

MBA : Syllabus Revision in 2018-19.

S. No	Course Code	Session 2017-18	Session 2018-19	Remark Syllabus Change/ new course
	MBA 101	<p>Computers Applications in Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit – I Basics of Computer and its evolution</p> <p>Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-II Input and Output Devices</p> <p>Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter</p> <p><i>Computer Memory</i> : Primary Memory (ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM)</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-III Concept of Data Communication and Networking</p> <p>Networking Concepts, Types</p>	<p>Computers Applications in Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit – I Basics of Computer and its evolution</p> <p>Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-II Input and Output Devices</p> <p>Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter</p> <p><i>Computer Memory</i> : Primary Memory (ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM)</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-III Concept of Data Communication and Networking</p> <p>Networking Concepts, Types</p>	

	<p>of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies</p> <p>Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet Services, Intranet</p> <p style="text-align: center;">Lectures-07</p> <p>Unit-IV Introduction to GUI using Windows Operating System</p> <p><i>All Directory Manipulation:</i> Creating directory, Sub directory, Renaming, Coping and Deleting the directory</p> <p><i>File Manipulation:</i> Creating a file, deleting, coping, Renaming a file</p> <p><i>Introduction to MS-Word :</i> Introduction to Word Processing , Features of Word Processors, Getting started with MS-Word, Starting MS-Word, Contents of the Word Window, Formatting Documents , List, Tabs and Tables, Finding, Replacing and Proofing Text, Mail Merge, Printing and Getting Help</p> <p style="text-align: center;">Lectures-07</p> <p>Unit-V Introduction to MS-Excel</p> <p>Introduction to Electronic Spreadsheets, Applications of Electronic Spreadsheets, Types of Spreadsheets, Features of MS-Excel, Starting MS-Excel, Contents of the MS-Excel window, Cell Referencing, Ranges and Functions, Formatting Worksheets and Creating Charts, Data Forms and Printing</p> <p><i>Introduction to MS-PowerPoint :</i> Introduction to MS-PowerPoint, What is a Presentations?, Slides, Working with Slides, Slides Show and Printing</p>	<p>of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies</p> <p>Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet Services, Intranet</p> <p style="text-align: center;">Lectures-07</p> <p>Unit-IV Introduction to GUI using Windows Operating System</p> <p><i>All Directory Manipulation:</i> Creating directory, Sub directory, Renaming, Coping and Deleting the directory</p> <p><i>File Manipulation:</i> Creating a file, deleting, coping, Renaming a file</p> <p><i>Introduction to MS-Word :</i> Introduction to Word Processing , Features of Word Processors, Getting started with MS-Word, Starting MS-Word, Contents of the Word Window, Formatting Documents , List, Tabs and Tables, Finding, Replacing and Proofing Text, Mail Merge, Printing and Getting Help</p> <p style="text-align: center;">Lectures-07</p> <p>Unit-V Introduction to MS-Excel</p> <p>Introduction to Electronic Spreadsheets, Applications of Electronic Spreadsheets, Types of Spreadsheets, Features of MS-Excel, Starting MS-Excel, Contents of the MS-Excel window, Cell Referencing, Ranges and Functions, Formatting Worksheets and Creating Charts, Data Forms and Printing</p> <p><i>Introduction to MS-PowerPoint :</i> Introduction to MS-PowerPoint, What is a Presentations?, Slides, Working with Slides, Slides Show and Printing</p>	
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MBA 102		<p align="center">Principles & Practices of Management</p> <p>Unit I: Introduction to Management</p> <p align="center">Lectures 7</p> <p>Definition, nature, functions, levels of management, Types of managers, managerial roles, managerial skills and competencies, Evolution and various schools to management thought, Recent Trends in Management–quality and performance excellence, characteristics of 21st century executives, Social responsibility of managers</p> <p>Unit II: Planning</p> <p align="center">Lectures 7</p> <p>Meaning and nature of planning, types of plans, steps in planning process; Objectives, managing by objectives; Strategies, Policies; Forecasting - Need & Techniques, Decision making: Types - Process of rational decision making & techniques of decision making</p> <p>Unit III: Organizing</p> <p align="center">Lecture 7</p> <p>Organizing as managerial function–organization structures–functional, divisional, matrix, team structure, network structure, boundary less structure, Mechanistic and Organic structure.</p> <p>Elements of Organizing – chain of command, span of control, delegation, centralization and decentralization, organizational design.</p> <p>Unit–IV: Leading and Controlling:</p>	<p>Unit I: Introduction to Management</p> <p align="center">Lectures 7</p> <p>Definition, nature, functions, levels of management, Types of managers, managerial roles, managerial skills and competencies, Evolution and various schools to management thought, Recent Trends in Management–quality and performance excellence, characteristics of 21st century executives, Social responsibility of managers</p> <p>Unit II: Planning</p> <p align="center">Lectures 7</p> <p>Meaning and nature of planning, types of plans, steps in planning process; Objectives, managing by objectives; Strategies, Policies; Forecasting - Need & Techniques, Decision making: Types - Process of rational decision making & techniques of decision making</p> <p>Unit III: Organizing</p> <p align="center">Lecture 7</p> <p>Organizing as managerial function–organization structures–functional, divisional, matrix, team structure, network structure, boundary less structure, Mechanistic and Organic structure.</p> <p>Elements of Organizing – chain of command, span of control, delegation, centralization and decentralization, organizational design.</p> <p>Unit–IV: Leading and Controlling:</p>	

		<p style="text-align: center;">Lecture 7</p> <p>Leadership traits, Leadership styles, Likert's four systems, managerial grid, Controlling: control function in management, the basic control process, types of control–feed forward, concurrent and feedback controls, control effectiveness</p> <p>Unit V: Managerial Communication</p> <p style="text-align: center;">Lecture 7</p> <p>Types of Organizational Communication, Channels of Communication, Oral communication – Presentations, meetings, interviews, listening – types and importance;</p> <p>Written Communication - E-mails, Memorandums, Different Types of Business Messages, Direct Request, Good-News, Bad news and Neutral Messages, Persuasive;</p> <p>Importance of Non-Verbal Communication, Components: Kinesics, Occulesics, Proxemics, Hepatics, Chronemics, Paralanguage,</p>	<p style="text-align: center;">Lecture 7</p> <p>Leadership traits, Leadership styles, Likert's four systems, managerial grid, Controlling: control function in management, the basic control process, types of control–feed forward, concurrent and feedback controls, control effectiveness</p> <p>Unit V: Managerial Communication</p> <p style="text-align: center;">Lecture 7</p> <p>Types of Organizational Communication, Channels of Communication, Oral communication – Presentations, meetings, interviews, listening – types and importance;</p> <p>Written Communication - E-mails, Memorandums, Different Types of Business Messages, Direct Request, Good-News, Bad news and Neutral Messages, Persuasive;</p> <p>Importance of Non-Verbal Communication, Components: Kinesics, Occulesics, Proxemics, Hepatics, Chronemics, Paralanguage,</p>	
MBA 103	<p>: Managerial Accounting</p> <p>UNIT-I</p> <p>Unit-I Introduction to Accounting</p> <p>Meaning of Accounting, the Users of Accounting Information, Generally Accepted Accounting Principles, Accounting Standards, Branches of Accounting.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-II Financial Statements</p> <p>Types of Accounts, Rules of</p>	<p>Financial Reporting, Statements and Analysis</p> <p>Unit-I Introduction to Accounting</p> <p>Meaning and concept of Accounting, Users of Accounting Information, Generally Accepted Accounting Principles, Branches of Accounting. Meaning and Significance of accounting standards.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit-II Recording of Financial Transaction</p>		

	<p>Debit and Credit, Books of Accounts Journalizing the Transaction Posting Entries in Ledger Accounts, Trial Balance & Financial Statements</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-III Analysis of Financial Statements</p> <p>Ratio Analysis and Cash Flow Analysis.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-IV Cost Accounting</p> <p>Meaning & Scope of Cost Accounting, Elements of Cost, Unit Costing.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-V Techniques of Cost Accounting</p> <p>Process Costing (Excluding equivalent production) and Standard Costing (Material & Labour variances).</p>	<p>Types of Accounts, Rules of Debit and Credit, Journalizing the Transaction, Subsidiary Books of Accounts and Posting Entries in Ledger Accounts.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit-III Summarizing of Financial Transactions</p> <p>Preparation of trial balance, Preparation of statement of profit and loss and balance sheet with necessary adjustments.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit-IV Analysis of Financial statements</p> <p>Ratio Analysis- Meaning, objectives and limitations. Calculation of Liquidity ratios, Leverage ratios, Activity ratios and profitability ratios.</p> <p>Cash Flow Analysis- Meaning, significance and preparation of cash flow statement in accordance with Accounting standard no.3.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit-V Financial Statements of Companies</p> <p>Financial Statements in accordance with Indian Companies Act. Study of Annual Reports. Preparation of Comparative and common size balance sheets.</p>	
<p>MBA 104</p>	<p>Marketing Management</p> <p>Unit I Introduction:</p> <p>Meaning, Nature and Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment – Micro and Macro Environment, Role of Marketing in a Modern Organization</p> <p style="text-align: right;">Lectures-07</p>	<p>Marketing Management</p> <p>Unit I Introduction:</p> <p>Meaning, Nature and Scope of Marketing, Marketing in a Changing World, Production concept, Product concept, Selling concept, Marketing concept, Holistic Marketing Concept, Marketing Mix. Understanding Marketing Environment – External and Internal Environment, Marketing Strategy: Strategic Context, Strategic Market</p>	

	<p>Unit II Consumer Behaviour and Market:</p> <p>Characteristics Affecting Consumer Behavior, Buyer Decision Process – Stages of Buying Decisions. Business Markets, Business Buyer Behaviour, Institutional and Government Markets–Participants, Influences on Buyer Behaviour</p> <p style="text-align: center;">Lectures-07</p> <p>Unit III Market Segmentation, Targeting and Positioning:</p> <p>Market Segmentation Process, Identifying and Evaluation Segments, Market Targeting and Positioning for Competitive Advantage.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Shaping the Market Offerings and Branding:</p> <p>The Product Decisions, Product Levels, Product classification, Product Life Cycle, Different Stages and Strategies, Product Line Decision New Product Development, Product Mix Strategies, Product Differentiation Strategies, Branding and Packaging Strategies and Decisions</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Distribution channels & Marketing Communications:</p> <p>Role of the Distribution Channels-Form & Organization, Importance and Framework of Channel Management, Levels of Channel-Segmentation for Channel Design, – Channel Structure, Channel Gaps – Channel Power and Channel Conflict.</p> <p>Marketing Communications : Communications mix, Advertising-five M’s of advertising, Advertising decisions</p>	<p style="text-align: center;">Analysis, Strategic marketing Goals, Strategic marketing Action.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit II Consumer Behaviour and Market:</p> <p>Characteristics Affecting Consumer Behavior, Buyer Decision Process – Stages of Buying Decisions. Business Markets, Business Buyer Behaviour, Institutional and Government Markets–Participants, Influences on Buyer Behaviour</p> <p style="text-align: center;">Lectures-08</p> <p>Unit III Market Segmentation, Targeting and Positioning</p> <p style="text-align: center;">Lectures-08</p> <p>Market Segmentation Process, Identifying and Evaluation Segments, Market Targeting and Positioning for Competitive Advantage.</p> <p style="text-align: center;">Unit IV Shaping the Market Offerings and Branding</p> <p style="text-align: center;">Lectures-08</p> <p>The Product Decisions, Product Levels, Product classification, Product Life Cycle, Different Stages and Strategies, Product Line Decision New Product Development, Product Mix Strategies, Product Differentiation Strategies, Branding and Packaging Strategies and Decisions</p> <p style="text-align: center;">Unit V Distribution channels & Marketing Communications</p> <p style="text-align: center;">Lectures-08</p> <p>Role of the Distribution Channels-Form & Organization, Importance and Framework of Channel Management, Levels of Channel-Segmentation for Channel Design, – Channel Structure, Channel Gaps – Channel Power and Channel</p>	
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			<p>Conflict.</p> <p>Marketing Communications : Communications mix, Advertising-five M's of advertising, Advertising decisions.</p>	
<p>MBA 105:</p>		<p style="text-align: center;">Organizational Behavior</p> <p>Unit I Fundamentals of Organizational Behaviour Lectures-7</p> <p>Definition and importance of Organizational Behavior. Historical background of OB Recent trends in Organizational Behavior - TQM, Managing Cultural Diversity, leaner organizations.</p> <p>Unit II Individual Behaviour Lectures-7</p> <p><i>Personality</i> - Meaning and theories, MBTI, Big five personality dimensions, Locus of Control, Type A and Type B Assessment of Personality.</p> <p><i>Perception</i>–Meaning and definition, Perceptual process, perceptual errors, Attribution Process.</p> <p><i>Value & Attitude</i>- Type of Value, Dominant values in today’s workforce, Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment.</p> <p><i>Learning</i>-Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning</p> <p>Unit III Interpersonal and Team Behavior Lectures-7</p> <p>Motivation: meaning and importance, Theories of motivation- Maslow’s hierarchy of needs theory, Alderfer’s ERG theory, Herzberg’s Dual-Factor Theory, Mc Clelland’s Achievement Motivation Theory, Vroom’s expectancy Theory, Equity, goal-setting theories.</p> <p>Group Dynamics and Teams - Group Formation - Formal Organization and Informal Groups and their interaction - Importance of teams - Formation of teams - Team Work</p>	<p style="text-align: center;">Organizational Behavior</p> <p>Unit I Fundamentals of Organizational Behaviour Lectures-7</p> <p>Definition and importance of Organizational Behavior. Historical background of OB Recent trends in Organizational Behavior - TQM, Managing Cultural Diversity, leaner organizations.</p> <p>Unit II Individual Behaviour Lectures-7</p> <p><i>Personality</i> - Meaning and theories, MBTI, Big five personality dimensions, Locus of Control, Type A and Type B Assessment of Personality.</p> <p><i>Perception</i>–Meaning and definition, Perceptual process, perceptual errors, Attribution Process.</p> <p><i>Value & Attitude</i>- Type of Value, Dominant values in today’s workforce, Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment.</p> <p><i>Learning</i>-Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning</p> <p>Unit III Interpersonal and Team Behavior Lectures-7</p> <p>Motivation: meaning and importance, Theories of motivation- Maslow’s hierarchy of needs theory, Alderfer’s ERG theory, Herzberg’s Dual-Factor Theory, Mc Clelland’s Achievement Motivation Theory, Vroom’s expectancy Theory, Equity, goal-setting theories.</p> <p>Group Dynamics and Teams - Group Formation - Formal Organization and Informal Groups and their interaction - Importance of teams - Formation of teams - Team Work</p>	

		<p>Unit IV Organizational Climate</p> <p>Lectures-07</p> <p>Conflict: Meaning of Conflict, Functional and Dysfunctional Conflict, Stages of Conflict, Strategies for managing conflict.</p> <p>Culture: Meaning and Functions of Organizational culture, managing Organizational culture, Organisational Effectiveness</p> <p>Unit V Organisational Change & Development</p> <p>Lectures-07</p> <p>Meaning and importance of organizational change, internal and external changes. Models of planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance</p> <p>Organisational Development - Meaning, objectives and Process</p>	<p>Unit IV Organizational Climate</p> <p>Lectures-07</p> <p>Conflict: Meaning of Conflict, Functional and Dysfunctional Conflict, Stages of Conflict, Strategies for managing conflict.</p> <p>Culture: Meaning and Functions of Organizational culture, managing Organizational culture, Organisational Effectiveness</p> <p>Unit V Organisational Change & Development</p> <p>Lectures-07</p> <p>Meaning and importance of organizational change, internal and external changes. Models of planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance</p> <p>Organisational Development - Meaning, objectives and Process</p>	
MBA 106:		<p>Business Statistics</p> <p>Unit I Statistics Introduction</p> <p>Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data. Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution</p> <p>Lectures-07</p> <p>Unit II Measures of Central Value</p> <p>Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different series, uses and limitation of averages.</p> <p>Lectures-07</p> <p>Unit III Measures of Dispersion</p> <p>Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion</p> <p>Lectures-07</p>	<p>Business Statistics</p> <p>Unit I Statistics Introduction</p> <p>Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data. Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution</p> <p>Lectures-06</p> <p>Unit II Measures of Central Value</p> <p>Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different series, uses and limitation of averages.</p> <p>Lectures-08</p> <p>Unit III Measures of Dispersion</p> <p>Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion</p> <p>Lectures-08</p>	

		<p>Unit IV Index Number</p> <p>Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Correlation and Regression</p> <p>Meaning, significance, Karl Pearsons coefficient of linear corelation between two variables in grouped and ungrouped data by direct and short cut methods, coefficient of correlation by spearman's rank differences.</p>	<p>Unit IV Index Number</p> <p>Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number, Time Reversal Test & Factor Reversal Test.</p> <p style="text-align: right;">Lectures-12</p> <p>Unit V Correlation and Regression</p> <p>Correlation: - Meaning, significance, Calculation of Coefficient of correlation between two variables by Karl Pearson's, spearman's and concurrent deviation</p> <p>Regression: - Meaning, Uses, Calculation of regression equations. Difference between correlation and regression analysis.</p>	
MBA 107:	<p>Managerial Economics</p> <p>Unit I Basic Concept of Economics and Demand Analysis:</p> <p>Nature and Scope of Managerial (Micro and Macro) Economics; Application of Economics Analysis; Micro Vs Macro Economics; Static and Dynamic Analysis; Equilibrium : Partial and Genneral.</p> <p><i>Consumer Behavior:</i> Utility Approach; Marshallian Utility Analysis: Law of Diminishing Marginal Utility and law of Equi- Marginal Utility; Indifference Curve Analysis: Consumer Equilibrium.</p> <p><i>Demand Analysis:-</i> Law of Demand. Determinants of Demand, Measurement of Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Production and Cost Analysis:</p> <p><i>Production Analysis:</i> Production Function. Production Function with One</p>	<p>Managerial Economics</p> <p>Unit I Basic Concept of Economics and Demand Analysis:</p> <p>Nature and Scope of Managerial (Micro and Macro) Economics; Application of Economics Analysis; Micro Vs Macro Economics; Static and Dynamic Analysis; Equilibrium : Partial and Genneral.</p> <p><i>Consumer Behavior:</i> Utility Approach; Marshallian Utility Analysis: Law of Diminishing Marginal Utility and law of Equi- Marginal Utility; Indifference Curve Analysis: Consumer Equilibrium.</p> <p><i>Demand Analysis:-</i> Law of Demand. Determinants of Demand, Measurement of Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Production and Cost Analysis:</p> <p><i>Production Analysis:</i> Production Function. Production Function with One</p>		

	<p>Variable Input- Short Run Analysis (Law of Variable Propetions). Production Function with Two Variable Input- Long Run Analysis (Law of Returns to Scale).</p> <p><i>Cost Analysis:</i> Various Cost Concepts, Short Run and Long Run Cost Function. Cost Output Relationship,</p> <p style="text-align: center;">Lectures-07</p> <p>Unit III Market Structure and Price and Output Determination:</p> <p><i>Price and Output Determination in Different Market:-</i> Various Forms of Market Perfect Competition, Monopoly, Monopolistic Compilation. Price Determination in these Markets. Short Run and Long Run Equilibrium of Firms in Different Market.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Concept of National Income And Trade Cycle:</p> <p><i>National Income Analysis:</i> Gross Domestic Product, Gross National Product, Net National Product, Per Capita Income. Measurement of National Income. Difficulties in Measurement of National Income.</p> <p><i>Theory of Trade Cycle:</i> Concept and Phases of Trade Cycle; Method to Control Trade Cycles.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Classical And Keynesian Macroeconomics:</p> <p><i>Classical Macroeconomics:</i> Classical Theory of Output, Income and Full Employment.</p> <p><i>Keynesian Macroeconomics:</i> Keynesian Theory of Output, Income and Employment.</p> <p><i>Inflation:</i> Meaning of Inflation. Types of Inflation. Cause and Control of Inflation. Monetary and Fiscal Policies.</p>	<p>Variable Input- Short Run Analysis (Law of Variable Propetions). Production Function with Two Variable Input- Long Run Analysis (Law of Returns to Scale).</p> <p><i>Cost Analysis:</i> Various Cost Concepts, Short Run and Long Run Cost Function. Cost Output Relationship,</p> <p style="text-align: center;">Lectures-07</p> <p>Unit III Market Structure and Price and Output Determination:</p> <p><i>Price and Output Determination in Different Market:-</i> Various Forms of Market Perfect Competition, Monopoly, Monopolistic Compilation. Price Determination in these Markets. Short Run and Long Run Equilibrium of Firms in Different Market.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Concept of National Income And Trade Cycle:</p> <p><i>National Income Analysis:</i> Gross Domestic Product, Gross National Product, Net National Product, Per Capita Income. Measurement of National Income. Difficulties in Measurement of National Income.</p> <p><i>Theory of Trade Cycle:</i> Concept and Phases of Trade Cycle; Method to Control Trade Cycles.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Classical And Keynesian Macroeconomics:</p> <p><i>Classical Macroeconomics:</i> Classical Theory of Output, Income and Full Employment.</p> <p><i>Keynesian Macroeconomics:</i> Keynesian Theory of Output, Income and Employment.</p> <p><i>Inflation:</i> Meaning of Inflation. Types of Inflation. Cause and Control of Inflation. Monetary and Fiscal Policies.</p>	
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MBA 108A :	<p>Business Environment</p> <p>Unit-I Business Environment</p> <p>Nature and Concept, Components (Economic and Non-Economic), Significance of Study of Business Environment and its Impact on the Economy, Concept of Indian Financial System</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-II State versus Market</p> <p><i>Market Economy</i> : Merits and Demerits, Need for State Intervention, Demarcating the Representative Areas of Operation of a State and the Market Mixed Economy, Role of Planning in Changing Composition of Mixed Economy, Role of Government in Business, Social Responsibilities of Business</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-III Economic Policies</p> <p><i>Monetary Policy</i> : Concept, Instrument of Monetary Policy and its Effectiveness in India, Money Supply and Prices, Monetary Policy of Reserve Bank of India</p> <p><i>Fiscal Policy</i> : Nature and Concepts; Government Budget and its Components; Concept of Deficit in the Budget, Direct Control Measures; Positive-negative, Direct-Indirect, Price Control, Rationing Quota, Exchange Control etc.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-IV Economic Reform in India</p> <p><i>Industry Policy</i> : An overview - Public Sector Enterprises (PSEs) and Privatization Debate in India, Trends in Disinvestments, Foreign Capital; Rationale Behind Foreign Capital and Investment, Government Policy Towards Foreign Capital, Role of Multinational Corporation (MNCs)</p>	<p>MBA 108: Legal and Business Environment</p> <p>Unit I The Indian Contract Act, 1872</p> <p style="text-align: center;">Lectures-12</p> <p>Meaning and nature of contracts, Essentials of a valid contract- offer, acceptance, capacity to contract, free consent, consideration. Performance of contract, discharge of contract & remedies for breach of contract.</p> <p>Unit II The Sale of Goods Act, 1930</p> <p style="text-align: center;">Lectures-05</p> <p>Definition of Sale of goods, essentials of valid contract of sale of goods, conditions and warranties, passing of property, rule of caveat emptor and its exceptions, rights of unpaid seller, remedies for breach of contract.</p> <p>Unit III Indian Partnership Act and Consumer Protection Act</p> <p style="text-align: center;">Lectures-06</p> <p>Essentials of Partnership, Partnership Deed, Registration of Partnership Firm, Types of Partners and Partnership; Rights and duties of partners, Implied Authority of partners, Reconstitution and Dissolution of Firm.</p> <p>Important definitions in Consumer Protection Act, Rights of consumers, Manner of filing complaint, Dispute Redressal Agencies, orders of forum or commission.</p> <p>Unit IV Business Environment</p> <p style="text-align: center;">Lectures-06</p>	New course introduced
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	<p><i>Globalization</i> : Nature and Concept; Globalization of Indian Economy, World Trade Organization (WTO) and its Impact on Business</p> <p style="text-align: right;">Lectures-07</p> <p>Unit-V Some Contemporary Issues Relating to Business Environment in Indian Economy</p> <p>Economic Growth and Social Justice, External Sector : Balance of Payment, Growing Inflows of Foreign Exchange; Reserves; Convertibility of Rupee; Integration in Global Economy, Welfare Role of State, Poverty in India – Measurement and Reduction Measures, Concentration of Eco. Power, Corporate Social Responsibility, Role of NGO’s, Self-help Groups & Environment, Environmental Concerns</p>	<p>Nature and Concept, Internal and External Environment, Components (Economic and Non-Economic), Factors affecting Business Environment, Significance of Study of Business Environment and its Impact on the Economy, Concept of Indian Financial System</p> <p>Unit V Globalization</p> <p style="text-align: right;">Lectures-06</p> <p>Globalization trends and challenges, Role of MNCs, Balance of Payment, Environment for Foreign trade and investments; FEMA, Exchange Rate Movements and impacts, External influences on India’s business environment, WTO and its impact on business.</p>	
<p>MBA 108B:</p>	<p style="text-align: center;">Fundamental of Entrepreneurship</p> <p>Unit I Entrepreneur & Opportunity Recognition</p> <p>Entrepreneur:- characteristics, functions, types, Entrepreneurship:- meaning - Role of Entrepreneurs in Economic Development, Motivations to start a business, Major Motives Influencing an Entrepreneur, self Rating, Stress management, Entrepreneurship Development Programs – Need, Objectives. The Entrepreneur Personality, (Mental Sequences in Idea Development, Go/No-Go Decisions,) Preliminary Screening Questions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Writing Business Plan</p> <p>Feasibility study:- Market, Technical & Financial Analysis,</p>	<p style="text-align: center;">MBA109: Managerial Skills for Effectiveness - I</p> <p>Unit I Self Awareness:</p> <p style="text-align: right;">Lecture: 4</p> <p>Concept of self awareness; Importance of self awareness; Strategies to increase self awareness.</p> <p>Unit II Communication:</p> <p style="text-align: right;">Lecture: 5</p> <p>Concept, Process and barriers to communication; Verbal communication- types and importance; Personal interview, GD, Email, telecommunication; Non-verbal communication- concept, components.</p> <p>Unit III Creative thinking & Problem solving:</p> <p style="text-align: right;">Lecture: 6</p>	<p style="text-align: center;">New course introduced</p>

		<p>Product selection , Ownership structures - Licensing etc, projection Identification - Meaning, Significance, contents and formulation of a project report ,Developing business plan, Business plan appraisal.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Start-Up Factors</p> <p>Small Enterprises – Definition, Classification – Characteristics, Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Project Appraisal – Sources of Information – Classification of Needs and Agencies. Entry barriers and firm positioning, Comparison of a large and small start up, (Technology absorption), Institutional support to entrepreneurship Development (networking with Industries and Institutions)</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Stages of Growth in Entrepreneurial Ventures</p> <p>Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship</p> <p>Sickness in small Business – Concept, Magnitude, causes and consequences, Corrective Measures – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and SubContracting.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Entrepreneurship</p>	<p>Concept and process of creative thinking; Techniques; Steps of analytical problem solving; Challenges in generating creative solutions.</p> <p>Unit IV Time Management:</p> <p style="text-align: right;">Lecture: 4</p> <p>Concept and importance of Time management; Techniques of time management; Barriers to effective time management.</p> <p>Unit V Presentation skills:</p> <p style="text-align: right;">Lecture: 6</p> <p>Concept and types of presentation; Subject selection and organizing information; Organizing a presentation.</p>	
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		<p>The middle manager and innovator, Changing face of family business Replacing the founder, exploding the myth of entrepreneur's disease Family business and multiple levels of conflict, Successor development: Impact of timing and Mode of Entry ,Women & minority entrepreneurs</p>		
MBA 201:	<p>Legal Aspects of Business</p> <p>Course Contents</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I The Indian Contract Act, 1872</p> <p>Meaning and nature of contracts, types of contracts, essentials of a valid contract, offer, acceptance, capacity to contract, free consent, consideration, performance of contract, discharge of contract & remedied for breach of contract.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II The Sale of Goods Act, 1930</p> <p>Definition of Sale of goods, essentials of valid contract of sale of goods, conditions and warranties, passing of property, rule of caveat emptor and its exceptions, rights of unpaid seller, remedies for breach of contract.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III The Negotiable Instruments Act, 1881</p> <p>Definition and meaning of negotiable instruments, kinds of negotiable instruments, holder in due course, maturity of negotiable instruments, endorsement, presentation and dishonor of negotiable instrument, crossing of cheques, discharge from liability.</p>	<p>MBA 201: Indian Economy and Policy</p> <p>Unit I Introduction to Indian Economy</p> <p style="text-align: center;">Lecture – 6</p> <p>India as a developing economy: Basic characteristics of the Indian economy; Major issues of development; Economic development and environmental degradation, Concept of Human Development in India.</p> <p>The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, issues of Financial Inclusion</p> <p>Unit II Issues and Challenges of Indian Economy</p> <p style="text-align: center;">Lecture - 10</p> <p>Poverty: Meaning, Causes, Strategy, Measures taken by government; Solution of the problem of poverty. Unemployment: Kinds, Causes, and Remedial measures to eradicate unemployment, employment generation schemes in India. Employment Guarantee Act (2005); Inequality: extent, causes, measures to reduce economic inequalities.</p> <p>Black Money: Causes for generation of black money, measures taken by the government to unearth black</p>	New course introduced	

	<p style="text-align: right;">Lectures-07</p> <p>Unit IV The Indian Companies Act, 2013 (Part-I)</p> <p>Meaning and definition of Company, characteristics of company, memorandum of association and its contents, articles of association and its contents, various legal rules regarding prospectus.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V The Indian Companies Act, 2013 (Part-II)</p> <p>Meetings, meaning of director, rights, duties and liabilities of director, dissolution and winding up of company, compulsory winding up, winding up by members and creditors.</p>	<p>money</p> <p>Balance Regional Development: Indicators of regional imbalance, causes, policy measures to remove regional disparities.</p> <p>Unit III Economic Policies</p> <p style="text-align: right;">Lecture - 8</p> <p>Economic Policies: - Economic Planning in India, Objectives and strategy of economic planning, Planning commission v/s NITI Aayog.</p> <p>Monetary policy in India, Fiscal Policy in India, Centre state Finance Relations, Finance commission in India.</p> <p>Unit IV Sectors of Indian Economy</p> <p style="text-align: right;">Lectures - 8</p> <p>Sectoral composition of Indian Economy: - Features of Indian Agriculture, Issues in Agriculture sector in India, land reforms, Green Revolution, Food security in India.</p> <p>Industrial Sector in Pre-reforms period and post reform period, Public Sector and Indian Planning: Evolution, role, performance and shortcomings; Disinvestment & Privatization; Growth of Micro, Small & Medium enterprises in India.</p> <p>Unit V Foreign Trade</p> <p style="text-align: right;">Lecture - 8</p> <p>Foreign Trade of India: importance, composition direction. Import substitution and Trade promotion policy, problems of Foreign Direct Investment and Foreign Institutional investment in India, WTO and India.</p> <p>Challenges of development: MDG (Millennium development goals) & SDG (Sustainable development goals), Demographic dividend; Globalization and its impact on India.</p>	
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MBA 202:	<p align="center">Financial Management</p> <p>Course Contents</p> <p align="right">Lectures-07</p> <p>Unit I Financial Management</p> <p>Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role of Financial Manager in a company.</p> <p align="right">Lectures-07</p> <p>Unit II Break Even Analysis</p> <p>Concept of Marginal Costing, Cost Volume Profit Analysis, Advantages & Limitations of Cost Volume Profit Analysis, Break Even Charts.</p> <p align="right">Lectures-07</p> <p>Unit III Capital Structure and Cost of Capital</p> <p><i>Cost of Capital</i>: Specific, Weighted Average and Marginal Cost of Capital, Leverage Analysis, EBIT-EPS Analysis, Capital Structure – Planning & Designing Theories of Capital Structure and Value of the Firm</p> <p align="right">Lectures-07</p> <p>Unit IV Working Capital Management</p> <p>Management and Financing of Current Assets, Working Capital Cycle, <i>Working Capital</i> : Estimation & Calculation, Management of Cash, Cash Budget and Inventory Management.</p> <p align="right">Lectures-07</p> <p>Unit V Capital Budgeting</p> <p>Features of capital budgeting, Estimation of Cash Flows, Capital Budgeting – Techniques of</p>	<p align="center">MBA 202: Corporate Finance</p> <p>Unit I Financial Management</p> <p align="right">Lectures-06</p> <p>Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role of Financial Manager in a company.</p> <p>Unit II Break Even Analysis</p> <p align="right">Lectures-10</p> <p>Concept of Marginal Costing, Cost Volume Profit Analysis, Advantages & Limitations of Cost Volume Profit Analysis, Break Even Charts.</p> <p>Unit III Capital Structure and Cost of Capital</p> <p align="right">Lectures-08</p> <p>Cost of Capital: Specific and Weighted Average Cost of Capital, EBIT-EPS Analysis, Capital Structure – Meaning, importance and factors affecting capital structure.</p> <p>Unit IV Working Capital Management</p> <p align="right">Lectures-08</p> <p>Management and Financing of Current Assets, Working Capital Cycle, <i>Working Capital</i> : Estimation & Calculation, Management of Cash, Cash Budget and Inventory Management.</p> <p>Unit V Capital Budgeting</p> <p align="right">Lectures-08</p> <p>Features of capital budgeting, Estimation of Cash Flows, Capital Budgeting – Traditional methods and Discounted cash</p>	<p align="center">New course introduced</p>	

			flow methods of appraisal.	
MBA 203:	<p align="center">Quantitative Techniques</p> <p align="right">Lectures-07</p> <p>Unit I Introduction to Quantitative Techniques</p> <p>Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Algebra of Matrix: Addition, Subtraction, Multiplication, & Inversion. Solving linear equations by using matrices. Correlation and Regression.</p> <p align="right">Lectures-07</p> <p>Unit II Linear Programme</p> <p>Problem formulation and Graphical methods of solution. Simplex method & duality and Sensitivity Analysis.</p> <p align="right">Lectures-07</p> <p>Unit III Specially Structured Programming</p> <p>Transportation: North West corner,Least cost Method,VAM & Assignment Problems.</p> <p align="right">Lectures-07</p> <p>Unit IV Game Theory</p> <p>Types of Games. Two person zero sum games. Mixed strategy. Method of solution.</p> <p align="right">Lectures-07</p> <p>Unit V Decision Theory</p> <p>Decision making under uncertainty, Criterion of Maximum, Min., Maxmin and Minmax. Decision making under risk .Decision Tress-Applications, decision making in a Competitive Situation-</p>	<p align="center">Quantitative Techniques</p> <p align="right">Lectures-07</p> <p>Unit I Introduction to Quantitative Techniques</p> <p>Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Algebra of Matrix: Addition, Subtraction, Multiplication, & Inversion. Solving linear equations by using matrices. Correlation and Regression.</p> <p align="right">Lectures-07</p> <p>Unit II Linear Programme</p> <p>Problem formulation and Graphical methods of solution. Simplex method & duality and Sensitivity Analysis.</p> <p align="right">Lectures-07</p> <p>Unit III Specially Structured Programming</p> <p>Transportation: North West corner,Least cost Method,VAM & Assignment Problems.</p> <p align="right">Lectures-07</p> <p>Unit IV Game Theory</p> <p>Types of Games. Two person zero sum games. Mixed strategy. Method of solution.</p> <p align="right">Lectures-07</p> <p>Unit V Decision Theory</p> <p>Decision making under uncertainty, Criterion of Maximum, Min., Maxmin and Minmax. Decision making under risk .Decision Tress-Applications, decision making in a Competitive Situation-</p>		
MBA 204:	<p align="center">Production and Operations Management</p> <p>Unit I Managing Production and Operations</p>	<p align="center">Operations Management</p> <p>Unit I Managing Operations</p>		

		<p>Linking Organizational Objective to Production and Operations Objective, Development of Operational Strategies for Competitive Advantage.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Planning the Conversion System Forecasting, Designing Product, Services and Processes, Locating Production and Service Facilities, Layout Planning, Capacity Planning, Transportation Method</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Organising the Conversion System Job Design, Work Measurement, Work Study, Method Study, Monte Carlo Simulation Techniques</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Controlling the Conversion System Production Planning and Control, Inventory Control with Lead Time and EOQ Analysis, Networking Techniques- CPM,PERT</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Managing for World Class Competition Just in Time, Managing for Quality, Value Added Manufacturing, Quality Analysis and Control</p>	<p style="text-align: right;">Lectures-04</p> <p>Introduction to Production and Operations Management, Development of Operational Strategies for Competitive Advantage, Difference between manufacturing and service operations.</p> <p>Unit II Planning the Conversion System</p> <p style="text-align: right;">Lectures-08</p> <p>Demand Forecasting, Designing Product, Services and Processes, Facility Location, Facility Layout</p> <p>Unit III Organising the Conversion System</p> <p style="text-align: right;">Lectures-08</p> <p>Job Design, Work Measurement, Work Study, Method Study, Monte Carlo Simulation Techniques</p> <p>Unit IV Controlling the Conversion System</p> <p style="text-align: right;">Lectures-12</p> <p>Production Planning and Control, Inventory Control with Lead Time and EOQ Analysis, Networking Techniques- CPM, PERT, Drawing a network, Calculating EST,LFT and Floats, Difference between PERT & CPM</p> <p>Unit V Managing for World Class Competition</p> <p style="text-align: right;">Lectures-08</p> <p>Just in Time, Managing for Quality, Value Added Manufacturing, Quality Analysis and Control</p>	
MBA 205:	<p style="text-align: center;">Business Research Methods</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Business Research Meaning, Objective and Types</p>	<p style="text-align: center;">Marketing Research</p> <p>Unit I Introduction to Business Research</p> <p style="text-align: right;">Lectures-08</p> <p>Meaning, Objective and Types</p>		

	<p>of Research; Research and Scientific Methods; Defining of Research Problem; The Research Process: an overview.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit II Research Proposal and Research Design</p> <p>Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design : Exploratory research studies, Descriptive Research studies and Experimental research studies;</p> <p>Qualitative Research: Process and Methodologies.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit III Sampling Techniques & Hypothesis Testing</p> <p>Meaning and need of sample, Steps in sample designs, Different types of sample design.</p> <p>One sample test: z test, t test and Chi square test.</p> <p>Two sample test: z test, t test and Chi square test.</p> <p>Analysis of Variance (ANOVA)</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Data Collection</p> <p>Primary and Secondary data, Methods of collection of primary data : observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Report Writing and Presentation</p> <p>Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report:</p>	<p>of Research; Research and Scientific Methods; Defining of Research Problem; The Research Process: an overview.</p> <p>Unit II Research Proposal and Research Design</p> <p style="text-align: center;">Lectures-08</p> <p>Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;</p> <p>Qualitative Research: Process and Methodologies.</p> <p>Unit III Sampling Techniques & Hypothesis Testing</p> <p style="text-align: center;">Lectures-08</p> <p>Meaning and need of sample, Steps in sample designs, Different types of sample design. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test. Analysis of Variance (ANOVA)</p> <p>Unit IV Data Collection</p> <p style="text-align: center;">Lectures-08</p> <p>Primary and Secondary data, Methods of collection of primary data : observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.</p> <p>Unit V Report Writing and Presentation</p> <p style="text-align: center;">Lectures-08</p>	
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		Communication dimensions.	Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.	
MBA 206:	<p align="center">Human Resource Management</p> <p align="center">Lectures-07</p> <p>Unit I Impression of HRM and Procurement of HR</p> <p>Evolution of HRM, Concept, Nature, Importance of HRM, Changing Environment and HRM , Functions of HRM, Concept, Process and Importance of HRP, Job Analysis and Design, Recruitment, Selection, Induction & Placement, Psychometric Test, Interview Techniques, Internal Mobility of HR .</p> <p align="center">Lectures-07</p> <p>Unit II Development of HR</p> <p>Meaning and Need of Training and Development, Training Process, Methods of Training and Development, Designing Training Programs, Evaluation of Training Program.</p> <p align="center">Lectures-07</p> <p>Unit III Performance and Compensation Management</p> <p>Performance Management Concepts, performance appraisal- concept and process Potential Assessment, Concept of Job Evaluation, Employee Compensation- purpose and important components, Performance Linked Pay.</p> <p align="center">Lectures-07</p> <p>Unit IV Integration of HR</p> <p>Empowering employees, Worker's Participation in Management- importance, techniques of workers participation in management, principles and procedure of</p>	<p align="center">Human Resource Management</p> <p align="center">Lectures-07</p> <p>Unit I Impression of HRM and Procurement of HR</p> <p>Evolution of HRM, Concept, Nature, Importance of HRM, Changing Environment and HRM , Functions of HRM, Concept, Process and Importance of HRP, Job Analysis and Design, Recruitment, Selection, Induction & Placement, Psychometric Test, Interview Techniques, Internal Mobility of HR .</p> <p align="center">Lectures-07</p> <p>Unit II Development of HR</p> <p>Meaning and Need of Training and Development, Training Process, Methods of Training and Development, Designing Training Programs, Evaluation of Training Program.</p> <p align="center">Lectures-07</p> <p>Unit III Performance and Compensation Management</p> <p>Performance Management Concepts, performance appraisal- concept and process Potential Assessment, Concept of Job Evaluation, Employee Compensation- purpose and important components, Performance Linked Pay.</p> <p align="center">Lectures-07</p> <p>Unit IV Integration of HR</p> <p>Empowering employees, Worker's Participation in Management- importance, techniques of workers participation in management, principles and procedure of</p>		

		<p>Collective Bargaining, Concept of Employee Counseling.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Maintenance of HR and Employment Relation</p> <p>Industrial dispute management- nature, settlement of disputes, discipline and grievance management, Concept of Employment Relations, Statutory and Non- Statutory Provision for Employee Health and Safety.</p>	<p>Collective Bargaining, Concept of Employee Counseling.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Maintenance of HR and Employment Relation</p> <p>Industrial dispute management- nature, settlement of disputes, discipline and grievance management, Concept of Employment Relations, Statutory and Non- Statutory Provision for Employee Health and Safety.</p>	
MBA 207:	<p>Managerial Information System</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Information Technology and Systems Concept</p> <ol style="list-style-type: none"> 1. Information & System Concepts- Introduction – information, data, System: Types, Decomposition, Integration, Elements of a System. MIS: Definition, Nature, Scope, Characteristics, Structure of MIS, Contemporary approaches to Information systems- Technical, Behavioral approach, Socio-Technical systems. 2. Business Process And Information Systems-Types Of Information Systems- Systems: Functional Perspective- Constituency Perspective. 	<p style="text-align: center;">MBA 207: Entrepreneurship</p> <p>Unit I Entrepreneur & Opportunity Recognition</p> <p style="text-align: right;">Lectures-08</p> <p>Entrepreneur, characteristics, functions, types, Intrapreneur – an emerging class, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Self – assessment, Motivations to start a business, The Entrepreneur Personality, entrepreneurial culture, stages in entrepreneurial process, Alternative Competitive Entry Wedges.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit II Writing Business Plan</p> <p>Feasibility study, Product selection - Form of Ownership - Licensing etc., project Identification - Meaning, Significance - contents and formulation of a project report - planning commission guidelines, Developing business plan, Business plan appraisal</p> <p style="text-align: right;">Lectures-08</p> <p>Unit III Start-Up Factors</p> <p>Entry barriers and firm positioning, Comparison of a large and small start-up, (Technology absorption), Institutional support to entrepreneurship Development(networking with</p>	New course	

		<p style="text-align: center;">Unit II MIS Planning-I</p> <ol style="list-style-type: none"> 1. Information systems organization and strategy- Information systems impact on Business firms-economic, organizational and behavioral, Porter's competitive forces model, 2. IT Infrastructure- Definition, Evolution, Technology Drivers, Infrastructure Components, Hardware Platforms, Software Platforms, Consulting And System Integration Services, Software outsourcing. 3. Telecommunication- Networking, Communication Networks, Types of Networking, Internet. 4. Storage and retrieval of Data- Traditional file environment, Database approach, Data warehouse, Data mining, Data Mart, Managing data resources. <p style="text-align: center;">Unit III MIS Planning-II</p> <ol style="list-style-type: none"> 1. Development Of MIS- Process Of MIS Development, Ascertainig The 	<p style="text-align: right;">Industries and Institutions) Lectures-06</p> <p>Unit IV Stages of Growth in Entrepreneurial Ventures</p> <p>Stages of growth model, Business crisis, Barriers to small firms, growth Factors in continued entrepreneurship in small firms.</p> <p style="text-align: right;">Lectures-10</p> <p>Unit V Entrepreneurship</p> <p>Family business-Importance, Changing face of family business, Replacing the founder, Family business and multiple levels of conflict, Succession in family business, Pitfalls of the family business. Women& minority entrepreneurs, International entrepreneurship, Rural Entrepreneurship, Make in India, Startup India, Standup India</p>	
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Class Of Information, Determining The Information Requirement, Development And Implementation Of MIS, Management Of Information Quality In The MIS.

2. **Building and Managing Systems-** System Development And Organizational Change, BPR Process Improvement, Total Quality Management. Six Sigma, Overview Of Systems Development, SDLC, Alternative Systems Building Approach, Rapid Application Development.

3. **Planning for Information Systems:** Identification of Applications, Method of Identifying Applications and Risks, Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

Unit IV MIS-security and effectiveness

1. **Information Security Management-** information security threats, security policy and

enforcement, standard management and global practices, security access control systems and technologies, risk management framework.

2. **Information Systems For Business Effectiveness**-The Impact Of Information Systems On Organizational Performance, Business Effectiveness As A Function Of Cost, Value, Performance And Competitive Positioning.
3. **Implementation of Information systems**- Delone and Mclean model, Seddon model, organization transformation model, Critical Success Factors of IS Implementation.

Lectures-07

Unit V MIS-emerging Trends

1. **Enterprise Resource systems**-enterprise systems-software, business value of enterprise systems, supply chain management systems, Customer relationship management systems.
2. **Intelligent Information systems**- business analytics, Business intelligence, Intelligence architecture, tools, user groups, Potential Industry application area, Verification v/s Discovery.
3. **Ethical and social issues in MIS**-ethical and social issues related to systems, responsibility,

		<p>accountability, and Liability, Ethical Analysis, Professional code of conduct, Moral dimensions of Information systems- Privacy, Intellectual property rights, system quality, quality of life.</p>	
MBA 208A:	<p>International Business Management</p> <p>Lectures-07</p> <p>Unit I Conceptual Framework of International Business</p> <p>Introduction to International Business: Nature of International Business and Economic Interdependence, Drivers of International Business, Theories of International Trade</p> <p>Lectures-07</p> <p>Unit II World Economy and International Business Environment</p> <p>Technological Environment of Business, Legal Environment and International Business Tariffs and Non-Tariff Measures,</p> <p>Corporate Organizational Structure of Multi-National Corporations, Nature, Role and Goals of Multi-National Corporations,</p> <p>International Financial Flows: Types, Components and Trends Including FDI and Mergers and Acquisitions.</p> <p>Lectures-07</p> <p>Unit III Globalization and Global Realities</p> <p>Privatization and Liberalization, Fundamentals and Facets of Globalization, Process of Globalization and Governing Factors, Import of Globalization across Regions, Routes of Globalization, Mode of entry in foreign markets</p> <p>Lectures-07</p>	<p>MBA208: INDIAN ETHOS AND BUSINESS ETHICS</p> <p>Unit I Indian Ethos and Values</p> <p>Lecture – 5</p> <p>Indian Ethos: Concept, Need, purpose & relevance of Indian Ethos; Model of management in the Indian socio-political environment, Indian work ethos; Values for managers, relevance of values in management, secular vs. spiritual values in management, need for values in global change- Indian perspective</p> <p>Unit II Indian Ethos in Management</p> <p>Lecture – 7</p> <p>Management Lessons from Vedas, Mahabharata, Panchtantra, Kautilya’s Arthashastra, Discussion Examples and Models from the above texts Relevance of Bhagvad Gita: Doctrine of Karma i.e. Nishkama Karmayoga; Guna Theory (SRT i.e. Sat, Raj & Tam Model), Theory of Sanskaras, Life Goals or Purusharthas, Bhagvad Gita & Self Management.</p> <p>Unit III Introduction to Business Ethics</p> <p>Lecture – 5</p> <p>Concept of Ethics and Business Ethics, Importance, Causal chains in business ethics, Ethical Dilemma, Ethical Relativism,</p>	New Course Introduced

	<p>Unit IV International Economic and Financial Institutions</p> <p>Conceptual Framework of Economic integration. WTO Framework, Organizational Structure, Basic, Critical Issues and Dispute Settlement Mechanism. Bilateral and Regional Trading Agreements and WTO Framework. Role and Schemes of IMF and IBRD Role of UNCTAD and Developing Countries</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Social Responsibility and Ethical Issues</p> <p>Social Responsibility of Business : Origin and Growth, Need for Social Responsibility, Barriers to Social Responsibility, Corporate Accountability, International Business and Ethics, National Differences in Ethics and Social Responsibility</p>	<p>Ethical Gap and factors affecting business ethics</p> <p>Unit IV Professional Ethics</p> <p style="text-align: right;">Lecture</p> <p>- 4</p> <p>Ethics & Religion; HRM & Ethics; Creating Work committed cultures in Organizations; Quality of Work Life; Ethical Decision Making.</p> <p>Unit V Ethics in Management</p> <p style="text-align: right;">Lecture – 4</p> <p>Ethics & Environment; Ethics of Advertising and Investment Decisions; Social Responsibility, Sustainable Development, Trusteeship concept of Mahatma Gandhi, Indian Vs western Management Contemporary issues in Management.</p>	
<p>MBA 208B:</p>	<p style="text-align: center;">Business Ethics</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Ethics</p> <p>Ethics, culture and values, Moral Behavior, Characteristics of Moral Standards, Indian ethos and value systems- Non – Violence, Cooperation, Simple Living high Thinking, Rights and Duties</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Business Ethics</p> <p>Ethics in Business - Meaning and Definition, Nature of Ethics; Importance & Factors influencing Business ethics; Work Ethics, Ethical abuses, Ethical decision-making process, Utilitarianism, Trusteeship</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Management of Ethics</p> <p>Ethics in practice - professional ethics for managers; resolving Ethical Dilemma, Comparative ethical behaviour of</p>	<p style="text-align: center;">MBA209: Managerial Skills for Effectiveness - II</p> <p>Unit I- Decision-Making Skills:</p> <p style="text-align: right;">Lecture: 5</p> <p>Concept of decision making; decision making process; challenges in the process of decision making process.</p> <p>Unit II- Managing Conflicts:</p> <p style="text-align: right;">Lecture: 5</p> <p>Concept; Functional and dysfunctional conflicts; Levels of conflicts; Conflicts management techniques.</p> <p>Unit III- Delegation skills:</p> <p style="text-align: right;">Lecture: 4</p> <p>Concept; Process of delegation; Factors effecting successful delegation.</p> <p>Unit IV- Leadership skills:</p>	<p style="text-align: center;">New Course Introduced</p>

	<p>managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit 1V Ethics and Organization</p> <p>The rational organization, employees' obligation to the firm, firms duties to the employees, current ethical issues in organization-Corporate Governance and Ethics</p> <p>Ethical issues and corporate social responsibility: Concept of Corporate Social Responsibility (CSR), Stakeholders Perspective; Ethical issues - Environmental Protection, Fair Trade Practices, Safeguarding Health and well being of Customers</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Application of Business Ethics</p> <p>Marketing Ethics; Bluffing in Indian Marketing Practices; Ethical Issues in Advertisements; Subliminal Advertisements: The Indian Way; Ethics in Finance: Ethics in Tax Planning and Financial Statements; Speculation and Insider Trading; Ethics in Information Technology and Systems Usage</p>	<p style="text-align: right;">Lecture: 5</p> <p>Concept; Qualities of a good leader; Leadership styles, process of developing a leader.</p> <p>Unit V- Team Management Skills:</p> <p style="text-align: right;">Lecture: 6</p> <p>Concept; Understanding group formation; Team effectiveness assessment; Team management techniques.</p>	
<p>MBA 301:</p>	<p style="text-align: center;">Strategic Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Strategic Management</p> <p>Components of Strategic Management: Vision, Mission, Objectives, Policies & Plans, External Environment, Levels of Strategy: Corporate Level, Business Level, Functional, Strategic Management Process, Resource-Based Model & Industrial - Organizational Model</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Analyzing the Environment</p> <p>Analyzing the External Environment: Porter's 5- Forces Model, PESTEL,</p>	<p style="text-align: center;">MBA 301: Strategic Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Strategic Management</p> <p>Components of Strategic Management: Vision, Mission, Objectives, Policies & Plans, External Environment, Levels of Strategy: Corporate Level, Business Level, Functional, Strategic Management Process, Resource-Based Model & Industrial - Organizational Model</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Analyzing the Environment</p> <p>Analyzing the External Environment: Porter's 5- Forces Model, PESTEL,</p>	

		<p>Analyzing the Internal Environment: Resources, Capabilities & Core Competencies, Value-Chain Analysis, SWOT</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Strategy Formulation</p> <p>Business Level Strategy: Cost Leadership, Differentiation & Focus Strategy, Formulating Long-Term Objectives: Grand Strategies</p> <p>Corporate Combinations: Joint Ventures, Strategies Alliances, Consortia, Keiretsus & Chaebols</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Strategic Analysis and Choice</p> <p>Strategic Analysis at Corporate Level: BCG Matrix, GE Nine Cell Planning Grid, Strategic Analysis at Business Unit Level: SWOT, Leader Vs Runner-Up, Offensive Vs Defensive, Stability, Low-Cost, Leadership, Product Differentiation, Niche Strategy, Seeking Sustained Competitive Advantage</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Principal of Competitive Advantage</p> <p>Value Chain & Competitive Scope, Value Chain & Generic Strategies</p>	<p>Analyzing the Internal Environment: Resources, Capabilities & Core Competencies, Value-Chain Analysis, SWOT</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Strategy Formulation</p> <p>Business Level Strategy: Cost Leadership, Differentiation & Focus Strategy, Formulating Long-Term Objectives: Grand Strategies</p> <p>Corporate Combinations: Joint Ventures, Strategies Alliances, Consortia, Keiretsus & Chaebols</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Strategic Analysis and Choice</p> <p>Strategic Analysis at Corporate Level: BCG Matrix, GE Nine Cell Planning Grid, Strategic Analysis at Business Unit Level: SWOT, Leader Vs Runner-Up, Offensive Vs Defensive, Stability, Low-Cost, Leadership, Product Differentiation, Niche Strategy, Seeking Sustained Competitive Advantage</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Principal of Competitive Advantage</p> <p>Value Chain & Competitive Scope, Value Chain & Generic Strategies</p>	
MBA 302:	<p style="text-align: center;">Consumer Behavior</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction and Overview of Consumer Behavior</p> <p>Definition of Consumer Behavior, Consumer Behavior & Marketing strategy, Nature of Consumer Behavior, Consumer Market Demographics, Consumer Research.</p>	<p style="text-align: center;">Consumer Behavior</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction and Overview of Consumer Behavior</p> <p>Definition of Consumer Behavior, Consumer Behavior & Marketing strategy, Nature of Consumer Behavior, Consumer Market Demographics, Consumer Research.</p>		

		Lectures-07		Lectures-07	
	Unit II	<p>Consumer as Individuals</p> <p><i>Consumer Motivation:</i> Types of Consumer Needs, Maslow's Hierarchy of needs, Motivational Conflict & need priorities. Motivating consumers.</p> <p><i>Personality & Consumer Behavior:</i> Personality Theories, Use of personality in marketing practice. Communicating Brand Personality.</p> <p><i>Consumer Perception:</i> Nature of Perception, Perception and Marketing Strategy.</p> <p><i>Consumer Learning:</i> Nature of Consumer Learning, Learning Theories.</p> <p><i>Consumer Attitude:</i> Attitude components, Attitude change Strategies, communication characteristics that influence attitude formation and change.</p> <p><i>Communication & Consumer Behavior</i></p>	Unit II	<p>Consumer as Individuals</p> <p><i>Consumer Motivation:</i> Types of Consumer Needs, Maslow's Hierarchy of needs, Motivational Conflict & need priorities. Motivating consumers.</p> <p><i>Personality & Consumer Behavior:</i> Personality Theories, Use of personality in marketing practice. Communicating Brand Personality.</p> <p><i>Consumer Perception:</i> Nature of Perception, Perception and Marketing Strategy.</p> <p><i>Consumer Learning:</i> Nature of Consumer Learning, Learning Theories.</p> <p><i>Consumer Attitude:</i> Attitude components, Attitude change Strategies, communication characteristics that influence attitude formation and change.</p> <p><i>Communication & Consumer Behavior</i></p>	
		Lectures-07		Lectures-07	
	Unit III Settings	<p>Consumer in Social & Cultural</p> <p>Reference Groups & Family Influences on Consumer Behavior, Consumer Socialization, Impact of Culture, Subculture & Cross Cultural Factors on Consumer Behavior.</p>	Unit III Settings	<p>Consumer in Social & Cultural</p> <p>Reference Groups & Family Influences on Consumer Behavior, Consumer Socialization, Impact of Culture, Subculture & Cross Cultural Factors on Consumer Behavior.</p>	
		Lectures-07		Lectures-07	
	Unit IV Process	<p>Consumer Decision Making</p> <p>Views of Consumer Decision Making, Buying Process & Decisions, Purchase Process & Post Purchase Behavior, Models of Consumer Behavior.</p>	Unit IV Process	<p>Consumer Decision Making</p> <p>Views of Consumer Decision Making, Buying Process & Decisions, Purchase Process & Post Purchase Behavior, Models of Consumer Behavior.</p>	
		Lectures-07		Lectures-07	

	<p>Unit V Behavior</p> <p>Organizational Buying</p> <p>Introduction to Organizational Buying Behavior, Organizational Purchase Process, Organizational Culture, External and Internal factors influencing Organizational culture.</p>	<p>Unit V Behavior</p> <p>Organizational Buying</p> <p>Introduction to Organizational Buying Behavior, Organizational Purchase Process, Organizational Culture, External and Internal factors influencing Organizational culture.</p>	
MBA 303:	<p>Summer Internship</p> <p>Each student shall undergo practical training of eight-ten weeks during the vacations after second semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Dean/Director of the Institution within two weeks of the commencement of the third Semester. The Summer Training shall Carry 150 marks. The evaluation would be based on the project report, presentation and viva-voce.</p>	<p>Summer Internship</p> <p>Each student shall undergo practical training of eight-ten weeks during the vacations after second semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Dean/Director of the Institution within two weeks of the commencement of the third Semester. The Summer Training shall Carry 150 marks. The evaluation would be based on the project report, presentation and viva-voce.</p>	
MBA HR-304:	<p>Training & Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Training Concept</p> <p>Definition, Need for Training, Importance of Training, Objectives of Training, Concepts of Education, Training and Development, Overview of Training Functions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Learning</p> <p>Principles of Learning, Theories of Learning, Reinforcement Theory, Social Learning Theory, Pedagogy and Andragogy.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Process of Training</p> <p>Training design process,</p>	<p>Training & Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction to Training Concept</p> <p>Definition, Need for Training, Importance of Training, Objectives of Training, Concepts of Education, Training and Development, Overview of Training Functions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Learning</p> <p>Principles of Learning, Theories of Learning, Reinforcement Theory, Social Learning Theory, Pedagogy and Andragogy.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Process of Training</p> <p>Training design process,</p>	

		<p>Assessment of Training Needs, Criteria for Identifying Training Needs, Methods and Process of Needs Assessment. Concept of Job Competency.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Implementation and Evaluation of Training Program</p> <p>Role and skills of Trainer, Methods and Techniques of Training: on-the-job and off-the-job.</p> <p>Kirkpatrick Model of Evaluation, pre-test, post-test, Cost-Benefit Analysis, ROI of Training.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Technology in Training</p> <p>CBT, Multimedia Training, E-Learning/Online Learning, Distance Learning</p>	<p>Assessment of Training Needs, Criteria for Identifying Training Needs, Methods and Process of Needs Assessment. Concept of Job Competency.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Implementation and Evaluation of Training Program</p> <p>Role and skills of Trainer, Methods and Techniques of Training: on-the-job and off-the-job.</p> <p>Kirkpatrick Model of Evaluation, pre-test, post-test, Cost-Benefit Analysis, ROI of Training.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Technology in Training</p> <p>CBT, Multimedia Training, E-Learning/Online Learning, Distance Learning</p>	
MBA HR-305:	<p style="text-align: center;">Performance Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Performance Management</p> <p>Hostility to traditional Appraisals, Performance Appraisal to Performance Management, Performance Management Objectives, Scope of PFM, PFM Model and elements of Effective Performance Management.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Performance Management System</p> <p>Concept of Performance Management System, Prerequisites for Effective Performance Management, Elements and Characteristics of Performance Management System.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Performance Planning and Managing</p> <p>Concept, Need and Importance of Performance Planning, Goal Setting, Performance Planning Process, Performance</p>	<p style="text-align: center;">Performance Management</p> <p>Unit I Performance Management</p> <p style="text-align: right;">Lectures-07</p> <p>Hostility to traditional Appraisals, Performance Appraisal to Performance Management, Performance Management Objectives, Scope of PFM, PFM Model and elements of Effective Performance Management.</p> <p>Unit II Performance Management System</p> <p style="text-align: right;">Lectures-07</p> <p>Concept of Performance Management System, Prerequisites for Effective Performance Management, Elements and Characteristics of Performance Management System, Model of performance management system, Objectives and Functions PFM.</p> <p>Unit III Performance Planning and Managing</p> <p style="text-align: right;">Lectures-07</p> <p>Concept, Need and</p>		

		<p>Managing – Objectives and Importance, Performance Management Process, Performance Measurement.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Performance Appraisal and Competency</p> <p>Performance Appraisal – objectives and importance, Process of performance appraisal, Traditional and Modern Methods of Performance Appraisal, Uses of Performance Appraisal, Rating errors. Competency Mapping - meaning, Methods of Competence Mapping,</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Performance Management – Role of HR, Linkage to Rewards</p> <p>Potential Appraisals, Role of Feed Back in Performance Management, Linking Performance Management to Rewards and Recognitions, Performance Management – Role of HR professionals.</p>	<p>Importance of Performance Planning, Goal Setting, Performance Planning Process, Performance Managing – Objectives and Importance, Performance Management Process, Performance Measurement.</p> <p>Unit IV Performance Appraisal and Competency</p> <p style="text-align: center;">Lectures-07</p> <p>Performance Appraisal – objectives and importance, Process of performance appraisal, Traditional and Modern Methods of Performance Appraisal, Uses of Performance Appraisal, Rating errors. Competency Mapping - meaning, Methods of Competence Mapping, Competency Mapping and its linkage to Performance Planning, Competency based HR.</p> <p>Unit V Performance Management – Role of HR, Linkage to Rewards</p> <p style="text-align: center;">Lectures-07</p> <p>Potential Appraisals, Role of Feed Back in Performance Management, Linking Performance Management to Rewards and Recognitions, Performance Management – Role of HR professionals.</p>	
MBA HR-306:	<p>Organizational Change & Development</p> <p>Unit I Making Sense of Organizational Change</p> <p>Understanding the changing environment , concept of change and its nature</p> <p>Importance and Process of Organizational Change, Change Forces, Change Models, Types of Organizational Change</p> <p style="text-align: center;">Lectures-07</p> <p>Unit II Change Consideration</p> <p>Change Consideration, Resistance to Change,</p>	<p>Organizational Change & Development</p> <p>Unit I Making Sense of Organizational Change</p> <p>Understanding the changing environment , concept of change and its nature</p> <p>Importance and Process of Organizational Change, Change Forces, Change Models, Types of Organizational Change</p> <p style="text-align: center;">Lectures-07</p> <p>Unit II Change Consideration</p> <p>Change Consideration, Resistance to Change,</p>		

		<p>Managing Resistance to Change, Managing Organizational Change</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Leadership for Organizational Change and Development</p> <p>Concept of Leadership, Leadership Styles, Traits motives and characteristics of leadership, Transformational Vs Transactional Leadership, Cross Cultural & Gender issues in Leadership, Selecting best leadership style for Organizational Change and Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Making Sense of Organizational Development</p> <p>Definition and Historical overview of Organization development</p> <p>Principles of Organizational Development, Managing the Organizational Development process, Action research and OD, Human Resource and Organizational Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Intervention for Organizational Development</p> <p>Intervention for Organizational Development ,Human Process Interventions (Group and Individual Human Relations), Techno Structural Interventions (Structures, Technologies, Positions, etc.), Human Resource Management Interventions (Individual and Group Performance Management) Strategic Interventions (Organization and Its External Environment)</p>	<p>Managing Resistance to Change, Managing Organizational Change</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Leadership for Organizational Change and Development</p> <p>Concept of Leadership, Leadership Styles, Traits motives and characteristics of leadership, Transformational Vs Transactional Leadership, Cross Cultural & Gender issues in Leadership, Selecting best leadership style for Organizational Change and Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Making Sense of Organizational Development</p> <p>Definition and Historical overview of Organization development</p> <p>Principles of Organizational Development, Managing the Organizational Development process, Action research and OD, Human Resource and Organizational Development</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Intervention for Organizational Development</p> <p>Intervention for Organizational Development ,Human Process Interventions (Group and Individual Human Relations), Techno Structural Interventions (Structures, Technologies, Positions, etc.), Human Resource Management Interventions (Individual and Group Performance Management) Strategic Interventions (Organization and Its External Environment)</p>	
MBA HR-307:	Manpower Planning & Control	Manpower Planning & Control	Manpower Planning & Control	
	Lectures-07	Lectures-07	Lectures-07	
	Unit I HR Planning and Corporate	Unit I HR Planning and Corporate	Unit I HR Planning and Corporate	

		<p>Strategic HR Planning Process, Employees as Resources, Linking HR Process to Strategy, Involvement in Strategic Planning Process, Strategic HR Planning Model, Staffing System.</p> <p style="text-align: right;">Lectures-07</p> <p>.Unit II Job</p> <p>Meaning and Definition, Purpose, Uses of Job Analysis, Process of Job Analysis, Methods of Job Analysis, Quantitative Job Analysis Techniques, Job Design</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III HR Forecasting</p> <p>Forecasting Process, Forecasting Manpower Needs - Demand Forecasting Techniques - Delphi & Nominal Group Technique, Projecting Future Talent Supply - Inventorying Available Talent - Staffing Tables, HRIS, Forecasting Staffing Requirements, Scenario Forecasting, and HR Budget.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Career Planning and Succession Management</p> <p>Definitions, Concepts, Stages of Career Development and Organizational HR Policies, Career Anchors, Career Planning Process, Succession Management – Planning and Challenges, Replacement Analysis, Management Development Programs, Objectives of MDP's, Management Development Methods - Job Rotation, Auditing MDP's,</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Emerging Trends and Issues in MPP</p> <p>New HR Roles and Competencies, HR as Strategic Partner, HR and Six</p>	<p>Strategic HR Planning Process, Employees as Resources, Linking HR Process to Strategy, Involvement in Strategic Planning Process, Strategic HR Planning Model, Staffing System.</p> <p style="text-align: right;">Lectures-07</p> <p>.Unit II Job</p> <p>Meaning and Definition, Purpose, Uses of Job Analysis, Process of Job Analysis, Methods of Job Analysis, Quantitative Job Analysis Techniques, Job Design</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III HR Forecasting</p> <p>Forecasting Process, Forecasting Manpower Needs - Demand Forecasting Techniques - Delphi & Nominal Group Technique, Projecting Future Talent Supply - Inventorying Available Talent - Staffing Tables, HRIS, Forecasting Staffing Requirements, Scenario Forecasting, and HR Budget.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Career Planning and Succession Management</p> <p>Definitions, Concepts, Stages of Career Development and Organizational HR Policies, Career Anchors, Career Planning Process, Succession Management – Planning and Challenges, Replacement Analysis, Management Development Programs, Objectives of MDP's, Management Development Methods - Job Rotation, Auditing MDP's,</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Emerging Trends and Issues in MPP</p> <p>New HR Roles and Competencies, HR as Strategic Partner, HR and Six</p>	
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MBA HR 308	Conflict Resolution & Negotiation	<p style="text-align: right;">Lectures-07</p> <p>UNIT I Introduction to Conflict: Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict – Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT II Conflict Management Conflict management process, conflict trends, conflict distribution, mapping and tracking; Conflict handling intentions, managerial approaches to conflict-resolving conflicts with difficult subordinates & boss, resolving team conflict, resolving organizational conflict, effective listening and dialogue skills, power and influence; Conflict and Organisational Culture</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT III Conflict resolution and Cost Conflict resolution models - framework model, classical ideas, new developments in conflict resolution; Environmental conflict resolution, gender and conflict resolution; Assessing the cost of workplace conflict</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT IV Fundamentals of Negotiation Fundamentals of Negotiation: Nature of negotiation, Dimensions of Negotiation, Structure, norms & values, Strategy & planning- factors for successful negotiations, essential skills for negotiation;; psychological advantage of negotiations</p> <p style="text-align: right;">Lectures-07</p>		Number of specialization reduced in 2018

		<p>UNIT V Negotiation Processes</p> <p>Negotiation Processes: Techniques of Negotiation - Integrative bargaining- Targets and aspirations- Contingent contracts – Trust and relationships; Ethics in negotiation, Agreement</p>		
MBA FM-304	<p>Financial Strategic Decision</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Strategic Financial Management</p> <p>Meaning and concept of Strategic Decisions, Strategy and Strategist, The ‘Nine References’ for Strategic Financial Management, Strategic investigation of Growth or Profit.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Financial System in INDIA:</p> <p>Nature and Role of Money, Functions and Types of Money, Importance of Money, Demand and Supply of Money:</p> <p>Nature and Concept of Interest, Main Types of interest in the Market,</p> <p>Inflation: Meaning and concept, Effects on Financial System of India, Controlling Factors of Inflation.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Financial Markets: Money Market & its Instruments:</p> <p>Introduction to Money Market: Concept, Features, Objectives, Importance and Composition,</p> <p>Money Market Instruments: Call Money, Treasury Bill, Commercial Paper, Certificate of Deposits,</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Concept of Strategic Decision</p> <p>Valuation of Strategic Options- Valuation of Exchange Rate Mechanism, Strategic Decision Regarding Factoring: Recourse and Non-</p>	<p>MBA FM 304: Investment Analysis and Portfolio Management</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT –I Introduction of Investment & Securities</p> <p><i>Investment:</i> Concept of investment-investment objectives, Investment Process, Investment Policy. <i>Security analysis:</i> Bond Return & Valuation: Bond Basics, Bond Return, Yield to Maturity. <i>Listing of Securities:</i> Concept, Merits, & Demerits, Qualification for Listing, Listing of Right Shares, High Powered Committee Report, Recent Development.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-II FUNDAMENTAL ANALYSIS</p> <p>Economic Analysis, Economic Vs Industry & Economic Vs Company Analysis: Earnings of Company, Financial Analysis, Growth in Earnings.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-III Technical Analysis</p> <p>Tenents of Technical Analysis, Theories of Technical Analysis: Dow Jones theory, Elliott Wave theory, Charts & Trend Lines. <i>Efficient Market Hypothesis:</i> Random Walk theory, M.M. Hypothesis, Gordon Hypothesis.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-IV Introduction to portfolio management:</p> <p><i>Portfolio:</i> Meaning of Portfolio, concept of Portfolio, Portfolio Management Process, Construction of Portfolio, and Approaches of Portfolio Construction. <i>Capital market theory:</i> Capital asset pricing model, Assumption of CAPM model, the capital Market Line, The</p>	<p>Course code changed (in 2018)</p> <p>Course name changed (in 2018)</p>	

		<p>Recourse Factoring.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Analysis of Enterprise</p> <p>Concept of Valuation: EVA, MVA, Enterprise Value.</p>	<p>security Market line & APT (Arbitrage Pricing Theory).</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-V PORTFOLIO ANALYSIS:</p> <p>Portfolio- MARCOWITZ Model: Simple Diversification, The Markowitz Model, The Sharpe Index Model: Single Index Model, Corner Portfolio Sharpe's Optimal Portfolio, Optimum portfolio with short sales.</p> <p>Portfolio Evaluation: Sharpe's Performance Index.</p>	
MBA FM – 305	<p style="text-align: center;">Security Analysis and Portfolio Management</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT –I Introduction of Investment & Securities</p> <p><i>Investment:</i> Concept of investment-investment objectives, Investment Process, Investment Policy.</p> <p><i>Security analysis:</i> Bond Return & Valuation: Bond Basics, Bond Return, Yield to Maturity.</p> <p><i>Listing of Securities:</i> Concept, Merits, & Demerits, Qualification for Listing, Listing of Right Shares, High Powered Committee Report, Recent Development.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-II FUNDAMENTAL ANALYSIS</p> <p>Economic Analysis, Economic Vs Industry & Economic Vs Company Analysis: Earnings of Company, Financial Analysis, Growth in Earnings.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT-III Technical Analysis</p> <p>Tenents of Technical Analysis, Theories of Technical Analysis: Dow Jones theory, Elliott Wave theory, Charts & Trend Lines.</p> <p><i>Efficient Market Hypothesis:</i> Random Walk theory, M.M. Hypothesis, Gordon Hypothesis.</p>	<p style="text-align: center;">MBA FM 305: Income Tax: Theory & Practice</p> <p>Course Contents</p> <p style="text-align: right;">Lectures-08</p> <p>UNIT I Sources of Income - I</p> <p>Important definitions under Income Tax Act-1961, Residential Status of Assesses and tax liability, Income from Salary- Allowances, provident fund, gratuity, leave encashment and perquisites.</p> <p style="text-align: right;">Lectures-10</p> <p>UNIT II Sources of Income - II</p> <p>Income from House Property, calculation of Annual value of house and deductions. Income from Business & Profession- various allowed and disallowed expenses. Incomes taxable under the head business and profession.</p> <p style="text-align: right;">Lectures-08</p> <p>UNIT III Sources - III</p> <p>Income from capital gains- calculation of short term and long term capital gains, various taxfree capital gains. Income from other sources</p> <p style="text-align: right;">Lectures-06</p> <p>UNIT IV Assessment of Individual & HUF</p> <p>Deemed Incomes, set-off and carry forward of losses, deductions of section 80, tax rates, computation of taxable income and tax, tax</p>	Course code changed (in 2018)	

		<p style="text-align: right;">Lectures-07</p> <p>UNIT-IV Introduction to portfolio management:</p> <p><i>Portfolio:</i> Meaning of Portfolio, concept of Portfolio, Portfolio Management Process, Construction of Portfolio, and Approaches of Portfolio Construction.</p> <p><i>Capital market theory:</i> Capital asset pricing model, Assumption of CAPM model, The capital Market Line, The security Market line & APT (Arbitrage Pricing Theory).</p>	<p>adjustment regarding agricultural income & Marginal relief.</p> <p style="text-align: right;">Lectures-08</p> <p>UNIT V Procedure of Assessment</p> <p>Types of return of income, types of assessment, deduction of tax at source, advance payment of tax.</p>	
		<p style="text-align: right;">Lectures-07</p> <p>UNIT-V PORTFOLIO ANALYSIS:</p> <p>Portfolio- MARCOWITZ Model: Simple Diversification, The Markowitz Model,</p> <p>The Sharpe Index Model: Single Index Model, Corner Portfolio Sharpe's Optimal Portfolio, Optimum portfolio with short sales.</p> <p>Portfolio Evaluation: Sharpe's Performance Index.</p>		
MBA FM – 306	<p style="text-align: center;">Income Tax : Theory & Practice</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT I Sources of Income - I</p> <p>Important definitions under Income Tax Act-1961, Residential Status, Basic knowledge of Income from Salary, Income from House Property-calculation of annual value and deductions available out of annual income.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT II Sources of Income - II</p> <p>Income from Business & Profession- various allowed and disallowed expenses. Income from capital gains-calculation of short term and</p>	<p style="text-align: center;">Management of Financial Services</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Financial System:</p> <p>Meaning and functions of financial system, financial concepts, financial assets, financial intermediaries, financial markets, financial rates of return and financial instruments.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Leasing & Hire</p> <p>Definition and steps in leasing finance, Types of lease, Advantages and disadvantages of lease, contents of lease agreement,</p>	Course Code changed	

	<p>long term capital gains, various taxfree capital gains. Income from other sources</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT III Assessment of Individual & HUF</p> <p>Deemed Incomes, set-off and carry forward of losses, deductions of section 80, tax rates, computation of taxable income and tax, tax adjustment regarding agricultural income & Marginal relief.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT IV Assessment of Co-operative societies</p> <p>Various deductions available to co-operative societies, computation of taxable income of co-operative societies, tax rates applicable to co-operative societies and calculation of tax.</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT V Assessment of Companies</p> <p>Deductions of Sec. 80, computation of taxable income of companies, Tax rates applicable to companies, various provisions related to MAT (Minimum Alternate Tax</p>	<p>Meaning and features of Hire Purchase, Difference between- Hire purchase & Credit sale, Hire purchase & installment sale, Hire purchase & lease, Bank Credit for hire purchase.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Venture Capital & Merchant Banking</p> <p>Meaning features and importance of venture Capital, Venture capital guidelines, Methods of venture financing, Suggestions for growth of venture capital. Definition and origin of merchant banking in India, services of merchant banks, problems and progress of merchant banks in India.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Mutual Funds, Housing Finance\$ Insurance Services</p> <p>Types of Mutual Funds, Schemes of Funding, National Housing Bank(NHB), Housing Financial System, Insurance: Types, Services and Products</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Other Services</p> <p>Credit cards, credit rating, bill discounting. Forfaiting, factoring- recourse and non recourse factoring.</p>	
MBA FM – 307	<p style="text-align: center;">Management of Financial Services</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Financial System:</p> <p>Meaning and functions of financial system, financial concepts, financial assets, financial intermediaries, financial markets, financial rates of return and financial instruments.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Leasing & Hire</p> <p>Definition and steps in leasing finance, Types of lease,</p>	<p style="text-align: center;">Cost and Management Audit</p> <p>Unit I Introduction of cost Audit</p> <p style="text-align: right;">Lectures-07</p> <p>Meaning & objects of cost Audit, Role & importance of cost Audit in capacity utilization, Better Labor Management, Verification & Valuation of inventories, Inter firm comparison ,Export promotion etc, Difference between Cost Audit & financial audit, Advantages of cost audit , Efficiency audit.</p>	Course Code changed

		<p>Advantages and disadvantages of lease, contents of lease agreement, Meaning and features of Hire Purchase, Difference between- Hire purchase & Credit sale, Hire purchase & installment sale, Hire purchase & lease, Bank Credit for hire purchase.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Venture Capital & Merchant Banking</p> <p>Meaning features and importance of venture Capital, Venture capital guidelines, Methods of venture financing, Suggestions for growth of venture capital. Definition and origin of merchant banking in India, services of merchant banks, problems and progress of merchant banks in India.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Mutual Funds, Housing Finance & Insurance Services</p> <p>Types of Mutual Funds, Schemes of Funding, National Housing Bank(NHB), Housing Financial System, Insurance: Types, Services and Products</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Other Services</p> <p>Credit cards, credit rating, bill discounting. Forfeiting, factoring- recourse and non recourse factoring.</p>	<p>Unit II Cost auditor</p> <p style="text-align: center;">Lectures-07</p> <p>Qualifications & Disqualifications and Qualities of cost auditor, Rights & Duties of cost auditor, Relationship between cost & Liabilities, Auditor , Financial Auditor & Statutory Auditor , Professional ethics & code of conduct of Auditor.</p> <p>Unit III Cost Audit</p> <p style="text-align: center;">Lectures-07</p> <p>Preparation & verification of cost records .Uses of statistical sampling Method for Audit ,Cost audit, Programme Form & contents of cost Audit Report, Various Annexures to the cost audit report, considerations prior to drafting the final report.</p> <p>Unit IV Introduction of Management Audit</p> <p style="text-align: center;">Lectures-07</p> <p>Meaning , Nature , Scope & Concept of Management Audit ,Recruiting & Training of Audit Staff, Difference between Management Audit & Financial Audit ,Purpose & Goal of Management Audit, Key features of Management Audit, Limiting factors and fundtions of management audit.</p> <p>Unit V Review of Policies</p> <p style="text-align: center;">Lectures-07</p> <p>Review of Internal Control , Review of Purchasing Control , Review of selling & Distribution Policies, Review of manufacturing policies. Corporate Social Audit – Social Cost & Social Benefits</p>	
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<p>MBA FM 308</p>	<p style="text-align: center;">Cost and Management Audit</p> <p>Unit I Introduction of cost Audit</p> <p style="text-align: center;">Lectures-07</p> <p>Meaning & objects of cost Audit, Role & importance of cost Audit in capacity utilization, Better Labor Management, Verification & Valuation of inventories, Inter firm comparison, Export promotion etc, Difference between Cost Audit & financial audit, Advantages of cost audit, Efficiency audit.</p> <p>Unit II Cost auditor</p> <p style="text-align: center;">Lectures-07</p> <p>Qualifications & Disqualifications and Qualities of cost auditor, Rights & Duties of cost auditor, Relationship between cost & Liabilities, Auditor, Financial Auditor & Statutory Auditor, Professional ethics & code of conduct of Auditor.</p> <p>Unit III Cost Audit</p> <p style="text-align: center;">Lectures-07</p> <p>Preparation & verification of cost records. Uses of statistical sampling Method for Audit, Cost audit, Programme Form & contents of cost Audit Report, Various Annexures to the cost audit report, considerations prior to drafting the final report.</p> <p>Unit IV Introduction of Management Audit</p> <p style="text-align: center;">Lectures-07</p> <p>Meaning, Nature, Scope & Concept of Management Audit, Recruiting & Training of Audit Staff, Difference between Management Audit & Financial Audit, Purpose & Goal of Management Audit, Key features of Management Audit, Limiting</p>	<p>Number of specialization reduced in 2018</p>	
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		<p>factors and fundtions of management audit.</p> <p>Unit V Review of Policies</p> <p>Lectures-07</p> <p>Review of Internal Control , Review of Purchasing Control , Review of selling & Distribution Policies, Review of manufacturing policies. Corporate Social Audit – Social Cost & Social Benefits</p>		
MBA MKT-304	<p>Advertising Management</p> <p>Lectures-07</p> <p>UNIT 1 Introduction</p> <p>Meaning of Advertising – Roles and functions of Advertising . Advertising as a Business Process, The Key Players, Communication Objectives, Communication Process, Marketing Communication Mix, Integrated Marketing Communication Brief history of Advertising in India.</p> <p>UNIT II Advertising and Society and Target Audience</p> <p>Social, Ethical and regulatory aspects of Advertising, Advertising Ethics and Social Responsibilities – Criticism And Regulation. Market Segmentation, Targeting , Positioning and Matching products to Market Advertising Communication. The Buying Decision Process</p>	<p>MBA MKT 304: Retail and Distribution Management</p> <p>Lectures -07</p> <p>Unit-I Introduction to Retail & Distribution Mgmt</p> <p>Marketing Channels: Definition & Importance, Functions of Marketing Channels, Channel Levels; Wholesaling: Concept, Importance, Functions, Retailing: Nature and Scope, Formats & types.</p> <p>Lectures - 07</p> <p>Unit-II Location and Layout</p> <p>Achieving competitive advantage and positioning through Retail store location and layout, Site evaluation and selection - Store design and layout, Exterior store design elements and Interior store design elements, Atmospheric.</p> <p>Lectures - 07</p> <p>Unit-III Merchandise Management</p> <p>Merchandising : Concept, Importance, Functions, Steps in merchandising planning – Category management : Definition and process – Introduction to Private label brands, Merchandise sourcing</p> <p>Lectures - 07</p> <p>Unit-IV Retail Promotion and Pricing</p> <p>Shopping Process and shopping Behavior, Factors affecting Pricing Decisions,</p>	<p>Course Code changed</p> <p>Name changed</p>	

		<p>UNIT III Advertising Planning and role of advertising Agencies</p> <p>Advertising Planning Process-- Developing Advertising plan, Campaign plan, Role of advertising Managers, Functions and Selection of Advertising agencies, Client Agency Relationship, Agency Compensation.</p> <p>UNIT IV Preparing the Message and Creative Strategy</p> <p>Creative Strategy and Creative Execution in Advertising: Message Objectives, Facets of Creative Strategy, Planning and Managing Creative Strategy: Preparing a Creative Brief, Creative Execution Elements, Use of Celebrity Endorsement positions,</p> <p><i>Copywriting and Actual Production of Advertisement:</i> Creative Copy writing-Writing copy for Print, Radio, TV Ads, Production in Print Advertising and TV advertising</p>	<p>Price Setting, Retail Promotion mix, Point of Purchase Communication, Role of Packaging</p> <p>Lectures - 07</p> <p>Unit-V Supply Chain Management</p> <p>Introduction to Logistics and Supply Chain Management : Concept-significance, Focus Areas, Key Logistics Activities, Technology in Logistics and SCM : Barcoding – RFID – Electronic payment systems</p>	
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		<p>UNIT V Media Management</p> <p>Media Planning Process - Setting Media Objectives: Impression, Reach & Frequency, Understanding media strategies in terms of Target audience, the Media mix and Scheduling. Evaluation of advertising effectiveness: The advertising testing process: Pretesting and posttesting tools and techniques.</p>		
MBA MKT- 305	<p>: Retail Marketing</p> <p style="text-align: right;">Lectures -07</p> <p>Unit-I Introduction to Retailing</p> <p>Nature, Scope, Environment, Retail Institutions, Formats & types, Product Categories, Understanding the customer, Pioneers of Retail, Indian Retailing Scenario</p> <p style="text-align: right;">Lectures - 07</p> <p>Unit-II Retailing Strategy</p> <p>Achieving competitive advantage and positioning, Retail store location and layout ,Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements, Retail Promotion mix,</p> <p style="text-align: right;">Lectures - 07</p> <p>Unit-III Merchandise Management</p> <p>Merchandise Assortment Planning, Purchasing Systems, Merchandise sourcing , Merchandise Pricing, buying and vendor relations ,Distribution & logistics</p> <p style="text-align: right;">Lectures - 07</p> <p>Unit-IV Managing the Retail Store</p>	<p style="text-align: center;">Marketing of Services</p> <p>Course Contents:</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT 1 Concepts of Marketing of Services</p> <p>Nature of Marketing of Services, Services Versus Physical Goods, Different types of service Attributes – Search, Experience and Credence, Marketing Mix, Extended Marketing Mix for Services(Seven Ps of Services), Classification of services, Characteristics of services (4- l’s of Services).</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT II Service Consumer and Buying Process</p> <p>Phases in purchase Process and Roles of Service Marketer therein, understanding & minimizing risks as perceived by customers ,Managing Service Encounters, Factors Influencing Service Consumer Behaviour, Service Expectation of service: Meaning & types of service Expectations, Factors influencing customer Expectations of service, Managing Misbehaving Customers</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT III Managing Service Product, Promotion, Place and Service</p>	Course Code changed	

		<p>(Operations)</p> <p>Store Management – Cost control & maintenance, Information systems & Processes, Design & Visual Merchandizing, Customer Service, Sales: Performance & Evaluation, Retail selling process, Retail database</p> <p style="text-align: right;">Lectures - 07</p> <p>Unit-V Contemporary Issues(National & Global)</p> <p>Indian Retail: How it is different from western Retail, Case studies. Ethical and Legal Issues in Retailing, Careers in Retailing, Globalisation and changing retail formats - Virtual store - E-relating International Retailing & Opportunities, new customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')</p>	<p>Inventory <i>Physical Evidence and Servicescape:</i> Impact of Service environment on consumers, Designing the service environment, Flower of supplementary services, New Service development, Developing an Integrated Communication Program for services, Sales Promotion for Services. Service Delivery Process (Flowcharting and Blueprinting of service products), Role of distribution channels: Channel structure, distribution growth strategies, Agency, Franchising & Electronic Channels, Managing demand and capacity, Yield-Management Lectures-07</p> <p>UNIT IV Quality and Pricing the Services Measuring and Enhancing Service Product Quality, Service Quality Model, Hard and soft Measures in Improving Service Quality, Pricing Objectives, Foundations for setting Prices (Approaches of pricing) Lectures-07</p> <p>UNIT V 'People' Element in Marketing Mix and Relationship Marketing. Importance of 'People' Element of Service Marketing Mix, Managing Employees and Customers for Profitability, Customers as Partial Employees, Service Recovery and Complaint Management, Customer Satisfaction, Customer Relationship & Loyalty, Relationship building Strategies,</p>	
MBA MKT 306	<p style="text-align: center;">Marketing of Services</p> <p>Course Contents:</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT 1 Concepts of Marketing of Services Nature of Marketing of Services, Services Versus Physical Goods, Different types of service Attributes –</p>	<p style="text-align: center;">Consumer Behavior</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction and Overview of Consumer Behavior Definition of Consumer Behavior, Consumer Behavior & Marketing strategy, Nature of Consumer Behavior, Consumer Market Demographics, Consumer</p>	Course Code changed	

	<p>Search, Experience and Credence, Marketing Mix, Extended Marketing Mix for Services(Seven Ps of Services), Classification of services, Characteristics of services (4-I's of Services).</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT II</p> <p>Service Consumer and Buying Process</p> <p>Phases in purchase Process and Roles of Service Marketer therein, understanding & minimizing risks as perceived by customers ,Managing Service Encounters, Factors Influencing Service Consumer Behaviour, Service Expectation of service: Meaning & types of service Expectations, Factors influencing customer Expectations of service, Managing Misbehaving Customers</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT III</p> <p>Managing Service Product, Promotion, Place and Service Inventory</p> <p><i>Physical Evidence and Servicescape:</i> Impact of Service environment on consumers, Designing the service environment, Flower of supplementary services, New Service development, Developing an Integrated Communication Program for services, Sales Promotion for Services. Service Delivery Process (Flowcharting and Blueprinting of service products), Role of distribution channels: Channel structure, distribution growth strategies, Agency, Franchising & Electronic Channels, Managing demand and capacity, Yield-Management</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT IV</p> <p>Quality and Pricing the Services</p> <p>Measuring and Enhancing Service Product Quality, Service Quality Model, Hard and soft Measures in Improving Service Quality, Pricing Objectives,</p>	<p>Research.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II</p> <p>Consumer as Individuals</p> <p><i>Consumer Motivation:</i> Types of Consumer Needs, Maslow's Hierarchy of needs, Motivational Conflict & need priorities. Motivating consumers.</p> <p><i>Personality & Consumer Behavior:</i> Personality Theories, Use of personality in marketing practice. Communicating Brand Personality.</p> <p><i>Consumer Perception:</i> Nature of Perception, Perception and Marketing Strategy.</p> <p><i>Consumer Learning:</i> Nature of Consumer Learning, Learning Theories.</p> <p><i>Consumer Attitude:</i> Attitude components, Attitude change Strategies, communication characteristics that influence attitude formation and change.</p> <p><i>Communication & Consumer Behavior</i></p> <p style="text-align: right;">Lectures-07</p> <p>Unit III</p> <p>Consumer in Social & Cultural Settings</p> <p>Reference Groups & Family Influences on Consumer Behavior, Consumer Socialization, Impact of Culture, Subculture & Cross Cultural Factors on Consumer Behavior.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV</p> <p>Consumer Decision Making Process</p> <p>Views of Consumer Decision Making, Buying Process & Decisions, Purchase Process & Post Purchase Behavior, Models of Consumer Behavior.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V</p> <p>Organizational Buying Behavior</p> <p>Introduction to Organizational Buying Behavior, Organizational Purchase Process, Organizational Culture, External and Internal factors influencing Organizational culture.</p>	
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		<p>Foundations for setting Prices (Approaches of pricing)</p> <p>Lectures-07</p> <p>UNIT V</p> <p>‘People’ Element in Marketing Mix and Relationship Marketing.</p> <p>Importance of ‘People’ Element of Service Marketing Mix, Managing Employees and Customers for Profitability, Customers as Partial Employees, Service Recovery and Complaint Management, Customer Satisfaction, Customer Relationship & Loyalty, Relationship building Strategies,</p>		
MBA MKT-307 :	<p>Sales and Distribution Management</p> <p>Lectures-07</p> <p>Unit I Concept of Sales Management</p> <p>Nature and Dimension of Sales Management, Role of Sales Management, Selling Process, Sales Objectives, Strategies and Tactics, Determining Sales Related Marketing Policies, Personal Selling Function, Different Strategies – Sales</p> <p>Lectures-07</p> <p>Unit II Sales Department and Management</p> <p>Basic Marketing Plans for the Sales Manager, Managing the Sales Training Process, Staffing the Sales Force : Recruitment & Selection, Training, Managing Expenses and Compensation, Motivating the Sales Force, Forecasting, Territory Management, Sales Analysis, Designing Sales Evaluation Program</p> <p>Lectures-07</p> <p>Unit III Distribution Management</p> <p>Evolution of Distribution Channels, Channel functions, Importance and Framework of Channel Management, Distribution Channels-Form & Management, Levels of Channel-Segmentation for Channel Design, Channel integration- vertical &</p>	<p>MBA MKT 307: Integrated Marketing Communication</p> <p>UNIT I : Introduction to IMC</p> <p>Lectures-06</p> <p>Concept and Process of Integrated Marketing Communications (IMC) : Elements of IMC- a) Advertising – Classification of advertising- types- advertising appropriation- advertising campaigns, Sales Promotion-Different types of Sales Promotion- relationship between Sales promotion and advertising</p> <p>UNIT II: Tools of IMC-I</p> <p>Lectures-08</p> <p>Publicity – Types of Publicity- relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management , Corporate Communication, Public Relations – Types of PR, Media relations</p> <p>UNIT III: Tools of IMC-II</p> <p>Lectures-08</p> <p>Community relations , Industrial relations, Government relations, Employee relations (House Journals/Newsletter) , Crisis Management, Trade Fairs and Exhibitions , E-commerce-Digital</p>	New Course Introduced	

		<p>horizontal marketing systems, Channel Design Process – Channel Structure</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV Channel control & Channel Institutions</p> <p>Evaluating channel performance, channel profitability, Managing Channel Conflict. Wholesaling, Retailing.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V Physical distribution & Logistics Management</p> <p>Importance of Logistics, Building Blocks of Logistics, Concept and Principles of Supply Chain Management</p>	<p style="text-align: center;">advertising-web and mobile</p> <p>UNIT IV: IMC Design</p> <p style="text-align: center;">Lectures-09</p> <p>IMC Message Design : AIDA model – Considerations for creative idea visualization, Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution, Suppliers in IMC: Hoarding Contractors/Printers etc, Ad Agency- Departments of Ad Agency, Client Servicing-client Agency relationship-Account Planning</p> <p>UNIT V: IMC recent trends</p> <p style="text-align: center;">Lectures-09</p> <p>Ethics and social responsibility in IMC campaigns, Evaluating Marketing Communication Programmes, Word-of-Mouth Influence and Sponsorships- Packaging, Point of Purchase Communications and Signage Recent trends</p>	
<p>MBA MKT 308:</p>		<p style="text-align: center;">Marketing Research</p> <p>Unit I</p> <p style="text-align: center;">Lecture-07</p> <p>Intrduction of Marketing Research: Define marketing research, aims and objectives of marketing research. Marketing information system, value of information in decision making, steps in marketing research. Research Design: Formulating the research problem, choice of research design, types of research design, sources of experimental errors.</p> <p>Unit II</p> <p style="text-align: center;">Lecture-07</p> <p>Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. Scaling Techniques: The concept of attitude,</p>		<p style="text-align: center;">Number of specialization reduced in 2018</p>

difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit

III

Lecture-07

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit

IV

Lecture-07

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis .Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Unit V

Marketing Research Applications : Consumer research– behaviour and motivation research, Product research; Advertising research; Marketing and sales forecasting; Sales analysis.

Marketing Research in India : Status, organization and developments; Ethical issues in marketing research.

MBA IT 304:		<p align="center">Data Mining For Business Decisions</p> <p>UNIT I Overview of Data Mining Process</p> <p align="center">Lecture – 6</p> <p>Data Mining-Introduction, Origins, Application, Growth. Supervised and unsupervised learning algorithms, steps in Data Mining, Preliminary steps, using Excel for Data Mining</p> <p>UNIT II Data Exploration and Dimension Reduction</p> <p align="center">Lecture – 6</p> <p>Data Visualization-uses, basic charts, Multidimensional Visualization, Specialized Visualization, other Visualizations. Dimension reduction-Introduction, Data Summaries, Correlation analysis, Principal Component Analysis, Dimension Reduction using Classification.</p> <p>UNIT III Prediction and classification methods</p> <p align="center">Lecture – 6</p> <p>Multiple Linear Regression, K_NN, Naïve Byes, Classification and Regression tress, Regression, Neural Nets, Discriminate Analysis</p> <p>UNIT IV Mining Relation, Forecasting and Smoothing</p> <p align="center">Lecture – 6</p> <p>Mining Relationship among records, Association rules, Cluster Analysis, Forecasting Time Series-handling time series, regression based forecasting, smoothing methods</p>	<p align="center">Data Mining For Business Decisions</p> <p>UNIT I Overview of Data Mining Process</p> <p align="center">Lecture – 6</p> <p>Data Mining-Introduction, Origins, Application, Growth. Supervised and unsupervised learning algorithms, steps in Data Mining, Preliminary steps, using Excel for Data Mining</p> <p>UNIT II Data Exploration and Dimension Reduction</p> <p align="center">Lecture – 6</p> <p>Data Visualization-uses, basic charts, Multidimensional Visualization, Specialized Visualization, other Visualizations. Dimension reduction-Introduction, Data Summaries, Correlation analysis, Principal Component Analysis, Dimension Reduction using Classification.</p> <p>UNIT III Prediction and classification methods</p> <p align="center">Lecture – 6</p> <p>Multiple Linear Regression, K_NN, Naïve Byes, Classification and Regression tress, Regression, Neural Nets, Discriminate Analysis</p> <p>UNIT IV Mining Relation, Forecasting and Smoothing</p> <p align="center">Lecture – 6</p> <p>Mining Relationship among records, Association rules, Cluster Analysis, Forecasting Time Series-handling time series, regression based forecasting, smoothing methods</p>	

		<p>UNIT V Performance Evaluation and Emerging Trends in Data Mining Lecture – 6</p> <p>Evaluating Classification and Predictive Performance, Legal Issues, Privacy , Ethics in Decision Making and Support , The Future of Data mining; Social Networks : Collaborative Decision Making, RFID, Reality Mining,</p>	<p>UNIT V Performance Evaluation and Emerging Trends in Data Mining Lecture – 6</p> <p>Evaluating Classification and Predictive Performance, Legal Issues, Privacy , Ethics in Decision Making and Support , The Future of Data mining; Social Networks : Collaborative Decision Making, RFID, Reality Mining,</p>	
MBAIT 305:	<p>Managing Software Projects</p> <p>UNIT I Introduction to Software Project Management Lecture – 6</p> <p>An overview of IT Project Management - Introduction, the state of IT project management, need of project management, project goals, project life cycle and IT development, extreme project management, PMBOK. IT Project Methodology (ITPM), project feasibility, request for proposal (RFP), project selection and approval, project contracting, stakeholder interaction, requirement specification, and problems with software projects.</p> <p>UNIT II Selection of Appropriate Project Approach Lecture – 6</p> <p>Exposure to software development process – Software Lifecycles such as Waterfall, Spiral, Prototyping, Rational Unified Process, Agile Methodologies – Various phases in each lifecycle model, and the pros and cons of these approaches to software development</p> <p>UNIT III Project Context Lecture – 6</p> <p>Project management process, Project integration</p>	<p>Managing Software Projects</p> <p>UNIT I Introduction to Software Project Management Lecture – 6</p> <p>An overview of IT Project Management - Introduction, the state of IT project management, need of project management, project goals, project life cycle and IT development, extreme project management, PMBOK. IT Project Methodology (ITPM), project feasibility, request for proposal (RFP), project selection and approval, project contracting, stakeholder interaction, requirement specification, and problems with software projects.</p> <p>UNIT II Selection of Appropriate Project Approach Lecture – 6</p> <p>Exposure to software development process – Software Lifecycles such as Waterfall, Spiral, Prototyping, Rational Unified Process, Agile Methodologies – Various phases in each lifecycle model, and the pros and cons of these approaches to software development</p> <p>UNIT III Project Context Lecture – 6</p> <p>Project management process, Project integration</p>		

	<p>Management, the Project charter, Project planning framework, the contents of a project plan, the planning process; Work Breakdown Structure (WBS), the linear responsibility chart.</p> <p>UNIT IV Project Scheduling and Procurement</p> <p>Lecture – 6 Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure, Project Monitoring & Control Techniques. Managing Project Procurement and Outsourcing , project procurement management, outsourcing.</p> <p>UNIT V Risk Management, Project Evaluation and Emerging Trends Lecture – 6</p> <p>The Implementation Plan and Project Closure_ project implementation, administrative closure, project evaluation, project audit. IT project risk management planning process, identifying IT project risks, risk analysis and assessment, risk strategies, risk monitoring and control, risk responses and evaluation.</p>	<p>Management, the Project charter, Project planning framework, the contents of a project plan, the planning process; Work Breakdown Structure (WBS), the linear responsibility chart.</p> <p>UNIT IV Project Scheduling and Procurement</p> <p>Lecture – 6 Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure, Project Monitoring & Control Techniques. Managing Project Procurement and Outsourcing , project procurement management, outsourcing.</p> <p>UNIT V Risk Management, Project Evaluation and Emerging Trends Lecture – 6</p> <p>The Implementation Plan and Project Closure_ project implementation, administrative closure, project evaluation, project audit. IT project risk management planning process, identifying IT project risks, risk analysis and assessment, risk strategies, risk monitoring and control, risk responses and evaluation.</p>	
<p>MBAIT 306:</p>	<p>Managing Digital Innovation and Transformation</p> <p>UNIT I Introduction to Digital Innovation</p> <p>Lecture - 05 Introduction to Digital Innovation, Digital/Virtual World, innovation and its relevance, Kinds of innovations, Role & Advantages for organizations</p> <p>UNIT II Transformation of Organization</p> <p>Lecture – 05</p>	<p>Managing Digital Innovation and Transformation</p> <p>UNIT I Introduction to Digital Innovation</p> <p>Lecture - 05 Introduction to Digital Innovation, Digital/Virtual World, innovation and its relevance, Kinds of innovations, Role & Advantages for organizations</p> <p>UNIT II Transformation of Organization</p> <p>Lecture – 05</p>	

	<p>Transformation of Organization, Digital Transformation - classification of Digital Transformation; Challenges of Digital Transformation, factors driving Innovation & Transformation.</p> <p>UNIT III Digital Innovation Process</p> <p>Lecture - 06 Role of Innovation in digital world, Management process involving innovation: Process model, approach for successful innovation; Innovation in Teams for organizational Transformation.</p> <p>UNIT IV Emerging Trends in Digital Transformation</p> <p>Lecture - 08 Digital transformation and social media; Impact of social media in virtual world; Digital innovation with social media and role in transformation; Difficulties in innovation at organizational level. Various methods for Innovational transformation; Building a culture through Digital innovation, Effective Transformation; Building digital capabilities using social media</p> <p>UNIT V Cloud Computing</p> <p>Lecture - 06 Cloud Computing: introduction, technology involved; Role of Cloud computing in digital transformation; Driving forces for digital innovation & transformation.</p>	<p>Transformation of Organization, Digital Transformation - classification of Digital Transformation; Challenges of Digital Transformation, factors driving Innovation & Transformation.</p> <p>UNIT III Digital Innovation Process</p> <p>Lecture - 06 Role of Innovation in digital world, Management process involving innovation: Process model, approach for successful innovation; Innovation in Teams for organizational Transformation.</p> <p>UNIT IV Emerging Trends in Digital Transformation</p> <p>Lecture - 08 Digital transformation and social media; Impact of social media in virtual world; Digital innovation with social media and role in transformation; Difficulties in innovation at organizational level. Various methods for Innovational transformation; Building a culture through Digital innovation, Effective Transformation; Building digital capabilities using social media</p> <p>UNIT V Cloud Computing</p> <p>Lecture - 06 Cloud Computing: introduction, technology involved; Role of Cloud computing in digital transformation; Driving forces for digital innovation & transformation.</p>	
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<p>MBA-IT 307:</p>	<p align="center">E-Commerce and Digital Markets</p> <p>UNIT I E -Commerce Introduction and Business Models Lecture - 06</p> <p>Introduction to e-Commerce: Framework, Elements, Architecture, Benefits and Impact of e-Commerce, e-Commerce Consumer applications, e-Commerce Organisation Applications, e-commerce in India, Prospects of e-commerce. E-commerce Models: E Commerce business modes, Major B2C Business Models, Major B2B business models, Business models in Emerging E commerce, major activities, major challenges. Other models –Business to Government (B to G), Consumer to Consumer(C to C), Consumer to Business (C to B).</p> <p>UNIT II E-Commerce Infrastructure and Building an E commerce website Lecture - 06</p> <p>Network Infrastructure for e-commerce: Intranet, Extranet, Internet, ISP, Internet Technologies and Middleware, World Wide Web, Building an E Commerce Web site: systematic approach, choosing server software, choosing hardware, other tools.</p> <p>UNIT III E Marketing Lecture - 06</p> <p>E- Marketing: Internet Audience and Consumer Behavior, basic marketing concepts. E commerce marketing and branding strategies, Online Market Research, Online Marketing Communication- Online advertising, direct E-mail, Online catalogs, Public Relations, online and offline mix, website as communication tool,</p>	<p align="center">E-Commerce and Digital Markets</p> <p>UNIT I E -Commerce Introduction and Business Models Lecture - 06</p> <p>Introduction to e-Commerce: Framework, Elements, Architecture, Benefits and Impact of e-Commerce, e-Commerce Consumer applications, e-Commerce Organisation Applications, e-commerce in India, Prospects of e-commerce. E-commerce Models: E Commerce business modes, Major B2C Business Models, Major B2B business models, Business models in Emerging E commerce, major activities, major challenges. Other models –Business to Government (B to G), Consumer to Consumer(C to C), Consumer to Business (C to B).</p> <p>UNIT II E-Commerce Infrastructure and Building an E commerce website Lecture - 06</p> <p>Network Infrastructure for e-commerce: Intranet, Extranet, Internet, ISP, Internet Technologies and Middleware, World Wide Web, Building an E Commerce Web site: systematic approach, choosing server software, choosing hardware, other tools.</p> <p>UNIT III E Marketing Lecture - 06</p> <p>E- Marketing: Internet Audience and Consumer Behavior, basic marketing concepts. E commerce marketing and branding strategies, Online Market Research, Online Marketing Communication- Online advertising, direct E-mail, Online catalogs, Public Relations, online and offline mix, website as communication tool,</p>	
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MBAIT 308:		<p>ERP-System Administration I</p> <p>Unit 1 Enterprise: An Overview: Business Functions and Business Processes, importance of Information: Characteristics of information; Types of information, Information System: Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning: Business modelling; Integrated data model</p> <p>Unit 2 Introduction to ERP: Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation:</p>		<p>Number of specialization reduced in 2018</p>

	<p>Roadmap for successful ERP implementation</p> <p>Unit 3</p> <p>ERP and Related Technologies: Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security</p> <p>Unit 4</p> <p>ERP Implementation Life Cycle: ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation</p> <p>Unit 5</p> <p>ERP Modules Structure: Finance, Sales and Distribution, Manufacturing and Production Planning- Material and Capacity Planning; Shop Floor Control; Quality Management; JIT/Repetitive Manufacturing; Cost Management ; Engineering Data Management; Engineering Change Control ; Configuration Management ;Serialisation / Lot Control ;Tooling, Human Resource, Plant Maintenance- Preventive Maintenance Control; Equipment Tracking; Component</p>		
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		<p>Tracking; Plant Maintenance Calibration Tracking; Plant Maintenance Warranty Claims Tracking, Quality Management - Functions of Quality Management; CAQ and CIQ; Materials Management- Pre-purchasing; Purchasing; Vendor Evaluation; Inventory Management and Invoice Verification and Material Inspection</p>		
MBA 401:	<p align="center">Corporate Governance and Social Responsibility</p> <p align="right">Lectures-07</p> <p>Unit I Corporation – An Overview</p> <p>Definition of the word ‘ corporation’, Evolution of the corporate structure, Purpose of corporation, corporation as a ‘person’, corporation as a ‘moral person’ corporation- expectations of society, corporation-expectations of the market.</p> <p align="right">Lectures-07</p> <p>Unit II Introduction to Corporate Governance</p> <p>Definition, roles and importance of corporate governance in modern business, evolution of corporate governance, capitalism, free enterprises and the corporation, the legal obligation of directors, ownership and control of corporate.</p> <p align="right">Lectures-07</p> <p>Unit III Business Ethics and Corporate Social Responsibilities</p> <p>Business ethics, Corporate Governance & Ethics, Ethical organization and its corporate code, Importance and need for business ethics.</p> <p><i>Corporate Social Responsibility – Definition,</i></p>	<p align="center">Corporate Governance and Social Responsibility</p> <p align="right">Lectures-07</p> <p>Unit I Corporation – An Overview</p> <p>Definition of the word ‘ corporation’, Evolution of the corporate structure, Purpose of corporation, corporation as a ‘person’, corporation as a ‘moral person’ corporation- expectations of society, corporation-expectations of the market.</p> <p align="right">Lectures-07</p> <p>Unit II Introduction to Corporate Governance</p> <p>Definition, roles and importance of corporate governance in modern business, evolution of corporate governance, capitalism, free enterprises and the corporation, the legal obligation of directors, ownership and control of corporate.</p> <p align="right">Lectures-07</p> <p>Unit III Business Ethics and Corporate Social Responsibilities</p> <p>Business ethics, Corporate Governance & Ethics, Ethical organization and its corporate code, Importance and need for business ethics.</p> <p><i>Corporate Social Responsibility – Definition,</i></p>		

		<p>Justification of CSR, Scope of Social Responsibility, Corporate Social Responsibility - Stakeholders (Internal and External), the Role of Business in Society</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Responsibility for Corporate Governance–The Board & Top Management</p> <p><i>Corporate governance:</i> Board Structures & styles, corporate governance: Roles and Responsibilities of Directors, Role, Functions of Chairman, Role of CEO, Functions of CEO, CEO Succession Planning, CEO Compensation, Independent “Outside” Directors, Functions of the Board.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Codes and Laws, Practices of Corporate Governance</p> <p>Self regulatory codes, Reports of committees on corporate governance, Corporate governance – Company Law, Not for profit Organizations – the Differences, Future of Corporate Governance in India</p>	<p>Justification of CSR, Scope of Social Responsibility, Corporate Social Responsibility - Stakeholders (Internal and External), the Role of Business in Society</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Responsibility for Corporate Governance–The Board & Top Management</p> <p><i>Corporate governance:</i> Board Structures & styles, corporate governance: Roles and Responsibilities of Directors, Role, Functions of Chairman, Role of CEO, Functions of CEO, CEO Succession Planning, CEO Compensation, Independent “Outside” Directors, Functions of the Board.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Codes and Laws, Practices of Corporate Governance</p> <p>Self regulatory codes, Reports of committees on corporate governance, Corporate governance – Company Law, Not for profit Organizations – the Differences, Future of Corporate Governance in India</p>	
MBA 402:	<p style="text-align: center;">Project Planning and Control</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Managing Project</p> <p>Definition, Functions, Evolution of Project Management, Classification of Projects, Project Life Cycle, the Phase of System Development Life Cycle Project Contracting</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Project Feasibility Study</p> <p>Market, Demand and Technical Analysis, Financial Analysis Evaluation of Project Proposals, Risk Analysis,</p>	<p>MBA 402: Research Project</p> <p>Each student shall conduct a research work based on live project carried out for a business / industrial / service organization during the current semester and submit the Project Report to the Dean/Director of the Institution before Mid Term Exams of the Semester.</p> <ul style="list-style-type: none"> The Research Project shall Carry 100 marks. 	New Course Introduced	

		<p>Sensitivity Analysis and Social Cost Benefit Analysis</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Project Planning</p> <p>Planning Fundamentals, Project Master Plan, Work Breakdown Structure and Other Tools of Planning, Work Packages Project Organization Structure & Responsibilities, Responsibility Matrix.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV PERT, CPM, Resource Allocation</p> <p>Tools and Techniques for Scheduling Development, Crashing of Networks, Time-Cost Relationship. Cost Estimating Budgeting: Cost Estimating Process Elements of Budgeting</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Managing Risks in Projects, Evaluation & Reporting</p> <p>Risk Concept & Identification, Project Management Information System, Project Evaluation & Reporting, Closing the Contract.</p>	<ul style="list-style-type: none"> The evaluation would be based on the project report, presentation and viva-voce. 	
MBA 403	<p>Comprehensive Viva Viva will be taken of all the subjects. And based on the viva the student will be evaluated</p>	<p style="text-align: center;">MBA HR 403: International HRM Lectures-07</p> <p>Unit I International HRM</p> <p>Conceptual Framework of IHRM, Difference Between Domestic and IHRM, IHR Policies, Organizational Process in International HRM, Role of Global HR Manager, IHRM Model.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Functional Aspect of IHRM</p> <p>Recruitment, selection and staffing in International Context, training and Development of international staff, Compensation in International Context-</p>		Course code changed

			<p>objectives, approaches and practices across the countries.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Global HR Issue</p> <p>Performance Management- Expatriate performance management, performance appraisal in international context, industrial relation in international context- objectives, approaches, Industrial Relation practices in- India, U.S., Japan and U.K.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV IHRM and Organization</p> <p>Role of Culture in IHRM, Understanding Cultural Diversity in international organization- effects of cultural differences on work behaviors, implication on international management, inter-cultural communication.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Special Issues in IHRM</p> <p>Women Expatriate, mergers and acquisition and HRM, managing ethics in international context.</p>	
MBA HR 404:	<p style="text-align: center;">Strategic Human Resource Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Strategic HRM and Environment</p> <p>The Concept of Strategic HRM in View of Current Business Realities Aligning Human Resources Strategies with Business Goals of Organizations. Traditional vs. Strategic HR, Typology of HR Activities, “Best Fit” Approach vs. “Best Practice” Approach. Environment: Technology and structure; Workforce diversity; Demographic changes Temporary and Contract Labour; Global Environment; Global competition Global sourcing of labour; WTO and labour</p>	<p style="text-align: center;">Strategic Human Resource Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Strategic HRM and Environment</p> <p>The Concept of Strategic HRM in View of Current Business Realities Aligning Human Resources Strategies with Business Goals of Organizations. Traditional vs. Strategic HR, Typology of HR Activities, “Best Fit” Approach vs. “Best Practice” Approach. Environment: Technology and structure; Workforce diversity; Demographic changes Temporary and Contract Labour; Global Environment; Global competition Global sourcing of labour; WTO and labour</p>		

		standards Lectures-07	standards Lectures-07	
	Unit II	Procurement and Development Strategies Online recruitment; Employee referrals; Recruitment process outsourcing Head hunting; Executive education; Flexi Work Assignment; Telecommuting, Quality of work life; Work - life balance; Employee empowerment Employee involvement; Autonomous work teams, Strategies for Employee shortage and Surplus, Psychological Contracting Creating a learning organization; Competency mapping; Multi-Skilling Succession planning; Cross cultural training	Unit II	Procurement and Development Strategies Online recruitment; Employee referrals; Recruitment process outsourcing Head hunting; Executive education; Flexi Work Assignment; Telecommuting, Quality of work life; Work - life balance; Employee empowerment Employee involvement; Autonomous work teams, Strategies for Employee shortage and Surplus, Psychological Contracting Creating a learning organization; Competency mapping; Multi-Skilling Succession planning; Cross cultural training
		Lectures-07	Lectures-07	
	Unit III	Evaluation and Compensation Strategy Performance Evaluation Strategies, Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions, Evaluating HRM Performance Employee Wastage and Turnover Rate, Cost of Absenteeism, Performance based pay; Skill based pay; Team based pay Broad banding; Profit sharing; Executive Compensation; Variable pay	Unit III	Evaluation and Compensation Strategy Performance Evaluation Strategies, Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions, Evaluating HRM Performance Employee Wastage and Turnover Rate, Cost of Absenteeism, Performance based pay; Skill based pay; Team based pay Broad banding; Profit sharing; Executive Compensation; Variable pay
		Lectures-07	Lectures-07	
	Unit IV	Retrenchment Strategies Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early Retirement plans; Project based employment Human Aspect of Strategic HRM: Behavioral issues in strategy implementation; Matching culture with strategy, Human side of mergers and	Unit IV	Retrenchment Strategies Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early Retirement plans; Project based employment Human Aspect of Strategic HRM: Behavioral issues in strategy implementation; Matching culture with strategy, Human side of mergers and

		<p>acquisitions; Leadership, power and politics; Employee morale; Personal values and business ethics</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V HR Scorecard</p> <p>HR as a strategic partner and measurement challenge, 8 step Model for implementing HR's strategic role, Creating an HR Scorecard, Measuring HR alignment 2 dimensions of alignment assessing internal and external alignment Systems alignment Map</p>	<p>acquisitions; Leadership, power and politics; Employee morale; Personal values and business ethics</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V HR Scorecard</p> <p>HR as a strategic partner and measurement challenge, 8 step Model for implementing HR's strategic role, Creating an HR Scorecard, Measuring HR alignment 2 dimensions of alignment assessing internal and external alignment Systems alignment Map</p>	
MBA HR 405	<p style="text-align: center;">International HRM</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I International HRM</p> <p>Conceptual Framework of IHRM, Difference Between Domestic and IHRM, IHR Policies, Organizational Process in International HRM, Role of Global HR Manager, IHRM Model.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Functional Aspect of IHRM</p> <p>Recruitment, selection and staffing in International Context, training and Development of international staff, Compensation in International Context- objectives, approaches and practices across the countries.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Global HR Issue</p> <p>Performance Management- Expatriate performance management, performance appraisal in international context, industrial relation in international context- objectives, approaches, Industrial Relation practices in- India, U.S., Japan and U.K.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV IHRM and Organization</p> <p>Role of Culture in IHRM,</p>	<p>MBA HR 405: Employee Relationship Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Industrial Relation – Conceptual Framework</p> <p>Meaning, factors of Industrial Relations, Importance of harmonious Industrial Relations, objectives of Industrial Relation, Emerging trends in Industrial Relations in new economic scenario, ILO- Role and Functions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Industrial Democracy</p> <p>An overview of Industrial Dispute Act-1948, Causes of Industrial Disputes, Machinery for settlement of Industrial Dispute.</p> <p>Workers participation in Management, concept, objectives, importance, forms of workers participation in Management. Quality of Work Life: concept, principles techniques for improving QWL.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Trade Unions and Employers' Association</p> <p>Meaning, History of Trade, Functions and Importance of Trade Union, Negotiation and collective settlements , problems of Trade Union in</p>	<p>Course code changed</p> <p>Name changed</p>	

		<p>Understanding Cultural Diversity in international organization- effects of cultural differences on work behaviors, implication on international management, inter-cultural communication.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Special Issues in IHRM</p> <p>Women Expatriate, mergers ad acquisition and HRM, managing ethics in international context.</p>	<p>India, Employer Association- concept.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Labor Laws</p> <p>Labour Laws- Definition, Emergence and Objectives, Labour and Indian Constitution. The Factory Act -1948- definition, measures to be taken in factories for health, safety and welfare of labour, duties of occupier.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Employee Benefits</p> <p>Minimum Wage Act- definition, object, scope; Workmen’s Compensation Act- definition, object ; Overview- Payment Wage Act, Employees Provident Fund Act, Payment of Gratuity Act, Maternity Benefit Act, Bonus Act, ESI Act.</p>	
MBA HR 406:	<p>Industrial Relations & Labor Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Industrial Relation – Conceptual Framework</p> <p>Meaning, factors of Industrial Relations, Importance of harmonious Industrial Relations, objectives of Industrial Relation, Emerging trends in Industrial Relations in new economic scenario.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Industrial Democracy</p> <p>An overview of Industrial Dispute Act-1948, Causes of Industrial Disputes, Machinery for settlement of Industrial Dispute.</p> <p>Workers participation in Management, concept, objectives, importance, forms of workers participation in Management. Quality of Work Life: concept, principles techniques for improving QWL.</p>	<p>Compensation Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Overview of Compensation Management</p> <p>Conceptual View of Compensation Management, Theories of Compensation Management, Compensation Management Strategies, Factors Influencing Compensation Management, Process of Compensation Management, Job Evaluation and Compensation</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Structural Design of Compensation Management</p> <p>Stake Holders of Compensation Management, Wage Determination Model, Determinants of Compensation, Elements of Compensation, Compensation Planning: Level, Structure and System Design. Compensation Survey, Effectiveness of Compensation System.</p>	Course code change	

		<p style="text-align: right;">Lectures-07</p> <p>Unit III Trade Unions and Employers' Association</p> <p>Meaning, History of Trade, Functions and Importance of Trade Union, Negotiation and collective settlements , problems of Trade Union in India, Employer Association-concept.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Labor Laws</p> <p>Labour Laws- Definition, Emergence and Objectives, Labour and Indian Constitution. The Factory Act -1948- definition, measures to be taken in factories for health, safety and welfare of labour, duties of occupier.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Employee Benefits</p> <p>Minimum Wage Act- definition, object, scope; Workmen's Compensation Act- definition, object ; Overview- Payment Wage Act, Employees Provident Fund Act, Payment of Gratuity Act, Maternity Benefit Act, Bonus Act, ESI Act.</p>	<p>Behavioral Dimension of Compensation: Factors Influencing Effective Compensation, Motivation and Compensation, Employee Behavior and Compensation, Organizational Justice and Consequence of Dissatisfaction</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Performance Based Compensation and Benefits</p> <p>Concept of Performance Evaluation and Management, Performance Based Compensation Schemes, Competency Based Compensation, Types of Employee Benefits, Non-Monetary Benefits, Rewarding Team, Special Pay Plans</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Executive Compensation</p> <p>Concept, Principles, Factors Affecting and Agency Theory of Executive Compensation, Models of Executive Compensation, Executive Compensation System and Policy, Special Features: ESOPS; Taxation of Salary Income, Allowances, Perquisites and Retirement Benefits</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Managing Compensation System</p> <p>Union Role in Wages and Salary Administration, Compensation Legislation, Budget and Administration, International Pay System</p>	
MBA HR 407	<p style="text-align: center;">Compensation Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Overview of Compensation Management</p> <p>Conceptual View of Compensation Management, Theories of Compensation Management, Compensation Management Strategies,</p>			Number of specialization reduced

		<p>Factors Influencing Compensation Management, Process of Compensation Management, Job Evaluation and Compensation</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Structural Design of Compensation Management</p> <p>Stake Holders of Compensation Management, Wage Determination Model, Determinants of Compensation, Elements of Compensation, Compensation Planning: Level, Structure and System Design. Compensation Survey, Effectiveness of Compensation System. Behavioral Dimension of Compensation: Factors Influencing Effective Compensation, Motivation and Compensation, Employee Behavior and Compensation, Organizational Justice and Consequence of Dissatisfaction</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Performance Based Compensation and Benefits</p> <p>Concept of Performance Evaluation and Management, Performance Based Compensation Schemes, Competency Based Compensation, Types of Employee Benefits, Non-Monetary Benefits, Rewarding Team, Special Pay Plans</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Executive Compensation</p> <p>Concept, Principles, Factors Affecting and Agency Theory of Executive Compensation, Models of Executive Compensation, Executive Compensation System and Policy, Special Features: ESOPS; Taxation of Salary Income, Allowances, Perquisites and Retirement Benefits</p> <p style="text-align: right;">Lectures-07</p>		
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		<p>Unit V Managing Compensation System</p> <p>Union Role in Wages and Salary Administration, Compensation Legislation, Budget and Administration, International Pay System</p>		
MBA HR408:		<p>Global Cultural Management</p> <p style="text-align: right;">Lectures-07</p> <p>UNIT I Introduction to Culture Understanding Culture – Introduction, Key Concepts, Determinants of Cultural Identity, Human and Cultural variables Lectures-07</p> <p>UNIT II International Cultural Environment Comparison of Cross-cultural Behaviour, Self-reference Criterion and Ethnocentrism: culture and management styles in selected countries, Cultural Orientation in International Business; cross cultural research methodology and Hofstede study, TE Hall Lectures-07</p> <p>UNIT III Cross Cultural management Study of national cultures, Cross Cultural Leadership and Decision making, Cross Cultural Communication and negotiation Lectures-07</p> <p>UNIT IV Implications for Management Theory and Practice, Adjusting to the New Culture, Cultural Relativity of Management Theory, Competencies for Global Manager Lectures-07</p> <p>UNIT V Diversity at Work Managing diversity: Causes of diversity, the paradox of diversity, diversity with</p>		<p>Number of specialization reduced</p>

		special reference to handicapped, women and aging people, intra company cultural difference in employee motivation.		
			<p>MBA FM 403: International Financial Management</p> <p>Lectures-08</p> <p>Unit-I International Finance</p> <p>Growth of International Trade, Foreign Exchange, Factors influencing foreign exchange rates, Foreign exchange markets- features, trading characteristics, electronic trading and market participants. Financial instruments- Forward, futures options and swap.</p> <p>Lectures-08</p> <p>Unit-II Balance of Payment and FDI</p> <p>The current account, the capital account, other items in BOP statement, concept of deficit and surplus, significance of BOP statement.</p> <p>FDI- Meaning, theories and strategies of FDI, Modes of FDI, Benefits and costs of FDI for home and host country.</p> <p>Lectures-08</p> <p>Unit-III Multilateral Development Banks</p> <p>The International monetary fund- Lending, technical assistance, Governance systems and financial resources.</p> <p>The world bank- Fund generation, loans, grants, analytical and advisory services.</p> <p>The Asian development bank- history, operations, resources, organization and management.</p> <p>Lectures-08</p> <p>Unit-IV Foreign Exchange Risk</p> <p>Types of foreign exchange exposure risk, transaction exposure, operating exposure,</p>	Subject code changed

			<p>translation exposure, evolution of exchange rate regime in India- Regulatory provisions and Indian foreign exchange market.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit-V International Accounting and Taxation</p> <p>International Accounting & GAAP Taxation Including DTAA</p>	
MBA FM-404:	<p>Management of Banking and Insurance</p> <p>Unit I Nature of Banking Services</p> <p>Banking services, Types of Banks, Types of Bank Deposits, Computation and Composition of Bank Deposits, Credit Policy : Components of Policy, Credit Culture.</p> <p style="text-align: right;">Lectures:07</p> <p>Unit II Retail and Rural Banking</p> <p>Basics of Retail Banking, Forms and Emerging Issues, Sources of Rural Finance, Credit Delivery Mechanism, Rural Development Banks- CARBD, SAA, NABARD, Microfinance</p> <p style="text-align: right;">Lectures:07</p> <p>Unit III Banking Operations and E-Banking</p> <p>Changing Nature of Banking Operations, Importance of Customer Relationship Management in Banks, E-Banking Strategies, Risk in E-Banking: Payment and Settlement Systems.</p> <p style="text-align: right;">Lectures:07</p> <p>Unit IV Nature of Insurance and Legal Aspects</p> <p>Insurance Act 1938, General Insurance Business Insurance as a Social Security Tool, IRDA , Entry of Private Players into Insurance Business</p> <p style="text-align: right;">Lectures:07</p>	<p>MBA FM 404: Merger, Acquisition & Corporate Restructuring</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Corporate Restructuring</p> <p>Meaning , Definition, Reasons & Motives Types & Style of Merger & Acquisition Demerger, Spin Off, Divesture, Reverse Merger & Slump Sale Forms & Choice of strategic Business Alliance Need & Current Relevance of Strategic Business Alliance.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Target Valuations & Selection Process</p> <p>Different Methods of Valuation, Valuation on the Basis of Assets, Earnings etc. DCF Techniques, EVA, MVA , etc Dividend Decision.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Funding of Merger & Acquisition & Performance Analysis</p> <p>Negotiation Approaches Determination of Swap Ratio & EPS analysis funding of Merger Post Merger Performance Measurement & Analysis.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Accounting And Tax Aspects of Merger & Acquisition</p> <p>Accounting Standards (AS-14) Taxation Issues Involved in merger & Acquisition.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Legal Implications, Takeovers</p>	Course code changed	

	<p>Unit V Life Insurance and Non Life Insurance</p> <p>Life Insurance- Features, Calculation of Premiums, Different Plans, Non-Life Insurance-Types, Claim Settlelement. LIC of India.</p>	<p>& Other Issues</p> <p>Legal Aspects of Mergers & acquisition Takeover Code Takeover Defense Mechanism Buyback of Shares Managing Post Merger Issues.</p>	
MBA FM-405	<p>International Financial Management Lectures-07</p> <p>Unit-I Foreign Exchange Market</p> <p>Trans National Corporation (TNC) & its Operation Global financial Involvement Foreign Exchange Markets and Operations Exposures and Risk Management, Futures, Options, Swaps Exchange Rate Movements and Theories</p> <p>Lectures-07</p> <p>Unit-II International Investments</p> <p>Direct Investments and Forms Portfolio Investments and Instruments ADS/ GDR/ FCCB/ Enquiry and Others Global Stock Markets</p> <p>Lectures-07</p> <p>Unit-III International Financial Markets and Operations</p> <p>International Banking and Role of BIS Euro-Currency Markets Interest Rates – Currency Swaps Financial Innovations</p> <p>Lectures-07</p> <p>Unit-IV TNC Financial Management</p> <p>International Cost of Capital MNC / TNC Capital Budgeting Transfer Pricing Global FDI Status and Movements Foreign Investments in India Indian Investments Abroad</p> <p>Lectures-07</p> <p>Unit-V International Accounting and Taxation</p> <p>International Accounting & GAAP Taxation Including DTAA</p>	<p>MBA FM 405: Financial Derivatives Management Lectures-08</p> <p>Unit I Introduction</p> <p>Introduction to derivatives, Features and types of financial derivatives, History of derivatives market, various uses of derivatives.</p> <p>Lectures-08</p> <p>Unit II Future Markets</p> <p>Introduction, Types of financial futures contracts, evolution of future markets in India, Functions of future markets, future market trading mechanism.</p> <p>Lectures-08</p> <p>Unit III Forward Market</p> <p>Introduction and concept of forward contracts, features of forward contract. Differences between future contracts and forward contracts. Forward trading mechanism.</p> <p>Lectures-08</p> <p>Unit IV Options Market</p> <p>Introduction, concept and history of options, types of options- call and put options, American and European options, Exchange traded and over the counter traded options, Differences between options and Future contracts.</p> <p>Lectures-08</p> <p>Unit V Credit Derivatives</p> <p>Concept and features of credit derivatives, credit risk assessment, Growth of credit</p>	Course code changed

			<p>derivatives market, credit risk management, credit default swaps, total return swaps, benefits of credit derivatives, credit derivatives in India.</p>
MBA FM 406:	<p>Merger, Acquisition & Corporate Restructuring</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Corporate Restructuring</p> <p>Meaning , Definition, Reasons & Motives Types & Style of Merger & Acquisition Demerger, Spin Off, Divesture, Reverse Merger & Slump Sale Forms & Choice of strategic Business Alliance Need & Current Relevance of Strategic Business Alliance.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Target Valuations & Selection Process</p> <p>Different Methods of Valuation, Valuation on the Basis of Assets, Earnings etc. DCF Techniques, EVA, MVA , etc Dividend Decision.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Funding of Merger & Acquisition & Performance Analysis</p> <p>Negotiation Approaches Determination of Swap Ratio & EPS analysis funding of Merger Post Merger Performance Measurement & Analysis.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Accounting And Tax Aspects of Merger & Acquisition</p> <p>Accounting Standards (AS-14) Taxation Issues Involved in merger & Acquisition.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Legal Implications, Takeovers & Other Issues</p> <p>Legal Aspects of Mergers & acquisition Takeover Code Takeover Defense Mechanism Buyback of Shares Managing</p>	<p>MBA FM406: Financial Strategic Decision</p> <p style="text-align: right;">Lectures-08</p> <p>Unit I Strategic Financial Management</p> <p>Meaning and concept of Strategic Decisions, Strategy and Strategist, The 'Nine References' for Strategic Financial Management, Strategic investigation of Growth or Profit.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit II Financial System in INDIA:</p> <p>Nature and Role of Money, Functions and Types of Money, Importance of Money, Demand and Supply of Money:</p> <p>Nature and Concept of Interest, Main Types of interest in the Market,</p> <p>Inflation: Meaning and concept, Effects on Financial System of India, Controlling Factors of Inflation.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit III Financial Markets: Money Market & its Instruments:</p> <p>Introduction to Money Market: Concept, Features, Objectives, Importance and Composition,</p> <p>Money Market Instruments: Call Money, Treasury Bill, Commercial Paper, Certificate of Deposits,</p> <p style="text-align: right;">Lectures-08</p> <p>Unit IV Concept of Strategic Decision</p> <p>Meaning, Objectives of strategic decision making in Finance. Meaning and objectives of corporate restructuring, Kinds, concept and reasons for mergers and</p>	

		Post Merger Issues.	<p>amalgamation. Meaning and kinds of takeovers. Meaning, types, advantages and disadvantages of factoring.</p> <p>Lectures-08</p> <p>Unit V Analysis of Enterprise</p> <p>Concept of Valuation: EVA, MVA, Enterprise Value.</p>	
MBA FM 407:		<p>Financial Derivatives Management</p> <p>Lectures-07</p> <p>Unit I Introduction</p> <p>Introduction to derivatives, Features and types of financial derivatives, History of derivatives market, various uses of derivatives.</p> <p>Lectures-07</p> <p>Unit II Future Markets</p> <p>Introduction, Types of financial futures contracts, evolution of future markets in India, Functions of future markets, future market trading mechanism.</p> <p>Lectures-07</p> <p>Unit III Forward Market</p> <p>Introduction and concept of forward contracts, features of forward contract. Differences between future contracts and forward contracts. Forward trading mechanism.</p> <p>Lectures-07</p> <p>Unit IV Options Market</p> <p>Introduction, concept and history of options, types of options- call and put options, American and European options, Exchange traded and over the counter traded options, Differences between options and Future contracts.</p> <p>Lectures-07</p> <p>Unit V Credit Derivatives</p> <p>Concept and features of credit derivatives, credit risk assessment, Growth of credit derivatives market, credit risk management, credit default</p>		

		swaps, total return swaps, benefits of credit derivatives, credit derivatives in India.	
MBA FM 408:	Tax Planning	<p>OBJECTIVES: The aim of this course is to familiarize the student with major latest provisions of the Indian tax laws having implications for various aspects of tax planning with a view to derive maximum possible tax benefits admissible under the law.</p> <p>Course Contents</p> <p>Unit – I</p> <p style="text-align: center;">Lecture-7</p> <p>Important Definitions, Residential Status and incidence of tax, Understanding the taxability of various components of salary, Allowances and perquisites. Basic tax planning in salary structures</p> <p>Unit II</p> <p style="text-align: center;">Lecture-7</p> <p>tax planning of house property, Taxability of let out and self-occupied house property. Tax planning according to Depreciation rules. Computation of taxable income from business and profession, allowed and disallowed expenses, presumptive incomes.</p> <p>Unit III</p> <p style="text-align: center;">Lecture-7</p> <p>Computation and exemptions of capital gains, Investment avenues to avoid capital gains. Tax planning regarding dividend, bank deposits, interest income, casual income and gifts.</p> <p>Unit – IV</p> <p style="text-align: center;">Lecture-7</p> <p>Set off and carry forward of losses, deemed incomes. Tax planning regarding provisions of section 80. Provisions regarding TDS and advance tax, self assessment, Tax avoidance and Tax Evasion.</p> <p>Unit V</p>	Number of specialization reduced

		<p>Lecture-7 Introduction to wealth tax, Exempted wealth, Deemed wealth. Computation of net wealth, assessment of wealth tax. Tax planning regarding wealth tax.</p>		
			<p>MBA MKT403: Product and Brand Management Lectures-07</p> <p>Unit I New Product Planning New Product Planning, Strategic Product Planning, New Product Development Process, Launch Plan Lectures-07</p> <p>Unit II Researching and Designing New Product Conducting Market and Customer Analysis, Designing New Strategies, Target Customer and New Market, Managing Existing and Mature Product, Create and Manage Customer Demand Lectures-07</p> <p>Unit III Creating Brand Success and Building Brand Equity Strategic Success, Pioneer Advantage, Product Success, Product Failure, Success Brands, Common Sense Definitions, Other Approaches, Concept of Market Redefinition Brand Equity: Equity Measurement-Cost Based Methods, Price-Based Methods, Customer-Based Brand Equity Lectures-07</p> <p>Unit IV Brand Identity, Positioning and Image Creation and Evaluation of Brand, Positioning the Brand, Importance of Brand Personality, Emotion-Centered Definitions, Brand Image, Brand Image and Celebrity, Brand Image and</p>	Course code changed

			<p>Imagery, Brand Image and User Status, Brand Image and Brand</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V</p> <p>Brand Repositioning and Brand Extension</p> <p>Differentiating Brand From Competitors, Positioning, Repositioning.</p> <p>Increasing Relevance to Consumer, Increasing Occasions for Use, Search for a Viable Position, Making the brand Serious, Falling Sales, Making the Brand Contemporary.</p> <p>Brand Extension: Types of Brand Extension, Need for Three-Fold Classification, Need for brand extension, Pros and cons of Brand Extension, What to extend into parent – Extension Image fit Classic Paradox of Brand Extension.</p> <p>Image –Related Extensions, Examples of Image-Related Extensions</p>	
MBA MKT 404:	<p>Product and Brand Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I</p> <p>New Product Planning</p> <p>New Product Planning, Strategic Product Planning, New Product Development Process, Launch Plan</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II</p> <p>Researching and Designing New Product</p> <p>Conducting Market and Customer Analysis, Designing New Strategies, Target Customer and New Market, Managing Existing and Mature Product, Create and Manage Customer Demand</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III</p> <p>Creating Brand Success and Building Brand Equity</p> <p>Strategic Success, Pioneer Advantage, Product Success, Product Failure, Success Brands, Common Sense</p>	<p>MBA MKT 404: Digital and Social Media Marketing</p> <p>UNIT I Introduction to Digital Marketing</p> <p style="text-align: right;">Lecture – 8</p> <p>Overview of Digital Marketing, Digital Marketing Plan and Planning Process, Digital Marketing Environment, Ethical and legal issues in Digital Marketing – Trust, Ethics, Privacy, Patents, Copyrights, Data ownership, etc</p> <p>UNIT II Digital Marketing Research</p> <p style="text-align: right;">Lecture – 6</p> <p>Digital Market Research, Marketing database and Data Warehouses, Consumer online Behaviour</p> <p>UNIT III Digital Marketing Strategies</p>	New course introduced	

	<p>Definitions, Other Approaches, Concept of Market Redefinition</p> <p>Brand Equity: Equity Measurement-Cost Based Methods, Price-Based Methods, Customer-Based Brand Equity</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Brand Identity, Positioning and Image</p> <p>Creation and Evaluation of Brand, Positioning the Brand, Importance of Brand Personality, Emotion-Centered Definitions, Brand Image, Brand Image and Celebrity, Brand Image and Imagery, Brand Image and User Status, Brand Image and Brand</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Brand Repositioning and Brand Extension</p> <p>Differentiating Brand From Competitors, Positioning, Repositioning.</p> <p>Increasing Relevance to Consumer, Increasing Occasions for Use, Search for a Viable Position, Making the brand Serious, Falling Sales, Making the Brand Contemporary.</p> <p>Brand Extension: Types of Brand Extension, Need for Three-Fold Classification, Need for brand extension, Pros and cons of Brand Extension, What to extend into parent – Extension Image fit Classic Paradox of Brand Extension.</p> <p>Image –Related Extensions, Examples of Image-Related Extensions</p>	<p style="text-align: center;">Lecture – 9</p> <p>Segmentation, Targeting, Differentiation and Positioning Strategies for digital marketing, Product, Pricing, Payment and Distribution strategies for online selling, Communication tools, Internet advertising, Public Relations, web sites, online events, Direct marketing – e-mail, viral marketing, text messaging, Search Ads, Interpreting the Results of Search Ads, Search Engine Optimization</p> <p>UNIT IV Social Media Marketing</p> <p style="text-align: center;">Lecture – 9</p> <p>Introduction to Social Media, Elements of Social Media, Types of social media, Social media strategies, Social media Performance Metrics, Managing Information - Aggregators, Google Alerts, Blogs, Live Chat, Managing and Monitoring Social Media Campaigns, Trend in Social Media Marketing, Top Tactics of Strategic Social Marketers, Multi-media - Video (Video Streaming, YouTube, etc.), Multi-media - Audio & Podcasting (iTunes, etc.), Multi-media - Photos/Images (Flickr, etc.)</p> <p>UNIT V Social Media Analytics</p> <p style="text-align: center;">Lecture – 8</p> <p>Google Alerts and Giga Alert (Brand, product and service monitoring online), Crowdsourcing, Facebook, Twitter,</p>	
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MBA MKT 405:	<p>Rural and Industrial Marketing</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Rural Marketing, Environment and Rural Consumer</p> <p>Definition, Features and Relevance of Rural Marketing, Indian Rural Markets: Potential and Prospects. Opportunities and Challenges, Profile of Environment, Factors Contributing to Changes in Rural Markets, Customer Analysis and Rural Market Segmentation, Lifestyle of Rural Consumer; Influences and Consumer Behavior, Problems and Constraints, Rural Marketing Mix and various Promotional Tools</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Rural Marketing Strategies and Competitive Strategies</p> <p>Product and Services in Rural Marketing, Value Offerings. Product and Price as Strategic Variables, Product Profile or Specific Product such as Fertilizers, Seeds, Pesticides and Other Durables, Price Issues, Distribution Strategies, Communication and Sales Management issues as a competitive strategy for the Rural Markets, Entry Strategy and Challenges and Problems, Social Marketing : Corporate Social Responsibility in Rural Market</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III Industrial Market and</p>	<p>MBA MKT 405: Customer Relationship Management</p> <p style="text-align: right;">Lectures-07</p> <p>Unit I Introduction and Role of CRM</p> <p>Meaning and Need of CRM in Current Scenario, Role and Importance of CRM, Major Benefits of CRM, CRM Strategy is the Best Strategy, CRM Rewards, CRM-Marketing & Relationship marketing, types of CRM</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Process and Practice of CRM</p> <p>CRM as a Marketing Tool, Decision Support System to CRM, CRM Software how to Choose the Best, Data Analysis Techniques for CRM, CRM Measurement</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III CRM Evolution and Challenges</p> <p>Reasons for Growth of CRM, Traditional Business Methods and Process, Customer Service and CRM, Ethics and Legalities of Data Use, Developing & deploying CRM strategies</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Complaint Handling and Retention of Customer</p> <p>Customer Life Cycle, Customer Satisfaction and Loyalty, Customer Complaint and Defection, CRM Initiative to Retention of Customer</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Web Based CRM and Internet</p>	<p>Course code changed</p>	

		<p>Industrial Customer</p> <p>The Industrial Marketing System, Participants, Channels, Relationships, Distinguishing Characteristics of Industrial & Consumer Marketing, The Industrial Marketing Concept, Market Definition, Mission and the Business Philosophy, Market Levels and Product Types Derived Demand, Environmental Forces Influencing Demand, The Industrial Customer, Buyer Motives, Purchasing by Public Institutions, Buyer Characteristics, Types of Purchasing Organizations</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV</p> <p>Organizational Buying Process, Segmentation and Product Development</p> <p>Purchasing System, Buying Situations, Evaluating Vendor Capability, Performance, Vendor Analysis, Segmenting Organizational Markets, Key Information Sources, SIC System, Bases of Segmentation, Macro, Micro, Industrial Product Policy, Product Evaluation Matrix, New Product Development Process and Adoption Process</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V</p> <p>Industrial Marketing Channels, Price, Promotion Strategies</p> <p>Distributors Profile, Responsibilities, Classifications, Manufacturer's Representative, Other Industrial Middleman, Channel Alternative Approaches, Role of Advertising Publicity, Personal Selling-Buyer Seller Interactions, Personnel Profile, Selection, Supervision, Compensation, Sales Promotion and Public Relations</p>	<p>Marketing</p> <p>CRM on the Internet, Choosing the Right Vehicle, E-commerce and Internet Marketing, Managing Conflicts, Building CRM Strategy</p>	
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	MBA MKT 406:	<p align="center">International Marketing Management Lectures-07</p> <p>Unit I International Marketing and Environment</p> <p>Importance of International Marketing, How is it different from Domestic Marketing, International Marketing Concept, Drivers of international Expansion, Protectionism & Liberalization, The Economic Environment, Legal Environment, Social/Cultural Environment, Competitive Environment, Alternatives and Identifying Foreign Market Potential.</p> <p align="right">Lectures-07</p> <p>Unit II Overseas Marketing and Market Entry Strategies</p> <p>Understanding Customer's Buying Behavior in Different countries, Factors Influencing Buyer Behavior, Using Marketing Research to identify opportunities, Similarities and differences, International constraints & barriers – Tariff and Non-Tariff, Deciding on the International Entry Modes, Factors Influencing Choice of Entry Mode.</p> <p><i>Strategic Alliances:</i> Manufacturing, Marketing and Distribution Alliances</p> <p align="right">Lectures-07</p> <p>Unit III International Product Development & Pricing Strategies</p> <p>International Product and Service Strategies: The New Product Planning & Development Process, The international PLC Concept, Managing the International Product and Service Mix, New Product Success or Failure,</p>	<p align="center">MBA MKT 406: International Marketing Management Lectures-07</p> <p>Unit I International Marketing and Environment</p> <p>Importance of International Marketing, How is it different from Domestic Marketing, International Marketing Concept, Drivers of international Expansion, Protectionism & Liberalization, The Economic Environment, Legal Environment, Social/Cultural Environment, Competitive Environment, Alternatives and Identifying Foreign Market Potential.</p> <p align="right">Lectures-07</p> <p>Unit II Overseas Marketing and Market Entry Strategies</p> <p>Understanding Customer's Buying Behavior in Different countries, Factors Influencing Buyer Behavior, Using Marketing Research to identify opportunities, Similarities and differences, International constraints & barriers – Tariff and Non-Tariff, Deciding on the International Entry Modes, Factors Influencing Choice of Entry Mode.</p> <p><i>Strategic Alliances:</i> Manufacturing, Marketing and Distribution Alliances</p> <p align="right">Lectures-07</p> <p>Unit III International Product Development & Pricing Strategies</p> <p>International Product and Service Strategies: The New Product Planning & Development Process, The international PLC Concept, Managing the International Product and Service Mix, New Product Success or Failure, Product Standardization &</p>	

		<p>Product Standardization & Adaptation, Branding Strategies & Packaging Decisions, Pricing decisions for international Markets: Pricing Objectives, Factors Affecting Pricing Decisions, Various Pricing Approaches for International Market, Feasibility of Marginal Cost Pricing, Terms of Payment in International Transactions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV International Distribution and Promotion Strategies</p> <p>Foreign Market Channel Management, Channel Members-Expectations and Performance,</p> <p>Types of international Distribution Channels, The Strategic and Tactical use of Distribution to gain Competitive Advantage, International Logistics, International Retailing,</p> <p>Integrated Marketing Communications and International Advertising: International promotional mix, International Publicity, Public Relations and Sales Promotion Strategies, Barriers to international communications, Standardization Vs Customization of promotional efforts</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V International Marketing Strategies & Challenges before International Marketing</p> <p>Formulating a Marketing Plan, Evaluating and Controlling International Marketing Strategy, Challenges Ahead, Preparing for Future Challenges</p>	<p>Adaptation, Branding Strategies & Packaging Decisions, Pricing decisions for international Markets: Pricing Objectives, Factors Affecting Pricing Decisions, Various Pricing Approaches for International Market, Feasibility of Marginal Cost Pricing, Terms of Payment in International Transactions.</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV International Distribution and Promotion Strategies</p> <p>Foreign Market Channel Management, Channel Members-Expectations and Performance,</p> <p>Types of international Distribution Channels, The Strategic and Tactical use of Distribution to gain Competitive Advantage, International Logistics, International Retailing,</p> <p>Integrated Marketing Communications and International Advertising: International promotional mix, International Publicity, Public Relations and Sales Promotion Strategies, Barriers to international communications, Standardization Vs Customization of promotional efforts</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V International Marketing Strategies & Challenges before International Marketing</p> <p>Formulating a Marketing Plan, Evaluating and Controlling International Marketing Strategy, Challenges Ahead, Preparing for Future Challenges</p>	
MBA MKT 407:	Customer Relationship Management	Lectures-07		
	Unit I Introduction and Role of CRM			

		<p>Meaning and Need of CRM in Current Scenario, Role and Importance of CRM, Major Benefits of CRM, CRM Strategy is the Best Strategy, CRM Rewards, CRM-Marketing & Relationship marketing, types of CRM</p> <p style="text-align: right;">Lectures-07</p> <p>Unit II Process and Practice of CRM</p> <p>CRM as a Marketing Tool, Decision Support System to CRM, CRM Software how to Choose the Best, Data Analysis Techniques for CRM, CRM Measurement</p> <p style="text-align: right;">Lectures-07</p> <p>Unit III CRM Evolution and Challenges</p> <p>Reasons for Growth of CRM, Traditional Business Methods and Process, Customer Service and CRM, Ethics and Legalities of Data Use, Developing & deploying CRM strategies</p> <p style="text-align: right;">Lectures-07</p> <p>Unit IV Complaint Handling and Retention of Customer</p> <p>Customer Life Cycle, Customer Satisfaction and Loyalty, Customer Complaint and Defection, CRM Initiative to Retention of Customer</p> <p style="text-align: right;">Lectures-07</p> <p>Unit V Web Based CRM and Internet Marketing</p> <p>CRM on the Internet, Choosing the Right Vehicle, E-commerce and Internet Marketing, Managing Conflicts, Building CRM Strategy</p>		
	<p>MBA MKT 408:</p>	<p style="text-align: center;">E Commerce</p> <p>Unit I Introduction to e-Commerce</p> <p>Framework, Architecture, Benefits and Impact of e-Commerce, The Anatomy of e-Commerce</p>		

applications, e-Commerce
Consumer applications, e-
Commerce Organisation
Applications, e-commerce
in India, Prospects of e-
commerce.

Network Infrastructure
for e-commerce :
Intranet, Extranet, &
Internet, Internet
Backbone in India, ISP
and services in India, OSI
Model, Standards &
Overview of TCP/IP,
Internet Security, e-
commerce & Internet.

Lectures-07

Unit II E-commerce Models

Business to Consumer (B
to C) model – Basic idea,
major activities, major
challenges. Models of B
to C [portals, e-tailer,
content provider,
transaction
broker]. Business to
Business (B to B) model –
Basic idea, major
activities, types of B to B
market [independent,
buyer oriented, supplier
oriented, vertical and
horizontal e-market
place]. Other models –
Business to Government
(B to G), Consumer to
Consumer (C to C),
Consumer to Business (C
to B).

Lectures-07

Unit III

**E-Advertising, Marketing
& E-CRM** : The new age
of information-based
Marketing, Emergence of
internet as a competitive
advertising media,
Market Research,
Weakness in Internet
Advertising, e-Advertising
& Marketing in India.

		<p>E-CRM : Concept & definition, features, Goals of E-CRM business framework, Three phases of E-CRM, Types of E-CRM, Functional Components of E-CRM, Strategies for E-CRM solutions.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit IV</p> <p>Electronic Payment Systems & EDI</p> <p>Introduction to Payment Systems, On-Line Payment Systems, Pre-Paid e-Payment System, Post-Paid e-Payment System, Requirements Metrics of a Payment System.</p> <p>Electronic Data Exchange EDI- Definitions & Applications, Standardisation and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI.</p> <p style="text-align: center;">Lectures-07</p> <p>Unit V security</p> <p>Introduction to ERP & E-</p> <p>Concept & definition, features, major characteristics, levels of ERP, Benefits of ERP, Enterprise potentials of ERP, Modules of ERP, Phases of ERP implementation, Limitations of ERP.</p> <p>E-Security : Securing the Business on Internet- Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security Protocols for Web</p>		
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		Commerce.		
			<p>MBA IT 403: IT Consulting</p> <p>Unit I: Introduction</p> <p>Lectures-4</p> <p>Overview and principles of consultancy, The structure and drivers of the IT/IS industry, The role of the consultant , Competencies of consultants, Consultancy models: expert, doctor/patient, collaborative/process, Considerations for the external consultant, internal consultant and sole practitioner, Managing change</p> <p>Unit II: Consultancy Life Cycle</p> <p>Lectures-6</p> <p>The life cycle of a consultancy assignment, Gaining entry, Contracting and assignment initiation, Identification of problems and business needs, Consulting projects-I and II-RFP analysis and response strategy, Diagnosis and solution definition, Solution appraisal and evaluation, Implementation and taking action, Closure and review</p> <p>Unit III: Conducting a consultancy assignment – tools and techniques</p> <p>Lectures-10</p> <p>Consulting services portfolio, Qualification of opportunities using MANDACT, Terms of Reference, Business environment analysis, Root cause analysis and creative problem solving, Investigation techniques and data collection, Generating options, Implementation and taking action, Disengaging and expansion, Withdrawal from the assignment, Evaluation, follow up and business development</p>	Course code chnaged

			<p>Unit IV: Managing Relations</p> <p style="text-align: center;">Lecture-10</p> <p>Management of client relationships, Building rapport, Handling client meetings, Client behaviours and objectives, Assessment of readiness for change, Proposals and bids, Contracts and IPR, Influencing and negotiation, Working in teams, Team management and delegation, Management of expectations, Conflict management, Motivation and continuous professional development of the consultant, Selling of consultancy services, Issues in the use of consultants</p> <p>Unit V: Managing consultancy assignments</p> <p style="text-align: center;">Lecture-10</p> <p>Scoping of assignments and projects, Project planning and project management principles, Progress monitoring, completion and handover, Communications and reviews, Quality management systems, Risk management, Change control, Legislation, ethics and professional standards, Financial management, The economics of consulting, Transferring experience to the client, Benefits management</p>	
MBA IT 404:	MBA IT 404: Big Data and System Analytics		MBA IT 404: Managing Digital Platforms	Course code changed

	<p>Course Objectives: The course will enable the student to:</p> <ol style="list-style-type: none"> 1. Have an insight of the systems concept and the process involving the analysis and design of the same. 2. Understand the systems implementation and scheduling. <p>Course Content:</p> <p>UNIT I Overview of Information System Development Lectures: 9</p> <p>Overview of Information System Development: What is a – Business System Concepts – Information system – Categories – System development strategies – SDLC, Structured analysis, Prototype – tools for system development. Managing Application Development: How system projects begun – Reasons for project proposals – sources of project requests – Methods of project review and selection – Preliminary Investigation.</p> <p>UNIT II Requirement Analysis Lectures: 10</p> <p>Requirement Analysis: What is Requirement determination – Fact finding Techniques – interview, questionnaires, record review, and observation – tools for documenting procedures and decisions – Decision trees – Decision tables- Structured English. Structured Analysis: Concept and components – Data flow analysis – Data flow strategy – DFD's- DFD Development and advantages – Data Dictionary – Why is data dictionary important Contents of data dictionary – recording of data descriptions.</p> <p>UNIT III Prototyping Lectures: 7</p>	<p>UNIT I:</p> <p style="text-align: center;">Lecture 8</p> <p>Overview of the IT/ITES/Telecom and related businesses in India and the world – segments of these industries , growth, forecasts, trends, key players, reasons for their success etc. IT & Information Systems Resource its relevance to Human resource management & Business, Outsourcing challenges of Internal Functions – the what, Why and How</p> <p>UNIT II</p> <p style="text-align: center;">Lecture 8</p> <p>Challenges for these businesses in the domestic and international markets such as Business Development, Technology Obsolescence, Pricing, Set up & Infrastructure Costs, Talent management , Licensing costs & Intellectual property rights, Mergers and Acquisitions , Customer Contract Management and SLAs , managing Innovation , legal issues, Visa's, Foreign Soil issues, Special Incentives and schemes such as the Export Processing Zones etc</p> <p>UNIT III</p> <p style="text-align: center;">Lecture 8</p> <p>Study of various business models including onsite/off shoring, e-commerce, e-business, m – commerce and pure play 'e' and 'm' models, Effective use of IT & Information Systems resources Implementation and Acceptance, maintenance for productivity</p> <p>UNIT IV</p> <p style="text-align: center;">Lecture 8</p> <p>Introduction to IT and Information System Resource Management, Evolution of IT and Information System Resource Management (Software,</p>	
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		<p>Prototyping: Purpose – Rationale – Steps in prototype methods – Uses – Tools – Strategies. Case Tools: Role and benefits – Categories – Components – Integration of Tools – Using Case Tools – Advantages, disadvantages of using case tools.</p> <p>UNIT IV System Design</p> <p>Lectures: 7</p> <p>System Design: Software requirement specification – Objectives of design – Design specification and features – introduction to output, input, file, database design. Output Design: Objectives – types of output – Key output questions – presenting information –Input Design: Objectives – capturing data – Guidelines – Design of source document – coding methods – input validation – Methods.</p> <p>UNIT V Quality Assurance, System Testing and Implementation</p> <p>Lectures: 7</p> <p>Quality Assurance, System Testing and Implementation: Levels – Testing verification, validation, certification – Testing strategies – Practices – Test data – Implementation review – System audit. Case and Problems</p>	<p>Hardware, Database, Networking, and communications technology, human resource etc) for Planning and Implementation of information technology and technology base system across the functions and sectors of the industries.</p> <p>UNIT V</p> <p>Lecture 8</p> <p>Determining IT and Information System’s Resource Needs: Needs Analysis, planning , System Cost Justifying and Investments, Automation and Artificial Intelligence</p>	
MBA IT 405	: Managing Digital Platforms		<p>MBA IT 405: Strategic Management of IT</p> <p>UNIT I</p> <p>8</p> <p>Lecture</p> <p>Information Technology and Competitive Advantage– Role of Information systems in organization, Some key concepts related to strategy such as value chain, five forces, information asymmetry and Technology Investment • Information Technology vs. Information systems • Two different approaches for gaining Competitive Advantages-Market</p>	Course code changed

		<p>UNIT I:</p> <p style="text-align: center;">Lecture 8</p> <p>Overview of the IT/ITES/Telecom and related businesses in India and the world – segments of these industries , growth, forecasts, trends, key players, reasons for their success etc. IT & Information Systems Resource its relevance to Human resource management & Business, Outsourcing challenges of Internal Functions – the what, Why and How</p> <p>UNIT II</p> <p style="text-align: center;">Lecture 8</p> <p>Challenges for these businesses in the domestic and international markets such as Business Development, Technology Obsolescence, Pricing, Set up & Infrastructure Costs, Talent management , Licensing costs & Intellectual property rights, Mergers and Acquisitions , Customer Contract Management and SLAs , managing Innovation , legal issues, Visa’s, Foreign Soil issues, Special Incentives and schemes such as the Export Processing Zones etc</p> <p>UNIT III</p> <p style="text-align: center;">Lecture 8</p> <p>Study of various business models including onsite/off shoring, e-commerce, e-business, m – commerce and pure play ‘e’ and ‘m’ models, Effective use of IT & Information Systems resources Implementation and Acceptance, maintenance for productivity</p> <p>UNIT IV</p> <p style="text-align: center;">Lecture 8</p> <p>Introduction to IT and Information System Resource Management, Evolution of IT and Information System Resource Management (Software, Hardware, Database, Networking,</p>	<p>Based Approach and Resource Based Approach • Strategic Role of IT in gaining Competitive Advantages</p> <p>UNIT II</p> <p style="text-align: center;">Lecture 8</p> <p>ERP systems, Business Processes and IT • Meaning and definition, introduction of Business Process, Organizational processes and Information systems • Use of ERP in Business Process • Business Process Reengineering</p> <p>UNIT III</p> <p style="text-align: center;">Lecture 8</p> <p>Using Information for Decision Making • How organization leverage data/information for competitive advantage • Importance of database, data warehouse, Data mining , and Business Intelligence, How they can be used as part of an organization strategy for Competitive Advantage</p> <p>UNIT IV</p> <p style="text-align: center;">Lecture 8</p> <p>Technology Trends Emerging trends of information technology to device business strategic, • Web related technologies, web media, how to use world wide web for business and marketing purpose • Mobile technology impact of mobile technologies on business and mobile strategy for a business</p> <p>UNIT V</p> <p style="text-align: center;">Lecture 8</p> <p>Creating a Technology Strategy • Developing an IT Strategy • Writing your own strategy- Develop your web, web media and mobile strategy</p>	
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		<p>and communications technology, human resource etc) for Planning and Implementation of information technology and technology base system across the functions and sectors of the industries.</p> <p>UNIT V</p> <p style="text-align: center;">Lecture 8</p> <p>Determining IT and Information System's Resource Needs: Needs Analysis, planning , System Cost Justifying and Investments, Automation and Artificial Intelligence</p>		
MBA IT 406:		<p style="text-align: center;">Strategic Information Technology Management</p> <p>UNIT I :Information Technology as competitive advantage</p> <p style="text-align: center;">Lecture 8</p> <p>Role of Information systems in organization, Some key concepts related to strategy such as value chain, five forces, information asymmetry and Technology Investment • Information Technology vs. Information systems • Two different approaches for gaining Competitive Advantages-Market Based Approach and Resource Based Approach • Strategic Role of</p>	<p style="text-align: center;">MBA IT 406: System Analysis and Design</p> <p>UNIT I Overview of Information System Development</p> <p style="text-align: center;">Lectures: 9</p> <p>Overview of Information System Development: What is a – Business System Concepts – Information system – Categories – System development strategies – SDLC, Structured analysis, Prototype – tools for system development, Managing Application Development: How system projects begun – Reasons for project proposals – sources of project requests – Methods of project review and selection – Preliminary Investigation.</p>	

IT in gaining Competitive Advantages

UNIT II: Information Technology and Business process

Lecture 8

ERP systems, Business Processes and IT • Meaning and definition, introduction of Business Process, Organizational processes and Information systems • Use of ERP in Business Process • Business Process Reengineering

UNIT III : Information and business decision making

Lecture 8

Using Information for Decision Making • How organization leverage data/information for competitive advantage • Importance of database, data warehouse, Data mining , and Business Intelligence, How they can be used as part of an organization strategy for Competitive Advantage

UNIT IV: IT as strategic tool

Lecture 8

Creating a Technology Strategy • Developing an IT Strategy • Writing your own strategy- Develop your web, web media and mobile strategy

UNIT V : IT as strategic tool-recent trends

Lecture 8

Technology Trends Emerging trends of information technology to device business strategy, • Web related technologies, web media, how to use world wide web for business and marketing purpose • Mobile technology impact of mobile technologies on business and mobile strategy for a business

UNIT II Requirement Analysis

Lectures: 10

Requirement Analysis: What is Requirement determination – Fact finding Techniques – interview, questionnaires, record review, and observation – tools for documenting procedures and decisions – Decision trees – Decision tables- Structured English. **Structured Analysis:** Concept and components – Data flow analysis – Data flow strategy – DFD's- DFD Development and advantages – Data Dictionary – Why is data dictionary important Contents of data dictionary – recording of data descriptions.

UNIT III Prototyping

Lectures: 7

Prototyping: Purpose – Rationale – Steps in prototype methods – Uses – Tools – Strategies. Case Tools: Role and benefits – Categories – Components – Integration of Tools – Using Case Tools – Advantages, disadvantages of using case tools.

UNIT IV System Design

Lectures: 7

System Design: Software requirement specification – Objectives of design – Design specification and features – introduction to output, input, file, database design. Output Design: Objectives – types of output – Key output questions – presenting information –Input Design: Objectives – capturing data – Guidelines – Design of source document – coding methods – input validation – Methods.

UNIT V Quality Assurance, System Testing and Implementation

Lectures: 7

Quality Assurance, System Testing and Implementation: Levels –

			Testing verification, validation, certification – Testing strategies – Practices – Test data – Implementation review – System audit. Case and Problems	
MBA IT 407:	Network Application and Management			
	<p>UNIT I A System Approach To Network Design And Requirement Analysis Lectures: 9</p> <p>Introduction-Network Service And Service Based Networks- Systems And Services- Characterizing The Services. Requirement Analysis: Concepts – Background – User Requirements- Application Requirements- Host Requirements-Network Requirements – Requirement Analysis: Guidelines – Requirements Gathering And Listing- Developing Service Metrics To Measure Performance – Characterizing Behavior- Developing Performance Threshold – Distinguish Between Service Performance Levels.</p> <p>Unit II Flow Analysis Lectures: 10</p> <p>Individual And Composite Flows – Critical Flows - Identifying And Developing Flows – Data Sources And Sinks – Flow Models- Flow Prioritization – Flow Specification Algorithms – Example Applications</p>			

Of Flow Analysis

Unit III Logical Design

Lectures: 7

Background- Establishing Design Goals-
Developing Criteria For Technology
Evolution- Making Technology Choices For
Design-Case Study- Shared Medium-
Switching And Routing: Comparison And
Contrast- Switching- Routing-Hybrid
Routing/Switching Mechanisms – Applying
Interconnection Mechanism To Design –
Integrating Network Management And
Security Into The Design- Defining Network
Management- Designing With Manageable
Resources- Network Management
Architecture- Security- Security
Mechanism- Examples- Network
Management And

Unit IV Network Design: Physical, Addressi

Design Concepts – Design Process -
Network Layout – Design Traceability –
Design Metrics –Logical Network Design –
Topology Design – Bridging, Switching And
Routing Protocols- Physical Network Design
– Selecting Technologies And Devices For
Campus And Enterprise Networks –
Optimizing Network Design

**Unit V Network Management And Snmp
Protocol Model Lectures: 7**

Network And System Management,
Network Management System Platform;
Current Snmp Broadband And Tmn
Management, Network Management
Standards. Snmpv1, Snmpv2 System
Architecture, Snmpv2, Structure Of
Management Information. Snmpv2 – Mib –
Snmpv2 Protocol, Snmpv3- Architecture,
Application

**MBAIT
408:**

ERP-System Administration II

Unit 1

ERP – A Manufacturing

Perspective: Role of Enterprise

Resource Planning (ERP) in manufacturing, Computer Aided Design/Computer Aided Manufacturing (CAD/CAM), Manufacturing and Production Planning Module of an ERP System , Distribution Requirements Planning (DRP), Just-in-Time(JIT) & KANBAN - Kanban; Benefits of JIT; Potential Pitfalls of JIT; Kanban, Product Data Management (PDM)- Data Management, Process Management; functions of PDM; Benefits of PDM, Manufacturing Operations- Make-to-Order (MTO) and Make-to-Stock (MTS); Assemble-to-Order (ATO); Engineer-to-Order (ETO); Configure-to-Order (CTO)

Unit 2

ERP: A Purchasing Perspective: Role of ERP in Purchasing, Purchase Module:

	<p>Features of purchase module; Benefits of purchase module, ERP Purchase System</p> <p>Unit 3</p> <p><i>ERP: Sales and Distribution</i></p> <p><i>Perspective:</i> Role of ERP in Sales and Distribution, Sub-Modules of the Sales and Distribution Module: Master data management, Order management, Warehouse management, Shipping and transportation, Billing and sales support, Foreign trade, Integration of Sales and Distribution Module with Other Modules</p> <p>Unit 4</p> <p><i>ERP: An Inventory Management</i></p> <p><i>Perspective:</i> Role of ERP in Inventory Management: Features of ERP inventory management system; Benefits of ERP inventory management system; Limitations of ERP inventory management system, Importance of Web ERP in Inventory Management, ERP Inventory Management Module, Sub-Modules of the ERP Inventory Management Module, Installation of ERP Inventory Management System, Failure of ERP Inventory Installation</p> <p>Unit 5</p> <p><i>ERP: An CRM Perspective:</i> Role of ERP in CRM, Concept of CRM: Objectives of CRM; Benefits of CRM; Components of</p>		
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		<p>CRM, Types of CRM: Operational CRM, Analytical CRM, Sales intelligence.</p> <p><i>Future Directions in ERP:</i> New Trends in ERP, ERP to ERP II-Implementation of Organisation-Wide ERP, Development of New Markets and Channels, Latest ERP Implementation Methodologies, ERP and E-business</p>		
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