History of Internet and World Wide Web – Web development Internet and World Wide Web
Resources. A Framework for understanding E -Business.

UNIT 2

E-Business Models: Storefront Models, Auction Model, Portal Model and Dynamic-Pricing
Models. B2B E-Commerce and EDI. Understanding Online Communication and Behavior.
Creating the Marketing Mix – Organizational and Managerial Issues. Implementation and
Control of the E-Business Plan.

UNIT 3

Building an E-Business: Design and Development and Management – E-Business Solutions -
Online Monetary Transactions. e-Wallets – Digital Currency and Alternate Consumer Payment
Options .Smart Cards, e-Billing developing payment standards.

UNIT 4

Internet Marketing: Branding, Promotions, E-Business Advertising – E-Customer Relationship
Management – Tracking and Analyzing data, Personalization – Contact Centers Complete e-
CRM Solutions

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UNIT 5

Legal and Ethical Issues: Privacy and confidentiality on the Internet Other Legal areas like Defamation IPR and Patents, Trade mark Unsolicited Commercial e-Mail (Spam) Online Contracts and User Agreements. Cyber Crime – Internet Taxation Issues

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Hanson: “E-Commerce and Internet Marketing”, Cengage Learning, New Delhi, 2013
2. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler: “E-Business and E-Commerce” for Managers, Pearson Publication.
3. David Whiteley: “E-Commerce - Strategy Technologies and Applications” Tata Mac-Graw Hill, New Delhi, 2000.
4. C.S.V.Murthy: “E-Commerce–Concepts, Models & Strategies” Himalaya Publishing house, Mumbai, 2003.
5. Kamalesh K Bajaj & Debjani Nag: “E-Commerce”, the Cutting Edge of Business-Tata McGraw- Hill, New Delhi, 2002.
6. Bharat Bhaskar: “Electronic Commerce”,Tata Mc-Graw-Hill, New Delhi, 2003.

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Description	Subject Teaching Methodology	L	T	P	C
Course Code Elective:2 Sp-2	EMPLOYEE RELATIONS AND LABOUR LAW	3	1	0	3
Teaching	Total contact hours --63				
Prerequisite (s)	Knowledge of the course is to enable HR elective students develop awareness towards labour laws. The students will understand how to deal with legal problems emanating from employer and employee relations in organizations.				

Course Objectives:

1. To import knowledge on labour laws and policies.
2. To understand Indian Labour Legislations and acts for the employees' benefits.
3. To understand the rights and purpose of trade unions.
4. To import knowledge about Indian Trade Union and their impact in dispute settlement, employees' rights formations.
5. To import knowledge about workers' participation in management.

UNIT -1

Objective: To introduce the basic concepts of labour laws, policies, Indian Constitution and Labour Legislation. (CO1, CO2)

Introduction to Labour Legislation: Labour Laws: Concept, Origin, Objectives and Classification- Indian Labour Legislations-Indian Constitution and Labour Legislations-ILO-Labour Policy, Emerging Issues and Future Trends

UNIT- 2

Objective: To enlighten basics of benefits for the employee with the knowledge of factories act and labour laws. (CO1, CO4)

Laws For Working Conditions: Salient features of The Factories Act 1948, IESO Act-Wage Policy and Wage Regulation Machinery, Wage Legislation, Minimum Wages Act 1948, Payment of Wages Act 1936, The Payment of Bonus Act, 1965 , Contract Labour Act 1970- S The Workmen's Compensation Act, 1923-The Employees' State Insurance Act, 1948-The Maternity Benefit Act, 1961- The Employee's Provident Fund and Miscellaneous Provision Act, 1952- The Payment of Gratuity Act, 1972.

UNIT -3

Objective: To initiate knowledge about the importance of trade unions for healthy and safe working conditions. (CO3,)

Industrial Relations: Introduction, Dunlop's Industrial Relations Systems-Characteristics of Indian IR System- Importance of IR-Approaches to IR-Trends in IR- Trade Unions: Union Purpose- Trade Union, Functions, Methods, Politics, Types of Unions, Trade Unions in India: TU Act 1926-Union Structure and characteristics- Recognition of Unions: States provisions for Recognition- Rights of recognized Unions, Unfair Labour Practices

UNIT -4

Objective: To understand the role of government in dispute settlement and grievance handling (CO2, CO4)

Settlement Of Disputes: IDs-Causes of Disputes-Dispute Settlement Machinery –Grievance Procedure- Conciliation, Arbitration, Adjudication, The Industrial Dispute Act 1947-Role of Government in the settlement of Ids and maintaining Industrial Peace

UNIT- 5

Objective: To explain the importance of modern techniques for a quality work life and employee participation. (CO5)

Modern Techniques: Overview on Modern Techniques-Quality of Work life-Worker's Participation in Management-WPM in India-Collective Bargaining

- Relevant cases have to be discussed in each unit and in Examination. Case is compulsory from any One of the Units.

After successful completion of the course, a student will be able to

CO1: Overview of Labour Laws and Employee Relation with management

CO2: Knowledge of factories acts for the wage and other financial benefits

CO3: Demonstrate the knowledge of trade unions for healthy and good working conditions

CO4: Apply the knowledge for settlement of disputes with in the firm or with the government support

C05: Gain knowledge of Employees' participation in management

References:

1. Mamoria, Mamoria, Gankar “Dynamics of Industrial Relations” Himalaya Publishing House.2012.
2. C.B.Mamoria, VSP Rao “personnel management- text & cases”, Himalaya Publishers 13thedition, 2012.
3. J.A.Kulkarni, Asha Pachpande, Sandeep Pachpande, “case studies in amangement”,pearson, 2011.
4. R.Sivarethinamohan: “Industrial Relations and LabourWelfare”, PHI Learning, New Delhi, 2010.
5. Amandeep Kaur: “Industrial Relations”, Kalyani Publishers,New. Delhi.2010.

Course code:		EMPLOYEE RELATIONS AND LABOUR LAW									
Course designed by		Department of Management Studies									
	Programme out comes	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
Course Outcomes	CO1	✓					✓		✓		
	CO2			✓				✓		✓	
	CO3		✓	✓					✓		✓
	CO4			✓	✓						✓
	CO5		✓						✓		
Category		General Humanities		Basic sciences		Management Studies			Professional Subjects		
						✓					
Mode of evaluation:		Report, Seminar, Written examination									

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	LEGAL ASPECTS OF BUSINESS	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge Indian contract essential acts, sale of goods act, Consumer protection Act, Essential commodities act, Information technology act, Agency contracts and Negotiable Instrument act, Indian Partnership act and Companies act.				

Course Objectives:

1. To impart knowledge on Indian contract act 1872, essentials of valid contract.
2. To understand performance of contract of sale, Machinery for redressal of Consumer Grievance.
3. To understand rights and duties of principle and agent. Negotiable instrument act.
4. To understand essentials of partnership & companies act. Formation of memorandum and articles of association.

UNIT 1

Objective: To introduce classification of contracts and essentials of valid contracts. (CO1,CO2)

Importance of Commercial Law: The Indian Contracts Act, 1872 – Nature of the Act and Classification of Contracts – Essentials of a Valid Contract – Offer and Acceptance – Capacity – Consideration –Free Consent –Legality of Object –Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

UNIT 2

Objective: To imitate Contract of sale, rights of unpaid seller and consumer protection act.

Sales of Goods Act: Distinction between Sales and Agreement to Sell – Conditions and Warranties – Performance of Contract of Sale –Transfer of Ownership – Rights of an Unpaid Seller. **IPR and PT** , -Information Technology Act 2000. (CO1, CO2)

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UNIT 3

Objective: To introduce agency contract and negotiable instruments act – 1881.

Contract of Agency: Kinds of Agents –Creation of Agency- Duties and Rights of Principal and Agents- Principal's Liability for the Acts of the Agent-Liability of Agent –Termination of Agency. Negotiable Instruments Act, 1881- Kinds of a Negotiable Instruments and endorsement-Presentation and discharge of Negotiable Instrument. (CO1,CO2)

UNIT 4

Objective: To enlighten essential of partnership and rights and duties of partners.

Indian Partnership Act, 1932: Meaning and Essentials of Partnership- Registration – Tests of Partnership-Duties and Rights of Partners – Dissolution of Partnership. (CO1,CO4)

UNIT 5

Objective: To explain formation of companies, and duties of director.

Company Act 1956: Nature and Types of Companies – Formation – Memorandum of Association- Articles of Association –Kinds of Shares –Duties of Directors-Winding up. (CO4)

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

After successful completion of the course, a successful student will be able to

Course Outcomes:

CO1: Overview of Legal Aspects of Business.

CO2: Knowledge of sale of goods act, unpaid seller rights, consumer protection act.

CO3: Demonstrate the knowledge of Agency contract and negotiable instrument act.

CO4: Gain knowledge of partnership act.

Gain knowledge of Formation of companies

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1. Ravindra Kumar: “Legal Aspects of Business”, Cengage Learning, New Delhi, 2011
2. Kuchhal M C, Deepa Prakash: “Business Legislation for Management”, Vikas Publishing House, New Delhi, 2012
3. Pathak: “Legal Aspects of Business”, Tata McGraw Hill, New Delhi, 2010
4. S.N.Maheshwari, S.K.Maheshwari: “A Manual of Business Laws”, Himalaya Publishing House, 2013.
- 5 P.K.Padhi: “Legal Aspects of Business”, PHI Learnings, New Delhi, 2013

LEGAL ASPECTS OF BUSINESS										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1			✓		✓				✓
	CO 2			✓		✓				✓
	CO 3		✓							
	CO 4	✓				✓			✓	
	CO 5					✓		✓		
Category		General Humanities	Basic Sciences		EngineeringScience s AndTechnical			Professional		
					✓					
Mode of Evaluation : Report, Presentation & Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	PERFORMANCE MANAGEMENT	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of performance management process, planning and performance Appraisal.				

Course Objective(s):

- 1.To enable students understand the concepts of Performance Management.
- 2.To develop the skills and ability to prepare performance plan in the Organizational context.
3. To enhance the skills required to appraise and assess the performance .
- 4.To emerge as good performance managers and support the organizational efforts towards Business development.
- 5.To develop the skills of team work, team building and leadership

Objective : To introduce the differentiation of the concepts of Performance Management, Performance Appraisal , Human Resources Management.

UNIT-I: Introduction: Definition, concepts and scope – Foundations of Performance Management - Performance Appraisal Vs Performance Management – Performance Management Vs Human resource management - processes for managing performance –critical appraisal- Performance Audit

Objective : To understand the Performance Management planning methods and process and learn Knowledge ,how to linkage strategic planning to competency mapping.

UNIT-II: Performance Management Planning: Importance-Methods- Process- Goal Setting- Linkages to Strategic Planning- Competency mapping- Career Development- Monitoring Performance Planning- Barriers to Performance Planning

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Objective :To learn the Performance Appraisal methods, tools and rewards system.

UNIT-III: Performance Appraisal: Appraising for Recognition & Reward: Purpose of Appraising – Methods of appraisal – appraisal system design – Implementing the appraisal system – Appraisals and HR decisions- Organizational effectiveness- Performance Management Tools: Importance- Traditional and Modern Techniques- Balanced Score Card- 360 Degree Performance Appraising- MBO and BARS.

Objective : To enlight the knowledge of Performance Management system and Performance Management cycles and knowledge to develop and lead the high performing teams .

UNIT-IV: Performance Management System: Objectives– Functions- Performance Management Cycle- Competency based Performance Management Systems- Reward based Performance Management Systems- Electronic Performance Management Systems Performance Management skills – High Performing Teams: Building and leading High performing teams – Team oriented organizations – Developing and leading high performing teams- Role of Leadership

Objective : To learn the objectives and principles of Performance monitoring and the skills required for effective counseling .

UNIT-V: Performance Monitoring and Counseling: Introduction- Supervision- Objectives and Principles of Monitoring- Monitoring Process- Periodic reviews- Problem solving- Role efficiency- Coaching- Counseling and Mentoring- Concepts and Skills

Relevant cases have to be discussed in each unit and in Examinations Case is compulsory from any one of the Units.

Course outcomes:

CO1: Able to understand the practical implications of PM.

CO2: Gain knowledge of Performance planning, appraisal and characteristic of reward system and counseling.

CO3: Enable to design performance appraisal tools for different job descriptions.

CO4: Apply the knowledge to develop effective team building.

CO5: Learn the techniques of monitoring and problem solving skills.

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References :

1. T.V.Rao, Appraising and Developing Managerial Performance, TV Rao Learning Systems Pvt Limited, Excel Books.
2. T.V.Rao: Performance Management Appraisal Systems, Sage Publications, 2008.
3. Prem Chadha: Performance Management, Macmillan India, New Delhi, 2008.
4. Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico.
5. Dewakar Goel: Performance Appraisal and Compensation Management, PHI Learning, New Delhi, 2009.

6. A.S. Kholi: Performance Management, Oxford University Press, New Delhi, 2009.
7. A.M.Sharma: Performance Management System, Himalaya Publishing House, 2010.
8. Publishing House, New Delhi, 2010.

PERFORMANCE MANAGEMENT										
Course Designed by			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓					
	CO 2		✓				✓			
	CO 3					✓	✓			
	CO 4							✓		
	CO 5		✓	✓					✓	
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical			Professional Subjects	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	STRATEGIC HUMAN RESOURCES MANAGEMENT	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)					

Course Objective(s):

- 1.To enable students understand the concepts of Performance Management.
- 2.To develop the skills and ability to prepare performance plan in the Organizational context.
3. To enhance the skills required to appraise and assess the performance .

4.To emerge as good performance managers and support the organizational efforts towards Business development.

5.To develop the skills of team work, team building and leadership

Objective : To introduce the differentiation of the concepts of Performance Management, Performance Appraisal , Human Resources Management.

UNIT-1

Human Resource Strategy: Introduction to Strategic Human Resource Management - Evaluation objectives and Importance of Human Resources Strategy- Strategic fit – A conceptual framework -Human Resources contribution to strategy - Strategy driven role behaviors and practices – Theoretical Perspectives on SHRM approaches - Linking business strategies to HR strategies.

UNIT-2

Strategic Human Resource Planning: Objectives, benefits, levels of strategic planning-Activities related to strategic HR Planning-Basic overview of various strategic planning models-Strategic HR Planning model-Components of the strategic plan.

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UNIT-3

Strategy Implementation: Strategy implementation as a social issue-The role of Human Resource-Work force utilization and employment practices-Resourcing and Retention strategies-Reward and Performance management strategies.

UNIT-4

Strategic Human Resource Development : Concept of Strategic Planning for HRD-Levels in Strategic HRD planning-Training and Development Strategies-HRD effectiveness.

UNIT-5

Human Resource Evaluation: Overview of evaluation - Approaches to evaluation, Evaluation Strategic contributions of Traditional Areas - Evaluating Strategic Contribution of Emerging Areas-HR as a Profit centre and HR outsourcing strategy.

Course outcome:

- CO1: To understand how to interpret basic statistical analysis of HRM data, theoretical perspectives of SHRM approaches.
- CO2: To understand various features of HRM systems influence the composition of workers attracted to the firm and strategic HR planning model.
- CO3: To understand how the various features of HRM Systems Influence Retention and turnover.
- CO4: To analyze a firm's HRM Systems evaluate its strengths and weaknesses, and propose changes to improve it.
- CO5: To acquire knowledge of the legal and institutional landscape for HRM systems and evaluation of strategic contribution of traditional areas and emerging areas.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

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References:

1. Charles R. Greer: "Strategic Human Resource Management" - A General Manager Approach - Pearson Education, Asia
2. Fombrum Charles & Tichy: "Strategic Human Resource Management" - John Wiley Sons, 1984
3. Dr. Anjali Ghanekar "Strategic Human Resource Management" Everest Publishing House, Pune 2009
4. Tanuja Agarwala "Strategic Human Resource Management" Oxford University Press, New Delhi 2014

5. Srinivas R Kandula “Strategic Human Resource Development” PHI Learning PVT Limited, New Delhi 2009

6. Dreher, Dougherty “Human Resource Strategy” Tata Mc Graw Hill Publishing Company Limited, New Delhi 2008

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CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓					
	CO 2		✓				✓			
	CO 3					✓	✓			
	CO 4							✓		
	CO 5		✓	✓					✓	
Category		General Humanities	Basic Sciences		EngineeringScience s AndTechnical			Professional		
								✓		
Mode of Evaluation : Report, Presentation & Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course Code	RETAIL MANAGEMENT	3	1	0	3
Teaching	Total contact hours - 63				
Prerequisite (s)	Knowledge of retail development, retail strategy ,types of retail location, retail strategy and Retention Strategies.				

Course Objective(s):

1. To describe the different types of retailers, and outline some of the characteristics of successful retail managers, including entrepreneurs/small business owners and department store managers.
2. To explain essential retail management concepts, such as buyers and vendors; customer service, customer loyalty, and consumer behaviour; retail planning process and electronic retailing; retail strategy, pricing strategy, assortment planning, branding strategy, and global growth strategy; niche marketing and market personalization; and information systems and supply chain management.
3. To compare and contrast different location opportunities and outline the factors that affect retail demand in a region or trade area.
4. To describe the customer relationship management process, describe how retailers collect customer data, and explain how that data is used to gain strategic advantages, support communication programs, and develop customer loyalty.
5. To describe how retailers make international sourcing decisions and identify common ethical and legal issues involved in the purchase and sale of merchandise.

UNIT-I:

Objective: To introduce types and functions of retailers, and special characteristics of Services Retailing.

Basic concept of Retailing – Retail Development – Types and Functions of Retailers – Multi Channel Retailing – Organized Retailing in India – Special Characteristics of Services Retailing- Legislation for Retailing in India.

UNIT –II:

Objective: To provide the basic knowledge of market strategies and types of target market.

Retail Strategy: Market Strategy – Retail Format and Target Market – Building Sustainable Competitive Advantage – Growth Strategies – Strategic Retail Planning Process.

UNIT-III:

Objective: To introduce types of retail locations and selection of location and site analysis.

Retail Location – Types, Location Opportunities – Selection of Location and Site Analysis - Financial Strategy – Strategic Profit Model – Setting and Measuring Performance Objectives.

UNIT-IV:

Objective: To enlighten importance of Store Operations, Inventory Management and Supply chain Management.

Store Layout and Design, Store Operations and Inventory Management –Merchandise Planning and Control- Buying Merchandise – Developing Assortment Plan— Retail Information System – Supply Chain Management in Retailing – Ethical Issues in Retailing Retail – Audit and Retailing Research in India

UNIT –V:

Objective:

To enlighten importance of Retail Pricing Strategy Category Management, Customer Services and CRM measurements.

Retail Pricing Strategy, Category Management, Customer Services – Retail Branding- International Retailing – Promotional Strategies – Advertising, Sales Promotion, Store Atmosphere-Retail Customer Satisfaction, Loyalty, and Retention Strategies – CRM measurements: Customer Life Time Value and Customer Equity

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

Course Outcomes:

After successful completion of the course, a successful student will be able to :

CO1: Understand the basic theories, principles, practices and terminology related to each functional area of business.

CO2: Identify the key stakeholders and the roles/responsibilities of retailers towards these stakeholders.

CO3: Evaluate the implementation of marketing strategy through the retail mix – including Product and merchandise mix, pricing, location and store- design, promotions, and store Management - to improve the total customer experience and retailer market Competitiveness.

CO4: Interpret retail problems and be capable of critically evaluating and applying appropriate Retail management models and theories to generate strategic and tactical solutions

CO5: Explain the central role of retail in industrialised societies, and the impact of key Market/retail trends upon this sector in the local and global contexts.

References:

1. Sheikh and Kaneez Fatima, “Retail Management”, Himalaya Publishing House, Mumbai.
2. A.J. Lamba:”The Art of Retailing”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
3. Sivakumar, A, “Retail Marketing”, Excel Books, New Delhi.
4. Swapna Pradhan, “Retail management”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
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6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”Retail Management”, Oxford University Press, New Delhi.
7. Gibson G Vedamani, “Retail Management”, Jaico Publishing House, New Delhi.

8. Dunne: “Introduction to Retailing”, Cengage Learning, New Delhi.

Course Code:		C: 303: RETAIL MANAGEMENT								
Course Designed by		Department of Management Studies								
	Program Outcomes	P01	P02	P03	P04	P05	P06	P07	P08	P09
Course Outcomes	C01	√	√	√			√			
	C02			√	√	√				√
	C03		√		√	√	√			
	C04	√		√	√	√			√	
	C05			√	√		√			√
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical		Professional Subjects		
								√		
Mode of Evaluation : Report, Presentation , Written Examination										

	Subject Teaching Methodology	L	T	P	C
Course	RETAIL MANAGEMENT	3	1	0	3
Teaching	Total contact hours - 63				
Prerequisite (s)	Knowledge of retail development, retail strategy ,types of retail location, retail strategy and Retention Strategies.				

Course Objective(s):

1. To describe the different types of retailers, and outline some of the characteristics of successful retail managers, including entrepreneurs/small business owners and department store managers.
2. To explain essential retail management concepts, such as buyers and vendors; customer service, customer loyalty, and consumer behaviour; retail planning process and electronic retailing; retail

strategy, pricing strategy, assortment planning, branding strategy, and global growth strategy; niche marketing and market personalization; and information systems and supply chain management.

3. To compare and contrast different location opportunities and outline the factors that affect retail demand in a region or trade area.
4. To describe the customer relationship management process, describe how retailers collect customer data, and explain how that data is used to gain strategic advantages, support communication programs, and develop customer loyalty.
5. To describe how retailers make international sourcing decisions and identify common ethical and legal issues involved in the purchase and sale of merchandise.

UNIT-I:

Objective: To introduce types and functions of retailers, and special characteristics of Services Retailing.

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UNIT –II:

Objective: To provide the basic knowledge of market strategies and types of target market.

Retail Strategy: Market Strategy – Retail Format and Target Market – Building Sustainable Competitive Advantage – Growth Strategies – Strategic Retail Planning Process.

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UNIT-III:

Objective: To introduce types of retail locations and selection of location and site analysis.

Retail Location – Types, Location Opportunities – Selection of Location and Site Analysis - Financial Strategy – Strategic Profit Model – Setting and Measuring Performance Objectives.

UNIT-IV:

Objective: To enlighten importance of Store Operations, Inventory Management and Supply chain Management.

Store Layout and Design, Store Operations and Inventory Management –Merchandise Planning and Control- Buying Merchandise – Developing Assortment Plan— Retail Information System – Supply Chain Management in Retailing – Ethical Issues in Retailing Retail – Audit and Retailing Research in India

UNIT –V:

Objective:

To enlighten importance of Retail Pricing Strategy Category Management, Customer Services and CRM measurements.

Retail Pricing Strategy, Category Management, Customer Services – Retail Branding- International Retailing – Promotional Strategies – Advertising, Sales Promotion, Store Atmosphere-Retail Customer Satisfaction, Loyalty, and Retention Strategies – CRM measurements: Customer Life Time Value and Customer Equity

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

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Course Outcomes:

After successful completion of the course, a successful student will be able to :

- CO1: Understand the basic theories, principles, practices and terminology related to each functional area of business.
- CO2: Identify the key stakeholders and the roles/responsibilities of retailers towards these stakeholders.
- CO3: Evaluate the implementation of marketing strategy through the retail mix – including Product and merchandise mix, pricing, location and store- design, promotions, and store Management - to improve the total customer experience and retailer market Competitiveness.
- CO4: Interpret retail problems and be capable of critically evaluating and applying appropriate Retail management models and theories to generate strategic and tactical solutions
- CO5: Explain the central role of retail in industrialised societies, and the impact of key Market/retail trends upon this sector in the local and global contexts.

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1. Sheikh and Kaneez Fatima, “Retail Management”, Himalaya Publishing House, Mumbai.
2. A.J. Lamba:”The Art of Retailing”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
3. Sivakumar, A, “Retail Marketing”, Excel Books, New Delhi.
4. Swapna Pradhan, “Retail management”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
5. Berman Barry, Joel R. Evans and Mini Mathur, “Retail Management-A Strategic Approach”, Pearson Education, New Delhi.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”Retail Management”, Oxford University Press, New Delhi.
7. Gibson G Vedamani, “Retail Management”, Jaico Publishing House, New Delhi.
8. Dunne: “Introduction to Retailing”, Cengage Learning, New Delhi.

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CourseDesignedby			RETAIL MANAGEMENT Department of							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	√	√	√			√			
	CO 2			√	√	√				√
	CO 3		√		√	√	√			
	CO 4	√		√	√	√			√	
	CO 5			√	√		√			√
Category		General Humanities		Basic Sciences		EngineeringScience s AndTechnical			Professional	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	CONSUMER BEHAVIOR	3	1	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	.Knowledge of Consumerism, Psychological foundational concepts, Diffusion of Innovation, Consumer Protection Act,1986.				

Course Objective(s):

1. To facilitate with the knowledge of marketing decisions keeping in mind the Consumer Behaviour.
2. To help student to design primary market research studies for the mutual benefits of consumer and organisations.
3. To know the basic roots of consumerism.
4. To understand the various legal framework to protection of consumers.

Objective : To introduce basic concept **and** models to understand consumer behaviour .

UNIT –I: Introduction to Consumer Behaviour: Understanding consumers and market segments-Evolution of consumer behaviour, consumer analysis and business strategy-Models of Buyer Behavior, Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model. (CO 1, CO 2)

Objective : To enlighten the social and psychological factors influence the consumer behaviour.

UNIT –II: Psychological Foundations of Consumer Behaviour: Consumer Motivation, Perception, Personality and Behaviour, Learning and Behaviour Modification, Information Processing, Memory Organization and Function, Attitude Formation and Attitude Change-Social and Cultural Environment Economic, Demographic, Cross Cultural and Socio–Cultural Influences, Social Stratification, Reference Groups and Family, Personal influence . (CO 2, CO 4)

Objective : To learn communication and diffusion of innovation concepts.

UNIT –III: Communication and Consumer Behaviour: Components of communications process, designing persuasive communication and Diffusion of Innovations-Consumer Decision Processes High and Low Involvement, Pre-purchase Processes, Post Purchase processes, Consumption and evaluation, Brand Loyalty and Repeat Purchase Behaviour.(CO 3)

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Objective : To understand the roots of consumerism and its influence on consumer issues.

UNIT-IV: Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues. (CO 1, CO 4)

Objective : To introduce and understand consumer protection act.

UNIT –V: Consumer Protection: Consumer Protection Act 1986, Central consumer protection council, state consumer protection councils, consumer disputes redressal agencies, consumer disputes redressal forum, National Consumer Disputes redressal Commission.(CO 5)

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course Outcomes:

After successful completion of the course, a student will be able to-

CO1: Identify the consumer need in the view of business growth and understand the environmental influences on consumer behavior.

CO2: Gain the knowledge in psychological foundations of consumer behavior.

CO3: Apply the knowledge in consumer decision making process.

CO4: Gain the knowledge on consumer issues.

CO5: Enlighten the concepts of legal protection towards consumer issues

References:

1. Ramneek Kapoor, Nnamdi O Madichie: “Consumer Behaviour Text and Cases”, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: “Consumer Behavior insight from Indian Market”, PHI Learning, New Delhi, 2011.
3. M.S.Raju: “Consumer Behavior Concepts, applications and Cases”, Vikas Publishing House, New Delhi, 2013.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Cengage, New Delhi, 2012.

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CourseCode :		Consumer Behavior								
CourseDesignedby		Department of Management Studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓					
	CO 2		✓				✓			
	CO 3					✓	✓			
	CO 4							✓		
	CO 5		✓	✓					✓	
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical			Professional	
									✓	
Mode of Evaluation : Report, Presentation & Written Examination										

References:

1. Ramneek Kapoor, Nnamdi O Madichie: "Consumer Behaviour Text and Cases", TMH, New Delhi, 2012.
2. Ramanuj Majumdar: "Consumer Behavior insight from Indian Market", PHI Learning, New Delhi, 2011.
3. M.S.Raju: "Consumer Behavior Concepts, applications and Cases", Vikas Publishing House, New Delhi, 2013.
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi, 2002.
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003.
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Cengage, New Delhi, 2012.

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	Security Analysis And Portfolio Management	3	1	0	3
Teaching	Total contact hours - 63				
Prerequisite (s)	Knowledge in Financial Markets				

Course Objectives:

1. To Provide an overview of institutional details linked to financial markets and the trading process
2. To Provide an overview of historical trends and innovations in financial instruments and trading processes
3. To Provide an overview of various debt financial instruments
4. To Provide insight into the use of finance theory in investment management
5. To Provide a guide to the measurement and analysis of risk of financial investments and fund management

Objective:

To enable the students understand the importance of investment and its application in the field of Investment. To make the student know Real Investment, Financial investment and Speculation. The concept and measurement of Realized Return and Expected return-Ex-ante and Ex-Post Returns – Measurement of Risk-Range-Risk-Return Trade-Off-Risk Premium and Risk Aversion-Approaches. To enable the student to know investment analysis.

UNIT–I: Investments: Definition of Investment, Investment Decision Process; Sources of Investment Information; Real Investment vs. Financial Investment, Investment vs. Speculation;

Factors to be considered in Investment Decision: Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation- The Concept and Measurement of Realized Return and Expected Return-Ex-ante and Ex-Post Returns-Measurement of Risk-Range-Risk-Return Trade-Off-Risk Premium and Risk Aversion-Approaches to Investment Analysis-Fundamental and Technical Analysis-Efficient Market Hypothesis (CO1)

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Objective:

To enable the students understand Fixed Income Securities Valuation, Bond price Theorems and Bond Portfolio strategies.

UNIT–II: Fixed Income Securities - Analysis, Valuation and Management Features and Types of Debt Instruments, Bond Indenture, Factors Affecting Bond Yield- Bond Yield Measurement- Current Yield, Holding Period Return, YTM, AYTm and YTC- Bond valuation: Capitalization of Income Method, Bond-price Theorems, Valuation of Compulsorily/Optionally Convertible Bonds, Valuation of Deep Discount Bonds- Bond Duration, Macaulay's Duration and Modified Macaulay's Duration-Bond Immunization, Active and Passive Bond Portfolio Management strategies (CO 1, CO 2)

Objective:

To enable the students understand Analysis and valuation of Common stocks, computational procedure of Sensex and Nifty.

UNIT-III: Common Stocks - Analysis and Valuation: Basic Features of Common Stock, Approaches to valuation–Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparables-P/E,P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty (CO 3)

Objective

To make the student know Portfolio Concept different theory models like CAPM, APT to enable Over-Pricing and under-pricing of the securities.

UNIT–IV: Portfolio Theory: Concept of portfolio-Portfolio Return and Risk- Harry Markowitz's Portfolio Theory, Construction of Minimum Risk Portfolio- The Single-Index Model- Capital Market Theory-Introduction of Risk-Free Asset, Capital Market Line (CML), Security Market

line (SML)- Capital Asset Pricing Model (CAPM): Over-Pricing and Under-Pricing Securities- Arbitrage Pricing Theory (APT): The Law of One Price, Two Factor Arbitrage Pricing, Equilibrium Risk-Return Relations- A synthesis of CAPM and APT (CO 3, CO 4)

Objective

To enable the student understand the concept of Mutual Funds, it's Schemes, Evaluation, and Regulations.

UNIT –V: Mutual Funds and Portfolio Evaluation: Mutual funds: Genesis, Features, Types and Schemes- NAVs, Costs, Loads and Return of Mutual Funds, Problems and Prospects in India, Regulation of Mutual Funds and Investor's Protection in India-Performance Measures- Sharpe's Reward to Variability Index, Treynor's Reward to Volatility Index, Jensen's Differential Index, Fama's Decomposition of Returns (CO 5, CO 6)

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Course Outcomes:

CO1: Analysis and evaluation of financial markets, trading of securities, mutual funds.

CO2: Construct optimal portfolios and application of asset pricing models.

CO3: Study of Fundamental and Technical Analysis

CO4: Analysis of bond prices yields and fixed-income portfolios.

CO5: Role of options and futures and their use as hedging instruments.

References:

1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI,
2. Reilly, Brown: "Analysis of Investments and Management of Portfolios", Cengage Learning, New Delhi, 2013
3. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, New Delhi, 2013
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5. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, TMH, New Delhi,
6. Preeti Singh, "Investment Management", Himalaya Publishing House. New Delhi.
- Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.
8. Shashi and Rosy: "Security Analysis and Portfolio Management Investment Management", Kalyani Publishers, New Delhi
9. Dhanesh Khatri, "Investment Management and Security Analysis; Text and Cases", Macmillan Publishers. New Delhi, 2011
10. Sudhindra Bhat, "Security Analysis and Portfolio Management",Excel Books.32

12. V.K.Bhalla: “Fundamentals of Investment Management”, S.Chand, New Delhi, 2013

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CourseCode :		Security Analysis And Portfolio Management								
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓				✓	
	CO 2					✓		✓	✓	✓
	CO 3			✓			✓		✓	✓
	CO 4		✓					✓	✓	
	CO 5	✓			✓				✓	
Category		General Humanities	Basic Sciences	EngineeringSciences AndTechnical				Professional		
								✓		
Mode of Evaluation : Report, presentation and Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	BANKING & INSURANCE	3	1	0	3
Teaching	Total contact hours - 65				
Prerequisite (s)	Knowledge of a little finance, and a few terms in banking and insurance				

Course Objective(s):

1. To impart knowledge regarding banking theory, principles and practices and various terms used in banking.
2. To know the features of bank credit, types of lending, assessment of worthiness of borrowers and NPAs.
3. To know the need of regulating bank capital, retail banking, plastic money, NEFT, Mobile banking, Bancassurance.
4. To know principles and characteristics of insurance, underwriting, concept of reinsurance, an overview of IRDA.
5. To know Life and General Insurance.

Unit – I

Objective: To understand banking principles, theory and practices and various terms used in banking.

Introduction to banking: Introduction to Indian Financial system – Meaning of a bank and customer – Bank and customer relationship – role of commercial banks in Economic Development – evolution of banking in India –origin, nationalization, reforms and financial inclusion in India – financial statements of banks with special focus on Indian banks – financial statement analysis of banks,: CAMEL approach, key performance indicators – sources of bank funds. **(CO1)**

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Unit – II

Objective: To know the features of bank credit, types of lending, assessment of worthiness of borrower and NPAs..

Uses of Bank funds: Features of bank credit – types of lending, - assessment of credit worthiness of a prospective borrower – management of credit process – different types of loans and their features – Loan Pricing: the basic model, pricing fixed & floating rate

loans, cost-benefit loan pricing, Customer profitability analysis – Non Performing Assets – gross and net concept of NPAs, causes, implications and recovery of NPAs. **(CO2)**

Unit – III

Objective:. Need of regulating bank capital, retail banking, plastic money, NEFT, RTGS, Mobile banking, Bancassurance.

Regulation and Innovations in Banking system: Regulation of bank capital: The need to regulate Bank Capital – Concept of Economic Model –Concept of Regulatory capital, Basel Accords I, II, and III. Banking Innovations: core banking solutions – Retail banking –Products and services: Nature, Scope, future and Strategies – Plastic Money – National Electronic Funds Transfer – ATM – Mobile Phone Banking – Net Banking – Bancassurance – Changing of role of banks as Financial intermediaries – customer service quality in Indian Banking industry. **(CO3)**

Unit IV

Objective: Principles and characteristics of insurance, underwriting, concept of reinsurance, an overview of IRDA

Introduction to Insurance: Insurance as a risk management Tool – Principles of Insurance – characteristics of Insurance contract – functions of Insurers: Production, Underwriting, Rate making, Managing claims and Losses, Investment & Financing, Accounting & Record Keeping and other miscellaneous functions – types of insurers – Concept of Reinsurance, uses and advantages – Marketing channel: Agents and brokers – professionalism, remuneration, responsibilities, classification, criteria for appointment and capital adequacy norms for broker – an overview of IRDA. **(CO4)**

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UNIT - V

Objective: Life and General Insurance, Micro Insurance in India.

The concept of Life Insurance – types of life insurance contracts, - Tax treatment of Life Insurance – Life Insurance products – Classification of life insurance - the Actuarial Science – provisions of Life Insurance contracts – Special Life Insurance

forms – health and General insurance - overview, types, third party Administrators
– Micro insurance in India. (CO5)

Relevant cases have to be discussed in each unit and in Examination, case is compulsory from any one of the units.

COURSE OUTCOMES

CO1: To understand the theory and practices of banking.

CO2: To know the features of bank credit, types of lending, assessment of worthiness of borrower and NPAs.

CO3: To know the need of regulating bank capital, retail banking, plastic money, NEFT, RTGS, Mobile banking, Banc assurance.

CO4: To understand the principles and characteristics of insurance, underwriting, concept of reinsurance, an overview of IRDA.

CO5: To understand the life and general insurance, the actuarial science, Micro insurance in India.

References:

1. Vijayakumar P., Srinivasa Subbarao P., Himalaya Publication, New Delhi.
2. Peter.S.Rose & Sylvia. C. Hudgins: “Bank Management & Financial Services”, Tata McGraw Hill New Delhi, 2010,
3. James S. Trieschmann, Robert E. Hoyt & David. W. Sommer B.”Risk Management & Insurance”, Cengage Learning, New Delhi
4. Reddy K S and Rao R N: “Banking & Insurance”, Paramount Publishing House 2013.
5. Vasant Desai: “Banks & Institutional Management”, Himalaya Publishing House 2010.

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6. R.K.Sharma, Shashi and Jagwant: “Banking and Insurance”, , Kalyani Publishers, 16th edition.

7. Emmett J. Vaughan & Therese M. Vaughan: “Fundamentals of Risk & Insurance”, Wiley, India Edition.

8. H. Narayanan: “Indian Insurance – A Profile”, Jaico Publishing

House, New Delhi.

9. Harold. D. Skipper & W. Jean Kwon: “ Risk Management & Insurance, Perspectives in a Global Economy”, Blackwell Publishing New Delhi.

10. S. Aruna Jatesan, T.R. Viswanathan: “ Risk Management & Insurance”, MacMillan New Delhi.

11. Mark. S.Dorfman: “Introduction to Risk Management & Insurance”, Prentice-Hall of India Private Limited

12. NIA: “Life Insurance Principles and Practices”, Cengage Learning, New Delhi,2013.

13. Neelam C.Gulati: “Banking and Insurance: Principles and Practice”, Excel Books

CourseCode : Banking & Insurance										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
Course Outcomes	CO 1	✓			✓					
	CO 2		√		√					
	CO 3			✓	√	√	✓		✓	
	CO 4				√					
	CO 5					√	√	√	✓	
Category		General Humanities		Basic Sciences		EngineeringSciences AndTechnical			Professional	
									✓	
Mode of Evaluation : Report, presentation and Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	SERVICES MARKETING	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of Services Marketing , its characteristics . knowledge of various strategies available				

Course Objective:

- 1.To facilitate the students about the concepts of Services Marketing through cases and to provide a deeper insight into the Marketing Management of companies offering Services as product.
- 2.To make the students understand about the various options available in services.
- 3.To Give opportunity for the students to select a prospect able service business
- 4.To provide better opportunity to student to concentrate on service business.

UNIT-I:

Objective: To understand services in a very detailed manner with a special comparison with products.

Understanding services marketing: Introduction, services in the modern economy, Classification of services, marketing services Vs. Physical services, services as a system Creating value in a competitive market- Positioning a service in the market, value addition to the service product, planning and branding service products, new service development (CO1,CO4)

UNIT-II:

Objective: Segmenting process to be designed in various services.

Services market segmentations: The process of market segmentation, selecting the appropriate customer portfolio-**The Three-Stage Model of Consumer Behavior Applied to Services – Customer Perception of Services: Factors influencing Customer Perception of Service-** creating and maintaining valued relations, customer loyalty.(CO2,CO3)

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UNIT-III:

Objective: Giving various options regarding the pricing of services in order to help the business.

Pricing strategies for services: Service pricing, establishing monetary pricing objectives, foundations of pricing objectives, pricing and demand, putting service pricing strategies into practice (CO1,C04)

UNIT-IV:

Objective: Selecting various marketing strategies for the promotion of services.

Service promotion: The role of marketing communication-Implication for communication strategies, setting communication objectives, marketing communication mix- Planning and managing service delivery- Creating delivery systems in price, cyberspace and time-The physical evidence of the service space-The role of intermediaries, Marketing plans for services: The marketing planning process. (CO1,CO2.CO4)

UNIT-V:

Objective: This unit focuses on the customer satisfaction level regarding services.

Customer Satisfaction & Service Quality Management: Concept of Customer Satisfaction, Determinants of Customer Satisfaction, Monitoring, and Measuring Customer Satisfaction– Service Quality Models: Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL and SERVPERF – Gronroos Model – Technology & Service Strategy: Applying Technology to Service Settings, e-services.- Relationships, Complaining & Service Recovery: Building and Managing Customer Relationships, Human Service Interfaces. (CO3,CO4)

Course Outcome: The students will be able to recognize the characteristics of services, understand consumer behaviour in services, align service design and standards, delivering service, managing services promises

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Text Books:

1. Rajendra Nargundkar: Services Marketing, TMH, New Delhi 2011.
2. Christian Gronroos: Service Management and Marketing, Wiley India, New Delhi, 2010
3. Ram Mohan Rao, K: "Services Marketing", Pearson Education, New Delhi, 2013.
4. Govind Apte: Services Marketing, Oxford University Press, New Delhi, 2010
5. S.M. Jha: "Services Marketing", Himalaya Publishing House, 2011
6. Nimith Chowdhary: "Marketing of Services", MacMillan Publishers, New Delhi, 2009
7. John E.G. Bateson, K. Douglas Hoffman: "Services Marketing", Cengage Learning, New Delhi, 2012
8. C. Bhattacharjee: "Services Marketing", Excel Books, New Delhi,

CourseCode			Service Marketing							
CourseDesignedby			Department of Management studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	P O 6	PO7	PO8	P O 9
Course Outcomes	CO 1				✓	✓				
	CO 2	✓	✓							
	CO 3			✓					✓	
	CO 4									
Category		General Humanities	Basic Sciences			EngineeringScie nces AndTechnical		Professional		
								✓		
ModeofEvaluation :Report, Presentation, Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course Code	Strategic Management	3	1	0	3
Teaching	Total contact hours --63				
Prerequisite (s)	Knowledge of industrial scanning and planning strategy according to the situation of the firm.				

Course Objectives:

6. To import knowledge on scanning and analyzing of internal and external environmental of an industry.
7. To understand strategic management process and framing of vision and mission statements.
8. To understand the leadership styles for formulating and implementing strategy.
9. To understand the evaluation and control process on implemented strategy.
10. To import knowledge about strategic management in success of firm.

UNIT -1

Objective: To introduce the basic concepts of strategic management, its process and shaping of firm

Importance of Business Ethics

Values and Ethics – Nature and Goals of Business Ethics– Morality, Virtues, Social Ethics – Business Ethics and Law – Ethics in Work Place –Ethical Decision Making. Concepts and Theories of Business Ethics- Normative theories –Ethical theories in relation to Business – Management and Ethics – Indian Ethical Traditions. (CO1, CO2)

UNIT- 2

Objective: To enlighten basics of scanning, analyzing and forming strategy according to the style of leader.

Ethics and Indian Business

Impact of Globalization – Reasons for Unethical Practices among Indian Corporations – Development of Indian Capital Markets – Major Indian Scams –Reasons for Unethical practices – Various studies on Ethical Attitudes of Managers. (CO1, CO3)

UNIT -3

Objective: To initiate knowledge about the advantages to the firm when it formulates a perfect strategy with the consideration of competitors.

Marketing Ethics

Product Safety and Pricing – Strict Products Liability – Ethical responsibility in Product- Advertising and Target Marketing – Ethics of Sales, Advertising and Product Placement – Consumer Autonomy. . (CO3)

UNIT -4

Objective: To understand the structure, culture of the firm and external environment of the firm for implementation of a right strategy.

Ethical Issues in Human Resource Management

Genesis and Growth of HRM – HR related Ethical issues – Institutional Culture – Financial Management and Ethical Issues –Frauds in Banks – Measures against Bank Frauds – Constraints to Ethical Practices Indian Nationalized Banks – Frauds in Insurance Sector- Cases. (CO1, CO2, CO3,)

UNIT- 5

Objective: To explain the importance of evaluation of strategy implemented and control it in a successful way.

Corporate Governance

An overview – Theory and Practice of Governance- Indian model of Governance – Good Corporate Governance – Land marks in emergence of Governance OECB Principles- Sarbanes-Oxley Act2002 – SEBI's Initiatives – Various Committee Reports on Corporate Governance. (CO4, CO5)

Relevant cases have to be discussed in each unit and in Examinations. Case is compulsory from any One of the Units.

After successful completion of the course, a student will be able to

CO1: Overview of strategic management.

CO2: Knowledge of environmental analysis and framing of strategy .

CO3: Demonstrate the knowledge of leadership styles and planning of strategy.

CO4: Apply the knowledge of strategy formulation and its implementation.

CO5: Gain knowledge of Strategic management process and control towards firm's success.

References:

1. A.C.Fernando: Business Ethics, Pearson Education, New Delhi, 2009.
2. Manuel G. Velasquez: Business Ethics, PHI Learning, New Delhi, 2010.
3. Daniel Albuquerque: Business Ethics, Oxford University Press, New Delhi, 2010.
4. S. Prabakaran: Business Ethics and Corporate Governance, Excel Books, New Delhi, 2010.
5. R.C.Shekhar: Ethical Choices in Business, Sage Publishers, New Delhi,2009.
6. Bob Tricker: Corporate Governance, Oxford University, New Delhi,2010.
7. Subash Chandra Das: Corporate Governance in India, PHI Learning, New Delhi 2009.
8. David Martin: Corporate Governance, Viva Books, New Delhi, 2010.
9. Jayasree Suresh,B.S.Ragavan: Human Values in Professional Ethics, Sultan Chand, NewDelhi,2009.

10. S.K Mandal: Ethics in Business and Corporate Governance, TMH, New Delhi, 2010

Course Code : Strategic Management											
Course Designed by			Department of Management Studies								
	Program Outcome	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10
Course Outcomes	CO 1	✓					✓		✓		
	CO 2			✓				✓		✓	
	CO 3		✓	✓					✓		✓
	CO 4			✓	✓						✓
	CO 5		✓						✓		
Category		General Humanities		Basic Sciences		Management Studies			Professional Subjects		
						✓			✓		
Mode of Evaluation : Report, presentation and Written Examination											

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	WEB DESIGNING	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of				

Course Objectives:

Unit: 1

Web Fundamentals – Introduction To The Web, History of the Web, Protocols Governing the Web, Creating Websites for Individuals and the Corporate World, Web Applications, Writing Web Projects, Identification of Objects, Target User, Web Team, Planning and Process Development, Web Architecture, Major Issues in the Web Solutions Development, Web Servers (Apache Web Server), Web Browsers, Internet Standards, TCP/IP Protocol Suite, IP Addresses, MIME, Cyber Laws.

Unit: 2

Hyper Text Transfer Protocol (HTTP): Introduction - Web Server and Clients, Resources, URL and its Anatomy – Examples, Message Format, Persistent and Non-Persistent Connections, Web Caching, Proxy. Java Network Programming- Java and the Net, Java Networking Classes and Interfaces, Looking up Internet Address, Client/Server Programs, Socket Programming, E -mail Client.(lab sessions to be conducted)

Unit 3

Hyper Text Markup Language (HTML): Introduction, Structure, Text, Lists, Links, Images, Tables, Forms, Frames, Images, and Meta Tags. (lab sessions to be conducted)

Unit 4

Cascading Style Sheets (CSS) Introduction, Advantages, Color, Text, Boxes, Lists, Tables and Forms, Layout, Images, HTML5 Layout. (Lab Sessions to be conducted)

Unit 5

JavaScript Introduction, Variables, Literals, Operators, Control Structure, Conditional Statements, Arrays, Functions, Objects, JavaScript and HTML DOM, Advanced JavaScript and HTML Forms (Lab sessions to be conducted).

Lab Sessions to be conducted wherever it is required)

TEXT BOOKS:

1. Uttam K Roy : “Web Technologies” — Oxford University Press, 2010
2. Jon Duckett: “HTML & CSS: Design and Build Websites” – John Wiley & Sons, 2014.

Course Designed by			Department of Management Studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
Course Outcomes	CO 1	✓					✓		✓		
	CO 2			✓				✓		✓	
	CO 3		✓	✓					✓		✓
	CO 4			✓	✓						✓
	CO 5		✓						✓		
Category		General Humanities	Basic Sciences		Management Studies			Professional Subjects			
					✓						
Mode of Evaluation : Report, Presentation & Written Examination											

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	Business Research Methods				
		4	0	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge in Statistical tools				

Course Objective(s):

1. To enable the student to understand the importance of research and its applications in the field of business and Social Science.
2. To make the student conversant with data collection methods. To enable the student in knowing measurement and scaling techniques.
3. To Different types of data collection methods using the available technology.
4. To Elementary concepts of Statistical quality control
5. To learn the ability of analysis of data for Small sample tests and Large sample tests

UNIT – I

Objective: To enable the student to understand the importance of research and its applications in the field of business and Social Science. To make the student in knowing theoretical and applied research also research studies involving characters of qualitative and quantitative nature. Formulation of Research Problem involving the formulation of hypothesis to be tested with the help of data collection.

Definition and Applications of Business Research: Nature and Importance of research, The role of business research, aims of social research, research process, pure research Vs applied research, qualitative research Vs quantitative research, exploratory research, descriptive research and experimental research, ethical issues in Business Research-Research Process – Types of Research –Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis. (CO 1)

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UNIT – II

Objective: The importance of data in Research Problem and categorization as Primary and Secondary data. To make the student conversant with data collection methods. To enable the student in knowing measurement and scaling techniques.

Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data- Methods of collecting data. Sampling design and sampling procedures Random Vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. (CO 2)

UNIT-III

Objective: Different types of data collection methods using the available technology. Tools of data collection Viz., Questionnaire and its designing. Techniques for condensation of Survey data namely Classification, tabulation and Graph etc.,

Survey Research and Data Analysis: Media used to communicate with respondents, personal interviews, telephone interviews, self-administered questionnaires, selection of an appropriate survey research design, the nature of field work, principles of good interviews and field work management. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report. (CO3)

UNIT – IV

Objective: To enable the analysis of survey data by different data analysis, techniques of tests of significance to draw statistical inference. Elementary concepts of Statistical quality control

Statistical Inference & Quality Control: Tests of Hypothesis, Introduction to Null hypothesis Vs alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test- Statistical Quality Control Upper quality charts p charts LCL UCL, BAR CHARTS. Attribute charts and industrial applications. (CO 4)

UNIT – V

Objective: Small sample tests and large sample tests for the analysis of data. Multivariate data analysis like factor analysis ,discriminative analysis and cluster analysis to know the interdependence emerge different characters.

Multivariate Analysis: Nature of Multivariate Analysis, Classification of Multivariate Techniques, Analysis of Dependence, Analysis of interdependence; Bivariate analysis tests t – Test, t – Test for Comparing two means and Z – Test for Comparing two Proportions- Analysis of variance for one way and two way classification- ANOVA for complex experimental design. (CO 5)

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Course Outcomes:

After successful completion of the course, student able to

CO1: Theoretical and Applied Research

CO2: Knowing Data collection Methods

CO3: Questionnaire Preparation

CO4: Preparation of Quality Control Charts

CO5: Gain Knowledge in Research Techniques

References:

1. Navadeep and Gupta “Statistical Techniques & Research Methodology” Kalyani Publications.
2. Kothari CR and Garg G “Research Methodology Methods and Techniques.
3. William G. Zikmund, Adhikavi “Business Research Methods” Cengage Learning, New Delhi.
4. Ranjit Kuran “Research Methodology” 2nd Edition Personal Education.
5. Naresh Malhotra and S Dash “Marketing Research” 5th Edition, Pearson Prentice Hall.
6. Donald Cooper and PS Schindler “ Business Research Methods” 9th Edition: Tata Mc Graw Hill.
7. Deepak Chawla and Neena Sondhi “Research Methodology concepts and Cases” Vikas Publishing house, New Delhi.

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CourseCode : Business Research Methods										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓				✓	
	CO 2					✓		✓	✓	✓
	CO 3			✓			✓		✓	✓
	CO 4		✓					✓	✓	
	CO 5	✓			✓				✓	
Category		General Humanities		Basic Sciences		EngineeringSciences AndTechnical			Professional	
									✓	
ModeofEvaluation : Report, presentation and Written Examination										

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Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	FINANCIAL MANAGEMENT				
		4	0	0	3
Teaching	Total contact hours - 63				
Prerequisite (s)	Knowledge of Financing, management, EBIT techniques, capital budgeting techniques, share and debentures, working capital management, mergers and acquisitions.				

Course Objective(s):

1. To facilitate student to understand the operations of Financial Management.
2. To provide an overview of the problems facing by Financial Manager in the commercial world.
3. To focuses on the financial objectives, which deal with investment, financing and dividend decisions.
4. To cover working capital management and capital budgeting techniques employed by finance managers to assist them in making short-term financing and long- term investment decisions respectively.
5. To focuses on types of mergers and acquisition trends in India and social responsibility of PSUs.

UNIT-I:

Objective: To introduce nature and scope of finance function and firm's objectives.

The Finance Function: Nature and Scope. Evolution of finance function – The new role in the contemporary scenario - Goals of finance function – Firm's mission and objectives- Maximizing vs. satisfying (School); Profit vs. Wealth Vs. Welfare: the agency relationship and costs – The new debate on maximizing Vs satisfying- Major decision of financial manager-Risk- returns trade off. **(C03, C02)**

UNIT-II:

Objective: To provide the basic knowledge in financial leverages and capital structure decisions.

Financing Decision: Sources of finance - a brief survey of Financial Instruments Concept and Financial Effects of Leverage- The Capital Structure Decision in Practice: EBIT – EPS analysis- Cost of Capital: The concept – Average vs. Marginal Cost of Capital. Measurement of Cost of Capital – Component Costs and weighted Average Cost **(C04, C01)**

UNIT-III:

Objective: To enlighten importance of time value of money and capital budgeting techniques and dividend decisions.

The Investment Decision: (a) Investment Decision Process- Concept of Time Value of Money- Techniques of Time Value of Money- Developing Cash Flow Data-Using Evaluation Techniques- Traditional and DCF method- The NPV vs. IRR Debate-Approaches for Reconciliation- Capital Budgeting Decision under conditions of risk and uncertainty: Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta coefficients, Probability tree approach – Sensitivity analysis (a brief discussion of concepts and their numerical applications only).

(b) Dividend Decision: Major forms of Dividends- Cash and Bonus shares. The theoretical backdrop- Dividends and valuation: Major theories cantered on the works of Gordon Walter and Linter – Dividend policies of Indian Corporate. **(C03,C03)**

UNIT-IV:

Objective: To introduce the basic concepts of working capital management and inventory management.

Working Capital Management: Concepts and Characteristics of Working Capital-Factors determining the Working Capital- Estimating Working Capital Requirements- Working Capital Policy- Management of Current Assets – Cash, Receivables and Inventory. (C04, C04)

UNIT-V:

Objective: To introduce the concepts of mergers and acquisition trend in India.

Mergers and acquisitions: Merger vs. acquisition, types of mergers, Mergers and Acquisition trends in India-Tender offer and hostile takeover- Leveraged buy-outs- Corporate Restructuring Trends in India – Golden Parachute – Green Mailing – Golden Shake Hands-

Financial management in Government companies: Scope of finance function in PSU-Social Responsibility of PSUs, Performance and Zero Base Budgeting in PSUs.

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units. (C01, C02)

Course Outcomes :

After successful completion of the course, a successful student will be able to :

C01: Understand the basic type of financial management decisions and the role of the financial manager.

C02: Identify tools used by Finance professionals in making financial decisions.

C03: Explain how the manager's decisions are reflected in the share prices.

C04: Specify the objective that ensure Financial Managers makes rational investment and how they make short term investment decisions.

C05: Examine the implications of stakeholders, ethics and the agency relationships.

References:

1. P.Vijaya Kumar, M.Madana Mohan, G. Syamala Rao:“**Financial Management**”, Himalaya Publishing House, New Delhi.
2. Rajiv Srivastava, Anil Misra: “**Financial Management**”, Oxford University Press, New Delhi.
3. Brigham,E.F: “**Financial Management Theory and Practice**”, Cengage Learning, New Delhi.
4. Prasanna Chandra: “**Financial Management Theory and Practice**”, Tata McGrawHill .
5. I.M. Pandey: “**Financial Management**”, Vikas Publishers, New Delhi.
6. RM Srivastava, Financial Management, Himalaya Publishing house.
7. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi.
8. Pradip Kumar Sinha: “**Financial Management**”, Excel Books, New Delhi.
9. A.P.Rao: “**Fundamentals of Financial Management**”. Everest Publishing House, New Delhi.

Course Code:			Financial Management							
Course Designed by			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	√				√		√		
	CO 2	√	√	√			√			
	CO 3		√	√	√			√		
	CO 4		√		√		√			
	CO 5	√				√		√	√	√
Category		General Humanities	Basic Sciences	Engineering Sciences And Technical				Professional Subjects		
								✓		
Mode of Evaluation : Report, presentation and Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	HUMAN RESOURCE MANAGEMENT				
		4	0	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of design and execution of HRM strategies , HR lever to develop an effective work system discussion on case study.				

Course Objective(s):

- 1) To make students understand various concepts in HRM.
- 2) To enable them to manage the human resources of an organization effectively and efficiently.
- 3) To understand the wage structures and differentials.
- 4) To develop practical knowledge of HR cases.

UNIT-1:

Objective: To introduce the basic concepts, principles functions and strategies of HRM.

HRM: Significance - Definition and Functions – Evolution of HRM- Principles - Ethical Aspects of HRM- - HR policies, Strategies to increase firm performance - Role and position of HR department – Aligning HR strategy with Organizational Strategy - HRM at Global Perspective- Challenges – Cross-Cultural Problems – Emerging Trends in HRM.(CO1, CO4)

UNIT-2:

Objective: To understand the HR planning and procedure of recruitment and selection processes and understanding of training and development techniques.

Investment perspectives of HRM: HR Planning –Demand and Supply Forecasting - Job Analysis – Job Description and Specifications- Recruitment- Sources of Recruitment-Use of Social media - Selection- Tests and Interview Techniques - Training and Development – Methods and Techniques– Training Evaluation-Management Development - HRD Concepts – Mechanisms – Career Planning and Counseling.(CO2)

UNIT-3:

Objective: To enlighten the performance evaluation methods, career development and introduce compensation concepts and mechanisms at international level.

Performance Evaluation: Importance – Methods – Traditional and Modern Methods – Latest Trends in Performance Appraisal - Career Development and Counseling- Compensation- Concepts and Principles- Influencing Factors- Current Trends in Compensation- Methods of Payments - Compensation Mechanisms at International Level(CO1, CO3).

UNIT-4:

Objective: To introduce wage structure and differential and enlighten the concepts of Talent and Welfare management.

Wage and Salary Administration: Concept- Wage Structure- Wage and Salary Policies- Legal Frame Work- Determinants of Payment of Wages- Wage Differentials - Job Design and Evaluation- **Profit Sharing, Bonus Concepts, ESOPs, Pay for Performance- Variable pay-Incentive Payment Systems-**

Management of Attrition- Talent Management-Welfare Management: Nature and Concepts – Statutory and Non-Statutory Welfare Measures. (CO4)

UNIT-5:

Objective: To provide knowledge in managing industrial relations and introduce the HR Accounting and Auditing.

Managing Industrial Relations: Trade Unions-Employee Participation Schemes-Collective Bargaining-Grievances and Disputes Resolution Mechanisms-Safety at work – Nature and Importance – Work Hazards – Safety Mechanisms - Managing Work Place Stress-**QWL-** HR Accounting and Auditing-Nature and Significance –Problems – HR Audit - process – HRIS – Methods-**HR Research (CO1, CO5).**

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course outcomes:

After successful completion of the course, a student will be able to-

CO1: Analyze the broad fundamental concepts of HRM.

CO2: Assess the processes to build a talented work force (include recruitment and selection, training and development, professional development plans).

CO3: Evaluate performance and manage effectively in unionized environment.

CO4: Use the qualitative and quantitative information to make effective decisions related to functional areas of business.

CO5: Manage group and individual dynamics in organization.

References:

1. K Aswathappa: “Human Resource and Personnel Management”, Tata McGraw Hill, New Delhi, 2013
2. N.Sambasiva Rao and Dr. Nirmal Kumar: “Human Resource Management and Industrial Relations”, Himalaya Publishing House, Mumbai
3. Mathis, Jackson, Tripathy: “Human Resource Management: A South-Asian Perspective”, Cengage Learning, New Delhi, 2013
4. Subba Rao P: “Personnel and Human Resource Management-Text and Cases”, Himalaya Publications, Mumbai, 2013.
5. Madhurima Lall, Sakina Qasim Zasidi: “Human Resource Management”, Excel Books, New Delhi, 2010
6. Muller Camen. Croucher and Leigh: “Human Resource Management- A Case Study Approach”, JAICO Publishing, Delhi.
7. S.Seetharaman, B.Venkateswara Prasad: “Human Resource Management”, SCITECH Publication (India) Limited, Hyderabad, 2009.
8. Gary Dessler, Biju Vrkkey: “Human Resource Management”, Pearson Education, New Delhi, 2011
9. Uday Kumar Halder: “Human Resource Development”, Oxford University Press, New Delhi, 2012.
10. Narendar Singh: “Human Resource Management”, Universities Press (India) Private Limited, Hyderabad,

Course Code: HUMAN RESOURCE MANAGEMENT										
Course Designed by			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓				✓	
	CO 2					✓		✓	✓	✓
	CO 3			✓			✓		✓	✓
	CO 4		✓					✓	✓	
	CO 5	✓			✓				✓	
Category		General Humanities	Basic Sciences		Engineering Sciences And Technical			Professional Subjects		
								✓		
Mode of Evaluation : Report, presentation and Written Examination										

Description Course/ Code	Subject Teaching Methodology	L	T	P	C
	MARKETING MANAGEMENT	4	0	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of Management, marketing concepts , pricing strategies, promotional tools				

Course Objective(S):

- 1 The objective of this paper is to make the student understand the basic marketing concepts through case studies.
2. To make the students understand about STP Strategy in detail
3. Giving various options regarding pricing of various categories of products.
4. To communicate the customers regarding various products.
5. making the students understand about various control stools available.

UNIT- 1:

Objective: To make students understand about the various marketing concepts with a special reference to latest inclusion.

Introduction to Marketing: Needs, Wants, Demands, Products, Exchange, Transactions, Market, Marketing, Production Concept, Product Concept, Sales Concept, Marketing Concept, Societal Marketing Concept, Indian Marketing Environment- Marketing Intelligence system, marketing decision system- **Changing Marketing Practices: e-marketing, Tele Marketing, Cause Marketing, Societal Marketing, Rural Marketing, Green Marketing, Emotional Marketing, Guerrilla Marketing.** (CO1,CO2)

UNIT- II

Objective: Educating Students about the STP Strategy in marketing.

Market Segmentation and Targeting: Identification of Market Segments- Consumer and Institutional/corporate Clients - Segmenting Consumer Markets, Segmentation Basis, Selecting Target Markets, Segmentation and Targeting as a Basis for Strategy Formulation- Developing and Communicating a Positioning Strategy-CONCEPT OF NEW PRODUCT DEVELOPMENT. (CO1,CO3)

UNIT- III

Objective: Introducing various methods of pricing .

Pricing Strategy: Objectives of Pricing, Methods of Pricing, Selecting the final price-Adopting price, initiating the price cuts, imitating price increases, Responding to Competitor's price changes. (CO2,CO3)

UNIT- IV

Objective: To create an awareness regarding sales force and its uses.

Marketing Communication: Communication Process –**IMC**- Communication mix, Managing Advertising - Sales Promotion - Public relations and Direct Marketing- Sales force Objectives, Sales force structure and size, Sales force Compensation. (CO3,CO4,CO1)

UNIT- V

Objective: To Discuss about various control tools available in marketing.

Marketing Organization and Control: Evolution of Marketing Department, Organizing the Marketing Department, Marketing Implementation, Control of Marketing Performance, Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control. (CO1, CO5)

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

Course outcomes:

CO1: By reading text and relating the concepts through cases the student would be able to understand the concepts of marketing management.

CO2: They will be able to analyze markets and design customer driven strategies and will be able to communicate the decisions towards business development with customer relation as focus.

References:

1. Lamb, Hair, Sharma: “MKTG” Cengage Learning , New Delhi, 2013
2. Phillip Kotler: “Marketing Management “, Pearson Publishers, New Delhi, 2013.
3. Rajan Sexena: “Marketing Management”, Tata McGraw Hill, New Delhi, 2012.
4. R.Srinivasan: “Case Studies in Marketing”, PHI Learning, New Delhi, 2012
5. Tapan K Pand: “Marketing Management”, Excel Books, New Delhi, 2012
6. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “Marketing”, Oxford University Press, Chennai, 2013.
7. Arun Kumar, Meenakshi N: “Marketing Management”, Vikas Publishing House, New Delhi, 2012.
8. Sontakki C.N.: “Marketing Management”. Kalyani Publishers, New Delhi, 2012..
9. Kenneth E, Clow, Donald Baack: “Cases in Marketing”, SAGE ,New Delhi, 2012.
10. Dilip M, Sarwate: “Indian Cases in Marketing Management”, Everest Publishing House, New Delhi,2012

CourseCode		Marketing Management								
Course Designed by		Department of Management studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO 6	PO7	P O 8	PO9
	CO 1			✓	✓					✓

Course Outcomes	CO 2			✓	✓					
	CO 3									
	CO 4									
	CO5									✓
Category		General Humanities	Basic Sciences			Engineering Sciences And Technical			Professional Subjects	
									✓	
Mode of Evaluation : Report, Presentation, Written Examination.										

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(Asst.Prof, DMS)

Description	Subject	L	T	P	C
Course/ Code	ORGANIZATIONAL BEHAVIOR	4	0	0	3
Teaching	Total contact hours-54				
Prerequisite (s)	Knowledge of Individual Behavior and explore issues of motivation, communication, leadership, decision making, Careers, power and Organizational Change.				

Course Objectives:

1. To compete in the Global Market, And to run the Business Successfully for a long term, it has become essential for the organizations to organize their business with the current trends.
2. To enrich the quality of work in the organization, motivation is the key tool, employees have so many needs to be fulfilled.
3. To study the psychology of the employees and deal with them accordingly.
4. To understand the behavior of employees as it is often seen that managers get frustrated with the behavior of an employee but they fail to understand the reason behind it.
5. To build the organizational structure to define and differentiate authority and power.

Objective: To introduce the individual roles and set the Organizational goals, Perspectives of Human Behavior.

UNIT -1:

Introduction - Nature and scope – linkages with other social sciences - Individual Roles and Organizational Goals - Perspectives of Human Behavior, Approach to Organizational behavior - models of organizational behavior. (CO1,CO1)

Objective: To understand the motivation theories and leadership theories.

UNIT -2:

Perceptual Management: nature - Process – selection, organization and interpretation – Influencing factors -Motivation – Concepts - Needs and Motives and theories. Leadership and Motivating people - Leadership Theories. Attitudes and Values: formation - types – changes and behavior modification techniques. (CO2,CO5)

Objective: To introduce stages of Personality Development, and learning process theories.

UNIT -3:

Personality Development: Nature - Stages, Determinants of Personality, - Johari Window - Transactional Analysis, Learning Processes - theories, Creativity and Creative Thinking. Leadership – nature – skills. Decision Making Process: Behavioral Dimensions, Groups and their formation - Group Dynamics, Informal Organizations, Group versus Individual Interaction. (CO3,CO3)

Objectives: To enlighten the concept of Inter-Personal Communication.

UNIT -4:

Inter-Personal Communication: Listening, Feedback, Collaborative Processes in Work Groups, Team Building, Team Decision Making, Conflict Resolution in Groups and Problem Solving Techniques. (CO4,CO4)

Objectives: To understand the Organizational principles, culture, power and authority.

UNIT -5:

Organizations: Taxonomy, Elements of Structure, Determinants of Structure, Functional Aspects of Structure, Role Impingement, Stress in Organization. Principles Underlying the Design of Organizations, Organizational Culture, Power and Authority. Organizational Development: Goals, processes, change – resistance to change – Nature of OD - interventions, OD techniques and OD applications. (CO5,CO2)

Relevant cases have to be discussed in each unit and in Examination Case is compulsory from any One of the Units.

References

1. K.Aswathappa: “**Organizational Behavior-Text, Cases and Games**”, Himalaya Publishing House, New Delhi, 2008,
2. Steven L McShane, Mary Ann Von Glinow, Radha R Sharma: “**Organizational Behavior**”, Tata McGraw Hill Education, New Delhi, 2008.
3. Jerald Greenberg and Robert A Baron: “**Behavior in Organizations**”, PHI Learning Private Limited, New Delhi, 2009.
4. Pareek Udai: “**Understanding Organizational Behavior**”, Oxford University Press, New Delhi, 2007.
5. Jai B.P.Sinha: “**Culture and Organizational Behavior**”, Sage Publication India Private Limited, New Delhi, 2008.
6. Sharma VS, Veluri: “**Organizational Behavior**”, JAICO Publishing House, New Delhi, 2009
Slocum, Helireigel: “**Fundamentals of Organizational Behavior**”, Cengage Learning India, New Delhi, 2009.
7. Jennifer M.George and Gareth R. Jones: “**Understanding and Managing Organizational Behavior**”, Pearson Education, New Delhi, 2009.
8. Schermerhorn, Hunt and Osborn: “**Organizational Behavior**”, Wiley India Limited, New Delhi, 2007.
9. Gregory Moor head, Ricky W.Griffin: “**Organizational Behavior**”, Biztantra, New Delhi, 2009.

Course Outcomes:

CO1: Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.

CO2: Assess the potential effects of organizational-level factors (such as structure, culture and change) on organizational behavior.

CO3: Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior.

CO4: Communicate their findings Clearly and effectively using variety of Media.

CO5: Analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts

Course Code: ORGANIZATIONAL BEHAVIOR										
Course Designed by			Department of Management Studies							
Course Outcomes	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	CO 1	✓	✓	✓			✓			
	CO 2	✓			✓		✓		✓	
	CO 3	✓	✓			✓			✓	✓
	CO 4	✓	✓	✓		✓				
	CO 5		✓		✓		✓		✓	
Category		General Humanities		Basic Sciences		Engineering Sciences And Technical			Professional Subjects	
									✓	
Mode of Evaluation : Report, presentation and Written Examination										

Description	Subject	L	T	P	C
Course/ Code	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	3
Teaching	Total contact hours-54				
Prerequisite (s)	Knowledge of Operations Management and Production in Creating and enhancing a firm's competitive advantages				

Course Objective(s):

1. To make students understand different roles of operations management in creating and enhancing a firm's competitive advantages.
2. To understand the different key concepts and issues of OM in both manufacturing and service organizations..
3. To familiarize the students with various analytical skills and problem solving tools to the analysis of the operations problems.
4. To make the students apply analytical skills and problem solving tools to the analysis of the operations problems.

Unit-I:

Objective: To introduce basic elements of Operations and Production Management.

Introduction: .Overview and Definition of Production and Operations Management –Nature and Scope of Production and Operations Management –Historical Evolution – Role and Responsibilities of the Production Manager – Types of Manufacturing Processes and Production Design.

Unit-II:

Objective: To learn the Maintenance Management, Optimal Production Strategies and Sequence of Operation.

Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing- Aggregate planning and Master Scheduling, MRP, CRP. Maintenance management & Industrial Safety. Plant Location & Layout Planning- Factors influencing location - types of layouts. Capacity Planning – Optimal Production Strategies: Scheduling and Sequencing of Operations. Work Design: Method Study and Work Measurement - Work Sampling.

Unit-III: To understand the .Quality Assurance and Quality circles, Types of Inventory, Safety stock, Inventory Control Systems.

Managing of Work Environment:–Automation --Technology Management - Waste Management. Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables- Average, Range and Control charts for Attributes. Acceptance Sampling Plans. Purchase functions and Procedure - Inventory control – Types of Inventory– Safety stock – Inventory Control Systems –JIT, VMI.

Unit-IV:

Objective: To learn about Quality improvement and cost reduction and Total Productive Maintenance (TPM).

Quality Improvement: Basic concepts of quality, dimensions of quality, Juran’s quality trilogy, Deming’s 14 principles, Quality improvement and cost reduction, ISO 9000-2000 clauses & coverage. Six Sigma, Productivity –factors affecting productivity, measurement & improvements in productivity - new product development and design - stages & techniques. Total Productive Maintenance (TPM).

Unit –V:

Objective To understand Objectives of Stores Management and Value Analysis, importance in cost reduction, concepts and procedures.

Stores Management: Objectives of Stores Management – Requirements for efficient. Management of Stores – safety stock Inventory Control - Different Systems of Inventory Control, Costs & Types of Inventory. – ABC, VED and FNSD analyses. Value Analysis– importance in cost reduction – concepts and procedures

Course Outcome:

After successful completion of the course, a student will be able

CO1: Students will identify operational and administrative processes and roles and responsibilities of operation managers in different organizational contexts.

CO2: Students can analyze the content of an operations strategy and the decision involved

CO3: Understand the input – process-output framework ,the extensions of it and apply them to a wide range of operations.

CO4: Students can gain the knowledge of forecasting techniques in operations and productions methods.

References

1. Panner Selvem: “Production and Operation Management”, Prentice Hall of India, NewDelhi, 2012.
2. K. Aswathappa K. Shridhara: “Production & Operation Management”, Himalaya Publishing House, New Delhi, 2012
3. Ajay K Garg: “Production and Operation Management”, TMH, New Delhi,2011
4. Deepak Kumar Battacharya: “Production & Operation Management”, University Press, New Delhi, 2012

5. Alan Muhlemann, John Oakland, Jasti Katayani: "Production and Operation Management", Pearson, New Delhi, 2013

Course Code			Managerial Economics								
Course Designed by			Department of Management studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
Course Outcomes	CO 1	✓		✓							
	CO 2				✓		✓				
	CO 3	✓	✓	✓							
	CO 4							✓	✓	✓	
Category		General Humanities	Basic Sciences		Engineering Sciences And Technical			Professional Subjects			
								✓			
Mode of Evaluation : Quiz, Assignment, Written Examination											

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	ACCOUNTING FOR MANAGERS				
		4	0	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	Basic Accounting knowledge.				

Course Objective:

1. To enable the students to understand financial accounting.
2. To develop awareness of emerging trends in financial accounting.
3. To provide decision making skills in financial analysis
4. Provides the ability to identify and analyze financial Statements.
5. To prepare cost accounting statements.

Objective:

To enable the student to understand Financial accounting system, Cost accounting and Management accounting. Provide basic Accounting concepts and conventions, and the Accounting system.

Unit I: Introduction to Financial, Cost and Management Accounting – Basic Accounting Concepts and Conventions – Accounting Records and Systems – Journal – Ledger – Trial Balance (CO1)

Objective:

To understand the contents of a Terminal accounts, and Principles which form the basis of financial accounting records and profit and loss account/Income statement

Unit -II: Construction of Profit and loss account, Balance Sheet as per Companies Act 2013. (CO2,CO3)

Objective:

The meaning and importance of rationale of ratio analysis. Discuss and interpret liquidity, Activity, Structural, Coverage and Profitability ratios;

To enable the analysis Funds flow and Cash flow, Sources of funds and uses of funds.

Unit-III: Financial Analysis-The Scope and Purpose of Financial Analysis; Financial Statement Analysis

- a) Ratio Analysis : Liquidity, Activity, Structural, Coverage and Profitability Ratios; Predictive Power of Ratio Analysis; Applications of Financial Analysis related AS

- b) Funds Flow Analysis: Concepts of Funds, Ascertain Funds from Organizations; Sources of Funds; Uses of Funds; Preparation and Analysis of Funds Flow Statement and Cash Flow Statement related AS. (CO1,CO3)

Objective

Importance of Cost Accounting, Financial Accounting and Managerial accounting. Cost concepts relating to control and preparation of Cost sheet under different cost heads.

UNIT-IV: Cost Accounting Concepts; Role of Cost Accounting Information in Planning Control, and Management Accounting in Decision Making; Interfaces of Cost Accounting; Financial Accounting and Managerial Accounting; Cost Concepts. Determination of Product Cost- Preparation of Cost Sheet under Different Cost Heads (CO1, CO4)

Objective

To Understand Basic concept of Accounting Standards.

UNIT-V: Basic concepts of Accounting Standards – Rationale and growing importance in global accounting environment – IAS – IFRS – US GAAP – Introduction to GST.(CO4.CO5)

Course Outcomes:

- CO 1: Student shall be able to apply accounting concepts, principles, standards and processes
CO 2: Student must demonstrate analytical skills through findings, organizing, assessing and analyzing data appropriate to a given situation.
CO 3: Student must demonstrate skills in financial analysis.
CO 4: Each student must identify and analyze financial statements.
CO 5: The students can learn how to prepare cost accounting statements.

REFERENCES:

1. M. Pandey: Management Accounting Vikas Publishing House. ND
2. Dr. P. Vijaya Kumar, Dr. PS. Ravindra, Mr. V. Kiran Kumar Accounting for Managers, Himalaya Publishing House PVT.Ltd, 201
3. Needles, Financial Accounting, Cengage, New Delhi
4. Jawaharlal, Accounting for Management, Himalaya, Mumbai
5. Hilton, Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
6. B. Banerjee, Financial Policy & Management Accounting, PHI, New Delhi
7. P Periasamy, A Text Book of Cost & Management Accounting, Himalaya, Mumbai
8. Horngren, C.T., Introduction of Management Accounting,, Prentice Hall of India.

CourseCode : ACCOUNTING FOR MANAGERS										
CourseDesignedby			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓				✓	
	CO 2					✓		✓	✓	✓
	CO 3			✓			✓		✓	✓
	CO 4		✓					✓	✓	
	CO 5	✓			✓				✓	
Category		General Humanities		Basic Sciences		EngineeringSciences AndTechnical			Management	
									✓	
Mode of Evaluation : Report, presentation and Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	BUSINESS ENVIRONMENT				
		4	0	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	Knowledge of basic elements and factors influencing Business Environment, Indian Economy structure, Fiscal policy and Balance of Payments ,India's Trade policy and legal frame works .				

Course Objective(s):

1. To make students understand different elements of business environment.
2. To understand the different policies of business environment.
3. To familiarize the participants with various legal aspects of business environment.
4. To understand the environmental issues that one should review before taking managerial decisions .

UNIT-I

Objective : To introduce basic elements and factors that influence the business environment .

Business Environment: Importance at National and International Level – Problems and Challenges – Factors Both Internal and External Influencing Business Environment- Industrial policies and Regulations since Independence and their Significance – Regulatory and Promotional Framework - Five-year Plans and their Importance. (CO 1, CO 2)

UNIT-II

Objective : To learn the structure of Indian economy and how the reforms influence the managerial decisions.

Structure of Indian economy: Nature and Significance – Economic systems – Structure of Indian Industry – Economic reforms in various sectors – Nature – Challenges – Social Justice – Disinvestment Mechanism – Problems and Procedures –**Special Economic Zone (SEZs)**- Sickness in Indian Industry-Competition Act 2002. (CO 1,CO 2)

UNIT-III

Objective : To understand the fiscal policy and balance of payments.

Fiscal Policy: Nature and Significance – Public Revenues – Expenditure- Debt, Development Activities- Allocation of Funds – Critical Analysis of the Recent Fiscal Policy of Government of India- Balance of Payments: Nature – Structure – Major Components – Causes for Disequilibrium in Balance of Payments – Correction Measures. (CO 3, CO 4)

UNIT-IV

Objective : To learn about India's trade policy .

India's Trade Policy: Nature – Magnitude and Direction of Indian International Trade – Problems – Bilateral and Multilateral Trade Agreements-International Business Environment: Nature – significance– challenges and mechanisms- WTO: Agreements in the Uruguay round including TRIPS, TRIMS and GATS – Dispute Settlement Mechanism – Dumping and Antidumping Measures-**EXIM Policy**. (CO 3, CO 4)

UNIT-V

Objective : To understand the legal framework of business environment .

Legal Frame Work: Special features of the SICA (special provisions) 1985, BIFR, Consumer Protection Act 1986, Environmental Laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955- **FEMA Act..** (CO3 ,CO 5)

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course Outcomes:

After successful completion of the course, a student will be able -

CO1: To provide a rich pool of contemporary knowledge.

CO2: To gain the knowledge in time tested principles, basic concepts, emerging ideas, evolving theories, and latest techniques .

CO3: To understand the ever changing procedures & practices in the field of law in a comprehensive way.

CO4: Students can gain the knowledge on balance of payments.

CO5: Competition Act and BIFR and enable them to understand critical decisions that ensure growth and sustainability of the organization

REFERENCES:

1. Shaikh Saleem: “**Business Environment**”, Pearsons, New Delhi,
2. Veena Keshav Pailwar: “**Economic Environment of Business**”, PHI Learning, New Delhi, 2012
3. Rosy Joshi, Sangam Kapoor: “**Business Environment**”, Kalyani Publishers, New Delhi, 2011.
4. Aswathappa K: “**Essentials of Business Environment**”, Himalaya Publishing House, New Delhi, 2011.
5. Vivek Mittal: “**Business Environment Text and Cases**”, Excel Books New Delhi, 2011.
6. Sundaram and Black: “**International Business Environment Text and Cases**”, PHI Private Limited, New Delhi.

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	IT-LAB		1	3	3
Teaching	Totalcontacthours-				
Prerequisite (s)					

LIST OF EXERCISES

a) Word Processing

- Document creation, Text manipulation with Scientific notations.
 - Leave letter
 - Visiting card
 - ID Card
- Table creation, Table formatting and Conversion.
- Mail merge and Letter preparation.
- Drawing - flow Chart
- Create project abstract using Formatting Styles, Inserting table, Bullets and Numbering, Changing Text Direction, Cell alignment, Footnote, Hyperlink, Symbols, Spell Check, Track Changes.

b) MS-EXCEL

- Time Table
- Marks Sheet
- Chart - Line, XY, Bar and Pie.
- Formula - formula editor.
- Spread sheet - inclusion of object, Picture and graphics, protecting the Document and sheet.
- Sorting and Import / Export features.

c) MS-POWER POINT

- Create a power point presentation consists of slide layouts inserting text, formatting text, bullets and numbering of five slides with following information:

Slide 1 –contents, Slide 2 –Name, Slide 3 –Address, Slide 4 –Hobbies, Slide 5 –Friends.

13. Create a power point presentation consisting of hyperlinks, inserting images, clip art, audio, video objects of 4 slides with the following information:

Slide 1:-Name of your college in bold letters. Slide 2:-Address of your college in bold letters.

Slide 3:-List of all available courses, Slide 4:-Extra co-curricular activities. And apply the transition effects and set the time three seconds for each slide and view it in slide show.

14. Create a power Point presentation on business by using master layouts and see the presentation in different views.

Course Outcomes:

CO1: To know the process of assembling a personal computer, installation of system software like MS Windows, Linux and the required device drivers.

CO2: Understand the hardware and software level trouble shooting process, tips and tricks.

CO3: Masters in working PC to disassemble and assemble to working condition and install Windows and Linux on the same PC.

CO4: Having awareness of cyber hygiene, i.e., protecting the personal computer from getting infected with the viruses, worms and other cyber attacks.

CO5: Design in crafting professional word documents; excel spread sheets and power point presentations using the Microsoft suite of office tools and Latex

TEXT BOOKS:

1.Comdex Information Technology Course tool kit ‘Vikas Gupta, WILEY Dreamtech

2.Introduction to Computers-Peter Norton’s.

REFERENCE BOOKS:

1.Complete computer upgrade and Rep-air book, 3rd edition Cheryl A Schmidt, Wiley Dreamtech

2.Introduction to Information Technology, ITL Education Solutions limited, Pearson Education.

3.PC Hardware and A +Handbook –Kate J. Chase PHI(Microsoft)

4.Latex Companion –Leslie Lamport, PHI/Pearson

5.“Introduction to Computers with MS-Office 2000”, Alexis Leon and Mathews Leon, Leon Tech world.

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	MANAGERIAL ECONOMICS	4	0	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of Economics Basic Economics Concepts Pricing Methods Knowledge of Market Structures				

Course Objective(s):

- 1.To facilitate students acquire knowledge regarding managerial applications of economic environment of business.
- 2.To make students understand about various market structures available.
- 3.To give a clear cut information about cost theory .
- 4.To give information regarding the Demand Theory.

Unit-I:

Objective: To Make Students understand about the role of economics and economist in the modern business environment.

Introduction: Managerial Economics Definition, Nature and Scope - Relationship with other areas in Economics –The role of Managerial Economist - Concepts of Opportunity Cost, Incremental Cost, Time Perspective, Discounting Principle, Risk and Uncertainty-**Profit Vs Wealth Maximisation(CO1,CO3)**

Unit-II:

Objective: Understanding the concept of demand as a basis of business.

Demand Analysis: Elasticity of Demand, Types and Significance of Elasticity of Demand-Measurement of Price Elasticity– Need for Demand Forecasting, Forecasting Techniques-Law of Supply-Elasticity of Supply. **(CO2,CO4)**

Unit-III:

Objective: Giving knowledge to the students about production process and its effect on Profits earned

Production Analysis: Production Function – Marginal rate of Technical Substitution-Production Function with one or two Variables- Cobb-Douglas Production Function - Returns to Scale and Laws of Returns. **(CO1,CO3,CO4)**

Unit-IV:

Objective: Understanding various Costs and their relation with smooth Running Business.

Cost Theory and Estimation: Cost Concepts, Determinants of Cost-Cost Output Relationship in the Short Run and Long Run-Modern Development in Cost Theory-Saucer Shaped Short run

Average Cost Curves-Average Total Cost Curves-Cost-Volume-Profit Analysis (CVP)
(CO1,CO3,CO4)

Unit –V:

Objective: Discuss about various Market Structures and various Pricing Strategies available for economist. (CO1,CO4)

Market Structure and Pricing practises: Features and Types of different markets- Price – Output Determination in Perfect Competition. Monopolistic Competition and Oligopoly both in the Long Run and Short Run- Pricing methods in practice – Bain’s Limit Pricing Theory – Managerial Theories of a Firm – Marris & Williams Models. **Macro Economic Aggregates and Concepts - National Income - GDP, GNP, NNP, WPI, CPI – Types of Inflation.** (CO1,CO4)

Course Outcomes:

CO1: Enable students to get the basic economic principles, forecast demand and supply and should be able to estimate cost and understand market structure and pricing practices

CO2: To gain knowledge in Pricing methods, market structures and various Concepts.

CO3: The module draws on student prior learning and combines insights from economics.

CO4: Finding solutions to various problems that arise in ordinary business life

Text Books

1. Dean, Joel: Managerial Economics, PHI., New Delhi
2. DN Dwivedi, Managerial Economics, Vikas, New Delhi
3. Trivedi M.L: Managerial Economics, Theory and Applications, TMH,ND
4. Mark Hirschey, Managerial Economics: An Integrative Approach, Cengage, New Delhi
5. Mehta, P.L: Managerial Economics, Text and Csaes, S.Chand & Co
6. Mittal A., . Managerial Economics, Text and Csaes, Wisdom, Delhi
7. Mithani, D.M: Managerial Economics, Theory and Applications, Himalaya Publishing.
8. Attmanad; Managerial Economics, Excel publications.
9. G.S.Gupa, Macro Economics: , Theory and Applications, Tata McGraw Hill.
10. Dwivedi, D.N. Macro Economics: Theory and Applications, Tata McGraw Hill

CourseCode			Managerial Economics								
CourseDesignedby			Department of Management studies								
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
Course Outcomes	CO 1	✓		✓							
	CO 2				✓		✓				
	CO 3	✓	✓	✓							
	CO 4						✓	✓	✓		
Category		General Humanities	Basic Sciences		EngineeringScien ces AndTechnical			Professional			
					✓						
ModeofEvaluation : Report, Presentation, Written exam.											

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	Managerial Communication & Soft Skills and Business Etiquette	4	0	0	3
Teaching	Totalcontacthours-63				
Prerequisite (s)	Knowledge of report writing, development of communication skills to sustain in organization. .				

Course Objectives:

1. To impart knowledge on human communication process, challenges and problems.
2. To improve verbal and written communication skills, theories of communication.
3. To understand the technology and significance of business correspondence.
4. To improve interpersonal communication, presentation and public speaking skills.
5. To impart knowledge of problem solving and communicating through social media.

UNIT -I

Objective: To introduce the basic concepts of communication skills.

Communication – Objective of Communication – The Process of Human Communication – Media of Communication- Written Communication - Oral Communication - Visual Communication -Audio Visual Communication – Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – Problems and Challenges. (CO1, CO2)

UNIT- II

Objective: To enlighten the basics of interpersonal and intrapersonal communications skills.

Organizational Communication – formal and Informal Communication - Intrapersonal Communication – Exchange Theory. Inter-Personal communication –Concept-Johari window- Transactional Analysis–Role of Emotion in Interpersonal Communication- Gateways to Effective Interpersonal Communication-Motivation to Communicate. (CO1, CO4)

UNIT -III

Objective: To initiate knowledge about report writing, formal and informal report writing of business.

Business Writing Skills - Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Meeting, Telephone Communication – Use of Technology in Business Communication- **Report Writing** – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals - Formal Reports. (CO2, CO3)

UNIT -IV

Objective: To initiate knowledge about presentation skills and interview techniques.

Presentation Skills – Techniques of Presentation – Types of Presentation – Video Conferencing and Formats – Interview – Formal and Informal – Interview Techniques –Communication Etiquettes-Public Speaking Skills. (CO3, CO4)

UNIT- V

Objective: To explain the importance of problem solving and communication through social media.

Problem Solving Skills – Steps in Problem Solving – Lateral Thinking – Out – of – the - Box Thinking – Creative Solutions- New Age Communication – Communication through Social Media – e-mail, Face book, LinkedIn, Google Plus, YouTube, Blogs, Messengers/Communicators – Podcasts, Video casts, and Webcasts – Mobile Communication – Challenges of New Age Communication. (CO4, CO5)

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course Outcomes:

After successful completion of the course, a student will be able -

CO1: To develop communication skills.

CO2: To gain Knowledge of intra personal and inter personal communication skills.

CO3: To demonstrate the knowledge of formal and informal report writing

CO4: Apply the knowledge of problem solving

CO5: Gain knowledge of communicating through social media and mobile

References:

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi
4. Penrose, Business Communication for Managers, Engage, New Delhi
5. McGrath, Basic Managerial Skills for All 5th ed., Prentice Hall of India.
6. Urmila Rai & S.M. Rai, Business Communication, Himalaya Publishers
7. Meenalshi Raman—Business Communication Oxford University Press
8. Lesikar I Flatley, Basic Business Communication, Tata McGraw Hill

Course Code			Managerial Communication & Soft Skills and Business Etiquette							
Course Designed by			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓					✓			
	CO 2			✓	✓	✓		✓		✓
	CO 3		✓	✓					✓	
	CO 4		✓	✓		✓		✓		
	CO 5								✓	
Category		General Humanities	Basic Sciences		Engineering Sciences And Technical			Professional		
					✓					
Mode of Evaluation : Report, Presentation & Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	Management Theory and Practices	4	0	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of Management Nature-Planning-Directing – Contemporary issues				

Course Objectives:

6. To import knowledge on Management thought, theories of Management.
7. To understand level of Principles of planning Organizational design & structure, and authority.
8. To understand Directing and controlling, leadership and cross culture environment and techniques.
9. To understand decision making and Contemporary issues in Management.

Unit-I

Objective: To introduce the basic concepts of Management theory Functions of Management, Behavior theory, system theory, Principles of planning.

Introduction: Introduction of Management: Management: Definition – Importance – Managerial Roles – Functions of management – Classical theory – Scientific management – A administrative theory – Behavioral Theory – Management science-Integrative perspective – System theory – Socio – technical theory – Contingency theory – Comparing theories . (CO1, CO3)

Unit-II

Objective: to explain to important principles of planning and organizing, authority. (CO2,)

Planning and Organizing: Nature and Definition of Planning – Principles of Planning – Objectives of planning – Planning process – Types of plans – Benefits and pitfalls of planning. Principles of organizing – Organization levels – Organizational designs and structure – Line and staff organizations – Approaches – Delegation of authority – Factors affecting delegation of authority – Span of management – Centralization and decentralization of Authority.

Unit-III

Objective: To introduce Directing and controlling, principles of coordination, and Leadership behavior

Directing and controlling: Definition of Co-ordination – Significance and principles of Co-ordination– Leadership behavior and styles – Leadership in cross cultural environment. Nature and importance of controlling – Controlling process –Requirements of effective control – Establishing controlling system – Controlling techniques. (CO2, . CO3)

Unit-IV

Objective: To elucidate decision process and challenges and problems in decision making .

Decision making: Meaning of decision – types of decisions – Rationale decision making process – Models of decision making – Problem solving and decision makes – increasing participation in decision making – Vroom's Participative decision making model – challenges and problems in decision making(CO4).

Unit-V

Objective: To introduce management by walking around and time management.

Contemporary issues in Management: MBO - Management By Walking Around – Out of the Box Thinking – Balanced Score Card –Time Management –BPOs – Stress Management causes and remedies – JIT – TQM – Six Sigma – CMM levels. (CO3,CO4)

Course Outcomes:

After successful completion of the course, a student will be able -

- CO1: To provide a rich pool of contemporary Management knowledge .
- CO2: To gain the knowledge in time tested principles, basic concepts, emerging ideas, evolving theories, and latest techniques.
- CO3: To understand the ever changing procedures & practices in the field of Management in a comprehensive way.
- CO4: Students can gain the knowledge of contemporary issues like MBO, SIX SIGMA, TQM etc.,
- CO5: To enable the students to understand critical decisions that ensure growth and sustainability of the organization.

References:

1. Heinz Weihrich, Harold Kontz, Management: A Global Perspective, 10/e TMH.
2. Stoner, Freeman and Gilbert, Jr. Management, person education, New Delhi.
3. Kumar ,Rao, Chhalill: Introduction to Management Science . Cengage Publications, New Delhi
4. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
5. Harold Koontz, Heinz Weihrich, A.R.Aryasri, Principles of Management, TMH, 2010.
6. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
7. K.Anbuvelan, Principles of Management, University Science Press, 2013.
8. Neeta Baporikar, Case Method – Cases in Management, Himalaya Publishing House (HPH) 2009.
9. Deepak Kumar Bhattacharyya, Principles of Management-text and cases, Pearson, 2012.

CourseCode Course Designed by			Management Theory and Practices Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓		✓			
	CO 2			✓		✓		✓		✓
	CO 3		✓					✓		
	CO 4				✓	✓	✓			
	CO 5		✓				✓		✓	
Category		General Humanities	Basic Sciences		Engineering Sciences And Technical			Professional		
								✓ ✓		
Mode of Evaluation : Report, Presentation & Written Examination										

Description	Subject Teaching Methodology	L	T	P	C
Course/ Code	QUANTATIVE ANALYSIS FOR BUSINESS DECISIONS	3	1	0	3
Teaching	Total contact hours-63				
Prerequisite (s)	Knowledge of basic mathematics				

Course Objectives:

1. To know the concepts of probability and basic rules of probability. Data condensation and measures of central values.
2. To Decision making under various environments. Graphical display of decision making process.
3. To Understanding optimization techniques in linear programming and different methods involved.
4. Application of LP to transportation, assignment and traveling salesman optimum travel schedule and understand game theory technique, with pure & mixed strategies.
5. To equip with project net work analysis PERT, CPM, Project crashing. To familiarize with replacement models singly and in groups.

UNIT-I:

Objective: Data reduction, probability and elementary rules of probability.

Basic Statistical tools: reduction of data, frequency table; measures of central tendency and dispersion.

Concepts of probability: Addition, multiplication theorems on probability, conditional probability, Bayes theorem. Continuous and discrete random variables: probability distribution/density function, correlation and regression.

UNIT-II:

Objective: Decision making techniques under different environments.

Introduction to Decision Process: Steps involved in decision making, different environments in which decisions are made. Criteria for decision making, Decision Making under Uncertainty, Decision Making under conditions of risk – utility as a decision criteria, Decision Trees, Graphical Display of the decision making Process. Decision making with an active opponent.

UNIT-III:

Objective: To learn the optimization techniques such as linear programming using simplex technique.

Linear programming: Introduction to LP and terminology used formulation of linear programming problem; Graphical method; simplex method for maximization and minimization, interpretation of all elements in a simplex table; artificial variable Techniques; Big Method and two phase method.

UNIT-IV:

Objective: Application of linear programming techniques in transportation, Assignment problem and game theory.

Transportation, Assignment Models & Game Theory: Definition and application of transportation model; solution of transportation problem by north west corner method, least cost and vogel's method, unbalanced TP and degeneracy in TP. Assignment problem: Hungarian method: Assumption in AP; Maximization in AP : unbalanced AP: Travelling salesman Problem; Game theory: Two person zero Sum game; pure strategies, Games with and without saddle points. Mixed strategies; Rules of dominance; solution of game without saddle points – algebraic, matrix and arithmetic method.

UNIT-V:

Objective: To draw net work diagram for projects. To find the optimum path, time for completing the project, replacement models for single and group replacement types.

P.E.R.T. & C.P.M. and Replacement Model: Introduction to network diagrams. Drawing network diagram PERT and CPM; identifying critical path; probability of completing the project within given time; project crashing; optimum cost and optimum duration of the project; replacement models comprising single replacement and group replacement.

Relevant cases have to be discussed in each unit and in Examinations, Case is compulsory from any one of the Units.

Course Outcome: Students should be able to obtain insight about the real time applications of quantitative techniques in the following areas.

CO1: Acquits with data reduction techniques and calculate and interpret measures of central values and dispersion.

CO2: Understands and applies decision making in business and marketing.

CO3: Performs optimization techniques like linear programming.

CO4: Aware of application techniques in transportation assignment and replacement problem.

CO5: Can draw Net work diagram for project and draw conclusion from it.

REFERENCES:

1. K.V.Sivayya and K.Satya Rao Business Mathematics
2. Nagar, Das – Basic Statistics, Oxford University press
3. CR Kothari, Quantative Techniques, Vikas, ND
4. Shenoy, Sarma and Srivatsava, Quantitative Techniques for Management, New Age, ND
5. N.D.Kothari, Quantitative Techniques, in Management, Tata McGraw Hill, 2001.
6. S.P.Gupta Statistical Methods for Management
7. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya, Mumbai

Course Code : QUANTATIVE ANALYSIS FOR BUSINESS DECISIONS										
Course Designed by			Department of Management Studies							
	Program Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Course Outcomes	CO 1	✓			✓		✓			
	CO 2			✓		✓		✓		
	CO 3		✓					✓		
	CO 4				✓	✓	✓			
	CO 5		✓				✓		✓	
Category		General Humanities	Basic Sciences		Engineering Sciences And Technical			Professional		
								✓		
Mode of Evaluation : Report, Presentation & Written Examination										