



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)



**Approved by AICTE, Recognized by UGC & Affiliated to Anna University
Accredited by NBA-AICTE, NAAC-UGC with 'A+' Grade**

Saravanampatti , Coimbatore -641035

**CURRICULA AND SYLLABI
REGULATION 2019
CHOICE BASED CREDIT SYSTEM**

DEPARTMENT OF MANAGEMENT STUDIES



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

COIMBATORE - 35



R2019 - SUGGESTED CURRICULUM AND SYLLABI

MASTER OF BUSINESS ADMINISTRATION

SEMESTER I							
S.No	Course Code	Course Name	L/T/P/J	Contact hrs / week	Credit	Int / Ext	Category
Theory Courses							
1	19BAT601	Management and Organisational Behaviour	3/0/0/0	3	3	50/50	PCC
2	19BAT602	Accounting for Managers	4/0/0/0	4	4	50/50	PCC
3	19BAT603	Managerial Economics	4/0/0/0	4	4	50/50	PCC
4	19BAT604	Legal Aspects of Business	3/0/0/0	3	3	50/50	PCC
5	19BAT605	Design Thinking for Managers	3/0/0/0	3	3	50/50	EEC
Practical Courses							
6	19BAP606	Fundamentals of Data Analysis	1/0/2/0	3	2	60/40	PCC
7	19BAP615	Ground Breaking Skills	0/0/4/0	4	2	60/40	LSC
8	19BAP608	Corporate Skills	0/0/2/0	1	1	60/40	LSC
Total					25	22*	

SEMESTER II							
S.No	Course Code	Course Name	L/T/P/J	Contact hrs / week	Credit	Int / Ext	Category
Theory Courses							
1	19BAT609	Financial Management	3/1/0/0	4	4	50/50	PCC
2	19BAT610	Human Resources Management	3/0/0/0	3	3	50/50	PCC
3	19BAT611	Marketing Management	3/0/0/0	3	3	50/50	PCC
4	19BAT612	Operations Management	3/0/0/0	3	3	50/50	PCC
5	19BAT607	Entrepreneurship Development	3/0/0/0	3	3	50/50	LSC
Practical Courses							
6	19BAP613	Digital Marketing	1/0/4/0	5	3	60/40	CC
7	19BAP616	Business Data Analysis	1/0/4/0	5	3	60/40	PCC
8	19BAP614	Career Planning	0/0/4/0	4	2	60/40	LSC
9	19BAP617	Mini Project - I	5 days		1	60/40	EEC
Total					30	25*	

SEMESTER III							
S.No	Course Code	Course Name	L/T/P/J	Contact hrs / week	Credit	Int / Ext	Category
Theory Course							
1	19BAT618	Financial Sourcing Management	2/0/0/0	2	2	50/50	CC
Elective Courses							
2	-	Program Elective 1	3/0/0/0	3	3	50/50	PEC
3	-	Program Elective 2	3/0/0/0	3	3	50/50	PEC
4	-	Program Elective 3	3/0/0/0	3	3	50/50	PEC
5	-	Program Elective 4	3/0/0/0	3	3	50/50	PEC
6	-	Program Elective 5	3/0/0/0	3	3	50/50	PEC

7	-	Program Elective 6	3/0/0/0	3	3	50/50	PEC
Open Elective							
8	-	Open Elective	3/0/0/0	3	3	50/50	OEC
Practical Courses							
9	19BAP619	Mini Project - II	5 days		1	60/40	EEC
10	19BAP620	Internship	30 days		2	60/40	EEC
Total					23	26*	

SEMESTER IV							
S.No	Course Code	Course Name	L/T/P/J	Contact hrs / week	Credit	Int / Ext	Category
Elective Courses							
1	-	Program Elective 7	3/0/0/0	3	3	50/50	PEC
2	-	Program Elective 8	3/0/0/0	3	3	50/50	PEC
Practical Course							
3	19BAP621	Capstone Project	0/0/0/24	24	12	60/40	EEC
Total					30	18*	

TOTAL CREDITS

S.No.	Subject Area	Credits / Semester				Total Credits
		I	II	III	IV	
1.	Professional Core Course [PCC]	16	16	0	0	32
2.	Professional Elective Course [PEC]	0	0	18	6	24
3.	Open Elective Course [OE]	0	0	3	0	3
4.	Life Skill Course [LSC]	3	5	0	0	8
5.	Employability Enhancement Courses [EEC]	3	1	3	12	19
6.	Career Course [CC]	0	3	2	0	5
Total		22	25	26	18	91

PROFESSIONAL CORE COURSES

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM
1	19BAT601	Management and Organisational Behaviour	3	0	0	0	3	I
2	19BAT602	Accounting for Managers	4	0	0	0	4	I
3	19BAT603	Managerial Economics	4	0	0	0	4	I
4	19BAP606	Fundamentals of Data Analysis	1	0	2	0	2	I
5	19BAT604	Legal Aspects of Business	3	0	0	0	3	I
6	19BAT609	Financial Management	3	1	0	0	4	II
7	19BAT610	Human Resources Management	3	0	0	0	3	II
8	19BAT611	Marketing Management	3	0	0	0	3	II
9	19BAT612	Operations Management	3	0	0	0	3	II
10	19BAP616	Business Data Analysis	1	0	4	0	3	II
Total							32	

PROFESSIONAL ELECTIVE COURSES

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM
1	-	Professional Elective 1	3	0	0	0	3	III
2	-	Professional Elective 2	3	0	0	0	3	III
3	-	Professional Elective 3	3	0	0	0	3	III
4	-	Professional Elective 4	3	0	0	0	3	III
5	-	Professional Elective 5	3	0	0	0	3	III
6	-	Professional Elective 6	3	0	0	0	3	III
7	-	Professional Elective 7	3	0	0	0	3	IV
8	-	Professional Elective 8	3	0	0	0	3	IV
Total							24	

PROFESSIONAL ELECTIVES

S.No	Course Code	Course Name	Contact Periods	L	T	P	J	C
SPECIALIZATION: ENTREPRENEURSHIP								
1	19BAE701	Entrepreneurship Theory and Practice	3	3	0	0	0	3
2	19BAE702	Family Business Management	3	3	0	0	0	3
3	19BAE703	Entrepreneurship Support Systems	3	3	0	0	0	3
4	19BAE704	Business Plan	3	3	0	0	0	3
5	19BAE705	Intrapreneurship	3	3	0	0	0	3
6	19BAE706	Entrepreneurial Marketing	3	3	0	0	0	3
SPECIALIZATION: FINANCE								
7	19BAE707	Investment Analysis and Portfolio Management	3	3	0	0	0	3
8	19BAE708	Merchant Banks and Financial Institutions	3	3	0	0	0	3
9	19BAE709	Financial Markets and Services	3	3	0	0	0	3
10	19BAE710	Financial Derivatives	3	3	0	0	0	3
11	19BAE711	Working Capital Management	3	3	0	0	0	3
12	19BAE712	Insurance and Risk Management	3	3	0	0	0	3
SPECIALIZATION: HUMAN RESOURCE								
13	19BAE713	Organizational Theory Design and Development	3	3	0	0	0	3
14	19BAE714	Human Resource Planning	3	3	0	0	0	3
15	19BAE715	Strategic Human Resource Management	3	3	0	0	0	3
16	19BAE716	Industrial Relations and Labour Welfare	3	3	0	0	0	3
17	19BAE717	Cross Cultural Management	3	3	0	0	0	3
18	19BAE718	Compensation and Reward Management	3	3	0	0	0	3
SPECIALIZATION: MARKETING								
19	19BAE719	Consumer Behaviour	3	3	0	0	0	3
20	19BAE720	Retail Management	3	3	0	0	0	3
21	19BAE721	Advertising Management	3	3	0	0	0	3
22	19BAE722	Social Media Marketing	3	3	0	0	0	3
23	19BAE723	Brand Management	3	3	0	0	0	3
24	19BAE724	Services Marketing	3	3	0	0	0	3
SPECIALIZATION: OPERATIONS								
25	19BAE725	Inventory Management	3	3	0	0	0	3
26	19BAE726	Total Quality Management	3	3	0	0	0	3
27	19BAE727	Lean Manufacturing	3	3	0	0	0	3
28	19BAE728	Services Operations Management	3	3	0	0	0	3
29	19BAE729	Materials Management	3	3	0	0	0	3
30	19BAE730	Sourcing Management	3	3	0	0	0	3
SPECIALIZATION: BUSINESS ANALYTICS								
31	19BAE731	Data Analysis Using R	3	3	0	0	0	3
32	19BAE732	Financial Analytics	3	3	0	0	0	3
33	19BAE733	People Analytics	3	3	0	0	0	3
34	19BAE734	Social Network Analytics	3	3	0	0	0	3
35	19BAE735	Supply Chain Analytics	3	3	0	0	0	3
36	19BAE736	AI for Managers	3	3	0	0	0	3
37	19BAE749	Social Media Analytics	3	3	0	0	0	3
SPECIALIZATION: SYSTEMS								
38	19BAE737	Enterprise Resource Management	3	3	0	0	0	3
39	19BAE738	Information Technology Management	3	3	0	0	0	3
40	19BAE739	Electronic Business Management	3	3	0	0	0	3
41	19BAE740	Management of Software Projects and Enterprises	3	3	0	0	0	3

42	19BAE741	Knowledge Management System	3	3	0	0	0	3
43	19BAE742	Advanced Database Management System	3	3	0	0	0	3
SPECIALIZATION: LOGISTICS								
44	19BAE743	Supply Chain in Digital Era	3	3	0	0	0	3
45	19BAE744	Logistics and Supply Chain Management	3	3	0	0	0	3
46	19BAE745	Fundamentals of Shipping	3	3	0	0	0	3
47	19BAE746	Transportation and Distribution Management	3	3	0	0	0	3
48	19BAE747	Reverse and Contract Logistics	3	3	0	0	0	3
49	19BAE748	Air Cargo Management	3	3	0	0	0	3

OPEN ELECTIVE COURSES TO PARENTAL PROGRAMME

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM
1	19BAZ651	Board Room Skills	3	0	0	0	3	III
2	19BAZ652	Analytics for Everyone	3	0	0	0	3	III
Total							3	

LIFE SKILL COURSES

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM
1	19BAT607	Entrepreneurship Development	3	0	0	0	3	II
2	19BAP608	Corporate Skills	0	0	1	0	1	I
3	19BAP614	Career Planning	0	0	4	0	2	II
4	19BAP615	Ground Breaking Skills	0	0	4	0	2	I
Total							8	

EMPLOYABILITY ENHANCEMENT COURSES

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM	
1	19BAP617	Mini Project I	5 days					1	II
2	19BAP619	Mini Project II	5 days					1	III
3	19BAP620	Internship	30 days					2	III
4	19BAP621	Capstone Project	0	0	0	24	12	IV	
5	19BAT605	Design Thinking for Managers	3	0	0	0	3	I	
Total							19		

CAREER COURSES

S.No	Course Code	Courses Offered	L	T	P	J	C	SEM
1	19BAP613	Digital Marketing	1	0	4	0	3	II
2	19BAT618	Financial Sourcing Management	2	0	0	0	2	III
Total							5	

19BAT601

**MANAGEMENT AND ORGANISATIONAL
BEHAVIOUR**

L T P J C

3 0 0 0 3

UNIT-I INTRODUCTION TO MANAGEMENT PRINCIPLES 9

Concept- Nature- Importance-The Evolution of Management-Thought Managerial roles and styles- Principles of Management - Levels of Management- Characteristics of Managers -Decision making approach-MBO-Management and Society

UNIT-II FUNCTIONS OF MANAGEMENT 9

The Nature and Purpose of Planning- Objectives - Strategies, Policies -The Nature of Organizing- Organizational Structure: Departmentation -Line/Staff Authority and Decentralization – Co-ordination functions in Organization - Communication- The System and Process of Controlling - Control Techniques.

UNIT-III INDIVIDUAL BEHAVIOR 12

Definition, need and importance -Nature and scope-Importance of Learning- Introduction and theories. Motivation: Content and process theories-Leadership: Styles and Theories - Perception-Personality- Attitudes.

UNIT-IV GROUP BEHAVIOR 6

Definition, need and importance -Nature and scope-Importance of Groups and Teams- Role relationships and conflict-Group dynamics- Work values.

UNIT-V ORGANISATIONAL CULTURE AND CHANGE 9

Creating and sustaining organizational Culture, types of culture, Organizational change, Stability vs Change, Proactive vs Reaction change, the change process, Resistance to change, Managing change.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Harold Koontz and Heinz Wehrich, 'Essentials of Management: An International and Leadership Perspective', 9th Edition, Mcgraw Hill Higher Education, 2015.
2. Stephen P. Robins, 'Organisational Behavior', 15th Edition, Pearson Education, 2015.

REFERENCES

- 1 Subba Rao, P, 'Management and Organizational Behaviour (Text and Cases)', 2nd Edition, Himalaya Publishing House 2019.
- 2 Laurie J. Mullins, 'Management and Organisational Behaviour', 8th Edition, Financial Times Prentice Hall, 2007.
- 3 Khanka.S.S, 'Organisational Behaviour', 6th Edition, S. Chand & Co, 2010.
- 4 Prasad.L.M, 'Organisational Behaviour', 4th Edition, Sultan Chand & Sons, 2014.
- 5 Uma Sekaran, 'Organisational Behaviour', 2th Edition, Tata McGraw Hill, 2006.

COURSE OUTCOMES

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

- CO1** Able to implement suitable managerial principles for the development of organizations.
- CO2** Apply management fundamentals, techniques and skills to solve organization problems.
- CO3** Understand and analyze the changes within an individual and its influence in decision making.
- CO4** Able to understand group behaviour and resolve group conflicts in an organization.
- CO5** Revamp organizational culture according to its goals

UNIT-I INTRODUCTION TO FINANCIAL ACCOUNTING 12

Introduction to Financial Accounting - Concept, Need, Importance and Scope. Accounting Concepts and Conventions, GAAP, Preparation of Final Accounts.

UNIT-II ANALYSIS OF FINANCIAL STATEMENTS 13

Financial Statement Analysis – Need, Objectives, Tools and Limitations of Financial Statement Analysis, Common Size and Comparative Statements, Ratio Analysis, Fund flow statement, Cash flow statement.

UNIT-III INTRODUCTION TO COST ACCOUNTING 12

Cost Accounting – Concepts, Objectives and Classifications, Methods and Techniques of Costing, Preparation of Cost Sheet.

UNIT-IV DECISION MAKING TOOLS – I 12

Marginal Costing - Break Even Analysis, Margin of Safety, Cost-Volume-Profit (CVP) Analysis, Marginal Costing in Decision Making – Fixing Selling Price, Make or Buy, Accepting a Foreign Order, Deciding Sales Mix.

UNIT-V DECISION MAKING TOOLS – II 11

Budgeting, Nature and Objectives, Cash, Flexible and Functional budgets, Zero Based Budgeting, Limitations.

L : 60 T: 0 P: 0 J: 0 Total: 60 PERIODS

TEXT BOOKS

- 1 M Y Khan & P K Jain, 'Management Accounting: Text, Problems and Cases', 6th Edition, Tata McGraw-Hill Publishing Company Limited, 2013.
- 2 T S Reddy & Y. Hari Prasad Reddy, 'Financial and Management Accounting', 2nd Edition, Margham Publications, 2010.

REFERENCES

- 1 S N Maheshwari & S K Maheshwari, 'Accounting for Management', 2nd Edition, Vikas Publishing House Pvt Ltd, New Delhi, 2009.
- 2 Jan Williams, 'Financial and Managerial Accounting – The basis for business Decisions', 16th Edition, Tata McGraw Hill Publishers, 2017.
- 3 Stice & Stice, Financial Accounting Reporting and Analysis, 8th Edition, Cengage, 2010.
- 4 R.Narayanaswamy, 'Financial Accounting – A Managerial Perspective', 5th Edition, PHI Learning, 2014.
S P Jain & K L Narang, 'Financial Accounting and Analysis', Kalyani Publishers, 2009.

COURSE OUTCOMES

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

- CO1** Able to implement the right financial accounting principles in an organization.
- CO2** Able to analyze the financial statements of a company and take decision accordingly.
- CO3** Able to explain the basic concept of cost and how costs are presented in the financial statements.
- CO4** Provide decision making skills to the students in the financial analysis context.
- CO5** Able to prepare various budgets and use budgets for performance evaluation.

UNIT-I INTRODUCTION**12**

Definition of Economics, Nature and Scope of Managerial Economics, Micro and Macro Economics, Role and Responsibilities of Managerial Economist.

UNIT-II DEMAND & SUPPLY ANALYSIS**12**

Meaning of Demand, Law of Demand, Types of Demand, Determinants of Demand, Elasticity of Demand. Supply, Law of Supply, Determinants of Supply.

UNIT-III PRODUCTION ANALYSIS**12**

Production and Cost Analysis, Factors of Production, Production Function, Concept, Types of Production function - Law of Variable Proportion.

UNIT-IV PRODUCT PRICING**12**

Pricing Methods and Strategies, Objectives, Factors, General Consideration of Pricing, Dual Pricing, Price Discrimination.

UNIT-V MARKET AND COMPETITION**12**

Market Structure, Perfect Competition, Monopoly, Monopolist Competition, Duopoly Oligopoly, Theory of Profit Maximization, Game Theory.

L : 60 T: 0 P: 0 J: 0 Total: 60 PERIODS**TEXT BOOKS**

- 1 William A. McEachern & Simrit Kaur, 'Micro ECON: A South Asian Perspective with CourseMate', 1st Edition, Cengage Learnings, 2016.
- 2 Yogesh Maheswari, 'Managerial Economics', 3rd Edition, PHI Learning, New Delhi, 2013.

REFERENCES

- 1 McConnell, Brue, Flynn, 'Micro Economics', 20th Edition, McGraw Hill Education, 2017.
- 2 Deviga Vengedasalam & Karunakaran Madhavan, 'Principles of Economics', 3rd Edition, Oxford, 2014.
- 3 Geethika & Piyali Ghosh, 'Managerial Economics', 3rd Edition, McGraw Hill Education 2017.
- 4 Samuelson and Nordhaus, 'Economics', Tata McGraw-Hill Publishing Company, 2011.
H.L.Ahuja, 'Managerial Economics: Analysis of Managerial Decision Making', 8th Edition, S.Chand Publishing, 2017.

COURSE OUTCOMES

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

- CO1** Apply economic analysis to optimally allocate scarce resources to meet managerial objectives.
- CO2** Estimate and analyse the market demand for a good or service.
- CO3** Estimate and analyse firm level production and cost.
- CO4** Analyse the industry structure and firm level conduct to develop profit maximizing pricing and production strategies.
- CO5** Apply game theory in an industrial context

UNIT-I THE INDIAN CONTRACT ACT 1872

7

Law of Contract, Meaning and Essentials of a Valid Contract, Formation of a contract, performance of contracts, breach of contract and its remedies.

UNIT-II THE SALE OF GOODS ACT 1930

8

Sales contract, Transfer of title and risk of loss, Conditions and Warranties in sales contract, Performance of sales contracts, Rights of an unpaid seller.

UNIT-III NEGOTIABLE INSTRUMENTS ACT 1881

8

Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties, holder in due course, special rules for cheque and drafts, discharge of negotiable instruments.

UNIT-IV COMPANY LAW 2013 & IPR

11

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Amendments of Companies Act 2013.

Introduction to IPR : Copyrights, Trademarks and Patent Act

UNIT-V INDIRECT TAXES & CONSUMER PROTECTION ACT

11

Corporate Tax planning, Income Tax. Goods and Services Tax (Amended on 03.05.18) –Introduction, Objective, Classification and practical implications of GST(Only Theory).

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances Redressal, Types of consumer Redressal Machinerics and Forums.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Kapoor.N.D, 'Elements of Mercantile Law', 30th Edition, Sultan Chand &Co., 2015.
2. R.S.N. Pillai & Bagavathi, 'Legal Aspects of Business', 1st Edition, S.Chand Group, 2011.

REFERENCES

- 1 Goel P.K, "Business Law for Managers", Wiley, 2006.
- 2 Akhileshwar Pathak, 'Legal Aspects of Business', 7th Edition, Tata McGraw Hill, 2018.
- 3 Bharat Tulsian and P.C.Tulsian, 'Business Law for CA Foundation Course', 3rd Edition, Tata McGraw Hill, 2018.
- 4 Datey.V.S, 'GST Ready Reckoner', 10th Edition, Taxman Publishing, 2019.

COURSE OUTCOMES

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

- CO1** Understand key concepts of business law relating to contract formation and to frame a contract for a business.
- CO2** Able to demonstrate the rights of an unpaid seller and the concept of Sales contract.
- CO3** Able to categorize the different negotiable instruments according to its needs.
- CO4** Ability to analyse legal issues facing a company with the knowledge gained.
- CO5** Ability to calculate the taxable income and demonstrate it to the needy people.

19BAT605	DESIGN THINKING FOR MANAGERS	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION TO DESIGN THINKING					9
An brief insight to Design Thinking and Innovation- People Centered Design & Evoking the ‘Right Problem’- Purpose of Design Thinking- Design Thinking Framework						
UNIT-II	PROCESS IN DESIGN THINKING (EMPATHY, DEFINE)					9
Design Thinking Process – Empathy – Uncovering and Investigating Community Concerns - Define : Examine and Reflect on the problem - Reconsider and arrive at the right problem to solve - Research with the users and Context - Question Framing and Conducting Research -User Stories and Design Strategy						
UNIT-III	CONCEPTING AND BUILDING (IDEA, CREATE)					9
Generating Ideas-Identifying top three ideas-Bundling the Ideas and create an concepts-Stories and Scenarios to that concepts-Rapid Prototyping						
UNIT-IV	TESTING, REFINING AND PITCHING THE IDEAS					9
Importance of Testing with People-Testing our Design with People-Conducting the usability Test-Record Results, Enhance, Retest and Redefine Results-Creating a Pitch for our design						
UNIT-V	VALUE PROPOSITION DESIGN					9
Business vs Start-up-Briefing the Problem-Problem Validation and User Discovery- Challenge Brief-Problem Innovation Score-Strategy for arriving new business plan						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Robert A Curedale, Design Thinking Process & Methods 4th Edition, Design Community College Inc., 2017.
2. Andrew Pressman, Design Thinking: A Guide to Creative Problem Solving for Everyone, 1st Edition, Routledge.

REFERENCES

- 1 Idris Mootee, Design Thinking for Strategic Innovation - What They Can't Teach You at Business or Design School, 1st Edition, 2017, Wiley
- 2 Yves Pigneur, Greg Bernarda, Alan Smith, Trish Papadacos Alex Osterwalder, Value Proposition Design: How to Create Products and Services Customers Want, 2015, Wiley.

COURSE OUTCOMES

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

- CO1** Able to empathize with a broad group of stakeholders to understand their needs through the ethnographic method.
- CO2** Able to define and re-define innovation challenges by asking the right questions, and not necessarily focusing on the right answers.
- CO3** Able to develop many creative ideas through structured brainstorming sessions.
- CO4** Able to develop rapid prototypes to bring their ideas into reality as quickly as possible, and obtain feedback.
- CO5** Able develop visual literacy and articulacy to explain design decisions

19BAP606	FUNDAMENTALS OF DATA ANALYSIS	L	T	P	J	C
		1	0	2	0	2
UNIT-I	EXPLORING DATA ANALYTICS					3+6
Identify various data types - Create appropriate visual displays - Calculate and interpret common descriptive statistics - Calculate and interpret common probabilities.						
UNIT-II	SAMPLING AND ESTIMATION					3+6
Properties of the Normal Distribution - Survey & Sampling - Confidence Interval for Means and Proportions - Business Application						
UNIT-III	HYPOTHESIS TESTING					3+6
Hypothesis Testing Basics - Hypothesis Testing for Means - Hypothesis Testing for Proportions						
UNIT-IV	LINEAR MODELS					3+6
Finding the Equation of a Line - Revenue, Cost, Profit and Breakeven Models - Supply and Demand - Piecewise Model						
UNIT-V	REGRESSION & ANOVA					3+6
Regression – Types – Line of Fit. Analysis of Variance - Types						
		L : 15	T: 0	P:30	J: 0	Total: 45 PERIODS

TEXT BOOKS

- 1 P.N.Arora & S.Arora, 'Statistics for Management', 5th Edition, S. Chand, 2007.
2. J.K. Sharma, 'Business Statistics', Vikas Publishing, 2014.

REFERENCES

- 1 S.P. Gupta, 'Statistical Methods', 43rd Edition, Sultan Chand & Sons, 2014.
- 2 S.C. Gupta, 'Fundamentals of Statistics', 7th Edition, Himalaya Publishing House, 2018.
- 3 Vijay K. Rohatgi and A.K.Md.Ehsanes Saleh, 'An introduction to Probability and Statistics', 2nd Edition, Wiley, 2008.
- 4 Michael Alexander, Richard Kusleika, John Walkenbach, Microsoft Excel 2019 Bible, Wiley, 2018

COURSE OUTCOMES

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

- CO1** Ability to identify the characteristics of different datasets for various applications.
- CO2** Apply the concept of sampling and estimation in business.
- CO3** Validate the assumptions in business environment.
- CO4** Gain hands on analytics tools to solve industry problems.
- CO5** Application of data analytics for business decision and strategy.

19BAP615	GROUND BREAKING SKILLS	L	T	P	J	C
		0	0	4	0	2
UNIT-I	UPSKILLING AND RESKILLING					12
	Need for skilling, Up skilling, Reskilling, Roadmap and strategies for up skilling and reskilling					
UNIT-II	INTERPERSONAL SKILLS					12
	Interpersonal skills: Emotional Intelligence, Leadership, Positivity, Team Working, Conflict Resolution, Problem Solving, Critical Thinking and Decision Making					
UNIT-III	SELF BRANDING					12
	Branding – Concept, Significance and Types, Brand Equity, Brand Extension, Brand Valuation, Brand Audit					
UNIT-IV	NEGOTIATION SKILLS					12
	Overview, Team Formation, Negotiation Strategy, Distributive Negotiations, Mixed-Motive Negotiations, Cross-Cultural Negotiations, Multi-Party Negotiations, Dispute Resolution, Agency and Ethics					
UNIT-V	SALES SKILLS					12
	Basic Sales Skills, Sales Strategies, Sales Force Recruitment, Sales Through Channels, Finding a Market, Make a Sale, Repeated Sale, Dealing with Objections, Refining Sales Techniques					

L : 0 T: 0 P:60 J: 0 Total: 60 PERIODS

TEXT BOOKS

- 1 Robbins & Hunsaker, 'Training in Interpersonal Skills: Tips for Managing People at Work', 6th Edition, Pearson Education, 2015
2. Dr.S.L.Gupta, 'Brand Management', Himalaya Publishing House, 2010

REFERENCES

- 1 Kevin Lane Keller, 'Strategic Brand Management', 4th Edition, Pearson Education, 2013.
- 2 Tapan K Panda, 'Sales and Distribution Management', 2nd Edition, Oxford, 2011.
- 3 Leil Lowndes, 'How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships', Harpet Element, 2014.
- 4 John Hayes, 'Interpersonal Skills at Work', 2nd Edition, McGraw Hill Education, 2002.
- 5 Dr.K.Ravikanth Rao & Dr.P.Dinakar, 'Life Skill Education', 1stEdition, Nilkamal, 2016.

COURSE OUTCOMES

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

- CO1** By end of this course the student will be able to upskill / reskill one's talent at work place.
- CO2** By end of this course the student will be able to demonstrate the importance of interpersonal skills at work place.
- CO3** By end of this course the student will be able to brand a product or an individual at a higher end.
- CO4** By end of this course the student will be able to create a better negotiation strategy in a tough situation.
- CO5** By end of this course the student will be able to sell a product with the learned skills.

19BAP608

CORPORATE SKILLS

L T P J C

0 0 2 0 1

LIST OF EXPERIMENTS

1. Goal Setting
2. Presentation Skill and Self Introduction
3. Case Study Presentation
4. Public Speaking
5. Group Discussion
6. Career Planning, Sharpening your career skills
7. SWOT analysis
8. Writing Employment messages : Preparation, Planning, Writing and Completing Resume and Application
9. Drafting E-Mail
10. Interviewing Employment

L : 0 T : 0 P : 30 J : 0 C : 0 Total:30 PERIODS

COURSE OUTCOMES

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

- CO1** Student will have confident enough to face the interview.
- CO2** Communicate internally and externally with business proficiency.
- CO3** Develop skills to communicate for various purposes and situations.

UNIT-I INTRODUCTION TO FINANCIAL MANAGEMENT**9+3**

Scope, Objectives, Functions, Role of Financial Manager and Interface of Financial Management with Other Functional Areas, Sources of Finance: Long Term, Short Term.

UNIT-II INVESTMENT DECISIONS**9+3**

Nature and Importance of Capital Budgetary Process, Basic Principles in Estimating Costs and Benefits of Investments, Appraisal Criteria – Pay Back Period, Average Rate of Return, Net Present Value, Time Value of Money, Benefit Cost Ratio, Internal Rate of Return.

UNIT-III COST OF CAPITAL & CAPITAL STRUCTURE**9+3**

Cost of Capital - Cost of Debt, Cost of Equity, Cost of Preferred Stock, Weighted Average Cost of Capital.

Capital Structure-Introduction, Factors Affecting Capital Structure, Capital Structure Theories: Net Income Approach, Net Operating Income Approach, Miller and Modigliani Propositions I and II. Concept of leverage - Financial, Operational and Combined.

UNIT-IV DIVIDEND POLICY**9+3**

Introduction, Dividend Decisions and Valuation of Firms, Determinants of Dividend Policy, Dividend Theories – Relevance and Irrelevance: Walter, Gordon and MM Hypothesis, Bonus Issues, Stock Split, Buy Back of Shares, Tax Issues.

UNIT-V WORKING CAPITAL MANAGEMENT**9+3**

Concepts, Needs, Determinants, Issues and Estimation of Working Capital, Working Capital Finance: Trade Credit, Bank Finance and Commercial Paper.

L : 45 T:15 P: 0 J: 0 Total: 60 PERIODS**TEXT BOOKS**

- 1 I.M. Pandey, 'Financial Management', 11th Edition, Vikas Publishing House, 2015.
- 2 M.Y. Khan and P.K.Jain, 'Financial Management, Text, Problems and Cases', 8th Edition, Tata McGraw Hill, 2018.

REFERENCES

- 1 Brigham and Ehrhardt, 'Financial Management Theory and Practice', 14th Edition, Cengage Learning, 2015.
- 2 Prasanna Chandra, 'Financial Management', 9th Edition, Tata McGraw Hill, 2015.
- 3 G.Sudarsana Reddy, 'Financial Management', 1st Edition, Himalaya Publishing House Private Limited, 2017.
- 4 Brealey & Myers, 'Fundamentals of Corporate Finance', 8th Edition, McGraw Hill, 2014.

COURSE OUTCOMES

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

- CO1** By end of this course the student will be able to formulate the functions of financial manager in a company.
- CO2** By end of this course the student will be able to design an investment plan considering time value of money.
- CO3** By end of this course, the student will be able to determine the suitable capital structure for a given project.
- CO4** By end of this course, the student will be able to calculate dividend for the investors
- CO5** By end of this course, the student will be able to evaluate the working capital status for different industries.

UNIT-I INTRODUCTION TO HRM AND FRAMEWORK**9**

Nature of HRM, Scope of HRM, Functions and objectives, HRM: policies and Practices, Role of HR Managers, Computer Application in HRM, HR audit.

UNIT-II HUMAN RESOURCE PLANNING & JOB ANALYSIS**9**

HRP: Need for man power planning, Objectives, importance, benefits, process of HRP, Job Analysis: Introduction, Importance of Job analysis, Benefits, Job Design: Meaning, , Job specification, Job evaluation, Job Enlargement, Job Enrichment.

UNIT-III RECRUITMENT, SELECTION AND TRAINING**9**

Recruitment - Selection – Induction – Promotion - Types of training methods - Purpose – benefits - Types of training methods - Benefits - Resistance.

UNIT-IV PERFORMANCE EVALUATION**9**

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change, Grievance Handling, Grievance Redressal method

UNIT-V SALARY AND WAGE ADMINISTRATION**9**

Remuneration - Components of remuneration - Incentives - Benefits - Motivation – Welfare and social security measures, Career Management

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 C.B.Mamoria and V.S.P.Roa, 'Personnel Management (Text and Cases)', 13th Edition, Himalaya Publishers, 2018.
2. K.Aswathappa, 'Human Resource Management: Text and Cases', 8th Edition, McGraw Hill Education, 2017.

REFERENCES

- 1 V.S.P Rao, 'Human Resource Management', 3rd Edition, Excel Books, 2010.
- 2 Dessler and Varkkey, 'Human Resource Management', 12th Edition, Pearson India, 2011.
- 3 DeCenzo, Robbins and Verhulst, 'Fundamentals of Human Resource Management', 12th Edition, Wiley India Pvt. Ltd. 2016.
- 4 Shikha Taneja, 'Human Resource Management', S.K. Kataria & Sons, 2012.
C.B.Mamoria and V.S.P.Roa, 'Personnel Management (Text and Cases)', 13th Edition, Himalaya Publishers, 2018.

COURSE OUTCOMES

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

- CO1** By end of this course, the student will be able to create the HR process with organizational effectiveness
- CO2** By end of this course, the student will be able to perform job analysis and produce a job description from the job analysis.
- CO3** By end of this course, the student will be able to plan a suitable recruitment method for a job portfolio
- CO4** By end of this course, the student will be able to design an effective performance appraisal system and to plan an incentive structure for an employee.
- CO5** By end of this course, the student will be able to create the payroll process for a company.

UNIT-I INTRODUCTION

9

Definition of Marketing - Scope - Core concepts – Evolution of Marketing – Marketing Environment – Marketing interface with other functional areas – Ethics and Social Responsibility in Marketing.

UNIT-II CONSUMER BEHAVIOR

9

Buyer behavior; Customer Value, Satisfaction & Loyalty, Influencing factors on Consumer Behavior – Buying situation – Buying decision process.

UNIT-III STP AND MARKETING MIX

9

Marketing Mix – Segmentation – Targeting – Positioning.

UNIT-IV PRODUCT MANAGEMENT & PRICING

9

Product Management: Features – Classification – Levels - Product Mix - Product planning and development - Product Life Cycle - Factors affecting pricing decisions, Methods of Pricing. Brand Equity.

UNIT-V MARKETING CHANNELS & COMMUNICATION MIX

9

The Role of Marketing Channels: Channel Functions & Flows, Channel Levels.

Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct Marketing.

Communication Mix Elements: Introduction to Advertising, Sales promotion, Personal Selling, Public Relations, Direct Selling.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 V.S.Ramaswamy and S Namakumari, 'Marketing Management', 5th Edition, McGraw Hill Education, 2013.
- 2 Philip Kotler and Kevin Lane Keller, 'Marketing Management', Pearson Education India, 2016.

REFERENCES

- 1 Micheal R.Czinkota & Masaaki Kotabe, 'Marketing Management', Vikas Thomson Learning, 2000.
- 2 Rajan Saxena, 'Marketing Management', 54th Edition, Tata McGraw Hill, 2015.
- 3 Tapan K. Panda, 'Marketing Management': Text and Cases Indian Context, Excel Books. 2009.
- 4 Sherlekar S.A, 'Marketing Management – Concepts and Cases', 14th Edition, Himalaya Publications House, 2017.
- 5 Arun Kumar and N.Meenakshi, 'Marketing Management', 3rd Edition, Vikas Publishing, 2016.

COURSE OUTCOMES

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

- CO1** By end of this course, the student will be able to analyse the marketing environment and its functions.
- CO2** By end of this course, the student will be able to apply marketing skills in a business environment
- CO3** By end of this course, the student will be able to evaluate the marketing strategies and positioning in the market.
- CO4** By end of this course, the student will be able to apply the pricing strategies in business.
- CO5** By end of this course, the student will be able to perform the promotional activities for a business..

UNIT-I INTRODUCTION**9**

Operations Management, Nature, Importance, transformation processes, differences between services and goods. Operations strategy, Supply chain Management

UNIT-II FORECASTING**9**

Demand Forecasting, Need, Types, Objectives and Steps, Overview of Qualitative and Quantitative methods, Capacity Planning, Types, Developing capacity alternatives, Overview of sales and operations planning.

UNIT-III PRODUCT DESIGN AND WORK SYSTEMS**9**

Product Design, Process - Planning, Selection, Major Decisions. Work Study - Objectives, Procedure, Method Study and Motion Study, Work Measurement and Productivity, Measuring Productivity and Methods to improve productivity.

UNIT-IV MATERIALS MANAGEMENT**9**

Material Management, Planning, Budgeting and Control. Inventory Management: ABC Analysis, JIT, Lead-time Management. WIP: Lean Manufacturing FGS: Push V/S Pull System, Advantages of Pull System.

UNIT-V DYNAMIC PURCHASING**9**

Purchasing function – Selection of materials and vendors – Purchasing Organization – Concept of value analysis.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 M Y Khan & P K Jain, 'Management Accounting: Text, Problems and Cases', 6th Edition, Tata McGraw-Hill Publishing Company Limited, 2013.
- 2 T S Reddy & Y. Hari Prasad Reddy, 'Financial and Management Accounting', 2nd Edition, Margham Publications, 2010.

REFERENCES

- 1 S N Maheshwari & S K Maheshwari, 'Accounting for Management', 2nd Edition, Vikas Publishing House Pvt Ltd, New Delhi, 2009.
- 2 Jan Williams, 'Financial and Managerial Accounting – The basis for business Decisions', 16th Edition, Tata McGraw Hill Publishers, 2017.
- 3 Stice & Stice, Financial Accounting Reporting and Analysis, 8th Edition, Cengage, 2010.
- 4 R.Narayanaswamy, 'Financial Accounting – A Managerial Perspective', 5th Edition, PHI Learning, 2014.
S P Jain & K L Narang, 'Financial Accounting and Analysis', Kalyani Publishers, 2009.

COURSE OUTCOMES

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

- CO1** Able to implement the right financial accounting principles in an organization.
CO2 Able to analyze the financial statements of a company and take decision accordingly.
CO3 Able to explain the basic concept of cost and how costs are presented in the financial statements.
CO4 Provide decision making skills to the students in the financial analysis context.
CO5 Able to prepare various budgets and use budgets for performance evaluation.

UNIT-I ENTREPRENEURSHIP**9**

Evolution of Entrepreneurs, Characteristics of an Entrepreneur, Functions of an Entrepreneur, Types of an Entrepreneur, Difference between Entrepreneur and Intrapreneur, Role of Entrepreneurship in Economic Development, Social Entrepreneurship.

UNIT-II PLANNING THE BUSINESS MODEL CANVAS**9**

Need and Objectives of Business Model Canvas -Concept of BMC -Key Partners – Key Activities – Value Proposition – Customer Relationship – Customer Segment- Key Resources – Distribution Channel - Cost Structure

UNIT-III INNOVATING WITH BUSINESS MODEL CANVAS**9**

BMC Revenue Streams – Advantages & Disadvantages – Importance -Purpose – Phases of Business Model Design – Business Models and Business Plan – Business Model patterns – Tips to create a BMC - Apply the business model concept to real companies.

UNIT-IV FINANCING OF ENTERPRISE**9**

Need for Financial Planning, Sources of Finance, Capital Structure, Term Loans, Sources of Short Term Finance, Venture Capital, Export Finance, Angel Financing, Cloud Financing

UNIT-V INSTITUTIONAL AIDS AND TAX BENEFITS**9**

Institutional Finance to Entrepreneurs: Commercial Banks, Role of IFCI, IDBI, ICICI, LIC and SFC, **Institutional Support to Entrepreneurs:** Role of DICs, SSICS, NSIC, SIDCO, SIDBI, SISI and SIPCOT. Tax Concessions to Small Scale Industries in Rural Areas and Backward Areas.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 S.S.Khanka, 'Entrepreneurial Development', Revised Edition, S.Chand & Company Ltd., 2012.
2. Robert F.Hisrich, 'Entrepreneurship', 10th Edition, Tata Mcgraw Hill, 2016.

REFERENCES

- 1 G.P. Gupta and N.P.Srinivasan, 'Entrepreneurial Development in India' Sultan Chand & Sons, 2013.
- 2 P.Saravanavel, 'Entrepreneurship Development', Ess Pee Kay Publications, 1997.
- 3 C.S.V.Murthy, 'Small Scale Industries and Entrepreneurship Development', Himalaya Publishing House, 2017.
- 4 A.K.Gupta, 'Generic Skills and Entrepreneurship Development', 1st Edition, S.K.Karatia & Sons, 2012.
Alexander Osterwalder, 'Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (Strategyzer)' Wiley, 2010.

COURSE OUTCOMES

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

- CO1** Familiar with the concepts of Entrepreneurship.
CO2 Understand the key factors required to develop a business model canvas
CO3 Have the ability to develop a business plan in future
CO4 Proverbial with the role of Institutions providing finance to Entrepreneurs.
CO5 Understand the availability of Institutional Aids and Tax Benefits

UNIT-I DIGITAL MARKETING FUNDAMENTALS**3+12**

Marketing Vs Sales, 4Ps and 4Cs, Digital Marketing - Meaning & Importance, Digital Marketing Vs Traditional Marketing, Traffic and Leads, E-Commerce.

UNIT-II WEBSITE PLANNING & CREATION**3+12**

Understand websites, Domain names and extensions, Web hosting and servers, Contemporary website designing and its types

UNIT-III SEARCH ENGINE OPTIMIZATION**3+12**

Introduction to search engines, Digital marketing automation. Google guidelines, Best Practices, Quality guidelines, Design guidelines, Web traffic and keyword research, Analysis and integration - On page and Off page optimization techniques

UNIT-IV SEARCH ENGINE MARKETING & SOCIAL MEDIA MARKETING**3+12**

Page Creation & Marketing - Social Media Platforms, Revenue out of Digital Marketing, CPC, CPA, Google Adwords Tools and Reports

UNIT-V EMAIL, BLOG AND AFFILIATE MARKETING**3+12**

Video Marketing, Email Marketing, Blog Creation, Mobile Marketing, Affiliate Marketing. Content Marketing and tools, Trending analysis in Social sites and track over it.

L : 15 T: 0 P:60 J: 0 Total: 75 PERIODS**TEXT BOOKS**

- 1 Seema Gupta, 'Digital Marketing', 1st Edition, McGraw Hill Education, 2017.
2. Abhishek Das, 'Applications of Digital Marketing: For Success in Business', 1st Edition, BPB Publications, 2018.

REFERENCES

- 1 Vandana Ahuja, Digital Marketing, Oxford University Press, 2015.
- 2 Ira Kaufman, Chris Horton, Digital Marketing: Integrating Strategy and Tactics with Value Guidebook for Executives, Managers, and Students Paperback– Routledge Taylor & Francis group, 2014.
- 3 Joe Teixeira, 'Your Google Game Plan for Success: Increasing Your Web Presence with Google Ad Words, Analytics and Website Optimizer', Wiley, 2010.
- 4 Puneet Singh Bhatia, 'Fundamentals of Digital Marketing', 1st Edition, Pearson Education, 2017.
5. Ian Dodson, 'The Art of Digital Marketing', 1st Edition, Willey, 2016.

COURSE OUTCOMES

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

CO1 By end of this course, the student will be able to integrating web performance and functionality

CO2 By end of this course, the student will be able to design an attractive website with affordable cost

CO3 By end of this course, the student will be able to perform search engine optimization for a website.

CO4 By end of this course, the student will be able to perform social media for marketing and advertising.

CO5 By end of this course, the student will be able to create the right online campaigns with right target audience

UNIT-I INTRODUCTION TO EXCEL**3+12**

Understanding Excel, Introduction to formulas e.g. PV, PMT, NPER, RATE, Creating Balance Sheet, Investment Calculations, Depreciation Calculations. Chart your data, Creating Graphics using Insert tab Utilities.

UNIT-II EXCEL APPLICATIONS**3+12**

LOOKUP Functions, Protecting your work sheet using review tab utilities, Create an Excel table, What-if Analysis, Pivot tables for Data Analysis, Analyzing data with the Analysis Tool Pack.

UNIT-III INTRODUCTION OF SPSS**3+12**

Entering Data manually, Importing MS Excel file, Importing Text file, Managing files, Descriptive Statistics, Hypothesis, Interpretation of the results of Runs Test, Linear Regression.

UNIT-IV DECISION MAKING TOOLS – I**3+12**

Means Comparison – One sample T Test, Independent T Test, Paired Sample T Test, Pearson coefficient of Correlation, ANOVA.

UNIT-V DECISION MAKING TOOLS – II**3+12**

Non Parametric Tests – Sign Test, Mann-Whitney U Test, Chi-Square Test, Kruskal-Wallis Test, Friedman Test, Wilcoxon Signed-Rank Test.

L : 15 T: 0 P:60 J: 0 Total: 75 PERIODS**TEXT BOOKS**

- 1 Darren George, 'SPSS for Windows Step by Step', 11th Edition, Pearson, 2014.
- 2 John Walkenbach, 'Excel 2013 Bible', 1st Edition, Wiley, 2013.

REFERENCES

- 1 Matthew MacDonald, 'Excel 2013: The Missing Manual', 1st Edition, O'Reilly, 2013.
- 2 Julie Pallant, 'SPSS Survival Manual: A Step by Step Guide to Data Analysis', 4th Edition, Open University Press, 2010.
- 3 Robert H Carver and Jane Gradwohi Nash, 'Doing Data Analysis with SPSS 18.0', Cengage Learning, 2012.

COURSE OUTCOMES

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

- CO1** By end of this course, the student will be able to analyse the business data and present the report graphically using spread sheet.
- CO2** By end of this course, the student will be able to perform business analytics using pivot table and power query in spread sheet.
- CO3** By end of this course, the student will be able to perform test of hypothesis as well as calculate confidence interval for a population parameter.
- CO4** By end of this course, the student will be able to suggest and apply suitable tools for a given questionnaire.

19BAP614	CAREER PLANNING	L	T	P	J	C
		0	0	4	0	2
UNIT-I	SELF-ASSESSMENT & EXPLORATION					12
	Personality Assessment – Identification of Preferences, Values, Interest and Talents					
UNIT-II	EXPLORING CAREER OPPORTUNITIES					12
	Explore career fields - Skills required – Salary research – Gap analysis and map out a plan to become expertise					
UNIT-III	INTERVIEW SKILLS					12
	Self-Introduction - Group Discussion - Aptitude, Verbal and Essay Writing - Telephonic Interview and Skype Interview - Listening Skills – Presentation, Case Study – Professional Grooming and Business Etiquette.					
UNIT-IV	CAREER CORRESPONDENCE					12
	Resume Building – Email Drafting [Covering letter, Thank you notes, etc] - Job Portals					
UNIT-V	CAREER ENHANCEMENT					12
	Pay Roll Management – Financial Transaction Using Tally – Product Sales – Work Life Balance					
		L : 0	T : 0	P:60	J: 0	Total: 60 PERIODS

TEXT BOOKS

- 1 Richard N. Bolles, “What Color Is Your Parachute? : A Practical Manual for Job-Hunters and Career-Changers, Barnes & Noble, 2019.
- 2 Paula Caligiuri, “Get a Life, Not a Job: Do What You Love and Let Your Talents Work For You”, Publishers Weekly, 2004.

REFERENCES

- 1 DK, “Careers: The Graphic Guide to Planning Your Future”, DK Children, 2015.
- 2 Gary Groth-Marnat, “Handbook of Psychological Assessment”, 6th Edition, Wiley India Publishers, 2014.
- 3 Katherine & Jeni, “Work Life Balance for Dummies”, Wiley India Publishers, 2011.

COURSE OUTCOMES

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

- CO1** By end of this course, the student will be able to analyse the personality and their strength & weakness.
- CO2** By end of this course, the student will be able to formulate a strategy to meet the industry standards.
- CO3** By end of this course, the student will be proficient on interactive interviewing and how to project themselves.
- CO4** By end of this course, the student will be able to carve resume and documentation for the job search process.
- CO5** By end of this course, the student will be able to quote the importance of work life balance

1. The scope of the project work is to enable the students in convenient group of 3 or 4 members on a project involving theoretical and experiential studies.
2. Students should take covering letter/s from the college, addressed to the organization / professional institutions.
3. The students can approach any public or private organizations and get permission for five continuous days
4. They can assess or go with any problem statement pertaining to the industry and try to collect relevant information
5. The collected data can be analyzed using the skills they acquired from I year courses such as Fundamental of Data Analysis, Digital Marketing and Business Data Analysis.
6. The Mini Project – I can help the students to acquire skills such as team handling, problem solving, analytical, decision making, managerial, etc.
7. The HoD will formulate review committee and that committee will review the students progress and award marks based on the quality of work, queries handling, report submission, etc.
8. Each student shall finally produce a comprehensive report covering background information, literature study, problem statement, project work details, result and conclusion.

L : 0 T : 0 P : 0 J : 15 Total: 15 PERIODS

19BAT618	FINANCIAL SOURCING MANAGEMENT	L	T	P	J	C
		2	0	0	0	2
UNIT-I	INTRODUCTION					6
Meaning of funds and its types - Sources of funds - Business Plan - Start-up Valuation – , Business Incubators for New Start-up.						
UNIT-II	INVESTMENT LANDSCAPE					6
Investment landscape - Raising start-up capital - Key Terms - New Venture Finance - Deciding the best business structure for a start-up.						
UNIT-III	ANGEL INVESTORS					6
Concept of Angel Investors - Importance - Stages of Financing - Approaching Investors - Pitch Deck.						
UNIT-IV	PRIVATE EQUITY AND VENTURE CAPITAL					6
Concepts - Seed, Start-up, and Early Stage Financing - Expansion Financing - Replacement Financing - Vulture Financing - Process to raise seed capital.						
UNIT-V	GOVERNMENT INITIATIVES					6
Handholding: Legal Support, IPR, Exit Process						
Funding & Incentives: Fund of Funds, Credit Guarantee, Tax Exemptions						
Incubation: Industry / Academia partnership, Grants, Organizing events						

L : 30 T: 0 P: 0 J: 0 Total: 30 PERIODS

TEXT BOOKS

- 1 Guy Rigby, 'Types and Sources of Finance for Start-up and Growing Businesses: An Instant Guide', Harriman House, 2016.
2. Mahendra Ramsinghani, 'The Business of Venture Capital' 2nd edition, Wiley, 2014.

REFERENCES

- 1 Pranabananda Rath & Sarjue Pandila, 'Entrepreneurship: Startup India & Stand up India', Lexicon Publishers, 2017.
- 2 Robert A. Finkel, 'The Masters of Private Equity and Venture Capital Hardcover', 1st edition, McGraw-Hill Education, 2010.
- 3 David S Rose, 'Angel Investing: The Gust Guide to Making Money and Having Fun Investing in Startups', 1st edition, Wiley, 2014.

COURSE OUTCOMES

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

- CO1** Categorize the different types of funds and prepare proper proposal to get the fund.
- CO2** Apply the learned knowledge to acquire funds from investors.
- CO3** Get fund for the business via venture capital / angel investment.
- CO4** Demonstrate the concept of private equity with venture capital.
- CO5** Use the government initiatives to advance the start-up.

19BAE701	ENTREPRENEURSHIP THEORY AND PRACTICE	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTRODUCTION 9

Definition of Entrepreneur, Characteristics of Entrepreneur, Types of Entrepreneur, Knowledge, Skills and Functions, Entrepreneurial Motivation, Role of Entrepreneurship in Economic Development.

UNIT-II THE ENTREPRENEURIAL MINDSET 9

Key Drivers, Entrepreneurship Mindset in Employees, Impact of Entrepreneurial Mindset, Entrepreneurial Personality, Characteristics of Successful Entrepreneur, The Future of Entrepreneurship.

UNIT-III ENTREPRENEURSHIP PROCESS 9

An Overview, Assessing the Opportunity, Ideation & Coming Up with the Idea, Building the Business Model, Creating A Business Plan, Marshalling the Required Resources, Creation of Legal Entity, Making the Sale, Practice of the Process.

UNIT-IV WOMEN AND RURAL ENTREPRENEURSHIP 9

Role of Women Entrepreneurship in Society, Challenges to Women Entrepreneurs, Increasing Trends in Women in Business, Benefits. Rural Entrepreneurship - Needs, Challenges, Opportunities, benefits.

UNIT-V SUSTAINABILITY AND ENTREPRENEURSHIP 9

Sustainability, Need for Sustainability in Business, Creating buy- into Practice Sustainable Business, Entrepreneurship and Sustainability..

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Raj Shankar, "Entrepreneurship-Theory and Practice", 1st Edition, Tata-McGraw-Hill 2014.
2. S.S.Khanka, "Entrepreneurial Development" 4th Edition, S.Chand & Company Ltd. 2017.

REFERENCES

- 1 Vasant Desai, "Dynamics of Entrepreneurial Development and Management" 1st Edition, Himalaya Publication House, 2014.
 - 2 Lall, "Entrepreneurship", 2nd Edition, Excel Books, 2014.
 - 3 Raj Shankar, "Essentials of Entrepreneurship", 1st Edition, Vijay Nicole, 2016.
 - 4 Vasanth Desai, "Small Scale Industries and Entrepreneurship", 9th Edition, Himalaya Publishing House, 2017.
- A.K.Gupta, "Generic Skills and Entrepreneurship Development", 1st Edition, S.K.Kataria & Sons, 2016.

COURSE OUTCOMES

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

- CO1** Describe the concept of entrepreneurship and the types and characteristics of small businesses.
- CO2** Recognize and recall the psychological theories of entrepreneurship and analyse how entrepreneurs acquire resources and persuade others to invest in their novel venture.
- CO3** Identify the various environmental factors, external to the individual, which can influence the extent of entrepreneurship in society.
- CO4** Describe and discuss the concept of social enterprise and corporate social responsibility.
- CO5** Outline how entrepreneurship connects to innovation in large businesses.

UNIT-I INTRODUCTION**9**

Defining the family business, Promoting trust among family members and among non-family members, Family culture - Beliefs & Values, Rediscovering and Re-Orientating family business, Change management for family businesses.

UNIT-II MANAGEMENT OF FAMILY BUSINESS**9**

Problems and Unique concerns of family business, Involvement in management, Family management and Control of business, Interactions between the family and business systems, Long term success of the family business.

UNIT-III VENTURE GROWTH STRATEGIES**9**

Issues, Entrepreneurial management and innovation in family business - Professional management - Acting as a venture capitalist for next generation- Exit strategies in family business.

UNIT-IV STRATEGIC IMPLICATIONS & CHALLENGES**9**

Family Business Start-Up, Licensing, Buyout Opportunities & Franchising, Maintaining Competitiveness, Buying New Business, Expansion of Business - Separation of Ownership in Family Business.

UNIT-V LEGAL ISSUES IN FAMILY BUSINESS**9**

Tax Planning and Owner Compensation, Provisions of law Relating to Termination, Resignation, or Death of the Principal family member.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Sudipt Dutta, "Family Business in India", Sage Publications, 2017.
2. Lansky, "Rhodes Managing Conflict in the Family Business" Palgrave MacMillan, 2016.

REFERENCES

- 1 Leslie, Sam Lane & Joe Paul, "Darrell Beck and William Roberts: The Keys to Family Business Success" Aspen Family Business Group, 2011.
- 2 Gersick, Davis, "Generation to Generation: Life Cycles of the Family Business Hampton", Lansberg, 2017.
- 3 Gordan, Grant & Nicholson, "Nigal Family Wars: Classic conflicts in family business and how to deal with them" Kogan Page Limited, 2015.
- 4 John L. Ward, "Make Change Your Family Business Tradition" Palgrave MacMillan, 2016.

COURSE OUTCOMES

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

- CO1** Critically analyse the special characteristics, strengths and weaknesses within family businesses to determine the extent of their success.
- CO2** Manage the behavioral, operational, and strategic issues that are prevalent in family business.
- CO3** Collaborate to synthesize the effects of family culture on the business in terms of the values and dynamics of strategic and business planning.
- CO4** Apply the concepts that distinguish the unique relationship between entrepreneurship and family businesses.
- CO5** Apply a personal approach to analyse the challenges of family business succession

UNIT-I BUSINESS IDEA

9

Creativity and innovation, Creative thinking, Barriers to Creativity, Enhancing Creativity, Organizational and Individual. Business plan, Importance, Format (elements) and Presentation, Groups Interested in Business Plan.

UNIT-II MARKETING PLAN

9

Guerrilla marketing strategies, Defining the Target Market, Market Research, Marketing on Web, Marketing Mix, e-Commerce, Myths of e-commerce.

UNIT-III FINANCIAL PLAN

9

Planning for Capital Needs, Cash Management, Avoiding the Cash Crunch, Basic Financial Statements, Balance Sheet and Profit and Loss Account, Creating Projected Financial Statements, Break Even Analysis.

UNIT-IV LOCATION AND LAYOUT

9

Factors Determining the Location of the Enterprise, Location as a Source of Competitive Advantage, Retail, Service and Manufacturing Units, Layout and Design Considerations, Layout for Retailers and Manufacturers.

UNIT-V DEVELOPMENT PLANS

9

Future Growth and Expansion Plans, Strategies for Expansion, Resource Requirements and Source of Generation of Resources, Assumptions Made, Explanation of Growth Variables.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 S.S.Khanka, "Entrepreneurial Development", 5th Edition, S.Chand & Company Ltd., 2013.
2. David H. Holt, "Entrepreneurship: New Venture Creation", 1st Edition, PHI Learning, 2016.

REFERENCES

- 1 Coulter Mary, "Entrepreneurship in Action", 2nd edition, Prentice Hall, 2005.
- 2 Desai & Vasant, "Dynamics of Entrepreneurial Development and Management", Himalaya Publication House, 2013.
- 3 Jennifer Lee, "The Right-Brain Business Plan", New World Library, 2011.

COURSE OUTCOMES

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

CO1 Explore the knowledge on business.

CO2 Recognize, gather data, analyze information and synthesize for creative endeavours and problem solving.

CO3 Check and apply their understanding on financial statement preparation.

CO4 Develop logical model for business layout.

CO5 Explain the clear idea about future growth and expansion plan for a business

UNIT-I INTRAPRENEURSHIP

9

Definition, Climate for Intrapreneurship, Establishing Intrapreneurship in Organisation, Intrapreneurship; Economic and Non-economic Influences, Causes for Interest in Intrapreneurship

UNIT-II ANALYSIS OF ENTREPRENEUR AND INTRAPRENEUR

9

Profiling The Entrepreneur/Intrapreneur - Traits, Skills and Activities Analysis - Innovation and the Intrapreneur, Risk and Rewards, Intrapreneurial Stress and Coping Mechanisms.

UNIT-III INTRAPRENEUR LEADERSHIP

9

Causes, Intrapreneurial Culture, Intrapreneurial Leadership Characteristics and Establishing Intrapreneurship in the Organisation. Corporate versus Intrapreneurial Culture, Intrapreneurial Leadership Characteristics.

UNIT-IV DEVELOPING AN ENVIRONMENT TO SUPPORT INTRAPRENEURSHIP

9

Structuring The Company, Controls, Numbers and Profit Pool, Human Resource Management And Intrapreneurship, Entrepreneurship In Government Organizations, The Entrepreneurial Organization of Tomorrow.

UNIT-V SOCIAL INTRAPRENEURS

9

Definition, Types of Social Intrapreneurs, Mindset, Behaviours and Skills of Social Intrapreneurs, Challenges and Opportunities, Environment Inside Organisation, External Organisation and Networks.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Kuratko & Morris, "Corporate Entrepreneurship - Entrepreneurial Development within Organizations", 1st Edition, South-Western College Pub; 2015.
2. Robert Hisrich & Claudine Kearney, "Corporate Entrepreneurship", 1st Edition McGraw-Hill Professional, 2011.

REFERENCES

- 1 Vasant Desai, "Dynamics of Entrepreneurial Development and Management", 1st Edition -Himalaya Publication House, 2010.
- 2 Cynithia, L. Greene, "Entrepreneurship", 1st Edition, Cengage Learning, New Delhi, 2009.
- 3 Narayana Reddy, "Entrepreneurship", 1st Edition, Cengage Learning, New Delhi 2011.
- 4 Vijay Sathe, "Corporate Entrepreneurship", Cambridge University Press, 2013.

COURSE OUTCOMES

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

- CO1** Examine how corporate entrepreneurship builds competitive advantage within organizations.
- CO2** Discuss the challenges faced by organizations to continuously innovate in the pursuit of generating new
- CO3** Evaluate the feasibility, risk, and sustainability of an innovative business idea as a growth opportunity for the company.
- CO4** Describe the importance of capturing value through using metrics to capture returns from innovative ideas pursued.
- CO5** Leverage innovation to help improve the efficiency of a company's process incrementally

19BAE706	ENTREPRENEURIAL MARKETING	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTRODUCTION 9

Introduction – Definition – Meaning – Difference between Entrepreneurial marketing & traditional marketing - 5 market strategies – Sustain competitive Advantages of new Ventures – Selling - Sales management – Customer Acquisition.

UNIT-II IDENTIFYING MARKET OPPORTUNITIES 9

Market Research –Role of External & Internal Marketing - Wildfire Communication – Demand Forecasting – Marketing Analytics: Funnel Analysis – Customer selection – Buying journey

UNIT-III MARKET DEVELOPEMENT 9

Creating Newmarket – segmentation & Targeting – Product concept development - Focus Vs Diversification – Positioning Tools – Channel Selection and Channel management

UNIT-IV ENTREPREUNERIAL COMMUNICATION STRATEGY 9

Leverage Communication – Overcome market resistance – Building customer relationship – Marketing Wrap-up

UNIT-V ENTREPREUNERIAL PRICING STRATEGY 9

Market expansion and pricing – Market plans – Marketing Analytics and Sales Implementation: Pricing

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Edwin J Nijssen, “Entrepreneurial Marketing: An effectual approach”, 1st edition, Routledge, 2014.
2. Robert D Hisrich & Veland Ramadani, “Entrepreneurial Marketing: A Practical Managerial Approach” Edward Elgar Pub, 2018.

REFERENCES

- 1 Rich, S. R. &D. E. Gumpert, “How to Write a Winning Business Plan,” Harvard Business Review, 2002.
- 2 Morgan, H. L., A. Kallianpur, & L. M. Lodish, "Entrepreneurial Marketing”, John Wiley & Sons, 2001.
- 3 Aaker, D. A., “Strategic Market Management”, John Wiley & Sons, 2003.
- 4 Ian Chanston, “Entrepreneurial Marketing”, Palgrave Macmillan, 2015.

COURSE OUTCOMES

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

- CO1** Contribute to have clear understanding of key elements of entrepreneurial marketing
- CO2** Demonstrate market research with funnel analysis.
- CO3** Suggest a suitable positioning tool to promote a business.
- CO4** Explore a suitable communication strategy for a business.
- CO5** Explain a pricing strategy for a product or service of a business.

UNIT-I INVESTMENT SETTING 9

Financial and economic meaning of Investment - Characteristics and objectives of investment - Investment alternatives - Choice and Evaluation - Concept of risk and return - Securities Contracts (Regulation) Act.

UNIT-II SECURITIES MARKETS 9

Financial Market - Segments - Types - Participants in financial Market - Regulatory Environment, Primary Market - Methods of floating new issues, Book building - Role of primary market - Stock exchanges in India - BSE, OTCEI, NSE, ISE - Regulations of stock exchanges - Trading system in stock exchanges - SEBI.

UNIT-III FUNDAMENTAL ANALYSIS 9

Economic Analysis: Forecasting Techniques, Industry Analysis: Industry, Classification, Industry life cycle. Company Analysis: Measuring Earnings, Forecasting Earnings, Applied Valuation Techniques. – Graham and Dodds investor ratios.

UNIT-IV TECHNICAL ANALYSIS 9

Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend –Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory. ROC, MACD, RSI.

UNIT-V PORTFOLIO MANAGEMENT 9

Portfolio analysis –Portfolio Construction - Portfolio Selection –Capital Asset Pricing model – Portfolio Revision – Portfolio Evaluation – Mutual Funds.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Punithavathy Pandian, “Security Analysis & Portfolio Management”, Vikas Publishing House Private Ltd, 2nd Edition, 2014. Edwin J Nijssen, “Entrepreneurial Marketing: An effectual approach”, 1st edition, Routledge, 2014.

REFERENCES

- 1 S. Kevin, “Security Analysis & Portfolio Management”, Prentice Hall of India, 2nd Edition, 2015.
- 2 Donald E Fischer & Ronald J Jordan, “Security Analysis & Portfolio Management”, Prentice Hall of India, 6th Edition: 2008.
- 3 Prasanna Chandra, “Investment Analysis and Portfolio Management”, Tata McGraw Hill, 3rd edition, 2008.
- 4 Frank K Reilly & Keith C Brown, “Investment Analysis and Portfolio Management”, Cengage Learning, 2011.

COURSE OUTCOMES

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

- CO1** Distinguish the securities with respect to its risk and return.
- CO2** Recommend financial assets and the right time to buy / sell these assets in financial markets.
- CO3** Formulate a plan to evaluate a stock through fundamental analysis.
- CO4** Explain the future stock movement with the help of technical analysis.
- CO5** Analyze investments and manage portfolios to make appropriate decisions.

19BAE708	MERCHANT BANKS AND FINANCIAL INSTITUTIONS	L	T	P	J	C
		3	0	0	0	3
UNIT-I	MERCHANT BANKING					9
Introduction – Merchant Banking in India – Recent Developments and Challenges ahead – merchant banking services offered by banks – NBFC’S offering merchant banking – Legal and Regulatory Framework – Relevant Provisions of Companies Act- SEBI guidelines.						
UNIT-II	ISSUE MANAGEMENT					9
Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers - Role of Registrars – Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals						
UNIT-III	LEASE AND HIRE PURCHASE					9
Meaning and Types of leasing – Legislative frameworks – Matters on Depreciation and Tax – Problems on leasing – Hire Purchasing – Concepts and features – Tax and Depreciation implications – Problems on Hire Purchasing.						
UNIT-IV	CREDIT RATING AND MUTUAL FUNDS					9
Credit Rating - Definition and meaning – Process of credit rating of financial instruments-Rating methodology - Rating agencies - Rating Symbols of different companies - Role of SEBI. Mutual Funds - Concept - Types - Nature – NAV – Trends in Indian Mutual Fund Market -Regulatory Framework and Role of SEBI.						
UNIT-V	OTHER FINANCIAL INSTITUTIONS					9
Other Financial Institutions: NBFC- Public Financial Institutions- Foreign Institutional Investors, Global Banking- Basel Norms: Recent Trends						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 M.Y.Khan, “Financial Services”, Tata McGraw-Hill, 12th Edition, 2012.
2. Madura, “Financial Institutions & Markets”, 10th edition, Cengage, 2016.

REFERENCES

- 1 Nalini Prava Tripathy, “Financial Services”, PHI Learning, 2011.
- 2 Machiraju, “Indian Financial System”, Vikas Publishing House, 2nd Edition, 2010.
- 3 Sasidharan, “Financial Services and System”, Tata McGraw Hill, New Delhi, 2nd Edition, 2011.

COURSE OUTCOMES

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

- CO1** Demonstrate the basic knowledge on Merchant Banking and its SEBI Guidelines which can be used in a banking company.
- CO2** Explain the issue management for a company.
- CO3** Evaluate a right model of leasing and hire purchasing for a business.
- CO4** Understand FIIs and their influence in country’s growth.
- CO5** Explore the recent trends in financial institutions in India.

19BAE709	FINANCIAL MARKETS AND SERVICES	L	T	P	J	C
		3	0	0	0	3
UNIT-I	COMMERCIAL BANKING SERVICES					9
Loans - Personal Loans, Commercial Loans and Mortgage Loans; Bank Cards - Credit Cards, Debit Cards, ATMs, EFT, Overdraft and Notary.						
UNIT-II	MUTUAL FUND					9
Structure in India, Custodians of Mutual Funds (Sponsors, Trust, AMC), Role of AMC, NFOs, Registrars, Agents, Mutual Fund Classification, Types of Mutual Funds.						
UNIT-III	INSURANCE					9
Structure and Investment Pattern of LIC, GIC and Other Insurance Companies, Competition, Innovation, Role of IRDA, Challenges of Insurance Sector.						
UNIT-IV	FINANCIAL AND SECURITIES MARKETS					9
Structure and Functions of Call Money Market, Government Securities Market, T- Bills Market, Commercial Bills Market, Commercial Paper and Certificate of Deposits- Securities Markets.						
UNIT-V	OTHER FINANCIAL SERVICES					9
Venture Capital, Financial Market Utilities, Foreign Exchange Services.						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 M.Y.Khan, "Financial Services", Tata McGraw-Hill - 12th Edition – 2012.
2. Dr. S. Gurusamy, "Merchant Banking and Financial Services", M/S Tata McGraw Hill, 2013.

REFERENCES

- 1 Nalini Prava Tripathy, "Financial Services", PHI Learning, 2011. (Units -V & IV)
- 2 Machiraju, "Indian Financial System", Vikas Publishing House, 5th Edition, 2019. (Units -I & V)
- 3 J.C.Verma, "A Manual of Merchant Banking", Bharath Publishing House, 2001.
- 4 Varshney P.N. & Mittal D.K, "Indian Financial System", Sultan Chand & Sons, 2015.
- 5 Sasidharan, "Financial Services and System", Tata McGraw Hill, 2nd Edition, 2011.

COURSE OUTCOMES

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

- CO1** Discuss the various issues and challenges in banking sector.
- CO2** Familiarize with the finance decision-making process and also how financial markets work.
- CO3** Demonstrate the importance and scope of mutual funds in India.
- CO4** Understand knowledge on financial and securities market.
- CO5** Understand about the prevailing market conditions and other services offered by Institutions

UNIT-I DERIVATIVES**9**

Definition, Types, Forward Contracts, Futures Contracts, Options, Swaps, Differences Between Cash and Future Markets, Types of Traders, OTC and Exchange Traded Securities, Types of Settlement, Uses and Advantages of Derivatives.

UNIT-II FUTURES**9**

Specifications of Futures Contract, Margin Requirements, Marking to Market, Hedging Using Futures, Types of Futures Contracts, Securities, Stock Index Futures, Currencies and Commodities, Delivery Options, Relationship between Future Prices, Forward Prices and Future Spot Prices. (Only Theoretical Aspects).

UNIT-III OPTIONS**9**

Definition, Exchange Traded Options, OTC Options, Specifications of Options, Call and Put Options, American and European Options, Intrinsic Value and Time Value of Options, Option Payoff, Options on Securities, Stock Indices, Currencies and Futures, Options Pricing Models, Differences Between Futures and Option Contracts.(Only Theoretical Aspects)

UNIT-IV SWAP**9**

Definition of SWAP, Interest Rate SWAP, Currency SWAP, Role of Financial Intermediary Warehousing, Valuation of Interest Rate SWAPs and Currency SWAPs, Bonds and FRNs, Credit Risk. (Only Theoretical Aspects).

UNIT-V EVOLUTION OF DERIVATIVES MARKET IN INDIA**9**

Evolution of Derivatives Market in India, Regulations, Framework, Exchange Trading in Derivatives, Commodity Futures, Contract Terminology and Specifications for Stock Options and Index Options in NSE, Contract Terminology and Specifications for Stock Futures and Index Futures in NSE, Contract Terminology and Specifications for Interest Rate Derivatives.

L : 45 T : 0 P : 0 J : 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Gupta.S.L, "Financial Derivatives - Theory, Concepts and Practice", Prentice Hall of India, 2010.

REFERENCES

- 1 Parasuraman.N.R, "Fundamentals of Financial Derivatives", Wiley India's publishing, 2008.
- 2 Kumar.S.S.S, "Financial Derivatives Units -, Prentice Hall of India Ltd, 2007.
- 3 Robert A Strong, "Derivatives an Introduction", Thomson Publishing, 2nd edition, 2009.
- 4 Vijaya Bhasker. P & Mahapatra B, "Derivatives Simplified – An Introduction to Risk Management", Sage Response Books, 2009.

COURSE OUTCOMES

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

- CO1** Explain in detail financial instruments such as options, futures, swaps and other derivative securities.
- CO2** Develop and employ theoretical valuation methods to price these financial instruments
- CO3** Develop an option strategy for reducing the risk in investments.
- CO4** Formulate an SWAP option for currencies and interest rates.
- CO5** Demonstrate an understanding of pricing forwards, futures and options contract

19BAE711	WORKING CAPITAL MANAGEMENT	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION TO WORKING CAPITAL				9	
	Operating Cycle, Production Cycle, Distribution Cycle, Pipeline Inventories, Factors Determining Working Capital Requirements, Importance of Optimum Working Capital, Working Capital Policy and Management, Profitability Vs Liquidity.					
UNIT-II	TYPES OF WORKING CAPITAL & WORKING CAPITAL ESTIMATION				9	
	Permanent and Temporary, Financing Working Capital, Working Capital Monitoring and Control. Estimation Procedure, Working Capital Based on Operating Cycle, Different Components of Working Capital, Estimation of Working Capital Requirements.					
UNIT-III	INVENTORY MANAGEMENT				9	
	Inventory Control, Types, Safety Stock, Service level, Inventory control systems (simple problems).					
UNIT-IV	MANAGEMENT OF CASH AND RECEIVABLES				9	
	Cash Management, Factors Affecting Cash Needs, Cash Budget, Control Aspects, Managing the Float, Investment of Surplus Cash. Costs and Benefits of Receivables, Credit Policy, Credit Evaluation, Credit Control, Factoring and Receivables Management, Forfeiting, Evaluation of Credit Policies.					
UNIT-V	WORKING CAPITAL FINANCING				9	
	Types of Spontaneous Sources, Trade Credit, Commercial Paper, Annualized Cost of Financing, Types of Bank Credit, Other Sources of Short Term Financing, Regulation of Bank Financing of Working Capital.					

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Bhalla.V.K. "Working Capital Management: Text and Cases", Anmol.
2. I. M. Pandey, "Financial Management", Vikas Publishing House Pvt. Ltd., 10th edition, 2010.

REFERENCES

- 1 M.Y. Khan & P.K.Jain, "Financial management, Text, Problems and Cases", Tata McGraw Hill, 6th edition, 2011.
- 2 Brigham, Ehrhardt, "Financial Management Theory and Practice", 11th edition, Cengage Learning, 2012.
- 3 Prasanna Chandra, "Financial Management", 7th edition, Tata McGraw Hill, 2011.
- 4 G.Sudarsana Reddy, "Financial Management Principles & Practices", 2nd revised Edition, Himalaya Publishing House Private Limited, 2010.

COURSE OUTCOMES

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

- CO1** Understand the meaning, concepts and classification of working capital
- CO2** Estimate working capital requirements for a company.
- CO3** Demonstrate the fundamental principles of inventory control
- CO4** Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- CO5** Discuss the various approaches for financing short term needs

19BAE712	INSURANCE AND RISK MANAGEMENT	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION					9
	Risk, Types, Sources of Risk, Measurement of Risk, Risk Identification and Evaluation of Risk.					
UNIT-II	RISK AVERSION & MANAGEMENT TECHNIQUES					9
	Risk Avoidance, Loss Control, Risk Retention, Risk Transfer, Value of risk Management and Risk Diversification.					
UNIT-III	INTRODUCTION TO INSURANCE					9
	Principles of Insurance, Requisites of Insurable risk, Requirements and Characteristics of an Insurance Contract, Income Tax Treatment of Life Insurance, Life Insurance contract Provisions.					
UNIT-IV	GENERAL INSURANCE					9
	General Insurance, Principles of general insurance, General Insurance Products (Fire, Motor, Health), Double Insurance.					
UNIT-V	LIFE INSURANCE					9
	Risk management and the Insurance Industry, Functions and Organization of Insurers, Government Regulation of Risk Management and Insurance.					

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

1. Trieschman, Hoyt & Sommer, "Risk management and Insurance", Cengage Learning, 3rd Edition, (2011).
2. Harrington and Niehaus, "Risk management and Insurance", Tata McGraw Hill Publishing, New Delhi, 3rd Edition, 2010.

REFERENCES

1. Mark S. Dorfman, "Introduction to Risk management and Insurance", 10th Edition, Prentice hall of India, 2011.
2. Skipper & Kwon, "Risk management and Insurance", Blackwell Publishing, 2009. (Unit I, II, III, IV & V).
3. Nalini Prave Tripathy, and Prabir Pal, "Insurance – Theory and Practice", Prentice hall of India, 2010.
4. George E Rejda, "Principles of Risk Management and Insurance", Pearson Education, 8th Edition, 2009.

COURSE OUTCOMES

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

- CO1** Assess the risk involved in an investment.
- CO2** Evaluate the investors risk tolerance level and suggest a suitable product to them.
- CO3** Demonstrate the insurance market and roles of market participants
- CO4** Evaluate the methods utilized by insurance carriers to manage their underwriting risk
- CO5** Demonstrate the insurance contracts and features of various insurance

19BAE713 ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT L T P J C

3 0 0 0 3

UNIT-I ORGANISATION & ITS ENVIRONMENT 9

Meaning of Organisation – Need for existence - Organisational Effectiveness – Creation of Value – Measuring Organisational Effectiveness

UNIT-II ORGANIZATIONAL DESIGN 9

Organizational Design – Determinants –Types - Basic Challenges of design – Differentiation, Integration, Mutual adjustment-Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT-III ORGANISATIONAL CULTURE 9

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture Creating and Sustaining Culture - Implications for practicing Managers.

UNIT-IV ORGANISATIONAL CHANGE 9

Meaning – Forces for Change - Resistance to Change – Types and forms of change – – Change process – HR functions and Strategic Change Management

UNIT-V ORGANISATION EVOLUTION AND SUSTENANCE 9

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

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Gareth R.Jones, “Organisational Theory, Design & Change”, Pearson Education, 6th Edition 2017.
2. Richard L. Daft, “Understanding the theory & Design of Organisations”, Cengage Learning Western, 10th Edition 2012.

REFERENCES

- 1 Thomson G. Cummings & Christopher G. Worley, “Organisational development and Change”, Cengage learning, 9th edition 2011.
- 2 Robbins, “Organisation Theory; Structure Design & Applications”, Prentice Hall of India, 2009.
- 3 Bhupen Srivastava, “Organisational Design and Development: Concepts application”, Biztantra, 2010.
- 4 Gareth R.Jones, “Organisational Theory, Design & Change”, Pearson Education, 6th Edition 2017.

COURSE OUTCOMES

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

- CO1** Identify the origins of organisational development.
- CO2** Compare and contrast the ideologies and agendas of organisational design.
- CO3** Describe the describe the culture and change in the organisation development
- CO4** Summarize organisational change effects of the organisational implication.
- CO5** Evaluate organisational evaluation and its sustainability

UNIT-I INTRODUCTION

9

HRP, Definition, meaning, characteristics and features, Importance of HRP- factors affecting HRP, Evolution of Human Resource Planning (HRP), relation between HRP and other HR Functions, Human Resource Planning and business environment.

UNIT-II ORGANIZATIONAL WORKFORCE

9

Action Planning, Matching Requirement and Availability: Retention, Resourcing, Flexibility and Downsizing, Career Management and Succession Planning, Quality of Work-Life.

UNIT-III HUMAN RESOURCE PLANNING PROCESS

9

HRP process outline, time scale of HRP forecasts, difficulties in manpower forecasts using quantitative tools, analysis of manpower supply, different methods of wastage analysis, manpower planning models.

UNIT-IV EMPLOYEE SELECTION

9

Recruitment policy & function, Current practices in Recruitment, Internal recruitment, outsourcing, e-recruitment, Interviews and other selection devices, decision making for selection, Issues relating to managerial selection.

UNIT-V HUMAN RESOURCE DEVELOPMENT

9

Approaches to Human Resource Development, Integrated HRD Systems, HRD Climate in Organisations, Impact of Technology on HRD, Implication of Technological change on HRD, Human Resource Audit and HR Matrices.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Dipak Kumar Bhattacharyya, "Human Resource Planning", 1st Edition, Excel Books, 2012. I,II,III&IV)
2. V.S.P.Rao, "Human Resource Management", 2nd Edition, Excel Books, 2016.

REFERENCES

- 1 K. Aswathappa, "Human Resource Management", 3rd Edition, Tata McGraw Hill Publishing Company Ltd, 2013.
- 2 P.Subba Rao, "Personnel & Human Resource Management", 5th Edition, Himalaya Publications, 2010.
- 3 Thomas N. Duening & John M. Ivancevich, "Management Principles & Guidelines", 1st Edition, Dream Tech Press, 2003.

COURSE OUTCOMES

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

- CO1** Research and support the development and communication of the organization's total HR policies.
- CO2** Facilitate and support effective employer and labour relations in both non-union and union environments
- CO3** Develop, implement, and evaluate employee orientation, training, and development programs.
- CO4** Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes
- CO5** Administer and contribute to the design and evaluation of the performance management program

19BAE715	STRATEGIC HUMAN RESOURCE MANAGEMENT	L	T	P	J	C
		3	0	0	0	3
UNIT-I	HUMAN RESOURCE DEVELOPMENT					9
Meaning – Strategic framework for HRM, Challenges to Organizations – HRD Functions - Roles of HRD Professionals - HRD Needs, Assessment - HRD practices – Strategy and Business Goals – Recent trends						
UNIT-II	E-HRM					9
e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e – training And development – e- Performance management and Compensation design – Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy.						
UNIT-III	CROSS CULTURAL HRM					9
Culture Assessment - Cross Cultural, Education and Training Programs – Leadership and Strategic HR I- Current challenges in Outsourcing, Building Multicultural Organisation - International Compensation.						
UNIT-IV	COMPETENCY DEVELOPMENT & CAREER					9
Competency Mapping Models - Career Concepts - Career development Models - Managing Career plateaus- Designing Effective -Career Development Systems – Competencies and Career Management.						
UNIT-V	EMPLOYEE COACHING & COUNSELING					9
Need for Coaching – Role of HR in coaching – Skills for Effective Coaching – Need for Counseling – Role of HR in Counseling -Components of Counseling Programs – Counseling Effectiveness – Stress Management Techniques.- Self Management and Emotional Intelligence.						
		L : 45	T: 0	P: 0	J: 0	Total: 45 PERIODS

TEXT BOOKS

- 1 Randy L. Desimone, Jon M. Werner & David M. Mathis, “Human Resource Development”, Cengage Learning, 2011. , II, III & V)
2. Paul Boselie. “Strategic Human Resource Management”, Tata McGraw Hill. 2014.

REFERENCES

- 1 Jeffrey A Mello, “Strategic Human Resource Management”, Cengage Learning, Southwestern 2014.
- 2 Robert L. Mathis and John H. Jackson, “Human Resource Management”, Cengage Learning, 2014.
- 3 Monir Tayeb, “International Human Resource Management”, Oxford. 2014. s –I, II & III)

COURSE OUTCOMES

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

- CO1** Understand the recent trends in strategic human resource management.
- CO2** Implement HR information system.
- CO3** Ensure successful and fair recruitment, selection, training and career development policies.
- CO4** Allocate right person for the right job through evaluating the employees’ competencies.
- CO5** Present the emergent role on employee coaching and counseling for developmental task

19BAE716 INDUSTRIAL RELATIONS & LABOUR WELFARE L T P J C

3 0 0 0 3

UNIT-I INDUSTRIAL RELATIONS 9

Concept & Scope; Industrial Relations Perspectives: Conflict model Vs. Collaboration model Concepts, Importance, Approaches to the study of Industrial Relations , IR and its effect on management Industrial Relations problems in the Public Sector, Growth of Trade Unions, Codes of conduct.

UNIT-II INDUSTRIAL CONFLICTS 9

Disputes, Impact, Causes, Strikes, Prevention, Industrial Peace, Government Machinery, Conciliation, Arbitration, Adjudication.

UNIT-III LABOUR WELFARE 9

Concept, Objectives, Scope, Need, Voluntary Welfare Measures, Statutory Welfare Measures, Labour, Welfare Funds, Education and Training Schemes, Labour Welfare and Productivity - Effect of various statutory provisions.

UNIT-IV INDUSTRIAL SAFETY 9

Causes of Accidents, Prevention, Safety Provisions, Industrial Health and Hygiene, Importance, Problems, Occupational Hazards, Disease, Psychological problems, Counseling, Statutory Provisions.

UNIT-V WELFARE OF SPECIAL CATEGORIES OF LABOUR 9

Child Labour, Female Labour, Contract Labour, Construction Labour, Agricultural Labour, Differently abled Labour, BPO & KPO Labour, Social Assistance, Social Security, Implications.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Matoria C.B. & Sathish Matoria, "Dynamics of Industrial Relations", 3rd Edition, Himalaya Publishing House, 2015.
- 2 Arun Monappa, Ranjeet Nambudiri & Patturaja Selvaraj, "Industrial Relations & Labour Laws", 1st Edition, Tata McGraw Hill, 2017.

REFERENCES

- 1 P.Subba Rao, "Personnel & Human Resource Management", 5th Edition, Himalaya Publications, 2015.
- 2 V.S.P.Rao, "Human Resource Management", 2nd Edition, Excel Books, 2016.
- 3 Ratna Sen, "Industrial Relations in India", Shifting Paradigms, 1st Edition, Macmillan India Ltd, 2009.

COURSE OUTCOMES

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

- CO1** Understand conceptual and practical aspects of industrial relations and trade unions.
- CO2** Know the dynamics of industrial relation issues and HR problems and know how to manage the problems.
- CO3** Understand the various labour welfare facilities followed in the Organizations.
- CO4** Know and able to ensure the employee safety in Organizations.
- CO5** Acquired knowledge about special categories of labour and the welfare measures prevailing and to be taken care in the industrial activities.

UNIT-I INTRODUCTION**9**

Culture, Definition, concepts & elements, Importance & roles of culture, characteristics of culture, variables, dimensions, theories of culture, Organisational Culture & organizational change, organizational change from a global perspective, influence of culture in international business organizations.

UNIT-II DIVERSITY AT WORK**9**

Organizational culture & diversity, methods to ensure cultural diversity, Causes of diversity, managing diversity, the paradox of diversity, diversity with special reference to differently abled, women and aging people, intra company cultural difference in employee motivation.

UNIT-III CROSS CULTURAL MANAGEMENT**9**

Cross cultural issues & theories, cross cultural issues in organizations, cross-cultural variables, understanding cross-cultural differences, cross-cultural analysis, cross-cultural issues and marketing, Cross cultural team work, cross-cultural team building, Human Resource Management in Cross Cultural Context.

UNIT-IV COMMUNICATION, NEGOTIATION & DECISION MAKING**9**

Cross Cultural Communication and Negotiation; types of negotiation, process and international negotiation hurdles, Managing Expatriates; Entry and re-entry challenges and culture shock; Training of expatriates, Cross Cultural Leadership and Decision Making, cultural issues in merger & acquisition.

UNIT-V GLOBAL BUSINESS, GROWTH & EVOLUTION**9**

Environmental Variables in Global Business; Human and Cultural Variables in Global Organizations; Cross Cultural Differences and Managerial Implications; Cross-Cultural Research Methodologies, Ethics and Morality in International Business.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Dipak Kumar Bhattacharyya, "Cross Cultural Management", PHI Learning Private Limited, 2010.
2. K.Aswhathappa, "Human Resource Management", 3rd Edition, Tata McGraw Hill Publishing Company Ltd, 2010.

REFERENCES

- 1 V.S.P.Rao, "Human Resource Management", 2nd Edition, Excel Books, 2016.
- 2 P.Subba Rao, "Personnel & Human Resource Management", 5th Edition, Himalaya Publications, 2017.
- 3 Hodgetts & Luthans, "International Management", 5th Edition, Tata McGraw Hill, 2006.

COURSE OUTCOMES

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

- CO1** Explore the theoretical constructs and argue the validity of the extant literature.
- CO2** Engage with the relevant contextual issues in cross-cultural management in relation to international business.
- CO3** Identify problems in cross-cultural management, relate the problems to the literature and suggest solutions.
- CO4** Communicate effectively about cross cultural management using appropriate concepts, logic and rhetorical conventions.
- CO5** Gain sound perspectives on competent practice in communicating and managing within a culturally diverse context

19BAE718	COMPENSATION & REWARD MANAGEMENT	L	T	P	J	C
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UNIT-I INTRODUCTION

9

Concept: Compensation, Reward. System of compensating, compensation dimensions, Non-financial compensation system, Concept and Components of Wages, Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Residual claimant theory, Bargaining theory.

UNIT-II WAGE DETERMINATION

9

Economic & social objectives of wage policy, wage concepts, Minimum wages & ILO, Institutional Mechanism for wage determination, unilateral pay fixation, Job Evaluation: Concept, Scope, Methods and techniques.

UNIT-III PAY STRUCTURE

9

Pay structures purpose and types, graded pay structures, rewarding individual and team contributions and organizational performance, performance related pay, shop floor incentive schemes, skill based pay, competency related pay, team rewards, non-financial rewards, Incentive based pay system, types of incentive plans, wage differentials.

UNIT-IV EMPLOYEE BENEFIT

9

Strategic perspective on benefits, classification of employee benefits, costing benefits, Allowances and pension schemes, Managing the reward system for special groups, rewarding directors and senior executives, international pay and expatriates rewards, rewarding sales staff, managing reward systems.

UNIT-V WAGE ADMINISTRATION IN INDIA

9

Wage Policy in India, Methods of wage determination in India, The Pay Commission, Wage Boards: Structure, Scope and functions, Role of Collective bargaining in wage determination, The Rate of Minimum Wages Act. Emerging trends of compensation management.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 B D Singh, "Compensation and reward System", 1st Edition, Excel Books, 2007.
2. Richard I. Henderson, "Compensation Management in a knowledge based world", 1st Edition, Pearson Education, 2003.

REFERENCES

- 1 Milkovich & Newman, "Compensation", 7th Edition, Tata McGraw Hill. 2005.
- 2 V.S.P.Rao, "Human Resource Management", 2nd Edition, Excel Books, 2004.
- 3 K. Aswathappa, "Human Resource Management", 3rd Edition, Tata McGraw Hill Publishing Company Ltd, 2002.

COURSE OUTCOMES

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

- CO1** Understand about the compensation modules in Industrial Sectors.
- CO2** Demonstrate wage determination system policy and pay fixation.
- CO3** Make suitable pay structure and incentive plans.
- CO4** Understand how benefit plans are financed.
- CO5** Develop wage administration policies and pay commission process in India.

UNIT-I INTRODUCTION

9

Definition, Consumer and Customers, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process

UNIT-II CONSUMER PERSONALITY AND PERCEPTION

9

Introduction, Self-concept, Personality Theories, Brand Personality, Emotions.

Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions

UNIT-III CULTURAL INFLUENCES ON CONSUMER BEHAVIOUR

9

Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications

UNIT-IV CONSUMER BEHAVIOUR AND MARKETING COMMUNICATIONS

9

Introduction, Marketing Communication Flow, Communications Process, Interpersonal Communication, Persuasive Communications, source, message, message appeals, communication feedback

UNIT-V CONSUMER DECISION-MAKING PROCESS

9

Problem Recognition, Information Search and Evaluation of Alternatives, Outlet Selection, Purchase, Post Purchase Behaviour, Decision Making.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Leon G.Schiffman & Leslie Lazar Kannk, "Consumer Behaviour", Prentice Hall of India, 2nd Edition, 2013

REFERENCES

- 1 Michael R Soloman, "Consumer Buying Behaviour Having and Being", 11th Edition, Pearson, 2016.
- 2 Roger D Blackwell, etl.al, "Consumer Behaviour", 10th Edition, Cengage India, 2017.
- 3 S.C.Mehta, "Indian Consumers", Tata McGraw Hill. 2010.
- 4 Schiffman, L G & Kanuk, L L, "Consumer Behaviour", 11th Edition, Pearson, 2010.

COURSE OUTCOMES

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

CO1 Assess consumers' buying behaviour for a product or service.

CO2 Construct 4Ps of marketing considering consumers' perception with respect to product price, quality and risk involved in it.

CO3 Create a culture which influences the consumer buying behaviour.

CO4 Explain the importance of marketing communications in contemporary world.

CO5 Develop a situation which influences consumers' decision making process.

UNIT-I INTRODUCTION**9**

Retailing: Definition, Importance & Scope. Global retail Market, Evolution of Retail in India, Drivers of Retail change in India, Prospects of Retailing in India. Challenges and Opportunities in Retailing.

UNIT-II MODELS & CLASSIFICATION**9**

Concept of Life Cycle in Retail, Business Models in Retail.

Classification: Retail Institutions by Ownership, Store Based Retailing, Electronic & Non - Store Retailing, Automated Vending, kiosks & other forms of Non- Traditional Retailing.

UNIT-III TARGETING CUSTOMERS & GATHERING INFORMATION**9**

Identifying & Understanding Consumers, Information Gathering & Processing in Retailing. Importance of Information System in Retailing.

UNIT-IV COMMUNICATION MIX & STRATEGIES, STORE PLANNING**9**

Planning Retail Communication, Implementing Retail Advertising Retail Market Strategies.

Store Planning Design & Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing.

UNIT-V MALL MANAGEMENT & INTERNATIONAL RETAILING**9**

Mall Management:-Types of various retail formats - Concepts in mall design - Factors influencing Malls establishments - Statistical methods used in measuring mall performance.

International Retailing: Definition, Motives, Classification & Methods

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Gibson G.Vedamani, "Retail Management", 8th Edition, Jaico Publishing House, 2002.
- 2 Michael Levy, Barton A.Weitz, "Retail Management", 4th Edition, Tata McGraw Hill, 2003.

REFERENCES

- 1 Barry Berman & Joel R.Evans, "Retail Management - A strategic Approach", 1st Edition, Pearson Education, 2009.
- 2 Karen R. Gillespie, Joseph C.Hecht, Carl F.Lebowitz, "Retail Business Management", 3rd Edition, Tata McGraw Hill.
- 3 R.Gopal, Pradip Manjrekar, "Retail Management: An Indian Perspective", 1st Edition, Excel Books, 2009.
- 4 David Gilbert, "Retail Marketing Management", 2nd Edition, Pearson, 2009.
- 5 Dunne, Lusch, "Retail Management", 5th Edition, Cengage Learning, 2001.

COURSE OUTCOMES

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

- CO1** Develop a retail store considering its prospectus in India.
- CO2** Design a non-traditional retail outlet.
- CO3** Explain the process of information gathering and retailing.
- CO4** Illustrate the importance of supply chain in retailing.
- CO5** Measure the performance of malls with suitable tools.

UNIT-I INTRODUCTION TO ADVERTISING

9

History of advertising, Functions & Classification of advertising, The structure of the Advertising & Promotions. Economic, Social and Ethical issues in Advertising. Advertising Role in Marketing Process

UNIT-II PLAYERS & PLANNING AN ADVERTISING CAMPAIGN

9

Major Players in advertising. Setting the advertising objective, DAGMAR approach, Defining the target audience, Apportioning the advertising budget

UNIT-III CREATIVE STRATEGY

9

Role of Creativity in Advertising, Research inputs to the creative process, Relevance of Brand Positioning & USP, Advertising appeals, Finding the Big Idea, Creative Execution themes - Demonstration, Testimonial etc, Creative Execution in Print Advertising, Creative Execution in TV Advertising.

UNIT-IV MEDIA STRATEGY

9

Media Planning, Types of Media, Evaluation Methods, Using Indexes (Brand Development Index & Category Development Index) to determine where to promote, Establishing the Media Objective, Factors affecting Media Selection, Media Scheduling. Emerging Medias and trends.

UNIT-V THE ADVERTISING AGENCY

9

Advertising Agency, types, structure and functions of advertising agency.

Agency Compensation, Client Agency relationship. Testing Advertising Effectiveness - Communication and sales Effectiveness, Various methods of Pre & Post testing.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Kazmi and Batra, "Advertising and Sales Promotion", 1st Edition, Excel Publishing, 2001.
- 2 S.A.Chunawalla, K.C.Sethia, "Foundations of Advertising: Theory and Practice", 5th Edition, Himalaya Publishing House, 2004.

REFERENCES

- 1 Rajeev Batra, John.G.Myers, David.A.Aaker, "Advertising Management", 5th Edition, Pearson Edition, 2002.
- 2 William.D.Wells, John Burnett, Sandra Moriarty, "Advertising: Principles and Practice", 7th Edition, Pearson, 2006.
- 3 Larry D Kelley, Donald W Jugenheimer, "Advertising Media Planning", 1st Edition, Prentice Hall, 2004.
- 4 George E.Belch, Micheal E.Belch, "Advertising and Promotion", 6th Edition, Tata McGraw Hill, 2003.
- 5 Jethwaney & Jain, "Advertising Management", 1st Edition, Oxford Publishing, 2006.

COURSE OUTCOMES

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

- CO1** Demonstrate ability of history of advertising
- CO2** Plan and implement advertising campaign in promotional world
- CO3** Create an USP for advertising a product.
- CO4** Understand the factors influencing media in Indian market.
- CO5** Synthesize broader knowledge of advertising agencies

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SOCIAL MEDIA MARKETING

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UNIT-I INTRODUCTION TO SOCIAL MEDIA MARKETING 9

Difference between traditional and the new age marketing; Defining social media marketing; Use of social media for word of mouth communication.

UNIT-II SOCIAL MEDIA MARKETING STRATEGY 9

Building social media strategy; tools for social media strategy; Using multimedia for grabbing attention in a crowded marketplace (Using multimedia)

UNIT-III SOCIAL MEDIA METRICS 9

Basics, choosing social media metrics, real-world connections, Planning for measurement.

UNIT-IV SOCIAL MEDIA CHANNELS 9

Social media channels, social networks, white-label platforms, social interactions.

UNIT-V 4 ZONES OF SOCIAL MEDIA 9

Social Community, Social Publishing, Social Entertainment, Social Commerce.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Dave Evans, “Social Media Marketing: An hour a day”, 2nd edition, Sybex, 2012.

REFERENCES

- 1 Jeff Abston,” Youtube Growth Hacking: How to Drive Massive Traffic to Your Channel And Turn People Into Rabid Fans”, CreateSpace Independent Publishing Platform, 2018.
- 2 David.J.P.Fisher, “Networking in the 21st Century... on LinkedIn: Creating Online Relationships and Opportunities”, RockStar Publishing, 2019.
- 3 Jason McDonald, “Social Media Marketing Workbook: How to Use Social Media for Business”, Kindle Edition, 2020.

COURSE OUTCOMES

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

- CO1** Construct a social media marketing plan to promote a business.
- CO2** Demonstrate how to develop effective social media marketing strategies for various types of industries and businesses.
- CO3** Assess the performance of social media marketing plan with suitable tools.
- CO4** Suggest a suitable social media channel to promote a business.
- CO5** Produce on different zones in media and know about its importance in Social media

UNIT-I BRANDING – AN INTRODUCTION

7

Definition of a Brand - Brands Vs Products - Significance of Branding - Types of a brand - Functions of a brand - Branding Decisions.

UNIT-II BRAND ASSOCIATION

10

Brand Vision - Brand Ambassadors - Brand as a personality, as trading asset - Brand positioning, alternatives - Brand Repositioning.

UNIT-III BRANDING IMPACT

10

Branding impact on Buyers, competitors - Brand Loyalty, Loyalty programs - Brand Equity, Brand Equity Measurement.

UNIT-IV LEVERAGING BRANDS

9

Brand Extensions, Extendibility, - Merits & Demerits - Line Extensions - Co-Branding & Licensing brands.

UNIT-V BRAND VALUATION

9

Methods of Valuation - Implication for buying & selling brands - Branding industrial goods, services - Indianisation of foreign brands - Taking Indian brands global – Issues & challenges.

Branding in Different Sectors: customer, Industrial, Retail and Service Brands.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Dr.S.L.Gupta, “Brand Management: (Text & Cases)”, Himalaya Publishing Hosue, 2009.
- U.C.Mathur, “Brand Management Text & Cases”, Macmillan, 2006.

REFERENCES

- 1 Kevin Lane Keller, “Strategic Brand Management”, 4th Edition, Pearson, 2013.
- 2 Jean Noel Kapferer, “Strategic Brand Management – Creating and Sustaining Equity in the Long Term”, Kogan Page, 2004.
- 3 Harsh Varma, “Brand Management”, 3rd Edition, Excel Books, 2013.

COURSE OUTCOMES

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

- CO1** Explain the key principals of branding.
- CO2** Examine the brand personality and its positioning strategy.
- CO3** Understand and conduct the measurement of brand equity and brand performance
- CO4** Develop a powerful brand and leverage its identity.
- CO5** Prepare a professional, logical and coherent report in the form of a brand audit

UNIT-I INTRODUCTION 9

Definition, Service Economy, Goods vs Services, Nature of Service Act, Unique characteristics of services, Classification of services.

UNIT-II SERVICE MARKETING OPPORTUNITIES 9

Trends in Service Marketing, Expanded marketing mix, Consumer Behavior in Services, Service market segmentation, targeting and positioning.

UNIT-III SERVICE DESIGN AND DEVELOPMENT 9

Service Life Cycle, New service development, Service Blue Printing, Service quality dimensions, Measuring service quality, GAP model of service quality, SERVQUAL.

UNIT-IV SERVICE DELIVERY AND PROMOTION 9

Complaint handling, Recovery management, Service Guarantees. Services Delivery Channels, Pricing of services, methods, Service marketing triangle, Integrated Service marketing communication.

UNIT-V SERVICE STRATEGIES 9

Service Marketing Strategies for health, Hotel, Financial, Educational, Telecommunication, Entertainment & public utility Information technique Services.

L : 45 T : 0 P : 0 J : 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Valarie Zeithaml et al, "Services Marketing", 5th Edition, Tata McGraw Hill, 2007.
- 2 Christopher H.Lovelock and Jochen Wirtz, "Services Marketing", 7th edition, Pearson Education, 2011.

REFERENCES

- 1 Dr.Balaji.B, "Services Marketing and Management", 1st Edition, S.Chand & Company, 2012.
- 2 Ramneek Kapoor, Justin Paul and Biplab Halder, "Services Marketing, Concepts and Practices", 4th Edition, Tata McGraw Hill, 2011.
- 3 Ravi Shanker, "Services Marketing", 1st Edition, Excel Books, 2002.
- 4 R.Srinivasan, "Services Marketing", 2nd Edition, Prentice Hall of India, 2004.
- 5 Rajendra Nargundkar, "Services Marketing", 1st Edition, Tata McGraw Hill, 2004 .

COURSE OUTCOMES

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

- CO1** Trace the emergence of development of marketing services
- CO2** Learn the marketing opportunities and behavioral pattern in services marketing.
- CO3** Assess service quality using SERVQUAL model.
- CO4** Explain the unique challenges involved in marketing and managing services
- CO5** Demonstrate the value of service blueprinting and how to develop and read service blueprint

UNIT-I ELEMENTS OF INVENTORY MANAGEMENT**9**

Inventory concepts, Pressures for Low Inventory, Pressures for High Inventory, Role of inventory in Operations, Types of inventory – seasonal, decoupling, cyclic, pipeline, Safety stock. Inventory costs – carrying costs, ordering costs, shortage costs..

UNIT-II INVENTORY CONTROL SYSTEMS**9**

Continuous Review (Q) systems, Periodic Review (P) systems, ABC Classification system, Issues in the P and Q systems of inventory control.

UNIT-III ECONOMIC ORDER QUANTITY MODEL**9**

The Basic EOQ Model, Production Quantity Model, Reorder Point, Safety Stocks, Service Level, Reorder point with variable demand, Order quantity for periodic inventory system, Order quantity with variable demand

UNIT-IV JUST-IN-TIME**9**

Principles of just-in-time, Core logic of JIT, Main features for stocks, Achieving just-in-time operations, Other effects of JIT, Benefits and disadvantages of JIT, Comparison with other methods of inventory management. KANBAN as a control tool. Vendor managed inventory.

UNIT-V MAKE OR BUY DECISION**9**

Factors influencing Make Or Buy Decisions-cost, quality, capacity core v/s noncore, management strategy. Evaluation of performance of Materials function: cost, delivery, quality, methodology of evaluation, Use of ratios - inventory ratios, inventory analysis like ABC,XYZ. Materials Management In JIT Environment.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 B Mahadevan, "Operations Management: Theory and Practice", Pearson, 2015.
- Krajewski, Ritzman & Malhotra, "Operations Management-Process and Value Chains", Pearson, 2016.

REFERENCES

- 1 J.R.Tony and Arnold, "Introduction to Materials Management", Pearson, 7th Edition, 2017.
- 2 Korgaonker, "Just-in-Time Manufacturing", Macmillan, 2015.
- 3 Max Muller, "Essentials of Inventory Management", JAICO Publishing, 2009.

COURSE OUTCOMES

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

- CO1** Apply the knowledge gathered on inventory and its cost incurred in the industry
- CO2** Create an inventory control system based on the business environment
- CO3** Evaluate the inventory and remake the EOQ model based on the business environment.
- CO4** Apply the JIT in the business environment
- CO5** Analyse the make or buy decision and come up with a good decision.

19BAE726	TOTAL QUALITY MANAGEMENT	L	T	P	J	C
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UNIT-I	INTRODUCTION					9
Definitions of Quality, Quality in Manufacturing and Service Systems, Economic Issues, Quality and Price, Quality and Market Share, Quality and Cost ,The Taguchi Loss Function						
UNIT-II	PRINCIPLES OF TOTAL QUALITY MANAGEMENT					9
Elements of Total Quality Management, Strategic Planning and Leadership, Deming's 14 Points for Management, the Juran Philosophy, Japanese 5S principles and 8D methodology.						
UNIT-III	CUSTOMER FOCUS					9
The Customer, Driven Quality Cycle, Quality Function Deployment, the Quality Function Deployment Process, Building the House of Quality, Implementing Quality Function Deployment						
UNIT-IV	QUALITY CONTROL AND QUALITY ASSURANCE					9
Concept of Quality Control, Concept of Process Variation, Attributes and variable sampling plans, OC Curves.						
UNIT-V	QUALITY MANAGEMENT STANDARDS					9
The ISO 9001:2000 Quality Management System Standard, The ISO 14001:2004 Environmental Management System Standard, ISO 27001:2005 Information. Security Management System.						

L : 45 T : 0 P : 0 J : 0 Total: 45 PERIODS

TEXT BOOKS

- 1 James R.Evals, “The Management and Control of Quality”, 6th Edition, Thomson Publishers, 2005.
- 2 Kanishka Bedi, “Quality Management”, Oxford University, 2008.

REFERENCES

- 1 James R.Evals, “Total Quality Management organization and strategy”, 4th Edition, Cengage Learning, 2009.
- 2 S. Bhaskar, “Total Quality Management”, Anuratha Publication, Chennai, 2011.
- 3 Sonaversity, “Total Quality Management”, Sonaversity, 2005.
- 4 Thomas Pyzdek and Paul Keller, “Quality Management”, 2nd Edition, Tata McGraw Hill, 2013.

COURSE OUTCOMES

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

- CO1** Implement the concept and need of quality in the industry.
- CO2** Develop an understanding on quality management philosophies and frameworks to analyse and suggest solutions on the quality management issues.
- CO3** Learn the applications of quality tools and techniques in both manufacturing and service industry
- CO4** Exposed to and mastery of analytical tools specific to service industry.
- CO5** Implement quality standard via ISO certifications.

UNIT-I OVERVIEW**9**

Evolution of Lean, Traditional versus Lean Manufacturing- Business of Survival and Growth, Business Model Transformation.

UNIT-II VALUE STREAM MANAGEMENT**9**

Definition, VSM Types, Product Family Selection, Value Stream Manager, Current State Map, Process Box.

UNIT-III SYSTEM IMPLEMENTATION**9**

Concept of Kaizen-Steps involved in Kaizen Deployment, Industrial Engineering , Concepts and Fundamentals, KANBAN Concepts, Types of KANBANS.

UNIT-IV LEAN METRICS AND LEAN SUSTENANCE**9**

Identify Lean Metrics, Steps involved in Goal Setting, Corporate Goals, KAIZEN Cloud identification in VSM.

UNIT-V SIX SIGMA**9**

Project Charter-Stakeholder Analysis, SIPOC, Voice of the Customer, Rolled throughput Shield, KANO Models.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Dennis P.Hobbs, "Lean Manufacturing and Implementation", 1st Edition, Cengage Learning, 2011.
- 2 N.Gopalakrishnan, "Simplified Lean manufacturing", PHI Learning Private Ltd, 2010.

REFERENCES

- 1 John Black, "Lean Production", 1st Edition, Industrial Press, 2008.
- 2 Lonnie Wilson, "Lean Manufacturing", 1st Edition, Tata Mcgraw Hill Publishers, 2010.
- 3 William M. Feld, "Lean Manufacturing", CRC Press Series, 2000.
- 4 John x Wang, "Lean Manufacturing", CRC Press Series, 2011.
- 5 James Tallant, "Elements of Lean Manufacturing", Lean Enterprise,2010.

COURSE OUTCOMES

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

- CO1** Demonstrate the principles of lean manufacturing and its applicability in business transformation.
- CO2** Implement the value stream management concept effectively.
- CO3** Plan, implement and evaluate the impact of lean manufacturing principles and practices in a simulated manufacturing setting.
- CO4** Design corporate goals and set a path way to achieve it.
- CO5** Evaluate accurately the organization's progress and suggest suitable tools to improve its efficiency.

19BAE728 SERVICES OPERATIONS MANAGEMENT L T P J C

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UNIT-I SERVICE OPERATIONS CONCEPT 9

Definition, Difference between Manufacturing and Service Operations, Service Operations Characteristics, Field Service and Customer satisfaction.

UNIT-II SERVICE OPERATION STRATEGY 9

Service objectives and goal formulation, Service organization: In house Vs. Outsourcing, Centralized Vs. Decentralized, Creating Customer Connection.

UNIT-III SYSTEM IMPLEMENTATION 9

Field Service Management, Field Service Organization, Field Service Inventory Management, Field Technical Support Service, Integrating Field Service with Information Technology, Field Service Effectiveness Evaluation.

UNIT-IV OPERATING SERVICES 9

Service Operational Planning and Control, Process Analysis, Process Simulation, Service Facility Location, Capacity Management in Services.

UNIT-V TOOLS AND TECHNIQUES 9

Vehicle Routing and Scheduling, Productivity and Performance measurement, Data Envelopment Analysis (DEA), Scoring System.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Haksever, Render & Rumel, "Service Management & Operations", 2nd Edition, Pearson, 2003.

REFERENCES

- 1 David W. Parker, "Services operations management", Edwars Elgar Publishing Limited, 2012.
- 2 Robert Johnson & Graham Clark, "Services operations management", Pearson Education Limited, 2012.
- 3 Bill Hollins & Sadie sinkins, "Managing Services operations", Sage Publications Ltd, 2006.
- 4 James A. Fitzsimmons, Mona J. Fitzsimmons, Service Management – Operations, Strategy, Tata McGraw Hill, 2017.

COURSE OUTCOMES

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

- CO1** Explain the role of service operations and its relationship with other organisational functions.
- CO2** Explore the unique challenges in managing excellent service operations.
- CO3** Demonstrate the progress of field service inventory management.
- CO4** Demonstrate capacity management and operational planning effectively.
- CO5** Exposed to and mastery of analytical tools specific to service industry

UNIT-I INTRODUCTION**9**

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

UNIT-II MATERIALS PLANNING**9**

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

UNIT-III INVENTORY MANAGEMENT**9**

Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand With and without shortages -Quantity discount models.

UNIT-IV PURCHASING MANAGEMENT**9**

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

UNIT-V WAREHOUSE MANAGEMENT**9**

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

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, "Materials Management", Pearson, 2012.
- 2 P. Gopalakrishnan, "Purchasing and Materials Management", Tata McGraw Hill, 2012.

REFERENCES

- 1 A.K.Chitale & R.C.Gupta, "Materials Management, Text and Cases", PHI Learning, 2nd Edition, 2006.
- 2 Ajay K Garg, "Production and Operations Management", Tata McGraw Hill, 2012.
- 3 Ronald H. Ballou & Samir K. Srivastava, "Business Logistics and Supply Chain Management", Pearson education, Fifth Edition.
- 4 J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, "Materials Management", Pearson, 2012.

COURSE OUTCOMES

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

- CO1** Know the basic fundamentals of Materials Management and its functions which can be used in a company.
- CO2** Apply the materials planning and its control in a company which can be used in his career.
- CO3** Know about the different models in inventory Management in creating and enhancing a firm's competitive advantages.
- CO4** Analyze Strategies in purchasing and its usage which can be used in the future.
- CO5** Analyze risks associated with the warehouse and its usage which can be applied in the future for a business

19BAE730

SOURCING MANAGEMENT

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UNIT-I INTRODUCTION

9

Sourcing – Sourcing management: Concept, Functions, Application – Supplier Evaluation and Selection (Concepts): Supplier Rating – Rating criteria – Factors

UNIT-II GLOBAL SOURCING

7

Introduction to Global Sourcing – Trends in Global Sourcing – Global Sourcing – Negotiation – Performance Measurement and Evaluation

UNIT-III SUPPLY CHAIN

9

Supply Chain: The Role of Sourcing – Components – Key Process – Outsource: Various Mechanism – Third-party logistics (3PL): Service

UNIT-IV ANALYTICAL TOOLS

11

Analytical Tools in Sourcing (Total Cost of Ownership, Pricing Analyses) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models) – Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis)

UNIT-V RISKS & TRENDS

9

Sourcing Risk Management (Concepts) – Electronic Sourcing – Sustainability and Sourcing (Green Sourcing)

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Sunil Chopra and Peter Meindi, “Supply Chain Management – Strategy Planning and Operation”, Pearson Education, Third Indian Reprint, 2004 .
- 2 Monczka et al., “Purchasing and Supply Chain Management”, Thomson Learning, Second edition, Second Reprint, 2002.

REFERENCES

- 1 Lee J. Krajewski and Larry P.Ritzman, 2007, “Operations Management strategy and analysis”, 9th Edition, Pearson Education / Prentice Hall of India, 2007.
- 2 Altekar Rahul V, “Supply Chain Management – Concept and Cases”, Prentice Hall India, 2005.
- 3 Olivier Bruel, “Strategic Sourcing Management: Structural and Operational Decision-Making”, Kogan Page; 1st edition, 2016.

COURSE OUTCOMES

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

- CO1** Evaluate the suppliers with valid parameters.
- CO2** Evaluate the performance of existing global sourcing management.
- CO3** Develop a third party network for sourcing management.
- CO4** Apply suitable tools for sourcing management.
- CO5** Evaluate the risk associated with electronics sourcing

19BAE731	DATA ANALYSIS USING R	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION					7
Introduction to R programming - R Data Types, Arithmetic & Logical Operators - Factor in R: Categorical & Continuous Variables						
UNIT-II	DATA PREPARATION					9
R Data Frame: Create, Append, Select, Subset - List in R: Create, Select Elements - R Sort a Data Frame using Order() - Merge Data Frames in R: Full and Partial Match - Functions in R Programming						
UNIT-III	PROGRAMMING					11
IF, ELSE, ELSE IF Statement - For & While Loop - apply(), lapply(), sapply(), tapply() - Import Data into R: Read CSV, Excel, SPSS, Stata, SAS Files - Exporting Data to Excel, CSV, SAS, STATA, Text File – Correlation - Select(), Filter(), Arrange(), Pipeline - Function: Summarise & Group_by()						
UNIT-IV	DATA ANALYSIS - I					9
Scatter Plot – Box Plot – Bar Chart – Histogram – One Sample & Paired Sample T Test – One Way and Two Way ANOVA						
UNIT-V	DATA ANALYSIS - II					9
Simple, Multiple Linear and Stepwise Regression – Decision Tree - Generalized Linear Model - K-means Clustering						

L : 45 T : 0 P : 0 J : 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Andy Field, Jeremy Miles and Zoe Field, “Discovering Statistics using R”, 1st Edition, Sage Publication Ltd, 2012.

REFERENCES

- 1 Seema Acharya, “Data Analytics Using R”, McGraw Hill Education; 1st Edition, 2018.
- 2 Sandip Rakshit, “R for Beginners”, Mc Graw hill Publication, 1st Edition, 2017.
- 3 Paul Teetor, “R Cookbook”, O’REILLY, 2nd edition, 2019.
- 4 Dr. Mark Gardener, “Beginning R: The Statistical Programming Language”, Wiley 2013.

COURSE OUTCOMES

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

- CO1** Demonstrate statistical techniques for solving practical problems.
- CO2** Perform statistical analysis on variety of data.
- CO3** Customise the software according to the report needed.
- CO4** Formulate statistical analysis using R.
- CO5** Make optimal decision using R.

19BAE732

FINANCIAL ANALYTICS

L T P J C

3 0 0 0 3

UNIT-I INTRODUCTION

7

Financial Statistics – Sample Mean, Standard Deviation and Variance, Skewness and Kurtosis - Financial Returns, Sample Covariance and Correlation

UNIT-II FINANCIAL SECURITIES ANALYTICS

11

Stock Investments – Securities Datasets and Visualization – Adjusting for stock splits –Securities Data Importing – Securities Data Cleansing - Securities Quoting - Capital Asset Pricing Model.

UNIT-III FINANCIAL RISK ANALYTICS

9

Overview – Credit Risk Basics – Credit Risk Modelling – Market Risk Optimization - Credit Risk Modelling PD – Credit Risk Loss Distributions

UNIT-IV FINANCIAL MODELLING

9

Introduction – Best Practices – Types – Modelling of Income Statement, Balance Sheet and DCF using Spread Sheet

UNIT-V CREDIT RISK ANALYSIS AND MODELLING

9

Traditional Credit Models – Altman Z Score – Credit Analysis and Modelling – Ways Out Analysis and Internal Ratings

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Mark J. Bennet and Dirk. L Hugen “Financial Analytics with R: Building a Laptop Laboratory for Data Science”, 1st Edition, Cambridge University Press, 2016.

REFERENCES

- 1 Gautam Mitra; Leela Mitra, “The Handbook of News Analytics in Finance”, John Wiley & Sons, 2011.
- 2 Vikas Raj, “Business Analytics and Financial Planning”, TV18 Broadcast Ltd, 2019.
- 3 Johnathan Mun, “Applied Analytics - Project Economic and Financial Evaluation (Applied Cqrm Book)”, Iiper Press, 2020.

COURSE OUTCOMES

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

- CO1** Understand and demonstrate the importance of financial analytics in decision making.
- CO2** Analyze and Evaluate securities based on Securities Dataset Analytics.
- CO3** Evaluate the risk and return involved in a security.
- CO4** Form a suitable financial model.
- CO5** Measure the credit risk involved in a transaction and creates a model for it.

UNIT-I INTRODUCTION

9

Introduction to People Analytics: Development of People Analytics as a discipline – Data Management in People Analytics - People Analytics Maturity Model - Common terminologies in People Analytics

UNIT-II DATA MANAGEMENT IN PEOPLE ANALYTICS

9

DCOVA Methodology for Data Management - Structured, Unstructured & Semi structured data - HR Reporting & Metrics - Analysis & presentation of Data - HR Dashboard & Metrics
Leading & Lagging indicators - Balanced Score Card –Linkage to Analytics

UNIT-III ORGANIZATION - WIDE ALIGNMENT AUDITS

9

Recruitment Analytics and On Boarding Analytics Staffing- Attrition & Retention Analytics.

UNIT-IV QUANTITATIVE & QUALITATIVE TECHNIQUES IN HR

9

Statistical tools in HR : ANOVA, Regression, Correlation - Survey Design - Scaling & Sampling techniques

UNIT-V STORYTELLING WITH VISUALISATION

9

Visualisation techniques - Importance of Context - Lessons in Story telling - Usage of Data to influence decisions -Basic Visualisation Skill

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Jac Fitz-enz; The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, American Management Association, 2010.
- 2 John W. Boudreau Beyond HR: The New Science of Human Capital, Harvard Business School Press 2007.

REFERENCES

- 1 Pratyush Banerjee, “Practical Applications of HR Analytics: A Step-by-Step Guide”, SAGE Publications India, 2019.
- 2 Lyndon Sundmark, “Doing Hr Analytics: A Practitioner's Handbook With R Examples”, Createspace Independent Pub, 1st Edition, 2017.
- 3 Dr Shonna Waters, “The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions”, Society for Human Resource Management, 2018.
- 4 Dipak Kumar Bhattacharyya, “HR Analytics: Understanding Theories and Applications”, Sage Publications India, 1st Edition, 2017.

COURSE OUTCOMES

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

- CO1** Demonstrate the benefits of analytics in improving HR process.
- CO2** Articulate improvements in performance metrics.
- CO3** Develop audits on recruitment analysis process.
- CO4** Explain people analytics with proper tools.
- CO5** Demonstrate visualization technique for people analytics

19BAE734	SOCIAL NETWORK ANALYTICS	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTRODUCTION TO SOCIAL MEDIA AND SOCIAL NETWORKS 9

Introduction – A Historical Preview – The Rise of Social Media as Consumer Applications – Applying Social Media to National Priorities.

UNIT-II SOCIAL MEDIA – NEW TECHNOLOGIES OF COLLABORATION 8

Introduction – Social Media Design Framework – Types of Social Media.

UNIT-III NETWORK ANALYSIS 10

Introduction – The Network Perspective – Types of Networks – Network Analysis Metrics - Data extraction from Twitter & You Tube

UNIT-IV DATA ANALYSIS AND VISUALIZATION 12

Trending Data – Comparing Data – Sentiment Analysis – Topic Analysis – Audience Analysis – Linking Analysis – Visualizing Data - Collection Wayback - Critiquing Data - Collecting Crimson - Historicizing Data & Reporting

UNIT-V PRIVACY & FUTURE OF SOCIAL MEDIA 6

Social Spam and Malicious Behavior – Privacy in the Network World – Future of Social Media – Emotional Contagion – Success stories in Social Media

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Aggarwal & Charu C, “Social Network Data Analytics”, Springer, 2011.

REFERENCES

- 1 Brian V & Carolan, “Social Network Analysis and Education: Theory, Methods & Applications”, 1st Edition, Sage Publication, 2013.
- 2 Christina Prell, “Social Network Analysis”, 1st Edition, Sage Publication, 2011.
- 3 Matthew Ganis & Avinash Kohirkar, “Social Media Analytics”, Pearson, 2016.

COURSE OUTCOMES

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

- CO1** Demonstrate the growth and importance of social media.
- CO2** Use proper social media to promote a product or a business.
- CO3** Explain the proper tool to analyse the data extracted from social media.
- CO4** Prepare a well-structured documentation for Social Media Analysis.
- CO5** Understand sources and limitations of web-based data.

19BAE735	SUPPLY CHAIN ANALYTICS	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTRODUCTION 9

Understanding and defining the supply chain analytics – Importance of analytics in supply chain - Relating Operations Management with Supply chain concepts with SC Analytics.

UNIT-II SUPPLY CHAIN ANALYTICS 9

Key issues in supply chain analytics - Concept of Descriptive Analytics in a Supply Chain - Decision Domains in supply chain analytics, Application of supply chain analytics in India.

UNIT-III FOUNDATION OF BUSINESS ANALYTICS 9

Introduction to Modelling, Approaches for Optimization and Simulation, Modelling software, Understanding of Data and its role in Analytics - Analytics of a Transportation problem in a Supply Chain - Managerial implication of results of analytics.

UNIT-IV PERSPECTIVE ANALYSIS IN NETWORK PLANNING 9

Network Planning in a Supply Chain - Importance of Network Planning - Design of Logistics Network - Concept of 3PL/4PL in a Supply Chain.

UNIT-V IT ENABLEMENT OF SUPPLY CHAIN 9

Role of ICT in supply chain - Designing supply chain information system - Characteristics of information system - Effective forecasting - Information for coordination of system - Information and SC integration.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Sunil Chopra, and Peter Meindl, "Supply Chain Management", Pearson, 5th Edition, 2012.
- 2 Jeremy F. Shapiro, "Modelling of Supply Chain", Cengage Learning, 2nd Edition, 2006.

REFERENCES

- 1 D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing the Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008.
- 2 Rahul Saxena & Anand Srinivasan, "Business Analytics - A Practitioner's Guide", 1st Edition, Springer-Verlag New York, 2013.
- 3 Meier H, Golembiewski M & Quade N (2008), Design concept for a transparent supply chain, WGP Journal - Production Engineering Research and Development, Vol. 2, (3), pp. 311-315.

COURSE OUTCOMES

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

- CO1** Understand the different analytical tools in supply chain management for decision making
- CO2** Implement business analytics in supply chain to increase the performance of the company
- CO3** Apply descriptive analytics in supply chain management
- CO4** Understand different models in supply chain management and use suitable tools for decision making
- CO5** Create an IT enabled supply chain platform in an organization

UNIT-I MACHINES AND AI**9**

Introduction – Different types of Machines Learning and AI – Working Nature – AI Impact and Drive Business Model - 7 Rules of AI First Leadership

UNIT-II DATA FOR AI**9**

Data for AI - Importance of Alternative Data - Finding, Generating, and Managing Data - Integrating Data into Products - Steps to a Data Strategy

UNIT-III CONVOLUTION NEURAL NETWORKS**9**

Image classification - Text classification - Image classification and hyper-parameter tuning - Emerging NN architectures

UNIT-IV ISSUES, CONCERNS AND ETHICAL CONSIDERATIONS**9**

Issues and Concern around AI – AI and Ethical Concerns – AI and Bias – AI: Ethics, Bias and Trust - Principles of ethical AI.

UNIT-V AI AND SOCIETY**9**

A realistic view of AI – Discrimination – Adversarial attacks on AI – AI and Developing economies – AI and Jobs

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 Joshi.P, “Artificial Intelligence: Building Intelligent Systems”, Prentice Hall India, 1st Edition, 2015.

REFERENCES

- 1 Russel, “Artificial Intelligence 3e: A Modern Approach”, 3rd Edition, Pearson Education India, 2015.
- 2 Artificial Intelligence 3e: A Modern Approach, “Artificial Intelligence For Dummies”, Wiley Publishers, 2018.
- 3 Charniak, “Introduction To Artificial Intelligence”, Pearson India, 2007.

COURSE OUTCOMES

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

- CO1** Understand the types of Artificial Intelligence and its rules for a leader to manage.
- CO2** Suggest a data strategy with its step by step process.
- CO3** Explain the convolution of neural networks.
- CO4** Demonstrate the importance of ethical consideration in Artificial Intelligence.
- CO5** Forecast the demand of AI based jobs.

UNIT-I INTRODUCTION TO SOCIAL MEDIA ANALYTICS 9

Social media landscape - Need for SMA - SMA in Small organizations - SMA in large organizations - Application of SMA in different areas

UNIT-II WEB ANALYTICS TOOLS 9

Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis

UNIT-III SOCIAL MEDIA ANALYTICS 9

Introduction, parameters, demographics - Analyzing page audience - Reach and Engagement analysis - Social campaigns - Measuring and Analyzing social campaigns - Defining goals and evaluating outcomes - Network Analysis.

UNIT-IV DATA ANALYSIS AND VISUALIZATION 12

Trending Data – Comparing Data – Sentiment Analysis – Topic Analysis – Audience Analysis – Linking Analysis – Visualizing Data - Collection Wayback - Critiquing Data - Historicizing Data & Reporting

UNIT-V PRIVACY & FUTURE OF SOCIAL MEDIA 6

Social Spam and Malicious Behavior – Privacy in the Network World – Future of Social Media – Emotional Contagion – Success stories in Social Media

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Matthew Ganis, Avinash Kohirkar, “Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media” Pearson, 2016.
- 2 Jim Sterne, “Social Media Metrics: How to Measure and Optimize Your Marketing Investment”, Wiley.

REFERENCES

- 1 Marshall Sponder, “Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics “, McGraw Hill Education, 2014.
- 2 J.E.Ford, “Social Media Marketing for the Future: Strategies for 2020 & Beyond: Stay Ahead of the Competition”, 2018.
- 3 Matthew Ganis & Avinash Kohirkar, “Social Media Analytics”, Pearson, 2016.

COURSE OUTCOMES

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

- CO1** Demonstrate the importance of social media analytics.
- CO2** Use proper social media tool to analyse the progress of promotional campaign.
- CO3** Able to analyse the data extracted from social media.
- CO4** Prepare a well-structured documentation for Social Media Analysis.
- CO5** Understand sources and limitations of web-based data.

19BAE737	ENTERPRISE RESOURCE MANAGEMENT	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION					9
Overview of enterprise systems, Evolution, Risks and benefits, Fundamental technology, Issues to be considered in planning design and implementation of cross functional integrated ERP systems.						
UNIT-II	ERP SOLUTIONS AND FUNCTIONAL MODULES					9
Overview of ERP software solutions, Small, medium and large enterprise vendor solutions, BPR, and best business practices, Business process Management, ERP tools and techniques, Functional modules.						
UNIT-III	ERP IMPLEMENTATION					9
Planning Evaluation and selection of ERP systems Implementation life cycle, ERP implementation, Methodology and Frame work, Training, Data Migration, People organization in implementation, Consultants, Vendors and Employees.						
UNIT-IV	POST IMPLEMENTATION					9
Maintenance of ERP, Organizational and Industrial impact, Success and Failure factors of ERP Implementation						
UNIT-V	EMERGING TRENDS ON ERP					9
Extended ERP systems and ERP add-ons, CRM, SCM, Business analytics, Future trends in ERP systems-web enabled, Wireless technologies, cloud computing.						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Vinod Kumar Garg & N.K.Venkita Krishnan, “Enterprise Resource Planning- Concepts and Practice”, 1st edition, Prentice Hall of India, 2004.
- 2 Goyal D P, “Enterprise Resource Planning – A Managerial Perspective”, 1st edition, McGraw Hill Education (India) Private Limited, 2011.

REFERENCES

- 1 Jagan Nathan Vaman, “ERP in Practice: ERP Strategies for Steering Organizational Competence and Competitive Advantage”, 1st edition, Tata McGraw-Hill Education, 2007.
- 2 Alexis Leon, “Enterprise Resource Planning”, 1st edition, Tata McGraw-Hill Education, 2008.
- 3 Monk, Wagner, “Concepts in Enterprise Resource Planning”, 4th edition, Course Technology, 2014.

COURSE OUTCOMES

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

- CO1** Demonstrate a good understanding of basic issues in enterprise Systems
- CO2** Demonstrate an ability to work independently and in a group
- CO3** Explore the concepts of reengineering and how they relate to ERP Implementation
- CO4** Use one of the popular ERP packages to support business operations and decision making
- CO5** Understand the steps and activities in ERP life cycle

UNIT-I HARDWARE MANAGEMENT 9

Historical review, Managerial consideration in acquisition, maintenance, controlling, replacement of hardware, Overview of General purpose application software such as software suits, messaging, groupware, conferencing, commercial and corporate tools.

UNIT-II SYSTEM SOFTWARE MANAGEMENT 9

Overview of operating systems, Network Management Programs, Database Management Programs, Servers, System Utilities, Performance and security monitors, System development programs, Managerial considerations in selection, maintenance, controlling, replacement of software.

UNIT-III NETWORKING MANAGEMENT 9

Networking trends, Internet basics, Intranet and Extranet – Overview of networking alternatives, Networking types, Networking media, Networking processors, Networking software, Networking architecture and Network protocols.

UNIT-IV SECURITY MANAGEMENT 9

Need, Case studies, Types of computer crime, cyber law, Tools of security Management, Security Defenses, System Controls and audit.

UNIT-V LEGAL AND PRIVACY ISSUES 9

I.T. organization of large corporation, selection and recruitment, Training, Retention, Performance Measurement.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Rich Schiesser, "IT System Management", 2nd edition, Pearson Education Inc, 2010.
- 2 Laudon & Dass, "Management Information System", 11th Edition, Pearson Education Inc, 2010.

REFERENCES

- 1 James, A. O'brien, "Management Information System", 10th edition, McGraw Hill Education (India) Private Limited, 2013.
- 2 Gordon B. Davis, Margrethe H. Olson, "Management Information System", 2nd edition, McGraw-Hill Inc, 1985.
- 3 Applegate& Lynda M, "Corporate Information Strategy and Management: Text and Cases", 6th edition, McGraw-Hill, 2003.

COURSE OUTCOMES

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

- CO1** Analyse technical requirements to determine resource requirements and the impact solution will have on an organization
- CO2** Design, Plan and propose an IT project for an identified need within a specific scope
- CO3** Analyse and select application and operating system settings to create an optimal user environment
- CO4** Analyse the current processes in an existing computer program and revise the program so that it performs as required
- CO5** Apply knowledge of business concepts and functions in an integrated manner

UNIT-I INTRODUCTION TO E-BUSINESS 9

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

UNIT-II TECHNOLOGY INFRASTRUCTURE 9

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

UNIT-III BUSINESS APPLICATIONS 9

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

UNIT-IV E-BUSINESS PAYMENTS AND SECURITY 9

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

UNIT-V LEGAL AND PRIVACY ISSUES 9

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

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Jonathan Reynolds, "e-business – A Management Perspective", 1st edition, Oxford University Press, 2009.
- 2 Parag Kulkarni, Sunita Jahirabadkao & Pradeep Chande, "e-business", 1st edition, Oxford University Press, 2012.

REFERENCES

- 1 Bharat Bhasker, "Electronic Commerce – Frame work technologies and Applications", 1st edition, Tata McGraw-Hill Education Pvt. Ltd, 2008.
- 2 Hentry Chan & el, "E-Commerce –fundamentals and Applications", Wiley India Pvt Ltd, 2007.
- 3 Robert C Elsenpeter, "E Business A Beginners Guide", 1st edition, Tata McGraw Hill - New Delhi, 2000.
- 4 Kamlesh K.Bajaj and Debjani Nag, "Ecommerce - the cutting edge of Business", 7th edition, Tata McGraw-Hill Publications, 2009.
- 5 Elias M and Award, "Electronic Commerce – From Vision to Fulfilment", 3rd edition, Prentice Hall of India, New Delhi, 2009.

COURSE OUTCOMES

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

- CO1** Understand e-Commerce and e-Business and their types
- CO2** Recommend necessary technological infrastructure.
- CO3** Get familiarized with the e-business concepts.
- CO4** Think critically and analytically to new successful business ideas.
- CO5** Analyze and present and case study of successful e-Business stories and its legal issues.

19BAE740 **MANAGEMENT OF SOFTWARE PROJECTS AND ENTERPRISES** **L T P J C**

3 0 0 0 3

UNIT-I **INTRODUCTION** **9**

Software Projects, Projects Planning and implementation, Process models, Waterfall, RAD, V, Spiral, Incremental, Prototyping, Agile, Project Tracking.

UNIT-II **SOFTWARE METRICS** **9**

Goal, Question, Metric (GQM) model, Product Quality metrics, In-process Quality metrics, Metrics for software maintenance and testing, Complexity Metrics.

UNIT-III **SOFTWARE PROJECT ESTIMATION** **9**

Effort and Cost Estimation, Expert Judgment, LOC, Function Points, Extended Function Points, Feature Points, Object Points, COCOMO-81, COCOMO-II, Risk Management.

UNIT-IV **SOFTWARE CONFIGURATION MANAGEMENT** **9**

Basic Functions, Responsibilities, Standards, Configuration management, Prototyping, Models of Prototyping, Planning for small projects: Introduction, Some problem with student projects, Content of project plan.

UNIT-V **PROJECT MANAGEMENT SOFTWARE** **9**

Introduction to Microsoft project 2010, Prince2 and Primavera and learning to use any one of these products.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Bob Hughes and Mike Cotterell, "Software Project Management", 5th Edition, Tata McGraw Hill, 2010.
- 2 Roger S. Pressman, "Software Engineering - A Practioners Approach", 5th Edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES

- 1 Richard H. Thayer, "Software Engineering Project Management", 2nd edition, Wiley, 2001.
- 2 Darrel Ince, H. Sharp & M. Woodman, "Introduction to Software Project Management and Quality Assurance", 1st edition, Tata McGraw Hill, 1993.
- 3 Watts. S. Humphrey, "Introduction to the Personal Software Process", 1st edition, Pearson Education, 2006.
- 4 Walker Royce, Software Project Management, 2nd edition, Addison Wesley, 2002.
- 5 Boris Beizer, "Software System Testing and Quality Assurance", 1st edition, International Thomas Computer Press, 1996.

COURSE OUTCOMES

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

- CO1** Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise
- CO2** Demonstrate effective project execution and control techniques that result in successful projects
- CO3** Conduct project closure activities and obtain formal project acceptance.
- CO4** Demonstrate a strong working knowledge of ethics and professional responsibility
- CO5** Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders

19BAE741 KNOWLEDGE MANAGEMENT SYSTEM L T P J C

3 0 0 0 3

UNIT-I INTRODUCTION 9

Understanding Knowledge: Data, Information and Knowledge, Types of Knowledge, Knowledge Management, System Life Cycle, Challenges in Building KM System.

UNIT-II KNOWLEDGE CREATION AND CAPTURE 9

Knowledge Creation, Knowledge Architecture. Capturing Tacit Knowledge: Evaluating the Expert, Developing a Relationship with Experts, Quality of Knowledge Capture, Interview as a Tool Guide to Successful Interview, other Knowledge Capture Techniques: on-site Observation, Brainstorming, Protocol Analysis, Census Decision Making.

UNIT-III KNOWLEDGE CODIFICATION 9

Knowledge Codification: Meaning, Reasoning for Codifying, Codification Tools and Procedures. Knowledge Developer's Skill Set, Knowledge Testing, Approaches to Logical Testing, Approaches to user Acceptance Testing, Managing the testing phase

UNIT-IV KM SYSTEM TOOLS AND PORTALS 9

Learning from Data: Data Visualization, Association Rules, Classification Trees, Data Mining: Definition, Data Mining and Business Intelligence, Business Drivers, Technical Drivers, DM Virtuous Cycle.

Portals: Definition, the Business Challenge, Knowledge Portal Technologies.

UNIT-V ETHICS IN KNOWLEDGE MANAGEMENT 9

Ethics, Legal and Managerial Issues: Knowledge Owners, Legal Issues, Ethics Factor, Improving the Climate, Managing Knowledge Workers.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Elias M Awad & Hassan M Ghazini, "Knowledge Management", 1st edition, Pearson Education, 2008.
- 2 Stuart Barnes, "Knowledge Management Systems: Theory And Practice", Thomas Learning, 2008.

REFERENCES

- 1 Jerry Honeycutt, "Knowledge Management Strategies", 1st edition, Microsoft Press, 2000.
- 2 Madan Mohan Rao, "Knowledge Management Tools and Techniques: Practioners and Experts Evaluate KM Solutions", 1st edition, Bulter worth-Heinemann, New York, 2009.
- 3 S. Barnes, "Knowledge Management Systems - Theory and Practice", 4th edition, Thomson Learning, New Delhi, 2009.

COURSE OUTCOMES

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

- CO1** Find solutions to face the challenges in building knowledge management system.
- CO2** Apply different knowledge capturing techniques for a business.
- CO3** Formulate action plans for knowledge intensive organisations
- CO4** Apply business intelligence for business growth.
- CO5** Follow ethics in knowledge management and spread the importance of ethics in business

19BAE742	ADVANCED DATABASE MANAGEMENT SYSTEM	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION					9
Introduction, Concepts and Definitions, Relational model conformity and Integrity. Data mining and Data Warehouse.						
UNIT-II	DATABASE INTERNALS					9
Query Optimization, Transaction Management, Concurrency Control, Storage Organization, Recovery, Distributed Relational Systems and Data Replication.						
UNIT-III	DATABASE MODELS					9
Object oriented, deductive, spatial, temporal and constraint database management systems. New database applications and architectures: e.g. Data Warehousing; Multimedia; Mobility; NoSQL, Native XML databases (NXD), Document orientated databases						
UNIT-IV	SQL STANDARDS					9
SQL standards development, Standards for interoperability and integration e.g. Web services.						
UNIT-V	DATABASE SECURITY					9
Database security - Data Encryption, redaction and masking techniques. Authentication and authorisation. Database auditing.						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Rini Chakrabarti & Shilbhadra Dasgupta, "Advanced Database Management System", 1st edition, Dreamtech Press, 2014.
- 2 Rajic Chopra, "Database Management System", 5th edition, S Chand, 2016.

REFERENCES

- 1 Raghu Ramakrishnan & Johannes Gehrke, "Database Management System", 3rd edition, Tata McGraw Hill, 2002.
- 2 Atul Kahate, "Introduction to Database Management Systems", Pearson India, 2004.
- 3 Silberschatz, Sudarshan & Korth, "Database System Concepts", 6th Edition, Tata McGraw Hill, 2013.

COURSE OUTCOMES

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

- CO1** Follow proper database management system in a company.
- CO2** Demonstrate the importance of data recovery and data replication.
- CO3** Illustrate the importance of database models and the constraints in database management systems.
- CO4** Illustrate the concept of SQL Standards.
- CO5** Implement proper data security system in a company.

19BAE743	SUPPLY CHAIN IN DIGITAL ERA	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION					9
	SCM – Evolution, Definition, Supply chain alignment, Matching supply chain with products. Network Design, Role of advanced planning system, Supply chain software solutions.					
UNIT-II	SUPPLY CHAIN STRATEGIES					9
	Bullwhip effect, Strategies to alleviate Bullwhip effect; Collaborative Planning, Forecasting and Replenishment (CPFR), Inventory Management.					
UNIT-III	DESIGN OF SUPPLY CHAIN NETWORK					9
	Supply chain logistics, Distribution, Supply chain Design, Supply Network Design.					
UNIT-IV	SUPPLY CHAIN MANAGEMENT					9
	Supply chain risk and Resilience Management; Service and Customer Relationship Management; Supply Chain Operations Relations (SCOR) model.					
UNIT-V	SUPPLY CHAIN IN VARIOUS SECTORS					9
	Lean Manufacturing; Value stream mapping and management. Supply chain in various sectors: Health care, Retail, Automotive industry.					

L : 45 T : 0 P : 0 J : 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Dr Guilherme Francisco Frederico, “Operations and Supply Chain Strategy in the Industry 4.0 Era: Concepts and Implementation”, Independently published, 2018.
- 2 Anthony Pagano & Matthew Liotin, “Technology in Supply Chain Management and Logistics”, 1st edition, Elsevier, 2019.

REFERENCES

- 1 David Frederick Ross, “Distribution Planning and Control: Managing in the Era of Supply Chain Management”, 2nd edition, Springer, 2004.
- 2 Sunil Chopra, “Supply Chain Management”, 5th edition, Pearson Prentice Hall, 2012.
- 3 Daniel Stanton, “Supply Chain Management for Dummies”, 1st edition, For Dummies.

COURSE OUTCOMES

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

- CO1** Demonstrate the importance of supply chain in this digital era.
- CO2** Suggest better supply chain solutions for a business.
- CO3** Design an effective supply chain network for a company.
- CO4** Demonstrate the Supply Chain Operations Relations model for a business.
- CO5** Assess the effectiveness of supply chain implemented in different industries

19BAE744 LOGISTICS AND SUPPLY CHAIN MANAGEMENT L T P J C
3 0 0 0 3

UNIT-I LOGISTICS MANAGEMENT 9

Origin and Definition, Types of Logistics, Logistics Management, Warehouse Management, Customer Service and Logistics Management, Distribution and Inventory.

UNIT-II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS 9

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels

Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

UNIT-III SUPPLY CHAIN MANAGEMENT 9

Introduction and Development, Nature and Concept, Importance of Supply Chain, Value Chain, Components of Supply Chain.

UNIT-IV ROLE OF A MANAGER IN SUPPLY CHAIN 9

Supply Chain Performance Drivers, Key Enablers in Supply Chain Improvement Systems and Values of Supply Chain.

UNIT-V ALIGNING THE SUPPLY CHAIN WITH BUSINESS STRATEGY 9

SCOR Model, Outsourcing and 3PLs, Fourth Party Logistics, Supply Chain Relationships, Certifications.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 D K Agarwal, “Textbook of Logistics and Supply Chain Management”, 1st Edition, MacMillan, 2003.
- 2 G Raghuram & N Rangaraj, “Logistics and Supply Chain Management - Cases and Concepts”, 3rd Edition, Mac Millan, 2000.

REFERENCES

- 1 Janat Shah, “Supply Chain Management: Text and Cases”, Pearson.
- 2 Martin Christopher, “Logistics and Supply Chain Management”, 4th Edition, Prentice Hall.
- 3 Paul schonsleben, “Integral Logistic Management”, 3rd Edition, Taylor and Francis Group, 2010.
- 4 Alan Rushton and Phil Coucher, “Logistics and Distribution Management”, 4th Edition, Kogan Page Limited, 2010.
- 5 Michael Hugoas, “Essential of Supply Chain Management”, 2nd Edition, John Wiley and Son, 2006.

COURSE OUTCOMES

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

- CO1** Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.
- CO2** Produce and combine effectively the options available for distribution of the product
- CO3** Understand the structure of supply chains and the different ways through which supply chain can become competitive in the market.
- CO4** Analyse the importance of the term “Value Creation” and to propose actions in the field of management of logistics costs towards the creation of value.
- CO5** Assess accurately the risk occurred due to loss of focus on the satisfaction of end customer demand.

19BAE745	FUNDAMENTALS OF SHIPPING	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTERDICTION OF SHIPPING 9

Role of Shipping in International trade - Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH)

UNIT-II LINER SHIPPING OPERATIONS 9

Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates

UNIT-III DRY BULK BUSINESS 9

Dry Bulk shipping business- World's leading dry bulkports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering

UNIT-IV TANKER OPERATIONS AND BUSINESS 9

Liquid Bulk shipping business - World's leading wet bulk ports and cargoes handled by them - Types of tankers and gas carriers - Tanker freighting system (world scale) -Factors affecting Tanker markets

UNIT-V SHIP BUILDING AND REPAIR 9

Service providers to shipping industry -Ship management companies -Ports, inland terminals and Container Freight Stations- Ship building and repair yards -Financing the Shipping industry

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Michael Robarts, "Branch's Elements of Shipping", Ninth Edition, Routledge, 2014.
- 2 Alistair M. Macnab, "The Fundamentals of Break Bulk Shipping: A Primer and Refresher Study for Global Logistics Students and Professional Logisticians", Ashore and Aloft, 1st Edition, 2018.

REFERENCES

- 1 Peter Brodie, "Commercial Shipping Handbook", Third Edition, Informa Law from Routledge, 2014.
- 2 Review of Maritime Transport, UNCTAD, 2014.
- 3 Coyle et.al, "Management Of Transportation", 7th Edition, Cengage Learning, 2011.

COURSE OUTCOMES

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

- CO1** Develop shipping in an Internationall trade which can be used in a company.
- CO2** Apply the liner shipping operation in a company which can be used in his/her career.
- CO3** Understand the dry shipping business to start up a career.
- CO4** Analyse the working nature of tanker operation with its factors affecting.
- CO5** Know the concept of ship building and repair of ships

19BAE746	TRANSPORTATION AND DISTRIBUTION MANAGEMENT	L	T	P	J	C
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3	0	0	0	3
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UNIT-I DISTRIBUTION

9

Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

UNIT-II PLANNING

9

Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

UNIT-III TRANSPORTATION I

9

Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

UNIT-IV TRANSPORTATION II

9

International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation

UNIT-V INFORMATION TECHNOLOGY

9

Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Raghuram and N. Rangaraj, “Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts”, Macmillan, 2000.
- 2 Janat Shah, “Supply Chain Management”, Pearson Education India, 2009.

REFERENCES

- 1 Sunil Chopra, Peter Meindl, “Supply Chain Management: Strategy, Planning, and Operation”, Pearson, 2010.
- 2 Michael B Stroh, “Practical Guide to Transportation and Logistics”, Logistics Network, 2006.
- 3 Alan Rushton & John Oxley, “Handbook of Logistics & Distribution Management”, Kogan Page Publishers, 2000.

COURSE OUTCOMES

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

- CO1** Create an own distribution channel for a company.
- CO2** Perform distribution analysis and produce a good distribution network.
- CO3** Construct a suitable transportation in accordance with the company profile
- CO4** Design an International transportation model for a company.
- CO5** Demonstrate the use of IT in transportation.

19BAE747	REVERSE AND CONTRACT LOGISTICS	L	T	P	J	C
		3	0	0	0	3

UNIT-I INTRODUCTION

9

Reverse Logistics: Meaning, Standardization of the Reverse Logistics Process, Characteristics and Added Value - Quality of Reverse Logistics and closing

UNIT-II REVERSE AND FORWARD LOGISTICS

9

Reverse Logistics and Forward Logistics: Meaning, Commercial Logistics and the Military, Measuring Reverse Logistics and improvements, Best practice of Military reverse logistics, Management of Complete System and Logistics

UNIT-III CUSTOMER SERVICE RETURN

9

Customer service returns meaning, RMA and other elements, Reverse Logistics concern of secondary market, Green Reverse logistics, Reverse logistics trends, risk reduction.

UNIT-IV COMPLEXITY THEORY

9

Complexity theory meaning, Objectives, Continuous importance, Lean Principles of New Technologies for Reverse Logistics

UNIT-V CONTRACT LOGISTICS

9

Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers – Auto, FMCG and Retail-Third party services and integration

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Harald Dyckhoff, Richard Lackes & Joachim Reese, “Supply Chain Management and Reverse Logistics”, Springer, 2012.
- 2 Curtis Greve, “An Executive's Guide to Reverse Logistics: How to Find Hidden Profits by Managing Returns”, Greve-Davis, 2012.

REFERENCES

- 1 Rommert Dekker, et al, “Reverse Logistics”, Springer, 2019.
- 2 Gerardus Blokdyk, “Reverse Logistics A Complete Guide”, 5STARCOOKS, 2019.
- 3 Michel Leseure, “Reverse Logistics”, Sage Publishers, 2018.

COURSE OUTCOMES

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

- CO1** Understand the methods to do reverse logistics with value addition in it.
- CO2** Explore the best practices in military reverse logistics.
- CO3** Demonstrate the trends of reverse logistics and its risk associated with that.
- CO4** Implement the new technologies for reverse logistics
- CO5** Evaluate the effectiveness of exiting strategic alliance with market leaders.

UNIT-I INTRODUCTION TO CARGO MANAGEMENT 9

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo, Cargo Rating - Familiarization of Cargo Tariffs - Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

UNIT-II INTRODUCTION TO AIR CARGO 9

Air Cargo Terminology, IATA Cargo agent and agency Operation. TACT Rules, TACT Tariff etc. Familiarisation of Cargo Tariffs - Rules governing Cargo Acceptance - Rounding Off Weights/Dimensions/Currencies - Principles of Air Cargo Rates.

UNIT-III DOCUMENTS IN AIR CARGO 9

Airway Bill: The Function and Completion of the airway Bills, Labeling & Marking of Packages. Cargo manifesto, Cargo transfer Manifesto, Documents concerning postal mails and diplomatic mails, Shippers declaration for dangerous goods, SMTP, IGM, SOB, LOC, FCL

UNIT-IV CARGO HANDLING 9

Handling Cargo, Cargo capacity of Air, Cargo needing special attention, Introduction to dangerous goods regulations, Some important Cargo companies.

UNIT-V EXPORT INSURANCE FINANCE 9

Cargo Liability & Insurance Foreign Trade License Activity, Export-Import Documentation, Communication – Handling COD shipments – POD – Conditions of contract - Dangerous (DGR) or Hazardous goods

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Michael Sales, "Air Cargo Management: Air Freight and the Global Supply Chain", 2nd edition, Routledge, 2015.
- 2 Malcolm A Clarke & George Leloudas, "Air Cargo Insurance", Informa Law, 2016.

REFERENCES

- 1 John G Wensveen, "Air Transportation: A Management Perspective", Ashgate, 2015.
- 2 Ruwantissa Abeyratne, "Law and Regulation of Air Cargo", Springer, 2018.
- 3 Peter S Morrell & Thomas Klein, "Moving Boxes by Air: The Economics of International Air Cargo", Routledge, 2018.

COURSE OUTCOMES

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

- CO1** Know the common terms and regulation used in cargo handling.
- CO2** Understand the various tariff and familiarization of cargo tariffs.
- CO3** Explore and ensure the different documents in air cargo.
- CO4** Acquired knowledge about special categories of cargo handling
- CO5** Know the process of air cargo and its export insurance finance conditions

UNIT-I ART OF NETWORKING**9**

Career Habitudes - Finding a Mentor - NetWeaving: Networking with Intention - Conversations in business and social functions

UNIT-II INTRODUCTION TO PAYROLL**9**

Payroll Components – Deductions – Tax Considerations – PF, ESI and Gratuity Calculations – Payroll Software

UNIT-III ADVANCED EXCEL - I**9**

Data Validation – Importing data from Text Files & Ms Access – Look Up Functions – Array Functions – Excel Dash Board.

UNIT-IV ADVANCED EXCEL – II**9**

VBA: Introduction, Macro function – Customizing Message Boxes and Input Box – Looping in VBA. Application of Power Query.

UNIT-V REPORT PREPARATION**9**

Structure of a Report – Preparation and Presentation using Word, Excel and Power Point – Incorporation of info graphics with facts.

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS**TEXT BOOKS**

- 1 John Walkenbach, 'Excel 2013 Bible', 1st Edition, Wiley, 2013.
- 2 Steven M Bragg, 'Payroll Management', 2018 edition, Accounting Tools, 2018.

REFERENCES

- 1 David Woods, 'The Art of Networking: Beyond the Handshake', Bee Creative Inc, 2013.
- 2 Emma Ledden, 'The Presentation Book: How to create it, shape it and deliver it! Improve your presentation skills now', 1st edition, Pearson Business, 2013.

COURSE OUTCOMES

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

- CO 1** Demonstrate the importance of networking and perform with that network.
- CO2** Calculate the payroll with proper deductions.
- CO3** Perform suitable lookup functions using Ms Excel.
- CO4** Apply macro functions using Ms Excel.
- CO5** Perform impressive presentations using suitable tool.

19BAZ652	ANALYTICS FOR EVERYONE	L	T	P	J	C
		3	0	0	0	3
UNIT-I	INTRODUCTION TO AZUREML					9
Sources of Data- Analytics Value Escalator- Story of a company-Getting Started with Azureml.						
UNIT-II	EXTRACT LOAD AND TRANSFORM					9
Introduction to Extract, Load and Transform- Generating Value from multiple sources of Data- Database and SQL- SQL Joins- Other ELT Tasks						
UNIT-III	DESCRIPTIVE ANALYTICS					9
Descriptive analytics Introduction- Application in World trade Data - Describing single quantity- Credit Card Data set-Describing a Single quantity in Azureml- Describing Two quantities in Azureml.						
UNIT-IV	PREDICTIVE ANALYTICS – I					9
Forecasting, Time Series Analysis - Additive & Multiplicative models - Exponential smoothing techniques.						
UNIT-V	PREDICTIVE ANALYTICS – II					9
Forecasting Accuracy - Auto-regressive and Moving average models - Demo using SPSS.						

L : 45 T: 0 P: 0 J: 0 Total: 45 PERIODS

TEXT BOOKS

- 1 Fontama *et. al*, 'Predictive Analytics with Microsoft Azure Machine Learning', Apress, 2014.
- 2 Eric Siegel, 'Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die', Wiley, 2013.

REFERENCES

- 1 Sumit Mund, 'Microsoft Azure Machine Learning', Packt Publishing, 2015.
- 2 Anil Maheswari, 'Data Analytics Made Accessible', THM Publishers, 2020.
- 3 Zealure C Holcomb, 'Fundamentals of Descriptive Statistics', Routledge, 2015.

COURSE OUTCOMES

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

- CO1** Show the working demo of Azureml.
- CO2** Demonstrate on how to generate business values and get used to Structured Query Language.
- CO3** Learn how one and two quantity practice in Azureml.
- CO4** Perform forecasting using predictive analytics concept.
- CO5** Demonstrate the concept of auto regressive model.

1. The scope of the project work is to enable the students in convenient group of 3 or 4 members on a project involving theoretical and experiential studies.
2. Students should take covering letter/s from the college, addressed to the organization/professional institutions.
3. The students can approach any public or private organizations and get permission for five continuous days
4. They can understand the department specific activities and its related issues.
5. Any contemporary issues which the company is currently facing can be taken as problem statement for the study and collect the relevant details.
6. The department chosen may be of students' interested domain or specialization.
7. The data can be collected through primary or secondary mode and can be analysed using proper statistical tools.
8. The HoD will formulate review committee and that committee will review the students progress and award marks based on the quality of work, queries handling, report submission, etc.
9. Each student shall finally produce a comprehensive report covering background information, literature study, problem statement, project work details, result and conclusion.

L : 0 T: 0 P: 0 J: 15 Total: 15 PERIODS

1. Each and every student have to take up the internship individually
2. Student should take covering letter/s from the college, addressed to the organization/professional institutions.
3. The students can approach any public or private organizations and get permission for 30 days.
The internship is limited to 7+5 Thrust areas of SNS College of Technology.
4. Student should progress their internship with the 5 stages of Design Thinking and the outcome of the internship should be of any suggestive model or product for a problem which he/she is working for.
5. Student will be monitored and guided by his / her faculty mentor right from identification and solving an industry problem.
6. The HoD will formulate a review committee and that committee will review the students progress and award marks based on the quality of work, queries handling, report submission, etc.
7. Each student shall finally produce a comprehensive report covering background information, literature study, problem statement, project work details, result and conclusion.

L : 0 T: 0 P: 0 J: 30 Total: 30 PERIODS

1. The scope of the project work is to enable the student to work individually.
2. Students should take covering letter/s from the college, addressed to the organization/professional institutions.
3. The students can approach any private or public organizations based on their specialization.
4. The students in consultation with Supervisor / Mentor and head of the department should choose any topic which comes under 5 + 7 Thrust areas of Business Management.
5. The research work should go in a structured manner prescribed in their research course studied in the II semester.
6. Primary and secondary data can be collected and analysed using proper statistical tools learned in the previous semesters.
7. Student should make power point presentation during each review about their progress of research.
8. Design Thinking approach can be adapted wherever possible and required.
9. Student will be monitored and guided by his / her faculty mentor right from identification and solving an industry problem.
10. The HoD will formulate a review committee and that committee will review the students progress and award marks based on the quality of work, queries handling, report submission, etc.
11. Each student shall finally produce a comprehensive report covering industry profile, company profile, department profiles, literature reviews, problem statement, research methodology, analysis & inference, findings and conclusion of the study.

L : 0 T : 0 P : 0 J : 0 Total: 24 PERIODS