

# **Devi Ahilya Vishwavidyalaya, Indore**



## **Syllabus**

**M.B.A (Full-Time) 2 Years Programme**

**Semester- I to IV**

**w.e.f. Academic year 2019-2020**

## **Devi Ahilya Vishwavidyalaya, Indore**

### **MBA [FULL TIME]**

**w.e.f. Academic year 2019-2020**

#### **Programme Objectives**

The MBA [Full Time] program is oriented to enhance students learning and develop their skills and attitude towards Business, Market and Society as a whole. To support this aim following objectives are formulated:

- Apply best practices to solve managerial issues.
- Understanding of link between business and society.
- Knowledge and skills in each functional area of management.
- Demonstrate effective written forms of communication and oral business presentations.
- Implement leadership skills to work effectively within diverse teams.
- Identify and analyze ethical responsibilities of businesses.

#### **Programme /Learning Outcomes**

The learning outcomes specify the knowledge, skills, values and attitudes that students are expected to attain in MBA program as below:

- ***Business Environment and Domain Knowledge (BEDK)***: Economic, legal and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
- ***Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)***: Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
- ***Global Exposure and Cross-Cultural Understanding (GECU)*** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

- **Social Responsiveness and Ethics (SRE):** Developing responsiveness to contextual social issues problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.
- **Effective Communication (EC):** Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
- **Leadership and Teamwork (LT):** Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities. maximize the usage of diverse skills of team members in the related context.

## Devi Ahilya Vishwavidyalaya, Indore

### Nomenclature and Course Outline

### MBA (Full Time) 2 Years Programme

w.e.f. Academic year 2019-2020

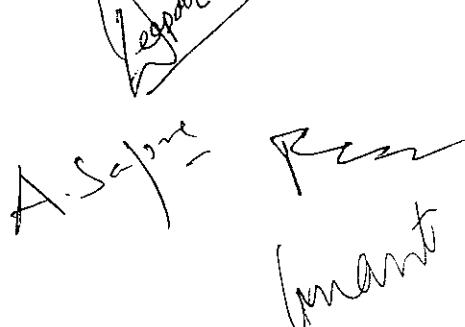
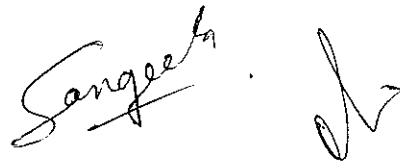
#### First Year

#### MBA (Full-Time) First Semester

S. No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT101C	PRINCIPLES AND PRACTICE OF MANAGEMENT	3	3
2	FT102C	QUANTITATIVE TECHNIQUES	3	6
3	FT103C	ACCOUNTING FOR MANAGERS	3	9
4	FT104C	IT & E-BUSINESS FUNDAMENTALS	3	12
5	FT105C	BUSINESS ENVIRONMENT	3	15
6	FT106C	ORGANIZATION BEHAVIOUR	3	18
7	FT107C	BUSINESS COMMUNICATION	3	21
8	FT108C	MANAGERIAL ECONOMICS	3	24
		<b>TOTAL CREDITS FOR MBA I Sem.</b>		<b>24</b>

#### MBA (Full-Time) Second Semester

S. No.	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
1	FT201C	OPERATIONS RESEARCH	3	27
2	FT202C	OPERATIONS MANAGEMENT	3	30
3	FT203C	ENTREPRENEURSHIP	3	33
4	FT204C	FINANCIAL MANAGEMENT	3	36
5	FT205C	MARKETING MANAGEMENT	3	39
6	FT206C	HUMAN RESOURCE MANAGEMENT	3	42
7	FT207C	BUSINESS ETHICS AND INDIAN ETHOS IN MANAGEMENT	3	45
8	FT208C	BUSINESS RESEARCH METHODS	3	48
		<b>TOTAL CREDITS FOR MBA I &amp; II SEMESTER</b>		<b>48</b>

  
  
 w.e.f. Academic year 2019-20

**Second Year**

**MBA (Full-Time) Third Semester**

<b>Third Semester</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	<b>Cumulative Credit Hours</b>
<b>COMPULSORY SUBJECTS</b>			
FT 301 C	SUPPLY CHAIN MANAGEMENT	3	51
FT 302 C	PROJECT MANAGEMENT	3	54

<b>ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)</b>			
<b>ELECTIVE GROUP -I: MARKETING MANAGEMENT</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	<b>Cumulative Credit Hours</b>
FT 303M	PRODUCT AND BRAND MANAGEMENT	3	
FT 304M	ADVERTISING AND DIGITAL MARKETING	3	
FT 305M	SALES AND DISTRIBUTION MANAGEMENT	3	
<b>ELECTIVE GROUP -II: FINANCIAL MANAGEMENT</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	
FT 303F	TAX PLANNING AND MANAGEMENT	3	
FT 304F	INDIAN FINANCIAL SYSTEMS	3	
FT 305F	BANK AND INSURANCE MANAGEMENT	3	
<b>ELECTIVE GROUP -III: HUMAN RESOURCE MANAGEMENT</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	<b>Credits for core subjects up to III sem.: 54</b>
FT 303H	INDUSTRIAL RELATIONS AND LEGISLATIONS	3	
FT 304H	HUMAN RESOURCE DEVELOPMENT & AUDIT	3	
FT 305H	SOCIAL PSYCHOLOGY	3	
<b>ELECTIVE GROUP -IV : INFORMATION TECHNOLOGY</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	<b>Credits for Internship/Field work/MRP: 04 Total Credits up to III Sem.: 76</b>
FT 303I	WEB DESIGN AND TECHNOLOGY	3	
FT 304I	MANAGEMENT INFORMATION SYSTEM	3	
FT 305I	RDBMS USING ORACLE	3	
<b>ELECTIVE GROUP -V: PRODUCTION AND OPERATIONS MANAGEMENT</b>			
<b>Subject code</b>	<b>Subject Name</b>	<b>Credit Hours</b>	
FT 303P	TECHNOLOGY MANAGEMENT	3	
FT 304P	PRODUCT INNOVATION AND OPERATIONS PLANNING	3	
FT 305P	PURCHASE AND MATERIAL MANAGEMENT	3	
<b>ELECTIVE GROUP -VI: BUSINESS ANALYTICS</b>			

Subject code	Subject Name	Credit Hours	
FT 303B	INTRODUCTION TO BUSINESS ANALYTICS	3	
FT 304B	PREDICTIVE MODELING	3	
FT 305B	STATISTICAL PROGRAMMING IN 'R'	3	
FT 306	MRP/INTERNSHIP/FIELD WORK	4	

### MBA (Full-Time) Fourth Semester

Fourth Semester			
Subject code	Subject Name	Credit Hours	Cumulative Credit Hours
<b>COMPULSORY SUBJECTS</b>			
FT 401C	BUSINESS LEGISLATION	3	57
FT 402C	STRATEGIC MANAGEMENT	3	60

#### ELECTIVES COURSES (SELECT ANY TWO ELECTIVE GROUPS)

ELECTIVE GROUP -I: MARKETING MANAGEMENT			
Subject code	Subject Name	Credit Hours	
FT 403M	INTERNATIONAL MARKETING	3	
FT 404M	SERVICE AND RETAIL MARKETING	3	
FT 405M	CONSUMER BEHAVIOR AND RURAL MARKETING	3	
ELECTIVE GROUP -II: FINANCIAL MANAGEMENT			
Subject code	Subject Name	Credit Hours	
FT 403F	INTERNATIONAL FINANCE	3	
FT 404F	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	3	
FT 405F	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3	
ELECTIVE GROUP -III: HUMAN RESOURCE MANAGEMENT			
Subject code	Subject Name	Credit Hours	
FT 403H	COMPENSATION MANAGEMENT	3	
FT 404H	TRAINING AND DEVELOPMENT	3	
FT 405H	ORGANISATION DEVELOPMENT	3	
ELECTIVE GROUP -IV : INFORMATION TECHNOLOGY			
Subject code	Subject Name	Credit Hours	
FT 403I	OPERATING SYSTEM & AND THEIR UTILITIES	3	
FT 404I	PHP PROGRAMMING AND JAVA SCRIPTS	3	
FT 405I	MOBILE COMPUTING AND ITS APPLICATIONS	3	
ELECTIVE-V: PRODUCTION AND OPERATIONS			

Subject code	Subject Name	Credit Hours	
FT 403P	LOGISTICS MANAGEMENT	3	
FT 404P	TOTAL QUALITY MANAGEMENT	3	
FT 405P	ENTERPRISE RESOURCE PLANNING	3	
<b>ELECTIVE-VI: BUSINESS ANALYTICS</b>			
Subject code	Subject Name	Credit Hours	
FT 403B	DATA VISUALISATION FOR MANAGERS	3	
FT 404B	SPREAD SHEET MODELING	3	
FT 405B	APPLICATIONS OF MODELING IN BUSINESS	3	
FT 406	COMPREHENSIVE VIVA-VOCE	4	
			<b>Total Credits: 104</b>

Total Credits:

- (1) For Core ( Compulsory Subjects): 60
- (2) For Elective Courses: 36
- (3) For MRP/ INTERNSHIP/ FIELD WORK : 04
- (4) For COMPREHENSIVE VIVA-VOCE: 04

**Grand total** 104

A.S. Salve  
P.M. Joshi  
Sangeeta J.  
Arvind D.  
K. K. Patel

**EXAMINATION SCHEME FOR MBA (FULL TIME) 2 YEARS PROGRAM OF DEVI AHILYA UNIVERSITY, INDORE FOR AFFILIATED COLLEGES: (w.e.f. Academic year 2019-20)**

**(1) Semester examination Scheme:**

Each paper (course) will carry 100 marks of which 20 marks shall be reserved for internal assessment and the remaining 80 marks for external examination to be held at the end of each semester as per the academic calendar notified in advance. The duration of the written examination for each paper shall be three hours.

**(2) Pass Percentage scheme:**

The minimum marks for passing the examination for each semester shall be 50% in aggregate and a minimum of 40% marks in each paper. Combined passing marks (External and Internal examination) are required for each paper.

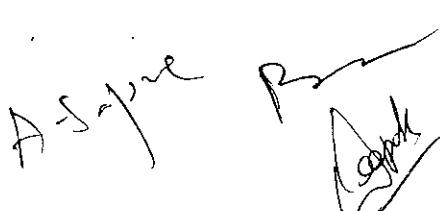
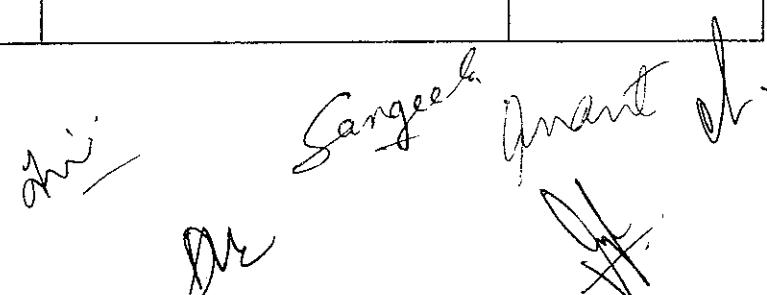
**(3) ATKT and Other scheme:**

- I. A student will normally be permitted to clear a program within seven academic years (including the academic year of the admission) in maximum five attempts. If a candidate fails to clear the program within the above limit, Vice Chancellor's permission, on the recommendation of the Dean, will be necessary to continue in the program.
- II. Only those students who clear the program in one attempt and without gap and grace mark will be eligible for position in the merit list.
- III. A student at a time will be allowed to carry 4 papers as ATKT. The moment the number of ATKT exceeds four, the student will reappear as a regular repeater/Ex-Student in the semester as a result of which his/her ATKT has exceeded four e.g. if the total number of ATKT of a student is four in the second semester, he /she will be promoted to third semester, if after in third semester examination, his/her ATKT is five or more, he/she shall re-appear in third semester as regular repeater/Ex-student.
- IV. A regular repeater/Ex-Student may be allowed to repeat only those papers in which he/she has obtained ATKT or any number of papers that particular semester including the papers of ATKT. The candidate has to exercise the option in the beginning of the semester.
- V. If a candidate clears all the papers in a particular semester but fails in aggregate, such a candidate can reappear in any number of papers of his/her choice in that particular semester in order to up the shortfall in the aggregate. Such a student is allowed carry the semester.
- VI. Current scheme of examination and syllabus will be applicable to regular, repeater/Ex-Students and to those who are appearing in examination to make up the short fall in the aggregate. If the papers of old scheme are not available in the current scheme a student will be allowed to appear in the closest equivalent papers of the current scheme in lieu of the papers in the old scheme.
- VII. Marks of internal assessment of ATKT papers and of the papers in which the student appears to make up the shortfall in aggregate will be sent to the examination section of the University afresh. The institution concerned will make the necessary arrangement for the same.
- VIII. These rules will apply for students taking admission in the academic year 2019-2020 and onwards. The old students may continue under the rules in which they were admitted.

## Equivalence Subjects For ATKT Students

### MBA I SEM

<b>Sub.C ode</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
FT101C	Management Principles and Practices	Principles and Practice of Management	
FT102C	Mathematics and Statistics for Managers	Quantitative Techniques	
FT103C	Accounting for Managers	Accounting for Managers	
FT104C	IT and E-Business Fundamentals	IT and E-Business Fundamentals	
FT105C	Business Environment	Business Environment	
FT106C	Organization Behaviour and Processes	Organization Behaviour	
FT107C	Business Communication	Business Communication	
FT108C	Business Legislation	----	

## Equivalence Subjects For ATKT Students

### MBA II SEM

<b>Sub.C ode</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
FT201C	Operation Research for Business Decisions	Operations Research	
FT202C	Fundamentals of Operations Management	Operations Management	
FT203C	Entrepreneurship	Entrepreneurship	
FT204C	Fundamentals of Financial Management	Financial Management	
FT205C	Fundamentals of Marketing Management	Marketing Management	
FT206C	Fundamentals of Human Resource Management	Human Resource Management	
FT207C	Business Ethics & Indian Ethos in Management	Business Ethics & Indian Ethos in Management	
FT208C	Business Research Methods	Business Research Methods	

**Equivalence Subjects For ATKT Students****MBA III SEM**

<b>Sub. Code</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
<b>Core</b>			
FT 301 C	Strategic Materials & Supply Chain Management	Supply Chain Management	
FT 302 C	Project Management	Project Management	
<b>Marketing Management</b>			
FT 303M	Product Policy Management	Product and Brand Management	
FT 304M	Advertising and Brand Management	Advertising and Digital Marketing	
FT 305M	Sales and Distribution Management	Sales and Distribution Management	
<b>Financial Management</b>			
FT 303F	Tax Planning and Management	Tax Planning and Management	
FT 304F	Financial Systems and Services	Indian Financial System	
FT 305F	Bank and Insurance Management	Bank and Insurance Management	
<b>Human Resource Management</b>			
FT 303H	Industrial Relations and Labour Laws	Industrial Relations and Legislations	
FT 304H	Human Resource Development & Audit	Human Resource Development & Audit	
FT 305H	Social Psychology	Social Psychology	
<b>Information Technology</b>			
FT 303I	Object Oriented Programming using C++	-----	
FT 304I	Management Information System	Management Information System	
FT 305I	Relational Database Management Systems using ORACLE	Relational Database Management Systems using ORACLE	
<b>Production and Operations Management</b>			
FT 303P	Strategic Technology Management	Technology Management	
FT 304P	Product Innovation and Planning	Product Innovation and Operations Planning	
FT 305P	Work Study and Productivity	-----	
<b>Business Analytics (Proposed Nomenclature)</b>			
<b>S.No</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
FT 303B	Not applicable	Introduction to Business Analytics	
FT 304B		Predictive Modeling	
FT 305B		Statistical Programming in R	

**Equivalence Subjects For ATKT Students****MBA IV SEM**

<b>Sub. Code</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
<b>Core</b>			
FT 401C	Corporate Governance & Global Business Environment	-----	
FT 402C	Strategic Management	Strategic Management	
<b>Marketing Management</b>			
FT 403M	International Marketing	International Marketing	
FT 404M	Service & Retail Marketing	Service & Retail Marketing	
FT 405M	Consumer Behaviour and Rural Marketing	Consumer Behaviour and Rural Marketing	
<b>Financial Management</b>			
FT 403F	International strategic Finance	International Finance	
FT 404F	Financial Engineering & Risk Management	Financial Derivatives & Risk Management	
FT 405F	Investment Analysis & Portfolio Management	Investment Analysis & Portfolio Management	
<b>Human Resource Management</b>			
FT 403H	Compensation Management	Compensation Management	
FT 404H	Business Process Transformation	-----	
FT 405H	Organizational Developments	Organization Development	
<b>Information Technology</b>			
FT 403I	UNIX and Linux Operating System	Operating System and Their Utilities	
FT 404I	Visual Basic Programming	-----	
FT 405I	Computer Networks	-----	
<b>Production and Operations Management</b>			
FT 403P	Production Planning and Control	-----	
FT 404P	Total Quality Management	Total Quality Management	
FT 405P	Business Process Reengineering	-----	
<b>Business Analytics (Proposed Nomenclature)</b>			
<b>S.No</b>	<b>Old Nomenclature</b>	<b>New Nomenclature</b>	<b>Remark</b>
FT 403B	Not applicable	Data Visualisation for Managers	
FT 404B		Spread Sheet Modeling	
FT 405B		Applications of Modeling in Business	

*Supriya Patel Sir  
Sangeet Arora  
M.*

**MBA Full Time  
MBA I Semester**

**FT-101C PRINCIPLES & PRACTICE OF MANAGEMENT**

**FT-102C QUANTITATIVE TECHNIQUES**

**FT-103C ACCOUNTING FOR MANAGERS**

**FT-104C IT & E-BUSINESS FUNDAMENTALS**

**FT-105C BUSINESS ENVIRONMENT**

**FT-106C ORGANIZATION BEHAVIOUR**

**FT-107C BUSINESS COMMUNICATION**

**FT-108C MANAGERIAL ECONOMICS**

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Rakesh  
Sangeeta - Arvind  
Dr.

## **FT-101 C PRINCIPLES AND PRACTICE OF MANAGEMENT**

### **COURSE OBJECTIVE**

The course is aimed at delivering an insight into the field of management. The course aims at explaining various concepts of management and contemporary management practices, highlighting the functions and responsibilities of the manager, making the students aware about professional challenges faced by the managers and acquainting the students with the tools and techniques that are used for handling the challenges of managerial jobs along with an understanding of the work environment.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After studying the course, the students would be able to gain:

- CO 1. Understanding of various management concepts functions and practices .
- CO 2. Understanding of the role of managers .
- CO 3. Learn about integrating management practices in work environment.
- CO 4. Enhance their decision-making through the use of analytical skills of management.

### **COURSE CONTENTS**

#### **UNIT I**

**Concept of Management** Concept and Nature of Management, Functions and Responsibilities of Managers, Management Thoughts Fayol, Taylor & Weber's Contribution to Management, The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers.

#### **UNIT II**

**Planning and Concept of Objectives** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Objectives (Nature and Types), MBO (Process, benefits and limitations).

#### **UNIT III**

**Strategies and Policies** Strategic Planning (Concept, Types and Process) and its Models

(TOWS Matrix, Porter's Generic Competency Model), Forecasting, Decision Making Nature, Types & Scope of Managerial decision Making process, Models of decision making, Policy and its types, Principles of policy formulation.

#### **UNIT IV**

**Organizing** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization.

#### **UNIT V**

**Directing and Staffing** Concept, Importance and Elements of Directing, Direction Process, Principles of effective direction, Leadership. Staffing Concept, Importance and Steps, Knowledge Worker .

#### **UNIT VI**

**Controlling** Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return on Investment, The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool.

#### **UNIT VII**

**Contemporary Management Issues and its Challenges** Cross cultural issues in management-Diversity and the new work force, Organization ethics and social responsibility, New ways of managing the workforce-Neuromanaging, Globalization and its complexity, Service economy, Management communication and technology, Knowledge management and knowledge economy.

#### **TEXT READINGS**

1. Essentials of Management –Horold Koontz, O'Donnell and Heinz Weihrich, New Delhi, Tata McGraw Hill,Latest Edition.
2. Organization and ManagementR.D. Agrawal., New Delhi, Tata McGraw Hill,Latest Edition.
3. Principles and Practices of Management - Dr. T.N. Chhabra ,Delhi Dhanpat Rai & Co. Latest Edition.

#### **SUGGESTED READINGS**

1. Management. A Global Perspective - Horold Koontz, Heinz Weihrich, New Delhi Tata McGraw hill, Latest Edition
2. Management - Stephen Robbins. New Delhi Pearson, Latest Edition.
3. Principles of Management - Richard L Daft, India.New Delhi :Cengage Learning, Latest Edition

4. Management Theory and Practice - P. Subba Rao, MumBai: Himalya Publication House Pvt. Ltd, Latest Edition.
5. Management - Robert Krietner, Houghton Mifflin CO. Latest Edition.

A-S-June  
P.S. S. S.  
Sangeeta Arvind J.  
D.S.  
Rajendra

## FT-102 C QUANTITATIVE TECHNIQUES

### COURSE OBJECTIVES

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The Semester Examination will be worth 80 marks. It will have two Section, A and B. Section A will contain four questions from Part I Business Mathematics. Similarly, Section B will contain four questions from Part II-Business Statistics. A student will be required to attempt any five questions with a minimum of two questions from each section. The questions will contain theoretical as well as numerical and/or cases/ practical problem(s). All questions will carry equal marks.

### COURSE OUTCOMES

After completion of the course the students should be able

CO1. To prepare students for lifelong learning and successful careers using their mathematical and statistical skills .

CO2. To develop decision making skills pertinent to the practice of mathematics and statistic including the students' abilities to formulate problems, to think creatively, and to synthesize information.

CO3. To train students thoroughly in methods of analysis and algebra, including the computational skills appropriate for mathematicians to use when solving problems .

CO4. To teach students to use current mathematical and statistical concepts and data analysis techniques for problem solving

### COURSE CONTENTS

#### PART I - BUSINESS MATHEMATICS

##### UNIT I

Sets and Functions: Venn diagram and its applications. Operations on sets. Cartesian product of sets Functions - Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential). Business Applications of Sets and Functions .

## UNIT II

**Differentiation concepts:** Derivatives of algebraic function, derivatives of sum, difference, product and quotient (algebraic functions), Maxima and Minima- Concept and Uses. Applications of differentiation in economic and managerial problems.

## UNIT III

**Integration Concepts:** Elementary integration for algebraic functions, Simple definite integrals for algebraic functions, Economic Application, Consumer Surplus and Producer Surplus.

## UNIT IV

**Matrices and Determinants with Business application:** Matrices, Types of matrices, operations on matrices, Adjoint of matrix, Inverse of a matrix, Elementary row operations. Solution of simultaneous linear equations, Input/Output analysis.

## PART II – BUSINESS STATISTICS

### Statistical Preliminaries-

**Measures of Central Tendency:** Mean, Median, Mode.

**Measures of Dispersion:** Dispersion - Range - Quartile deviations, Mean deviation, Standard Deviation -Properties of standard deviation, Coefficient of Variance.

(Students should be familiar with the concepts but there will be no questions from preliminaries in the examination).

### UNIT V

**Probability and Probability Distributions:** Introduction - Definition of probability, Introduction to Probability Distributions - Discrete probability distributions - Continuous probability distributions (Binomial Distribution, Poisson Distribution, Normal Distribution).

### UNIT VI

**Correlation Analysis:** Introduction, Correlation - Causation and Correlation - Types of Correlation -Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient, Probable Error, Spearman's Rank Correlation Coefficient.

### UNIT VII

**Regression Analysis** - Concept, Least Square Method for Linear and Non-Linear Equations. Solving two lines of Regression and properties of Regression coefficients

### UNIT VIII

**Time Series Analysis:** Components of Time series, Additive and multiplicative models, Measurement of trend by moving averages and by least square methods. Construction of seasonal indices by sample averages and ratio to moving averages

### UNIT IX

**Statistical Decision Theory:** Decision making process, Decisions under Uncertainty and Decisions under Risk.

### TEXT READINGS

1. J.K. Sharma, "Mathematics for Management and Computer Applications", Galgotia Publication, Latest Edition.
2. R. K. Ghosh and S. Saha, "Business Mathematics and Statistics", New Central Book Agency, Latest Edition.
3. Bharat Jhunjhunwala, "Business Statistics", S. Chand Publications, Latest Edition.
4. Anderson, "Statistics for Business & Economics", Cengage Learning, India, Latest Edition.
5. Ajay Goel and Alka Goel, "Mathematics and Statistics", Taxmann's Publication, Latest Edition.
6. David Levine, T. Krenbil, P.K. Viswanathan, "Business Statistics", Pearson Education, Latest Edition.
7. R.P. Gupta and Pratibha Gupta, "Business Mathematics", Galgotia Publication, Latest Edition.
8. R.S. Bhardwaj, "Mathematics and Statistics for Business", Excel Book Publication, Latest Edition.
9. S.C. Gupta, "Business Statistics", Himalaya Publication House, Latest Edition.
10. T.N. Srivastava, "Statistics for Management", TMH, Latest Edition.

### SUGGESTED READINGS

1. J. N. Kapur and H. C. Saxena, "Mathematical Statistics", New Delhi, Sultan Chand and Company Ltd., Latest Edition.
2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "A Text book of Business Mathematics", New Delhi, Ashish Publishing House, Latest Edition.
3. K. B. Dutta, "Matrix and Linear Algebra", New Delhi, PHI Learning, Latest Edition.
4. D. C. Sancheti and V. K. Kapoor, "Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons, Latest Edition.
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "Fundamentals of Statistics", Allahabad: Kitab Mahal, Latest Edition.

A. Sane  
Renu  
Dr.  
Sangeeta Mehta  
Dr. [unclear]

## FT-103C ACCOUNTING FOR MANAGERS

### COURSE OBJECTIVES

The objective of this course is to acquaint the students with the basic concept of Financial, Cost, and Management Accounting and further to develop understanding of Accounting for Managers for Decision Making.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any four questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After the completion of the course the students should be able to

CO1. Get acquainted with the basic concept of Finance, Cost, and Management Accounting.

CO2 Prepare financial statements in accordance with Generally Accepted Accounting Principles.

CO3. Develop critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.

CO4. Demonstrate the ability to communicate accounting data effectively, as well as the ability to provide knowledgeable recommendations .

### COURSE CONTENTS

#### Part I: Financial Accounting

##### UNIT I

Basic Accounting Concepts and Fundamental Conventions. Accounting Standards - IND, AS and IFRS.

## **UNIT II**

**Concept of Double Entry System, Basic knowledge of Accounting Process:** Journal, Ledger, Trial Balance, Implications of GST.

## **UNIT III**

Depreciation and its importance in Decision Making, Straight Line Method and Written Down Value Method.

## **UNIT IV**

Preparation of Final Accounts with Adjustments.

### **Part II: Cost Accounting**

## **UNIT V**

Need for Cost Information, Cost Objective, Elements of Cost and Classification of Costs, Cost Control and Cost Reduction.

## **UNIT VI**

Managerial Uses of Unit Costing, Contract Costing, Process Costing.

### **Part III: Management Accounting**

## **UNIT VII**

Basic Management Accounting Concepts, Relationship with Financial Accounting and Cost Accounting.

## **UNIT VIII**

Standard Costing and Variance Analysis, Budgeting and Budgetary Control – Fixed, Flexible and Cash Budget.

## **UNIT IX**

Introduction to Corporate Accounting – Issue of Shares and Debentures.

### **TEXT READINGS**

1. P.C. Tulsian, Financial Accounting, Pearson, Latest Edition.
2. S.N. Maheshwari, Introduction to Accountancy, New Delhi, Vikas Publishing House, Latest Edition.
3. Hansen, Management Accounting, Cengage Learning India, Latest Edition
4. M Y Khan, P K Jain, Management Accounting-Text ,Problems & Cases, Mc Graw Hills, Latest Edition.
5. N. Ramchandran and Ramkumar Kakani, Financial Accounting for Management, New Delhi, Tata-Mac Graw-Hill, Latest Edition.

6. Pares Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, Latest Edition.
7. Anthony Robert N., Hawkins David F., Merchant Kenneth N., Accounting Text and Cases, Tata McGraw Hill Publication, New Delhi, Latest Edition.
8. O.S. Gupta and Pankaj Kothari, Accounting for Managers, New Delhi, Frank Bros. & Co., Reprint, Latest Edition.
9. Banerjeee, Financial Accounting, PHI, Latest Edition.
10. M.N. Arora, Cost Accounting: Principle & Practices, Vikas Publishing House, Latest Edition.
11. Dr. S. P. Gupta, Management Accounting, Sahitya Bhawan Publication, Latest Edition.

#### SUGGESTED READINGS

1. Pares Shah, Management Accounting, 1st edition ,Oxford University Press, Latest Edition.
2. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, Latest Edition.
3. James Jiambalvo, Managerial Accounting, Wiley India, Latest Edition.
4. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management, New Delhi, Vikas Publishing House, Latest Edition.
5. Louderback, Managerial Accounting, Cengage Learning, India.
6. S.K. Bhattacharyya, Accounting for Managers, Vikas Publishing House Pvt. Ltd, Latest Edition.
7. Rajesh Kothari, Abhishek Godha, Management Accounting ,Concepts and Applications, Macmillan India Limited, Latest Edition.
8. Grewal, T.S., Double Entry Book-Keeping, Sultan Chand, New Delhi, Latest Edition.

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S. ✓  
Sangeet  
Dr. ✓

## FT-104 C IT & E-BUSINESS FUNDAMENTALS

### COURSE OBJECTIVES

The objective of this course is to help the student acquire the basic knowledge of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### COURSE OUTCOMES

After the completion of the course the students should be able

CO1. To understand basics of Information Technology and E-Business fundamentals.

CO2. To gain knowledge of Computer fundamentals and applications of MS-Office in business.

CO3. To have awareness of E-business, Cyber security threats & other related issues.

CO4. To Learn optimum uses of e-resources like websites, search engines, shopping sites, etc.

### COURSE CONTENTS

#### UNIT I

**Introduction to Computer:** Hardware: Input /- output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers Computer Languages: Levels of languages, generation and their features Internet: Concepts & Services, Hardware and software requirements, type of Internet connections Operating Systems WINDOWS XP: Basic Operations, utilities and features

#### UNIT II

##### Application Software (MS-Office)

1. MS Word: word basics, formatting text and documents, introduction to mail merge & macros.
2. MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating "what-if" projects.

3. MS PowerPoint : PowerPoint basics, creating presentation MS Access: Database creation, screen/form design, report generation using wizard.

### **UNIT III**

**E-Business:** Fundamentals, E-Business framework, E-Business application, Technology Infrastructure for E-Business. Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.

### **UNIT IV**

**E-Business Models:** Elements of Business models, B2B, B2C models Payment Systems: Type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment

### **UNIT V**

**Security Environment:** Security Threats, Technology Solutions, Client-server security, data and message security, document security, firewalls. Ethical Social and Political issues in ecommerce.

### **UNIT VI**

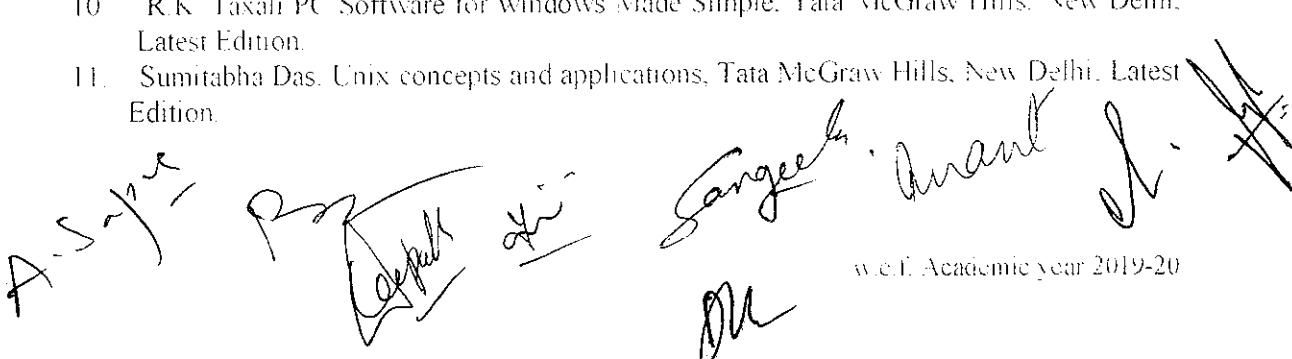
**Inter-organization Business:** EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI

### **UNIT VII**

**Online Marketing Concepts:** Process, Marketing Communication, Marketing Tools. Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business, Making Money on net, Web portals and vortals concepts. Introduction Search Engine Optimization

### **TEXT READINGS**

1. Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Pearson Education, Reprint, New Delhi, Latest Edition.
2. R. Kalakotta & M. Robinson, "E-Business: Roadmap for Success", Pearson Education Reprint, New Delhi, Latest Edition.
3. Rayudu C. S. e-Business, Himalaya Publishing House, Latest Edition.
4. Daniel Amor, "The E-Business (R) Evolution", PHI Learning, New Delhi, Latest Edition.
5. Hanson, E-Commerce & Web Marketing, Cengage Learning, India, Latest Edition
6. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi, Latest Edition.
7. Joseph, E-commerce, Indian Perspective, PHI, Latest Edition.
8. Murthy C. S. V., e-Commerce, Himalaya Publishing House, Latest Edition
9. Sinha and Sinha, Computer Fundamentals, BPB Publications, Latest Edition.
10. R.K. Taxali PC Software for windows Made Simple, Tata McGraw Hills, New Delhi, Latest Edition.
11. Sumitabha Das, Unix concepts and applications, Tata McGraw Hills, New Delhi, Latest Edition.



## FT-105 C BUSINESS ENVIRONMENT

### COURSE OBJECTIVES

The course is aimed at delivering an insight into the field of business and environment surrounding it through the following objectives:

- To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business.
- To acquaint the students with the emerging issues in business at National and International Level in the light of new economic policies.
- In today's dynamic world it is mandatory to have primary knowledge of the immediate environment in which business is conducted.
- With the dawn of liberalization, privatization and globalization it has become very important to get an insight in the work paradigms and international trade bodies which are updated time to time.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After studying Business Environment Course, the students would be able to:

- CO 1. Enable the understanding of business and environment as one and separate entities.
- CO 2. Learn about different theories, approach style, modes of entry, various government initiatives and International bodies for Practical implication in the Indian context
- CO 3. In depth knowledge of economic policies, and changes made to them and reforms since independence
- CO 4. Integrate business environment principles and strategies into business practices (domestic and international) for growth and sustainability of economic environment

P. Sajal Panigrahi Sangeeth Manohar J. H.  
Dr. w.e.f. Academic year 2019-20

## COURSE CONTENTS

### UNIT I

**Business Environment:** Concept, Significance and Nature of Business Environment; Elements of Environment -Internal and External, Type of Environment (Economic, Socio-Cultural, Political, Legal & Technological), Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.

### UNIT II

**Economic Planning & Development:** Economic Environment: Nature of Economy, Structure of the Economy, Economic Conditions, Problems & Challenges of Indian Economy and Suggestions , NITI (National Institution for Transforming India)Aayog Objectives and Strategy, Rural Development Efforts, NGO Sector in India ,Current Economic trends in India

### UNIT III

**Indian Financial System:** Monetary and Fiscal Policy, Economic Planning with reference to last 3 Plans, Industrial Policy, Foreign Trade Policy, RBI, SEBI, Banks Reform, Inflation, Relevant Case Study.

### UNIT IV

**India & The World:** Liberalization, Privatization ,Disinvestment & Globalization-Concept & Impact on India ,India's Export and Import ,EXIM Policy, Foreign Direct Investment in India -its impact on Indian economy.

### UNIT V

**International Trade:** Balance of Payment-Concept, Disequilibrium in BOP, Methods of Corrections ,Trade Barriers and Trade Strategy, Free Trade vs. Protection, World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

### UNIT VI

**Strategies for going Global:** International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India, Impact of WTO and Indian Business.

### UNIT VII

**Multinational Corporations:** Meaning and Dimensions, Globalization Stages, Foreign Market Entry Strategies, Pros and Cons of Globalization of Indian Business

### TEXT READINGS

1. Essentials of Business Environment – Latest edition, K Aswathapa, Himalaya Publishing House, Mumbai.
2. Indian Economy – Latest edition, S. K. Misra V. K. Puri, Himalaya Publishing House, Mumbai.
3. Business Environment – Latest edition, Francis Cherunilum, Himalaya Publishing house
4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, Latest Edition.

### SUGGESTED READINGS

1. Justin Paul, **Business Environment: Text & Cases**, New Delhi, Tata McGraw Hill, Latest Edition.
2. Govt. of India, Latest Economic Survey.

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## **FT-106C ORGANIZATION BEHAVIOUR**

### **COURSE OBJECTIVES**

The Objective of this course is to help students to understand human behaviour in organizations so that they improve their managerial effectiveness.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

- CO1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB.
- CO2. Demonstrate competence in development and problem solving in the area of management.
- CO3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others.
- CO4. Know the meaning of terminology and tools used in managing employees effectively

### **COURSE CONTENTS**

#### **UNIT I**

**Foundations of Individual Behaviour:** The organization and the individual: Personality: Determinants and Attributes. Attitudes. Learning and Learning Theories. Perception: OR models

## UNIT II

**Motivation:** Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification

## UNIT III

**Foundations of Group Behaviour and Conflict Management and Negotiation:** Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques, Negotiation Process, Bargaining Strategies

## UNIT IV

**Emotional Intelligence and Leadership :** Nature and Significance of leadership, leadership in different cultures, leadership theories and Styles: Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Path Goal theory, Recent Development in Leadership Theory.

Emotional intelligence: Framework of Emotional Intelligence, EI implications for an individual and managerial effectiveness.

## UNIT V

**Organizational Culture and Organizational Change:** Concept, Relationship of Culture with organizational behaviour, Levels of organizational culture, Analyzing, managing and changing organizational culture, Implications for managers at national and global level. Forces for Change, Resistance to Change. Approaches to managing organizational change.

## UNIT VI

**Time Management and Stress Management:** Stress, Work Stress and its Management, Concept of Time Management, Barriers to Effective Time Management, Tools and Techniques for Effective Time Management.

## TEXT READINGS

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour". Pearson Education, Latest Edition.
2. Nelson, Organisational Behaviour, Cengage Learning, India, Latest Edition.
3. R. S. Dwivedi, "Human Relations and Organizational Behaviour. A Global Perspective". Macmillan Latest Edition.
4. Jerald Greenberg and Robert A. Baron. Behaviour in Organisations, PHI Learning, Latest Edition.

5. Hitt, Millar, Colella, *Organizational Behaviour A Strategic Approach*, Wiley India, Latest Edition.

## SUGGESTED READINGS

1. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill, Latest Edition.
  2. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, Latest Edition.
  3. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human Behaviour at Work" New Delhi, Tata McGraw Hill, Latest Edition.
  4. Jai B P Sinha, Culture and Organizational Behaviour, Sage Publication, Latest Edition.
  5. Kavita Singh Organizational Behaviour Text and Cases, New Delhi, Pearson Education, Latest Edition.
  6. M.N. Mishra, Organizational Behaviour, Vikas Publishing House, Reprint, Latest Edition.

*Jai George Anant*

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## **FT-107 C BUSINESS COMMUNICATION**

### **COURSE OBJECTIVES**

The objective of the course is

1. To create awareness and sensitize management students towards the significance of effective communication skills and its role in business
2. To acquire the basics of Business Communication
3. To hone up different skills of effective communication viz. listening, speaking, reading and writing of management students
4. To sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome to certain extent the challenges in effective communication with different stakeholders
5. To evaluate their skills on a comprehensive parameters of listening, speaking and writing

### **EXAMINATION SCHEME**

Student shall be evaluated on two components. 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After the completion of the course the students should be able

- CO 1. To effectively communicate at both interpersonal and at organizational levels, with all the stakeholders of the organization
- CO 2. To converse effectively in the basic formats, and styles of business writing so that he she will be thoroughly prepared to take part in real-world business situations
- CO 3. To respond appropriately in a confident and concise style (oral and written) in a given situation
- CO 4. To identify and apply effective usage of the requisite skill in a given business set-up

*D.S.A.P. - P. S. A. P.*

*Sangeeta. Marathi*

*DR*

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## COURSE CONTENTS

### UNIT I

**Basics of Communication:** Define Communication and its objectives in a business set up, Distinguish between Business Communication and General Communication; Principles of Effective Communication; Process of Communication explained through various Models and its examples, Importance of Feedback and critique; Barriers to effective communication

### UNIT II

**Communication Networks:** Channels of Communication: Formal - Upward, Downward, Lateral; Informal – Grapevine, Advantages and Disadvantages of grapevine; Comparing Formal and Informal Channels in various situations; Verbal Communication: significance of choice of words and style of communication, significance of language as an essential tool for communication; Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage; Cultural differences in Non-Verbal Behavior

### UNIT III

**Factors affecting Communication:** Barriers to Effective Communication and ways to overcome them; Listening: Importance of Listening, Types of Listening, activities to develop listening Skills; Barriers to Listening and overcoming them, workshop on Understanding the relevance and effectiveness of communication through Transactional Analysis  
(Activity –based)

### UNIT IV

**Business Writing:** Basic patterns of business letters: Cover letters, Applications, Sales and Credit letters, etc.; Directness in good news and neutral situations; Indirectness in bad news and persuasive messages ;E-mails, Memos and Circulars; Writing Reports and Proposals.

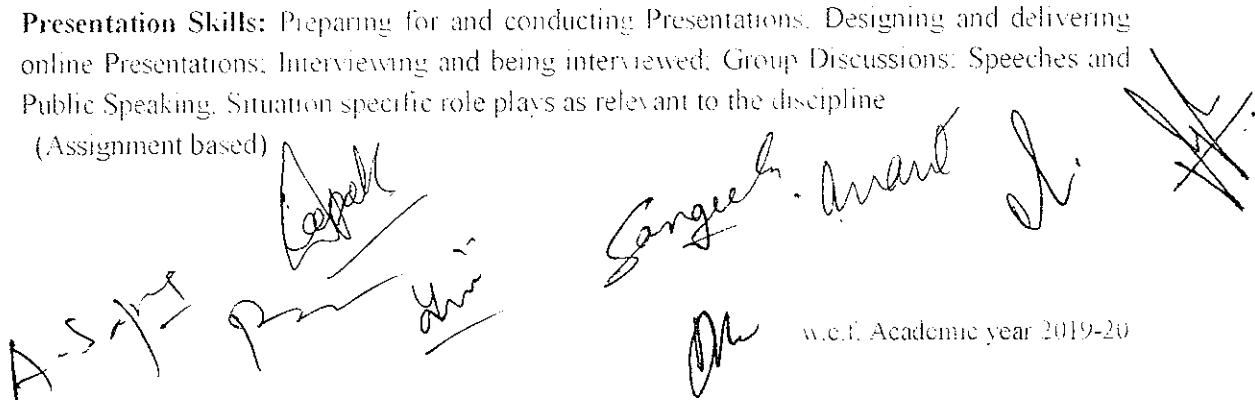
### UNIT V

**Resume Writing :** Types of resumes viz. Chronological, Functional/ Skill-based, Combination and Targeted; Understanding the advantages and disadvantages of the same; tailoring the content to suit the requirements; Significance of writing resumes for internship and recruitment purposes;  
(Handout based)

### UNIT VI

**Presentation Skills:** Preparing for and conducting Presentations, Designing and delivering online Presentations; Interviewing and being interviewed; Group Discussions; Speeches and Public Speaking. Situation specific role plays as relevant to the discipline

(Assignment based)



## UNIT VIII

**Reading Comprehension:** Understanding the significance of reading and comprehension; Understanding the value of significant reading to develop the ability to comprehension and critical insight; Developing language proficiency and enhance vocabulary and grammar (Handout based)

## TEXT READINGS

1. Penrose, Business Communication for Managers, Latest edition, Cengage Learning, India
  2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, Latest edition, Pearson Education.
  3. Raymond V. Lesiker, Business Communication – Connecting in a Digital World, McGraw Hill Education, Latest edition, New Delhi.
  4. Debashish & Das, Business Communication, PHI, , Latest edition.
  5. Courtland L. Bovee Business Communication Today, , Latest edition.
  6. Agarwal Rohini, Business Communication Organization and Management, New Delhi: Taxmann Publication, Latest edition.

#### SUGGESTED READINGS

1. Asha Kaul, Business Communication, Latest edition, PHI Learning
  2. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports, Jaico Publishing House, Latest edition.
  3. Krizan, Effective Business Communication , Latest edition, Cengage Learning, India.
  4. Madhukar, Business Communication, Vikas Publishing House, Latest edition.
  5. Sushil Bahl, Business Communication Today, Response Books, Reprint , Latest edition.
  6. Meenakshi Raman& Prakash Singh Business Communication, Oxford Higher Education  
Latest edition

w.e.f. Academic year 2019-20

## FT-108C MANAGERIAL ECONOMICS

### COURSE OBJECTIVES

The objective of this course is to help the students gain understanding of different aspect of managerial economics and also the functions and responsibilities of the manager with a focus on micro economic concepts.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1 Demonstrate knowledge of fundamental managerial concepts and principles including analysis of difference and interrelation between micro and macro economics.
- CO2 Acquaintance with the necessary analytical tools to analyze decision making by individual consumers and firms such as demand, supply, pricing and resource allocation.
- CO3 Understand the economic basis for business characteristics and market imperfections.
- CO4 Demonstrate detailed understanding of macro economics for management and also new economic policies.

### COURSE CONTENTS

#### UNIT I

**Introduction:** Definition of Economics, Micro and Macro economic theories, Relationship between Micro and Macro economics, Managerial and Business economics. Scope of managerial economics and its relationship with Statistics, Mathematics, Accounting and Operation Research. Optimisation techniques: Concepts and techniques

## UNIT II

**Demand Theory:** Concept of Demand, Factors affecting demand, Demand Functions, Price of commodity and demand, shift in demand curve, Income and demand, Income and substitution effects, other factors affecting demand, demand forecasts. Laws of Supply, Elasticity of Demand .

## UNIT III

**Production and Costs:** Fixed and Variable inputs, Short and long run fixed and variable proportions, returns to scale, Causes of increasing and decreasing returns to scale, Cost curve, choosing the least cost input combination.

## UNIT IV

**Theory of Firm and Market Structures:** Modern Theories of Profit, Profit Maximization, Sales Maximization, Organizational Slack, Ownership and Control, Perfect Competition, Monopoly, Oligopoly, Imperfect Competition.

## UNIT V

**Macroeconomics for Management:** Determinants of GNP/GDP, Consumption Saving and Investment, Inflation, Trade Cycles, Monetary Policy, Fiscal Policy.

## UNIT VI

**New Economic Policy-1991;** Liberalization, Privatization, Globalization, Impact on business and impact of global shocks (general discussion on Global Financial Crisis and demonetization) .

## TEXT READINGS

1. D.N. Diwedi, "Management Economics", Vikas Publications, Latest Edition.
2. Adhikari M., "Managerial Economics", N.D. Khalsa Pub, New Delhi, Latest Edition.
3. Baumol W. "Economic Theory and Operations Analysis", Latest Edition
4. David J.R & Chang Simen, "Managerial Economics". Prentice Hall , New Delhi, Latest Edition
5. H.C Petersen - Managerial Economics. Latest Edition.

## SUGGESTED READINGS

1. G.S Gupta, "Managerial Economics" TMH, New Delhi, Latest Edition

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MBA Full Time  
MBA II Semester

## **FT-201C OPERATIONS RESEARCH**

## **FT-202C OPERATIONS MANAGEMENT**

## **FT-203C ENTREPRENEURSHIP**

**FT-204C FINANCIAL MANAGEMENT**

## **FT-205C MARKETING MANAGEMENT**

## **FT-206C HUMAN RESOURCE MANAGEMENT**

FT-207C BUSINESS ETHICS & INDIAN ETHOS IN MANAGEMENT

## FT-208C BUSINESS RESEARCH METHODS

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A. Sofie. ~~Bi~~ ~~or~~

## FT-201C OPERATIONS RESEARCH

### COURSE OBJECTIVES

The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any four questions.

### COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations

### COURSE CONTENTS

#### UNIT I

**Introduction to Operations Research:** Meaning, Scope of Operations Research in Management, Advantages and Limitations of Operation Research, OR Models.

#### UNIT II

**Linear Programming:** Meaning of Linear Programming. General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Two-phase Method, Big M-Method, Duality and Post Optimality Analysis Advantage and Limitations of LPP.

### **UNIT III**

**Transportation Model:** Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method.

### **UNIT IV**

**Assignment Problem:** Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation, Travelling Salesman Problem.

### **UNIT V**

**Waiting Line Models:** Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Probability Calculations and Application of M/M/C (Infinite Population).

### **UNIT VI**

**Replacement Models:** Introduction Scope in Management, Single Equipment Replacement Models and Group Replacement.

### **UNIT VIII**

**Game Theory :**Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solution of Games Using-Algebraic and Graphical Methods.

### **UNIT IX**

**Simulation:** Introduction to simulation, Monte Carlo Technique and Its Applications

### **UNIT X**

**Markov Chain Analysis:** Computation of Sequential Probability of States for Different Periods, Steady State Probability of States and Application of Markov Chain.

### **TEXT READINGS**

1. Anderson, **Introduction to Management Science**, Cengage Learning, Latest Edition
2. Hamdy A. Taha, **Operations Research: An Introduction**, Pearson, Latest Edition.
3. N.D. Vohra, **Quantitative Techniques in Management**, McGraw Hill Education: Latest Edition.
4. H.M. Wagner, **Principles of Operations Research with Application to Managerial Decisions**, PHI Learning, Latest Edition.
5. Chawla, **Operation Research**, Kalyani Publication Ludhiana, Latest Edition
6. Sharma Anand, **Operation Research**, Himalaya Publishing House, Latest Edition.
7. J K Sharma, **Operations Research Theory & Applications**, Macmillan India Ltd, Latest Edition..
8. Kalawati, **Operations Research**, Latest Edition, Vikas Publication Pvt Ltd, Latest Edition

## SUGGESTED READINGS

1. **Winston**, Operation Research Application and Algorithm, Latest Edition, **Cengage Learning**.
2. Krajewski, Ritzmen, Malhotra, Operations management: Process & value, Latest Edition, Pearson.
3. **V. K. Kapoor**, Problems and Solutions in Operations Research, Latest Edition, New Delhi, **Sultan Chand and Sons**.
4. **F. Hillier**, Introduction to Operation Research, Latest Edition, **TMH**
5. **Bobby Srinivasan and C.L. Sandblom**, Quantitative Analysis for Business Decisions, Latest Edition, McGraw Hill Publications

*Sangeeta Anand J.*  
*D. Sameer P.*  
*✓*

## FT-202C OPERATIONS MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to help the students understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production problems.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 32 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 48 marks will contain five numerical/practical problems out of which a student will be required to attempt any three questions.

### COURSE OUTCOMES

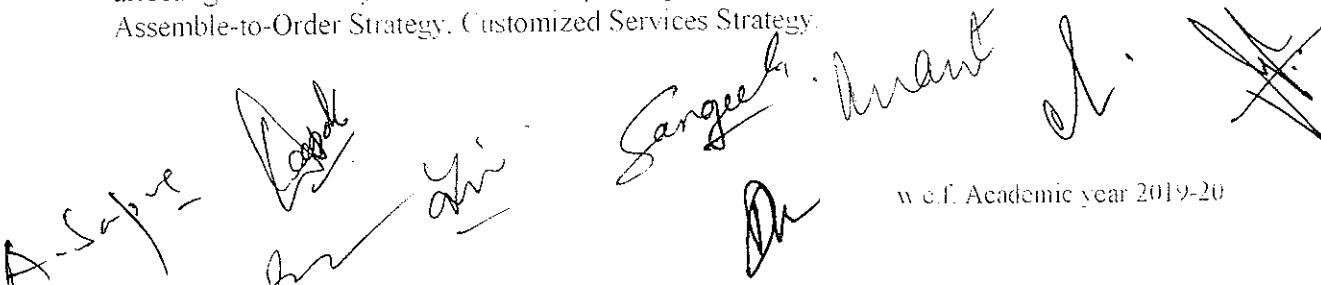
After the completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO2. Understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. Apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. Increase the knowledge and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### COURSE CONTENTS

#### UNIT I

**Introduction to Production and Operations Management:** Nature of Production / Operations Management, Production Function and its Environment, Functions of Production-Operations Manager, Productivity- Definition, Types of Productivity, Factors affecting Productivity, Methods for improving Productivity, Standardized Service Strategy, Assemble-to-Order Strategy, Customized Services Strategy.

A cluster of handwritten signatures in black ink, likely belonging to faculty members, are positioned at the bottom of the page. The signatures are somewhat overlapping and include stylized forms of names such as "A-Sir", "Dad", "Dr. Sangeeta", "Dr. Vaishali", and "Dr. J.".

## **UNIT II**

**Facilities Planning:** Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis, Brown & Gibson Model) and Qualitative Model(Factor rating method, Weighted factor rating method)

## **UNIT III**

**Layout of Manufacturing/service facility:** Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix. Materials handling concepts.

## **UNIT IV**

**Work Measurement &Resources Requirement Planning:** Work Study, Method Study and its techniques, Work Sampling and its techniques, Motion Study, Capacity Planning. Inventory Management: Concept, types, lead time, safety stock, reorder point, P- system & Q – system, EOQ, ABC & VED Analysis.

## **UNIT V**

**Production Planning and Control:** Aggregate Production Planning - Chase strategy, Level production strategy, Mixed strategy, Materials Requirement Planning.

## **UNIT VI**

**Operations Scheduling:** Production Activity Control for Mass Manufacturing( Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule), 2-jobs on m machines (Graphical method – Aker's Algorithm)

## **UNIT VII**

**Quality Management :** Evolution of Quality Concept, TQM. Quality Gurus ( Juran , Crosby, Deming ),KAIZEN, Statistical Process Control - Control Charts and their Applications, Acceptance Sampling, Operating Characteristics Curve and its applications, Quality Circles, Six Sigma.

## **TEXT READINGS**

1. Evans. Operations Management Concepts Techniques and Applications. Cengage Learning, Latest Edition.
2. B. Mahadevan, Operation Management: Theory and Practice' Pearson Education, New Delhi, Latest Edition.
3. Joseph G Monks, Operations Management. McGraw Hill International Publication, New York, Latest Edition.
4. Ashwathappa, Production and Operation Management. Himalaya Publishing House, Latest Edition
5. S.N. Chary, Theory and Problems in Production and Operations Management. TMH . Latest Edition
6. A.K. Chitale and R.C. Gupta, Materials Management-Text and Cases,PHI Learning, Latest Edition

## SUGGESTED READINGS

1. Norman Gaither, Operations Management, Cengage Learning, India, Latest Edition.
2. Slack, Operations Strategy, Pearson Education, Latest Edition,
3. R. Paneerselvam, Production and Operations Management, PHI Learning, Latest Edition.
4. LeeJ. Krajewski and Larry P. Ritzman, Operation Management, Pearson Education; Latest Edition, New Delhi

A collection of handwritten signatures in black ink, likely belonging to faculty members, are arranged in two rows. The top row contains four signatures: 'Dr. A. S. Patel', 'Dr. B. M. Pawar', 'Dr. G. N. Gangjee', and 'Dr. A. V. Anand'. The bottom row contains three signatures: 'Dr. D. V. Joshi', 'Dr. D. V. Joshi', and 'Dr. D. V. Joshi'. The signatures are cursive and vary slightly in style.

### **FT-203C ENTREPRENEURSHIP**

#### **COURSE OBJECTIVES**

The objective of this course is to exhibit knowledge of fundamentals of entrepreneurship, application of tools & techniques to setup an entrepreneurial venture.

#### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

#### **COURSE OUTCOMES**

After completion of the course the students should be able to:

CO1. Understanding the basics of Entrepreneurship and real life issues therein.

CO2. Apply Theoretical concepts into practice while facing business problems.

CO3. Contribute in Developing Reasoning and Analytical ability to foster Decision Making.

CO4. Nurture Entrepreneur Skills and Leadership Abilities.

#### **COURSE CONTENTS**

##### **UNIT I**

**Fundamentals of Entrepreneurship:** Define Entrepreneurial Traits & Entrepreneurship. Entrepreneur Decision Making Process, Role of Entrepreneurship in the Economy. Concept of Start-ups. Forms of Ownership. Women Entrepreneur & Challenges

##### **UNIT II**

**Planning and Organizing Entrepreneurial Venture:** Process of Planning Entrepreneurial Venture. Organizing Business Research Tools and Techniques to know the feasibility of Venture; Life Cycle of Venture, Growth and Challenges. Problem Solving Approaches and ways of financing new venture

### UNIT III

**Creating a Business Plan:** Define the elements of a business plan, Create a basic business plan, Recognize and describe the role marketing plays in business (Digital Media), Explain a marketing plan, Explain the considerations in the purchasing cycle, Launching Formalities

### UNIT IV

**New venture Expansion & Exit Strategies:** Expansion Strategies: Understanding joint ventures, acquisitions, merger, franchising. Exit Strategies: Introduction, Reasons for existing and long-term preparation, short-term preparation.

### UNIT V

**Institutional support to Entrepreneurship:** EDP Movement in India, Institutional Support System, Centre for Entrepreneurship Development (CED), National Institute for Entrepreneurship and Small Business Development (NES BUD), Institutes for Entrepreneurship Development (IED), Science and Technology Entrepreneurship Parks (STEPs), National Alliance of Young Entrepreneurs (NAYE), Technical Consultancy Organisations (TCOs), National Small Industry Corporation (NSIC), Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI), Rural Development and Self Employment Training Institute (RUDSETI), Rural Development and Human Development Training programmes, Technology Transfer programmes.

### UNIT VI

**Start-Up Funding & Strategies for future:** Funding Alternatives for Start-up, Venture Capital System for Start-up, Designing Funding Strategy, What Investors Look For in a Pitch Funding, Current Funding Option available in global Market

### UNIT VII

**Risk Management & Regulatory Global Concerns:** Risk Avenues for entrepreneurs & Strategies for Risk Management, Discuss Different types of regulations that apply to businesses, Understanding legal & Ethical responsibilities of entrepreneurs, Identify key concepts and relationships in a business environment, Describe business considerations when entering the global market, Recognize and describe the value of cultural differences in local and global business.

### TEXT READINGS

1. Charanthimath. Entrepreneurship development small business enterprises. Pearson education, Latest Edition
2. Kuratko&Hodgetts. Entrepreneurship in The New Millennium. Cengage learning, Latest Edition.
3. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, Latest Edition.
4. David H Holt Entrepreneurship. New Venture Creation, PHI, Latest Edition.
5. Rajeev Roy, Entrepreneurship. Oxford University press, Latest Edition

## SUGGESTED READINGS

1. Greene, Entrepreneurship, Cengage learning, Latest Edition.
2. B. K. Mohanty Fundamentals of Entrepreneurship PHI, Latest Edition.
3. Barringer, Entrepreneurship Pearson education, Latest Edition.
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Latest Edition.
5. Desai Vasant, Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, Latest Edition.
6. Coulter, Entrepreneurship in Action, PHI Learning, Latest Edition.
7. AlpanaTrehan, Entrepreneurship , Wiley India Pvt. Limited, Latest Edition.
8. The Lean Startup, Eric Ries, Latest Edition.
9. Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur, Latest Edition.

A. Sopie R. Basu J. D. Gargela M. Anant S.

## FT-204C FINANCIAL MANAGEMENT

### COURSE OBJECTIVES

The objective of the course is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical and case(s) having 5 questions and will be worth 48 marks and student will be required to attempt 3 questions.

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily

### COURSE OUTCOMES

After completion of the course the students should be able

CO1. To Understand the Financial Management, sources of finance and describe basic financial decisions.

CO2. To analyze the financial statements by using various financial tools and application of FFS and CFS .

CO 3. To describe, Leverage, Budgeting, Cost of capital, Capital structure theories and analysis of the same by applying various techniques.

CO4. To analyze the investment decisions by using various financial tools and understanding of Working capital, dividend decision.

### COURSE CONTENTS

#### UNIT I

**Introduction:** Financial Concepts and Nature, Scope, Function and Objectives of Financial Management, Understanding the concepts of Value Maximization and Profit Maximization, Basic Financial Decisions, Investment, Financing and Dividend Decisions .

#### UNIT II

**Financing Decisions:** Short term sources of finance and their characteristics, Long term sources of finance and their characteristics.

### **Unit III**

**Financial Statement Analysis:** Financial Statement Analysis of a Company, Common Size Statements, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Leverage Analysis, Cost-Volume-Profit (CVP) Analysis.

### **UNIT IV**

**Cost of Capital and Capital Structure Decision:** Understanding the Concept of Cost of Capital, Computation of cost of Equity, Debt and Quasi Capital. Weighted Average Cost of Capital and Marginal Cost of Capital. Capital Structure and its Theories such as MM theory of Capital Structure.

### **UNIT V**

#### **Investment Decisions:**

**Long term Investment Decisions: Capital Budgeting:** Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Evaluating Investment Proposals for Decision Making. Capital Rationing.

### **UNIT VI**

**Short term Investment Decisions: Working Capital:** Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company . Operating & Cash Cycles, Risk-return trade off, working capital estimation, cash management , receivables management, inventory management.

### **UNIT VII**

**Dividend Decision:** Dividend policies in practice and Determinants of Dividend. Theories for Relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Model of Irrelevancy of Dividend, Residual Theory of Dividend. Cash and stock dividends .

### **TEXT READINGS**

1. I.M. Pandey, Financial Management, Vikas Publication House. Latest Edition.
2. M.Y. Khan and P.K Jain, Financial Management, Delhi, TMH, Latest Edition.
3. Brigham, Fundamentals of Financial Management, Cengage Learning, Latest Edition
4. Kulkarni, **Financial Management**, Himalaya Publishing House, Latest Edition
5. Sharan.V, Financial Management, Pearson Education, Second Edition, New Delhi, Latest Edition.
6. Chandra Bose Fundamentals of Financial Management, PHI, Latest Edition
7. Rustagi, R.P., Financial Management, Galgotia Publishing Company, Latest Edition
8. Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi, Latest Edition.

### SUGGESTED READINGS

1. Prasanna Chandra, Financial Management, New Delhi, TMH, Latest Edition.
2. Keown, Financial Management- principles & application, Pearson Education, Latest Edition.
3. Shapiro, Capital Budgeting & Investment Analysis, Pearson Education, Latest Edition.
4. Reddy G. S., Advanced Financial Management, Himalaya Publishing House, Latest Edition.
5. Shashi K. Gupta & R.K. Sharma, Financial Management- Theory and Practice, Kalyani Publishers, Latest Edition.

*D.Sapte* *Ran* *Vishal* *Sir* *Sangeeta* *Anant* *Sri*  
*Dr*

## FT-205C MARKETING MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

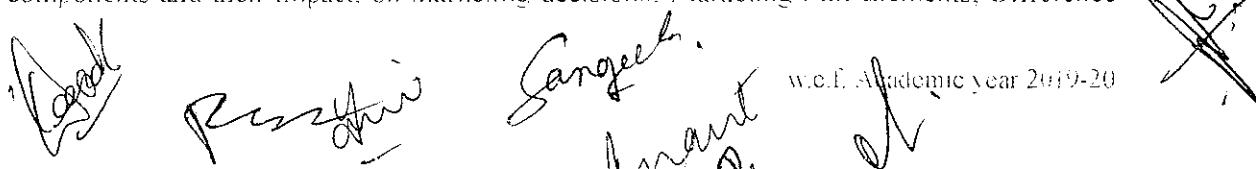
After completion of the course the students should be able to:

- CO1. Understand the dynamics of marketing in business.
- CO2. Relate marketing theories to practical situation.
- CO3. Develop unique marketing mix
- CO4. Construct sales plan and professional interactive presentation.

### COURSE CONTENTS

#### UNIT I

**Marketing Concepts:** Concept, Nature, scope and importance of marketing. Marketing concept and Philosophies, building and delivering customer value and satisfaction; retaining customers; Value Chain; Scanning the Marketing Environment - macro and micro components and their impact on marketing decisions; Marketing Mix Elements; Difference

  
W.e.f. Academic year 2019-20

between marketing and Selling. Introduction to digital marketing, Emerging Trends in Marketing: Multi Level Marketing, CRM, Green Marketing, Event Marketing, Rural Marketing, Global Marketing, Marketing for Non Profit Organizations.

## UNIT II

**Market Segmentation-Targeting-Positioning and Consumer Behavior:** Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy; Analyzing consumer markets & buyer behavior, factors affecting consumer behavior; types of buying decision behavior.

## UNIT III

**Product Decision:** Concept of product, Product Classification; product mix and product line decisions, Product Life Cycle Strategies, Product Diffusion Process, Equity, Repositioning, Branding, Packaging, and Introduction of Labeling. New Product Development Process .

## UNIT IV

**Pricing Decision:** Concept of Pricing, Pricing Objectives, Factors affecting price determination, significance of pricing decisions, Pricing Methods and Strategies, Pricing policies and strategies; Discounts and rebates.

## UNIT V

**Distribution Decisions:** Functions and types of Distribution Channel, Design of Distribution Channel, channel management decisions, channel dynamics- VMS, HMS, MMS; whole selling retailing, e-tailing.

## UNIT VI

**Promotion Decisions:** Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix - Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing

## UNIT VII

**Marketing Strategies for Leaders, Challenges, Followers and Nichers :** Analyzing competitors-competitive forces, Identifying competitive strategies, industry concept of competition, devising the market strategies for market leaders, market challengers, market followers and market niches.

## TEXT READINGS

1. Kotler, Keller, Koshy, Jha, Marketing Management A South Asian Perspective, Pearson, Latest Edition.
2. Kurtz, Principles of Marketing, Cengage Learning, India, Latest Edition.

3. S. Neelamegham, Marketing In India, Vikas publishing house, Latest Edition.
4. Biplo Bose, Marketing Management, Himalaya Publishing House, Latest Edition.
5. Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press, Latest Edition.
6. Winner Marketing Management, Latest Edition.

### SUGGESTED READINGS

1. William L. Pride and O.C. Ferrell, Marketing Concepts and Strategies, Boston, Houghton Mifflin Co., Latest Edition.
2. Czinkota and Kotabe ,Marketing Management , Cengage Learning, India , Latest Edition.
3. West, Ford, Ibrahim, Strategic Marketing, Oxford University, Latest Edition.
4. Evans, Marketing Management Cengage Leaming, India , Latest Edition.

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Ranbir Singh  
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## FT-206C HUMAN RESOURCE MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices.

### EXAMINATION SCHEME

Student shall be evaluated on two components. 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed by the Faculty compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to :

- CO1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of HRM.
- CO2. Demonstrate competence in development and problem solving in the area of HR management.
- CO3. Analyze the key issues related to administrating the human elements such as Acquisition, Compensation, Appraisal, Career planning, Training Global Challenges
- CO4. Describe the meaning of terminology and tools used in managing employees effectively

### COURSE CONTENTS

#### UNIT I

**HRM Concept:** Definition, Concept, Evolution, Relevance of HRM, Human Resource Functions, HRM in current Scenario, Human Resource Policies

#### UNIT II

**Human Resource Acquisition Process:** Job Analysis- Job Specification, Job Analysis Methods, Human Resource Planning, Concept and Process of HRD, Human Resource Information System, Steps of HRIS, Recruitment, Sources of recruitment, E-recruitment, Selection, Stages in selection process, Placement and Induction

### **UNIT III**

**Human Resource Training and Development:** Orientation, Training and Development Process and Methods, Need Assessment, Training Evaluation, Approaches and Types of Evaluation Instruments, Developing Effective Training Programmes.

### **UNIT IV**

**Appraising and Improving Performance:** Basic Concepts, Objectives and Process of Performance Appraisal Systems, Performance versus Potential Appraisal, Types of Appraisal Systems, New Trends in Performance Appraisal Systems, Planning and Career Planning.

### **UNIT V**

**Maintenance of Human Resources:** Job Evaluation, Incentive and Reward System, Objectives and Major Phases of Compensation Management.

### **UNIT VI**

**International HRM: HR in Comparative Perspective ,Challenges faced by HR Global Managers:** Cross National Variations in Acquisition, Recruitment, Performance Appraisal, Training & Development, Reward Structure, and Labour Management, etc.

### **TEXT READINGS**

1. Bohlander, Human Resource Management, 14<sup>th</sup> edition Cengage Learning, India, Latest Edition.
2. Dessler, Verckey, Human Resource Management, Pearson Education, Latest Edition.
3. Monir H Tayeb, International Human Resource Management, Oxford, Latest Edition
4. Patnaik, Human Resource Management, PHI, Latest Edition.
5. Subba Rao, International Human Resource Management, Himalaya Publishing House.

### **SUGGESTED READINGS**

1. Tony Edwards, Chrisrees, International Human Resource Management, Pearson Education, Latest Edition.
2. K. Asawatthapa International Human Resource Management , TMH, Latest Edition.
3. Jeffery Mello, Human Resource Management, Cengage Learning, India, Latest Edition.
4. SubbaRao, Essential of HRM and Industrial Relation, Himalaya Pub. House, Latest Edition.
5. Methis& Jackson Human Resource Management,Cengage Learning, Latest Edition.
6. Dowling, International Human Resource Management Cengage Learning, India,Latest Edition

## **FT -207 C BUSINESS ETHICS & INDIAN ETHOS IN MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. Understand the relevance of Indian Ethos for further enrichment of holistic leadership principles and practices.
- CO2. Understand application of several important concepts and frameworks for moral reasoning to complex business issues.
- CO3. Apply ethics to business, management, and decision making.
- CO4. Provide insights to participants for developing leadership that is socially, environmentally and culturally responsible.

### **COURSE CONTENTS**

#### **PART – I BUSINESS ETHICS**

##### **UNIT I**

The Nature and Purpose of Ethical Reflections. Introduction. Definition of Ethics. Moral Behaviour. Characteristics of Moral Standards. Business Ethics Mediating between Moral Demands and Interest, Relative Autonomy of Business Morality. Studies in Business Ethics. Role of Ethics in Business, Theory of Voluntary Mediation. Participatory Ethics. Duty ethics in the Business Environment. Theories of Virtue.

Case Study: Trade in Human Organs.

## **UNIT II**

Moral Responsibility: Introduction; Balanced Concept of Freedom, Individual Responsibility, Implications related to Modern Issues, Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence.

Case Study: Satyam is not really Satyam

Discussion on cases related to unethical Practices in Industry (For instance Nirav Modi, Vijay Mallaya, etc)

## **UNIT III**

Corporate Responsibility, Business Ethics and Individual Interest: Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.

## **PART - II INDIAN ETHOS IN MANAGEMENT**

### **UNIT IV**

Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices; Management is Culture Bound, Sources of Indian Ethos in Management: Vedas, Shastras, Smritis, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopdesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran etc. – examples and models from the above texts, Human Behaviour – Indian Thoughts, Guna Theory, Sanskara Theory.

Case Study: The Whistleblower

Discussion on characters of Ramayana, Mahabharata Learnings and quotes of Gurunanak Dev , Buddha , Mahavir , Inspirational Stories from Indian Mythology.

### **UNIT V**

Karma Theory, Nishkama Karma Yoga and Professionalism, Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self Management of Body, Thoughts and Emotions; Interpersonal and Group Effectiveness .

Case Study: Jet Airways.

Discussion on stories from Panchtantra, Hitopdesh .

### **UNIT VI**

Cultural Heritage of India and its relevance for Modern Management Concept of 'Pancha - Rina' (five-fold debt) and Corporate Social Responsibility, Four-fold Life Goals (Purusharth Chatushtaya) and Business, Sanskara Values Vs. Skills Supremacy of Values over Skills, Role Vs. Self, Work Place Spirituality.

Case Study: East India Company, Discussions on Teachings from Bhagwad Geeta

### **UNIT VII**

Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory, Models of Leadership and Motivation in Indian Thoughts. Examples from Scriptures

## TEXT READINGS

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson, Latest Edition.
  2. Weiss, **Business Ethics concept & cases**, Cengage Learning, Latest Edition.
  3. Velasquez, **Business Ethics, Concepts & Cases**, PHI, Latest Edition.
  4. Murthy, **Business Ethics**, Himalaya Publishing House, Latest Edition
  5. Al Gini, **Case Studies in Business Ethics**, Pearson Education. Latest Edition
  6. Ronald D Francis , Mukti Mishra , **Business Ethics : An Indian Perspective**, The Tata McGraw Hill Companies, Latest Edition.

## SUGGESTED READINGS

1. Shashtri J.L., **Ancient Indian Traditions and Mythology**, 1stedi, MotilalBanarsidas, New Delhi, Latest Edition.
  2. F. Max Muller ,**Sacred Books of East** ,MotilalBanarsidas, New Delhi, Latest Edition.
  3. S.K. Chakraborty, **Ethics in Management-Vedantic Approach**, New Delhi, Oxford India Ltd., Latest Edition.
  4. Swami Jitatmananda, **Indian Ethos for Management**, Rajkot, Ramakrishna Ashrama, Latest Edition
  5. Swami Someswaranandanada, **Indian Wisdom for Management**, Ahmedabad, AMA. Latest Edition.
  6. Swami Rangnathananda, **Universal Message of the Bhagvad Gita**, Caicuna AdvaitaAshrama, Latest Edition.

w.e.f. Academic year 2019-20

## FT-208C BUSINESS RESEARCH METHODS

### COURSE OBJECTIVES

The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s) / paper (s) along with decisional research which is done to provide information for a pending decision.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able

CO1. To provide deeper knowledge and experience in applying commonly used qualitative and quantitative research methods to the research process.

CO2. To refine research questions to meet high level research objectives/questions.

CO3. To develop data collection instrument according to the underlying theoretical framework.

CO4. To understand the steps of conducting the business research and writing the research Report.

### COURSE CONTENTS

#### UNIT I

**Introduction:** Business Research. Meaning and methods of research. Research Process. Identification and formulation of Research Problem.

Exercise: Framing of Objective

## **UNIT II**

**Research Design:** Variables and types of variables, Review of Literature and Its use. Research Design and Types of research designs, Need for Research Design, Features of a good research design and, Different research design-- Exploratory, Descriptive, Experimental and Survey Research.

Exercise: Prepare a Literature Review

## **UNIT III**

**Sampling and Tool for Data Collection:** Sample Size determination & Sampling Techniques, Sampling error and Standard error. Tools For Data Collections – Interviews, Questionnaire and Observations. Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Data.

Exercise: Development of Questionnaire, Data Collection (Field Survey)

## **UNIT IV**

**Data Analysis:** Hypothesis, Types and formulation of Hypothesis, Hypothesis Testing, Parametric Tests (Small test- t test, large sample test- z test, F test, ANOVA) and Non Parametric Test (Chi Square).

Exercise: Application of appropriate data analysis technique through SPSS statistical software

## **UNIT V**

**Report Writing:** Research Report Writing, Types of reports and Characteristics of a research report.

Exercise: Referencing of the project report as per the VI Ed. of APA Standards.

## **TEXT READINGS**

1. William G. Zikmund, Business Research Methods, Cengage Learning India, Latest Edition.
2. Uma Sekaran, Research Methods for Business- A Skill Building Approach, Wiley Student Edition, Latest Edition.
3. C R Kothari and Gaurav Garg, Research Methodology Methods and Techniques, New Age International Publishers, Latest Edition.
4. Bharat Jhunjhunwala, Business Statistics A self Study Textbook, S Chand & Company, Ltd, Latest Edition.

## **SUGGESTED READINGS**

1. Cooper Schindler, Marketing Research, Concept & Cases, Latest Edition
2. Aakar Kumar, Day Marketing Research, Latest Edition
3. Donald Cooper & Pamela Schindler, Business Research Methods, TMGH, Latest Edition
4. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press, Latest Edition

## **MBA Full Time MBA III Semester**

- **Core**

FT-301C SUPPLY CHAIN MANAGEMENT

FT-302C PROJECT MANAGEMENT

- **Marketing Management**

FT-303M PRODUCT AND BRAND MANAGEMENT

FT-304M ADVERTISING AND DIGITAL MARKETING

FT-305M SALES AND DISTRIBUTION MANAGEMENT

- **Financial Management**

FT-303F TAX PLANNING AND MANAGEMENT

FT-304F INDIAN FINANCIAL SYSTEM

FT-305 F BANK AND INSURANCE MANAGEMENT

- **Human Resource Management**

FT-303H INDUSTRIAL RELATIONS AND LEGISLATIONS

FT-304H HUMAN RESOURCE DEVELOPMENT & AUDIT

FT-305H SOCIAL PSYCHOLOGY

- **Information Technology**

FT-303I WEB DESIGN AND TECHNOLOGY

FT-304I MANAGEMENT INFORMATION SYSTEM

FT-305I RELATIONAL DATABASE MANAGEMENT SYSTEMS USING ORACLE

- **Production and Operations Management**

FT-303P TECHNOLOGY MANAGEMENT

FT-304P PRODUCT INNOVATION AND OPERATIONS PLANNING

FT-305P PURCHASE AND MATERIAL MANAGEMENT

- **Business Analytics**

FT-303B INTRODUCTION TO BUSINESS ANALYTICS

FT-304B PREDICTIVE MODELING

FT-305B STATISTICAL PROGRAMMING IN 'R'

FT 306 **MAJOR RESEARCH PROJECT/ INTERNSHIP/ FIELD WORK**

## FT-301C SUPPLY CHAIN MANAGEMENT

### COURSE OBJECTIVES

This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools in real-life situation.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To understand the distribution of goods and services by logistics management.
- CO2. To demonstrate the complexity of inter-firm and intra-firm coordination .
- CO3. To understand decisions involving the investment in productive resources, configuration of processes, product designs, and development of partnerships with suppliers and channels of distribution .
- CO4. To use analytical tools and conceptual frameworks to make decisions in supply chain contexts as well as a better understanding of the major strategic issues and trade-offs that arise in supply chain management.

### COURSE CONTENTS

#### UNIT I

**Concept of Logistics:** Introduction, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Difference between Logistics and Supply Chain Management. Third party and fourth party logistics. Logistics and Competitive Advantage. Logistics Mix

#### UNIT II

**Concepts and importance of a Supply Chain (SC):** Evolution of Supply Chain Management (SCM), Key issues of Supply Chain Management, Competitive and SC strategies. Achieving strategic fit.

### **UNIT III**

**Dynamics of supply chain:** Supply Chain Interventions, Push-based, Pull-based and Push-Pull based supply chain. Network design and Operations in the Supply Chain.

### **UNIT IV**

**Inventory Management & Demand Forecasting in a Supply Chain:** Basic and Advanced inventory models. Multi-echelon inventory models . The value of information, Demand Forecasting Methods, Bullwhip effect, its Causes and remedial measures .

### **UNIT V**

**Transportation and Strategic Outsourcing in SC environment:** Design options for a transportation network, Concept of Outsourcing, Selection of Supply Chain service provider.

### **UNIT VI**

**Retailer-** Supplier partnerships (RSP), Supplier evaluation and selection. Use of best practices.

### **UNIT VII**

**Information Technology (IT) in Supply Chain Management:** SC performance model: SCOR model, Application of Information Technology in Logistics and Supply Chain Management.

### **TEXT READINGS**

1. Logistics & Supply Chain Management- Raghoramay, MacMillan India Ltd, Latest Edition
2. Logistics Management-Donal J. Bowersok, Tata McGraw Hill Publication,Latest Edition.
3. Gopalakrishnan Purchasing and Materials Management, TMH, Latest Edition.
4. UpendraKachru Exploring the Supply Chain,Excel Books, Latest Edition.
5. Agrawal Supply Chain Management: Text and Cases, Macmillan Publishers, Latest Edition.
6. Janat Shah Supply Chain Management, Pearson Education, Latest Edition.
7. Badi N.V. Supply Chain Management,Vrinda Publications, Latest Edition.

### **SUGGESTED READINGS**

1. Simchi Levi Designing and Managing the Supply Chain, TMH, Latest Edition.
2. Raghuram Logistic and Supply chain Management, Macmillan Publishers, Latest Edition
3. Shapiro, Modelling the Supply Chain, New Delhi: CengageLearning,Latest Edition.
4. Webster Principles & Tools for Supply Chain Management, McGraw Hill, Latest Edition
5. Sunil Chopra Supply Chain Management: Strategy, Planning and Operation, Pearson,Latest Edition.

## **FT-302C PROJECT MANAGEMENT**

### **COURSE OBJECTIVES**

To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 32 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 48 marks will contain five numerical/practical problems/cases out of which a student will be required to attempt any three questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

CO1. Understand the Concepts of Project management at the individual, team and organizational level and also understand the Team-building skills required to support successful performance.

CO2. Apply practical applications of project management to formulate strategies allowing Organizations to achieve strategic goals and give a perspective of leadership effectiveness in organizations.

CO3. Learn to develop a project scope while considering factors such as customer requirements and internal/external goals.

CO4 Develop Critical-thinking and analytical decision-making capabilities to investigate Complex business problems to propose project-based solutions.

### **COURSE CONTENTS**

#### **UNIT I**

**Basics of Project Management:** Concepts, Characteristics and types, project life cycle and its phases, tools and techniques of project management, project organization.

*D. S. Patel  
Project Manager*

*Sangeet Arvind J. C. H.  
Deepti  
w.e.f. Academic year 2019-20*

## **UNIT II**

**Project identification and Formulation:** Project identification, Market & Demand analysis, market survey, market planning, market environment, demand forecasting techniques (Survey methods & Trend analysis). Technical analysis and technology selection

## **UNIT III**

**Financial Analysis:** Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective. Project Appraisal.

## **UNIT IV**

**Project risk management:** Types of risk, techniques of risk evaluation and its mitigation, Sensitivity analysis, Hiller's model, scenario analysis.

## **UNIT V**

**Network analysis:** Construction of networks, CPM, various types of floats and their application, PERT and its applications.

## **UNIT VI**

**Project cost control:** Time cost relationship, crashing for optimum cost and optimum time. Resource leveling.

## **UNIT VII**

**Social Cost Benefit Analysis:** Concept and significance of SCBA, Approach to SCBA-UNIDO approach, shadow pricing of resource, LM approach.

## **UNIT VIII**

**Project termination:** Project close-out, termination and follow-up, PMIS. Introduction to project software and applications of MS Project .

## **TEXT READINGS**

1. Prasanna Chandra. Project planning analysis and selection implementation and Review-Tata McGraw Hill Publication Co. Ltd, Latest Edition.
2. Vasant Desai, project management -Himalaya publication house, Latest edition.
3. Narendra Singh, project management and control, HPH, Latest edition.
4. Gray& Larson, Project Management: The Managerial Process, TMH,Latest edition.

## **SUGGESTED READINGS**

1. McManus, Information Systems Project Management, Pearson, Latest edition.
2. Kloppenborg, Contemporary project management ,Cengage Learning, Latest edition
3. Gopalakrishnan, Textbook of Project Management, Macmillan Publishers. Latest edition.
4. Joy, Total Project Management, Macmillan Publishers, Latest edition.

## **FT-303M PRODUCT AND BRAND MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course are to expose the students to basics of product management and various aspects of Product and brand management as an integral part of marketing management and provide abilities in Product and brand management.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written tests and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

- CO1. Understand and respond to clients about product management and related strategies.
- CO2. Figure out the essential elements of a successful product and manage new product development to meet market needs.
- CO3. Develop unique promotional and branding strategies.
- CO4. Understand Brand Mechanism, Elements of Brands and branding plans.

### **COURSE CONTENTS**

#### **UNIT- I**

##### **Introduction to Product Management-**

Product Development, Product focused organization, Market focused organization, Relationship between Marketing and Product Management, Factors influencing design of the product, Changes affecting product management, Setting objectives & alternatives, Roles of Product Manager.

#### **UNIT II**

**Types of products & Product Life Cycle :** Types of Product, Product classification, **Product life Cycle** Concept of PLC, Operationalizing the aspect of PLC Concept, PLC as forecasting model, PLC as guideline for Marketing Strategy, Extension of PLC

### **Unit-III**

**New Product Development:** New product development - line extension - product testing - brand stretching - managing brands - over time - reinforcing brands - revitalizing brands - rebranding-retiring brands - adjustments to brand portfolios - global brand strategy - standardization – customization.

### **UNIT IV**

**Test Marketing:** Testing products and other critical elements of marketing mix, Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Re-launch.

### **UNIT-V**

**Brand & Brand Management:** Concept, decision, elements of brand, Brand personality & Brand loyalty, the role of brands, the brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance, Building Brand Equity, Brand Identity and Brand image.

### **UNIT-VI**

**Brand Performance-** Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement. **Brand Positioning & Brand Building:** Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values.

### **UNIT-VII**

#### **Managing & Measuring Brand Equity-**

Evaluation of Brands, Brand Reinforcement, Brand Revitalization, Brand Crisis, Brand Value chain, Brand Audits, Brand Tracking, Brand Evaluation, Emerging Trends in Product & Brand Management .

### **TEXT READINGS**

1. Wind Yoram J. Product Policy: Concepts, Methods and Strategies. Massachusetts, Addison-Wesley Pub. Co., Reading USA. Latest Edition
2. Baker Michael and Hart Susan, Product Strategy and Management. London, Prentice Hall. Latest Edition.
3. Ramanuj Majumdar, Product Management in India. New Delhi, Prentice Hall, India, Latest Edition.

### **SUGGESTED READINGS**

1. David A. Aaker, Managing Brand Equity, New York. Freepress. Latest Edition
2. Jean Noel Kapfers, Strategic Brand Management. New York. Freepress. Latest Edition.
3. David A. Aaker, Building Strong Brands, New York. Freepress. Latest Edition
4. Brand Management, , H. C. Verma, New Delhi. Excel Books. Latest Edition.

## FT-304M ADVERTISING AND DIGITAL MARKETING

### COURSE OBJECTIVES

Designed for students planning to make a career in the field of Marketing . The course objective is to familiarize them with the world of media and advertising which has gradually emerged as an industry with reference to India. Effort has also been made to provide them with practical exposure to the field through illustrations, case studies, and exercises in various aspects of the craft of advertising and media planning.

### EXAMINATIONS SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Identify and respond to clients' advertising and marketing communications objectives by applying principles of communications.
- CO2. Relate theoretical aspects of advertising on practical situation.
- CO3. Develop unique promotional and branding strategies.
- CO4. Understand digital marketing, emerging trends in digital marketing and ethical issues in adopting globalized digital markets

### COURSE CONTENTS

#### UNIT I

**Advertising Management:** Integrated Marketing Communication, Introduction of Advertising, Role of Advertising in Marketing Mix and Positioning, Advertisers and Advertising Agencies, Key Players in Advertising, Types of Advertising, Types of Media, Media Planning & strategy, Responsible Advertising

#### UNIT II

**Advertising Objectives and Communication Process.** Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioral objectives, Communication-oriented objectives; The

DAGMAR Approach to Setting Objectives and Measuring Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, the communication process, The advertising exposure model, Need for Clear Understanding of Objectives.

### UNIT III

**Advertising Design:** Appeals, Message Strategies & Execution Framework: Advertising Design, Structure of an Advertisement, Message Strategies, Cognitive strategies, Creating an Advertising, Meaning and Definition of Copywriting, Copywriting for various Media.

### UNIT IV

**Digital Marketing Overview:** Introduction to Digital Marketing, Understanding digital Marketing Process, Trends that are driving shifts from traditional marketing to digital marketing practices, marketing strategies for the digital world.

### UNIT V

**Types & Strategies of Digital Marketing:** Search marketing, Mobile marketing, and Video marketing, online campaign management; overview of search engine optimization (SEO), SEM. Macro Environmental Analysis and strategy formulation, Internet Marketing Plans.

### UNIT VI

**Internet and the Marketing Mix Channels:** E-tailing, B2B e-marketing. Online Relationship Marketing: E-CRM. Permission Marketing: Models and applications New Product development and the Net: Innovations and rapid New Product development Traffic and Brand Building: Battle for Web Traffic, Internet Marketing Communications - Publicity and Viral Marketing.

### UNIT VII

**Online Tools for Marketing Engagement marketing through Content Management:** Online campaign management using Face book, Twitter, Corporate Blogs - Sentiment Mining - Measuring Campaign effectiveness -ROI in Digital Marketing, Google Analytics, Market influence Analytics in a Digital ecosystem - The contemporary digital Revolution- Online communities and co-creation ,Gamification and Apps .

### TEXT READINGS

1. Seema Gupta, Digital Marketing. McGraw Hill Education (India) Private Limited, Limited Edition.
2. VandanaAhuja. 'Digital Marketing' Oxford University Press, Latest Edition
3. Aaker, David A..Batra. Rajiv. Myers. John G . Advertising Management, New Age International Publishers, latest Edition.

### SUGGESTED READINGS

1. Thomas J. KueglerJr. Web Advertising and Marketing. Prentice Hall of India Private Limited. Latest Edition.
2. S.A.Chunawalla & K C Sethia. Foundations of Advertising Theory & Practice- Himalaya Publishing, Latest Edition

## **FT-305M SALES AND DISTRIBUTION MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1. Identify and respond to clients' selling and distribution needs.
- CO2. Relate theoretical aspects of sales and distribution theories to practical aspects.
- CO3. Develop unique sales and distribution strategies.
- CO4. Design effective distribution channels.

### **COURSE CONTENTS**

#### **UNIT I**

**Overview of Sales Management:** Introduction, Objectives, Role of Sales Management in Marketing, Hard Sale Vs Soft Sale, The Role of personal selling in marketing mix, The personal selling process, Personal selling objectives.

#### **UNIT II**

**Theories of Sales Management:** objectives, Nature and Scope, Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioral Equation, Theory of selling

#### **UNIT III**

**Sales Organizing, Sales forecasting, quota and territory management:** Overview, purpose & concept of sales organization, developing a sales organization, concept and techniques of

sales forecasting, importance of sales quota, territory management, sales budget- concept & techniques.

#### **UNIT IV**

**Operational Sales Management:** Recruitment sources, selection procedure, sales force training, compensation & motivation of sales force, purpose of motivation, modes of compensating the sales force, factors affecting sales person's motivation.

#### **UNIT V**

**Sales promotion and Online Sales Management:** Evaluation of sales promotion experiments; Tools of sales promotion Choice and purchase timing models: Manufacturer promotion planning process; Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers.

#### **UNIT VI**

**Wholesaling and Retailing:** Importance, Types, and Marketing Decisions for Wholesalers, Retailing: Importance, Types, and Retailer Marketing Decisions, Concept of E-Wholesaling and E-Retailing, B2B, B2C & B2B2C concepts.

#### **UNIT VII**

**Distribution Channel and Planning Process:** Design of Distribution Channel, Management of Channels, Channel Information System, Logistics and SCM, EDI and supply chain, Internet as a medium for order processing and Information, Insights of E-Distribution network.

#### **TEXT READINGS**

1. S L Gupta, Sales and Distribution Management. Excel Books, Cron , Latest Edition.
2. Sales Management: Concepts and Cases, Wiley , Latest Edition
3. Havaldar, Krishana - Sales & Distribution Management, TMH, Latest Edition
4. Spiro, Stanton - Management of a Sales Force, TMH , Latest Edition
5. Tanner-Sales Management, Pearson, Latest Edition
6. Still-Sales Management Decisions, Strategies and Cases, Pearson, Latest Edition

#### **SUGGESTED READINGS**

- 1 Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases". New Delhi: Prentice Hall of India, Latest Edition
- 2 Ingram, Laforge, Avila, Schweper and Williams, "Sales Management". Thomson, Latest Edition.
- 3 Watuba R. Thomas, "Sales Management-Texts and Cases". Business Publication, Latest Edition.
- 4 Johnson, Kurtz and Scheving "Sales Management, Concept practice& cases. Mac GrawHill, Latest Edition

## **FT-303F TAX PLANNING AND MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate and plan taxes.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 60 marks will contain five numerical/practical problems out of which a student will be required to attempt any three questions.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able

CO1. To Understand the basic principles & provisions of Direct Tax laws & definitions of . . . Previous Year, Assessment Year, Residential Status of Individual with determination.

CO2. To Understand the rules to determine the Income from Five heads covered under Income tax act 1961 & Application of such rules.

CO3. To Apply the rules of deduction covered u/s 80 c to 80 U to determine the Total Taxable Income.

CO4. To Understand the Provisions of Tax Planning for Non Resident Individual.

### **COURSE CONTENTS**

#### **UNIT I**

Introduction to Direct Taxes .Income Tax. Important Provision of Income Tax Act. Concepts of Assessment Years. Previous Years. Person. Income. Gross Total Income. Capital and Revenue Receipts and Expenditure. Residential Status and Incidence of Tax. Tax Free income. difference between tax planning and tax management.

#### **UNIT II**

Computation of Taxable Income from Salary: Meaning. Taxability of Allowances and Perquisites. Permissible Education. Treatment of PF. Gratuity. Tax Planning.

#### **UNIT III**

Computation of Taxable Income from House Property, Capital Gains and other Sources.

## **UNIT IV**

**Income From Business and Profession:** Basis of Charge, Scheme of Provisions, Deductions Expressly Allowed, and Expenses Allowed Under Restriction, Depreciation, Tax Planning.

UNIT V

**Deduction:** Deduction Allowed from Total Income, Computation of total income of an individual, Rebates and Relief Tax Deduction at Source (TDS), Advance Payment of Tax, Filling of Returns.

UNIT VI

**Introduction to Goods and Service Tax:** Evolution of GST, Structure and constitutional background of GST, CGST, SGST. Tax collection and reverse charge mechanism, concept of time and place of supply & Import and Export of goods and services. Input tax credit. E-way bill concept in GST. Calculation of CGST, SGST, IGST. Valuations.

UNIT VII

**Tax Planning & Evasion:** Planning, penalties, prosecutions, appeals, appellate authorities related to Direct and indirect Taxes

## TEXT READINGS

- TEXT READINGS**

  1. V.K. Singania, "Direct Tax Law", New Delhi, Taxman Publications, Latest Edition.
  2. ShripalSaklecha, "Income Tax", Indore, Satish Printers, Indore Latest Edition.
  3. Gupta, S.S., GST- How to meet your obligations, Taxmann Publications, Latest Edition.
  4. Handbook on GST- CA PushpendraSisodiya, Bharat Publication, Latest Edition.
  5. Dr Girish Ahuja, Dr Ravi Gupta, Practical Approach to Direct & Indirect Taxes, CCH, India, Latest Edition

#### SUGGESTED READINGS

1. Lal-Direct Taxes. Pearson. Latest Edition.
  2. SukumarBattacharya, "Indian Income Tax: Law & Practice". New Delhi. Indian Law House. Latest Edition.
  3. Dr.VinodSinghania and Monica Singhania. Students' Guide to Income Tax. Taxmann's. Latest Edition.
  4. All about GST- V S Datey - Taxmann Publications. Latest Edition.
  5. Hariharan, N , Income Tax : Law & Practices.TMH. Latest Edition.

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### **FT-304 F INDIAN FINANCIAL SYSTEM**

#### **COURSE OBJECTIVES**

The objective of this course is to understand the role of Financial system in the Indian economy and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services.

#### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

#### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1      Describe the role and structure of the Indian financial system and financial markets.
- CO2      Understand concepts of financial institutions such as banking & non-banking financial institutions.
- CO3      Discuss the role, functions of Regulatory institutions and commercial banks
- CO4      Explain the core concept of various financial services.

#### **COURSE CONTENTS**

##### **UNIT I**

**Indian and Global Financial System:** Introduction   Meaning   Classification of Financial System. Financial Markets - Capital Market. & Money Market.

##### **UNIT II**

**Financial Institutions:** Types of Banking and Non-Banking Financial Institutions. Constitution, objectives & functions of IDBI, SFCs, SIDCs, LIC, EXIM Bank, Mutual Funds & Hedge Funds

*A. Sarker*

*Gargi* *Anant*

### **UNIT III**

**Commercial Banks:** Introduction – Role of Commercial Banks – Functions of Commercial Banks Investment Policy of Commercial Banks. Prudential & Exposure norms relating to Credit.

Asset Liability Management - Significance, ALM process. Techniques – Gap , Duration. Simulation, Value at Risk, Book value of equity and market value of equity perspective, Securitization . Asset Reconstruction Companies.

### **UNIT IV**

**Regulatory Institutions:** Reserve Bank of India (RBI) , Organization , Objectives , Role and Functions. The Securities Exchange Board of India (SEBI) – Organization and Objectives .

### **UNIT V**

**Financial Services:** Meaning & Definition, Features and Importance. Types of Financial Services – Factoring &Forfeiting, Leasing, Hire Purchase, Venture capital.

### **UNIT VI**

**Capital Market Instruments:** Introduction, Functions, significance and classification of Primary Market, Secondary Market.

Foreign Direct Investment: Origin, Type, eligibility, conditions, calculations, remittance, reporting and violation.

### **UNIT VII**

**Stock Exchange Mechanism:** Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism, Carry Forward, Badala, Automated Lending and Borrowing Mechanism. Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags.

### **TEXT READINGS**

6. M.Y.Khan--Indian Financial System, TMH, Latest Edition.
- 7 BhartiPathak-The Indian Financial System, Pearson, Latest Edition.
8. R M Shrivastava, Divya Nigam, Management of Indian Financial Institutions. Himalaya Publishing House, Latest Edition.
9. R M Srivastava, Dynamics of Financial Markets and Institutions in India, Excel Books,Latest Edition.
10. Shanmugham, Financial Services, Wiley, Latest Edition.
11. Bhole, I. M ,Financial Institutions and Markets,TMH, Latest Edition.
12. Gurusamy,Financial Markets and Institutions. TMH Latest Edition

### **SUGGESTED READINGS**

1. Vasantha Desai: The Indian Financial System. HPH, Latest Edition.
2. Meir Kohn: Financial Institutions and Markets. Oxford University Press,Latest Edition
3. A Datta ; Indian Financial System, Excel Books ,Latest Edition

4. D.K. Murthy and Venugopal. Indian Financial System I.K. International Publishers, Latest Edition.
5. P N Varshney & D K Mittal: Indian Financial System, Sulthan Chand & Sons ,Latest Edition.
6. E.Gardon& K Natarajan: Financial Markets & Services, Himalaya Publishing House, Latest Edition.
7. JadhavMonetary Policy, financial Stability and Central Banking in India, LaxmiPublications, LatestEdition.

*A.Sohrabi* *Sir* *Sangeet Arora* *J.*  
*Dr* *K.*

## **FT-305 F.BANK AND INSURANCE MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course are to explain the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and market in which they operate.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

CO1 Critically understand the core concept and overview of regulatory institutions implications related to banking industry.

CO2 Understand the various banking operations and core concept of ALM by banks.

CO3 Explain the recent trends in economic through digital banking and discuss various banking frauds.

CO4 Understand the importance of life and non-life insurance in risk management through LIC, GIC, and IRDA.

### **COURSE CONTENTS**

#### **UNIT I**

**RBI and Banking Regulation Act:** Banking Structure in India- Reserve Bank of India (RBI), Role of Reserve Bank as a regulator of banking system. Provisions of Banking Regulation Act 1949 & Reserve Bank of India Act 1934. The Banking Regulation (Amendment) Act. 2017. Provisions of Negotiable Instrument Act. 1881. Provisions of Negotiable Instruments (Amendment) Act. 2018.

#### **UNIT II**

**Overview of Banking Industry:** Commercial Banks, Rural Banks, Non-Banking Financial Corporation's (NBFCs) and Co-operative banks their role and significance, International Banking, Capital Adequacy norms for banks- Statutory Liquidity Ratios (SLR), Cash Reserve

Ratio (CRR), Capital Adequacy Ratio (CAR), CAMELS Rating, BASEL accords I, II and III. Banking Risks: Credit, Liquidity, Market, Operational, Interest Rate and Solvency Risks.

### **UNIT III**

**Banking Operations:** Customers' accounts with banks, Opening- operation, KYC norms and operation, Types of accounts and customers, Nomination. Core banking solutions, Bank as a lender, Types of loans, Overdraft facilities Discounting of bills, financing book dates and supply bills, Charging of Security bills, pledge, mortgage, assignment.

### **UNIT IV**

**Asset liability Management by Banks:** Management of NPAs, Asset Reconstruction Company and its role, Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act, 2002 (SARFAESI Act).

### **UNIT V**

**Digital Banking& Banking Frauds:** Digital Banking in India and evolution, Digital Darwinism, Various Avenues of digital Banking-Banking cards, USSD, Aadhaar Enabled Payment System (AEPS), UPI, Mobile Wallets, Bank pre-paid cards, Point of Sale (PoS), Internet Banking, Mobile Banking, Bharat Interface for Money (BHIM) app. Rupay Card, Debit, Credit, and Smart cards, EFD, RTGS. Money Laundering . Internet Banking Frauds, Phishing, Viruses and Trojans, Spyware and Adware, Card Skimming & scams.

### **UNIT VI**

**Risk and Insurance:** Defining Risk, Nature and Types of risk, Risk Management Process, Risk and its relation with Insurance, Concept and significance of Insurance, Insurance Act 1938, Insurance Laws (Amendment) Act, 2015. Classification of Insurance – Life and Non-life, General Principles of Insurance, Insurance Application and Acceptance Procedure.

### **UNIT VII**

**Life Insurance:** Principles, Products Term Insurance Endowment, Insurance, Pensions, Annuities, Claim Management. Premium calculations.

**General Insurance:** Principles, Products. Fire, Marine, Motor Vehicles, Public Liability, Third Party Insurance, Miscellaneous- Mediclaim and Health Policies, Group Insurance, Burglary Insurance.

### **UNIT VIII**

**IRDA:** Functions and Importance. Recent Developments in Insurance. Bancassurance, Premium Payment Lapse and Revival, Premium Calculations. Concept of Mortality Tables, Assignment, Nomination, Loans, Surrenders, Foreclosure, Reinsurance, Underwriting.



### TEXT READINGS

1. ICSI Banking and Insurance Law & Practices, Taxmann's Publication, Latest Edition
2. Rejda, Principles of Risk Management and Insurance, 9/e, Pearson, Latest Edition.
3. V Iyenger Introduction to Banking, Excel Books, Latest Edition.
4. Neelam C. Gulati Principles of Insurance Management, Excel Books, Latest Edition.
5. L M Bhole 'Financial Institutions & Markets' Tata McGraw- Hill, Latest Edition.
6. Sunderaram and Varshney. "Banking Theory, Law and practice" Sultan Chand & Sons, New Delhi, Latest Edition.
7. Koch W, Timothy, & S. Scott. "Bank Management" Thomson, New Delhi, Latest Edition.
8. Gordon & Natrajan, Banking (Theory, Law and Practice) Himalaya Publishing, Latest Edition.
9. Agarwal, O.P. Banking and Insurance, Himalaya Publishing, Latest Edition.
10. Neelam C. Gulati Principles of Banking Management, Excel Books, Latest Edition.
11. Skipper, Risk Management and Insurance Perspectives in Global Economy, Wiley, Latest Edition.

### SUGGESTED READINGS

1. IIB , Bank Financial Management, Macmillan Publishers, Latest Edition
2. Hull-Risk Management and Financial Institutions, Pearson, Latest Edition.
3. Black-Life and Health Insurance, Pearson, Latest Edition.
4. Timothy Koch & MacDonald, "Bank Management", New York, Dryden Press, Latest Edition.
5. Vasant Joshi and Vinay Joshi, "Managing Indian Banks", Response Books, Latest Edition.
6. Justin Paul-Management of Banking and Financial Services, Pearson, Latest Edition.

## **FT-303H INDUSTRIAL RELATIONS AND LEGISLATIONS**

### **COURSE OBJECTIVES**

Industrial Relations play an important role in organizations. Organisational efficiency and performance are intricately interlinked with industrial relations. This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1. Acquaint with industrial relations framework in our country
- CO2. Know the importance of the maintenance of industrial peace and efforts to reduce the incidence of strike and lockout
- CO3. Critically examine the provisions in the various industrial Disputes Act, for the prevention and settlement of industrial disputes
- CO4. Learn underlying the disciplinary enquiry for misconduct are to understood in view of acquaint misconduct and procedure to be followed before imposing punishment for misconduct alleged and established

### **COURSE CONTENT**

#### **UNIT-I**

**Introduction:** Overview of Industrial Relations – Historical perspective and post independence period, Scope, objectives, importance and factors affecting IR and its participants; Approaches to Industrial relations, Code of Discipline; Government policies relating to labor, ILO and its influence on Legal Enactments in India

## **UNIT-II**

**Collective Bargaining & Negotiation:** Collective Bargaining: Concept, essential conditions for the success of collective bargaining, functions, importance, process, and prerequisites for collective bargaining, implementation and administration of agreements. Negotiations-Types of Negotiations-Problem solving attitude, Techniques of negotiation, negotiation process, essential skills for negotiation, Workers Participation in Management

## **UNIT-III**

**Trade Union:** Trade Unions: Meaning, Trade Union Movement in India, The role of the Trade Unions in Modern Industrial Society of India, functions of Trade Unions, objectives and importance of Trade Unions, The Trade Union Act, 1926, Procedure for registration of Trade Union, Grounds for the withdrawal and cancellation of registration, Union Structure, Rights and Responsibilities, Penalties for offences of trade unions, Difference between a Registered and a Recognised Trade Union, Problems of Trade Unions, Future Trends of Trade Union Movement in India.

## **UNIT-IV**

**Grievance procedure and Discipline management :** Grievance – Overview, sources, approaches to grievance machinery, Grievance procedures, and model grievance procedure  
Discipline - Causes of Indiscipline - Maintenance of discipline. Principles of Natural Justice, Judicial approach to discipline, Domestic enquiries, Disciplinary procedures, approaches to manage discipline in Industry, Principles of Hot stove rule.

## **UNIT-V**

**Industrial Conflicts:** Industrial conflict - Perspectives, Nature of conflicts and its manifestations causes and types of Industrial conflicts, Prevention of Industrial conflicts, Industrial disputes act of 1947, Settlement Machinery of Industrial disputes Paradigm shift from industrial relations to employee relations - Shift in focus, difference, employee relations management at work, culture and employee relations, future of employee relations.

## **UNIT-VI**

### **Industrial Legislation**

Factories Act, 1948, Maternity Benefit Act, 1961, Contract Labour Act, 1970, Child Labour (Prohibition & Regulation) Act, 1986, Industrial Employment Act, 1946, Industrial Employment (Standing orders) Act, 1946, Employees' State Insurance (ESI) Act, 1948, Employee Compensation Act, 2013

### **TEXT READINGS**

1. Sen Industrial Relation in India . Macmillan Publishers, Latest Edition.
2. Sinha-Industrial Relations. Trade Unions. and Labour Legislation, Pearson . Latest Edition.
3. B D Singh, Industrial Relations and Labour Laws, Excel Books ,Latest Edition.
4. Monappa. Arun - Industrial Relations, TMH, Latest Edition.
5. Taxmann's, Labour Laws. Taxmann, Latest Edition.

## SUGGESTED READINGS

1. Dundon, T & Dorek. R , Employment Relations in Non-Union Firms. New York Routledge , Latest Edition.
2. Joseph. J. Industrial Relations Towards a Theory of Negotiator Connectedness New Delhi: Response Books, Latest Edition.
3. Kaufman, B. (Ed.). The Global Evolution of Industrial Relations: Events and the IIWA. Geneva: International Labour Office, Latest Edition.
4. Kelly. E. J, Industrial Relations: Critical Perspectives on Business and management, London: Routledge , Latest Edition.
5. Venkata Ratnam. C. S. Industrial Relations. New Delhi: Oxford University Press, Latest Edition.

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### **FT-304H HUMAN RESOURCE DEVELOPMENT & AUDIT**

#### **COURSE OBJECTIVES**

The objective of the Human Resource Development Course is to provide the students with a clear understanding of the concepts, processes, practices and strategies that form the basis of successful HRD in organizations. The course is intended to facilitate the development of knowledge and skills that HRD specialists need in performing their strategic role. The course strives to facilitate the understanding of how concepts and theories can be put into practice in a variety of organizations. The content of the course is also designed to familiarize students with the role of line managers and HR specialists in HRD.

#### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

#### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To make the students aware of the various concepts, process and practices of HRD in the present Corporate world.
- CO2. To enable the students to work as a catalyst who can enhance cordial work relations in an organization.
- CO3. To understand the concept of work-life balance along with their career advancement.
- CO4. To develop a holistic approach towards culturally diverse employees

#### **COURSE CONTENTS**

##### **UNIT I**

**HRD Concepts:** Concept, Evolution, HRM & HRD Functions, Challenges & Goals of HRD

## **UNIT II**

**HRD Professionals:** Roles and Competencies, Competency Mapping of Employees.

## **UNIT III**

**HRD Mechanisms:** Emerging trends.

## **UNIT IV**

**Career Management and Development:** Work-Life Integration, Performance Management System.

## **UNIT V**

**Applications of HRD:** HRD Climate, HRD Climate and organizational change, HRD for Workers (blue collar employees) .

## **UNIT VI**

**HRD Audit:** Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations.

### **TEXT READINGS**

1. Kandula, Strategic Human Resource Development, PHI Learning, Latest Edition.
2. French, Bell - Organizational Development and Transformation , TMH, Latest Edition
3. R Krishnaveni, Human Resource Development Excel Books, Latest Edition
4. Kalyani Mohanty Human Resource Development & Organisational Effectiveness, Excel Books, Latest Edition.
5. Dessler- Human Resource Management, Pearson, Latest Edition.
6. Mankin. D. Human Resource Development New Delhi, Oxford Univ Press, Latest Edition.

### **SUGGESTED READINGS**

1. Kozlowski. S. V/ J. & Slas. E, (Ed). Learning, Training, and Development in Organisations. New York: Routledge, Latest Edition.
2. Agarwala. T. Strategic Human Resource Management, Oxford University Press; Rao T. V., HRD Audit New Delhi: Response Books, Latest Edition.
3. Som. A. Organization Redesign and Innovative HRM . New Delhi: Oxford University Press Wormor J.M.t & DeSimono, R. L Human Resource Development: Foundation Framework & Application . Cengage Learning, Latest Edition.

## FT-305H SOCIAL PSYCHOLOGY

### COURSE OBJECTIVES

The objective of the Social Psychology Course is to impart knowledge of the basic concepts and modern trends in Social Psychology, to foster interest in Social Psychology as a field of study and research and to make the students aware of the applications of the various concepts in Social Psychology in the Indian context.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Initiate understanding of Human Behaviour Concepts at work place .
- CO2. Enhance creative application of Social Psyche Fundamentals to analyze work efficiency of employees.
- CO3. Help realize significance of Non Verbal Communication in organization.
- CO4. Educate and make young minds realize the significance of safety management in organization.

### COURSE CONTENTS

#### UNIT I

##### **The Field of Social Psychology:**

- a) Social Psychology: what it is and what it does?
- b) Social Psychology: its cutting edge
- c) A brief look at history: the origins and early development of Social Psychology

#### UNIT II

##### **Social Cognition:**

- a) Schemas: Mental Frameworks for Organizing and Using Social Information

b) Potential Sources of Error in Social Cognition

### **UNIT III**

#### **Social Perception:**

- a) Nonverbal Communication: The unspoken Language of Expressions Gazes and Gestures
- b) Attribution: Understanding the Causes of others Behaviour
- c) Impression Formation and Impression Management

### **UNIT IV**

#### **Attitude Formation:**

- a) How Attitudes Develop
- b) When and why do Attitudes influence behaviour?
- c) How do attitudes guide behaviour?
- d) The Fine Art of Persuasion: how Attitudes are changed'?
- e) Resisting Persuasion attempts
- f) Cognitive Dissonance: What it is and how we manage it?

### **UNIT V**

#### **The Self:**

- a) Personal and Social Identity
- b) Self Esteem
- c) Self Presentation and Self Regulation

### **UNIT VI**

#### **Social Influence:**

- a) Conformity: Group Influence in Action
- b) Compliance. To Ask – Sometimes - Is to Receive
- c) Symbolic social influence: how we are influenced by others even when they are not there
- d) Obedience to Authority
- e) The Prevention and Control of Violence: Some Useful Techniques

### **UNIT VII**

#### **Employment testing:**

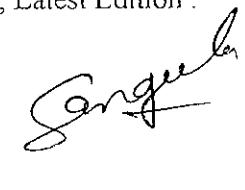
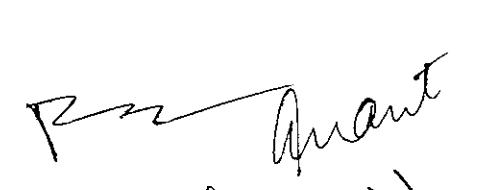
- a) Testing Abilities
- b) Testing Personality
- c) Testing Skills & Achievement
- d) Interview Techniques

### **TEXT READINGS**

1. Baron. R. A., Branscombe, N. R., & Byrne, D. Bhardwaj, G, Latest Edition .
2. Social Psychology New Delhi Pearson Education. Indian subcontinent adaptation, Latest Edition .

## SUGGESTED READINGS

1. Aronson, E., Wilson, T. D., & Akert, R. M. Social Psychology, New Jersey: Pearson Education prentice Hall , Latest Edition .
2. Baumeister, R. F., & Bushman, B. J. Social Psychology and Human Nature. International student edition, Thomson Wadsworth USA, Latest Edition .
3. Delamater, J. D., & Myers, D. J. Social Psychology, Thomson Wadsworth International student edition, USA , Latest Edition .
4. Franzoi, S. L. Social Psychology, New York McGraw Hill co, Latest Edition .
5. Kenrick, D. T., Newberg, S. L., & Cialdini, R. B. Social Psychology: Goals in Interaction. Pearson Education Allyn and Bacon, Boston, Latest Edition .
6. Taylor, S. E., Peplau, L. A., & Sears, D. O. Social Psychology, New Delhi: Pearson Education, Latest Edition .

 Prof. S. K. Sahoo  
 Prof. Sangeeta  
 Prof. Meenakshi  
 Prof. R. N. Arvind  
 Prof. S. K. Sahoo  
 Prof. Sangeeta

## **FT 303I WEB DESIGN AND TECHNOLOGY**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the concepts of Web site, page using HTML/DHTML/XML, Database and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOME:**

- CO1. Basic knowledge of front end tools used for web designing,
- CO2. Understanding web designing concepts.
- CO3. Understand CSS (Cascading Style Sheet) and different style techniques
- CO4. To understand basic of content management systems

### **COURSE CONTENTS**

#### **UNIT I**

Class/Course Introductions, Structure and history of the World Wide Web, Introduction to HTML/DHTML, Browsers, platforms, servers, devices, and file structure  
Identify basics of usability. Identify good web design, Web standards and accessibility, How design drives action and organizes content

#### **UNIT II**

Identify elements of a wireframe, Identify architecture styles and objectives. Identify client requirements, content and audience actions

#### **UNIT III**

Understanding web graphics, JPG, GIF, SVG, PNG formats. Saving images for web, color design and theory. Identify and apply the elements of design composition, contrast, and

balance, rule of thirds, emphasis, proximity, patterns, Line, shape, unity, color and typography.

Creating JPG, GIF, SVG and PNG images, Scanning and optimizing web images, Creating a color palette, Typography for web.

#### **UNIT IV**

Introduction to the CSS language . What are internal, inline and external style techniques.

Creating a basic style sheet and applying it to an HTML page. HTML layout using <DIV>

. Style sheet layout using floats .

#### **UNIT V**

Introduction to content management systems . Identifying database-driven design . Identify

Open source and closed source (Content Management) CM system and basics of functionality.

#### **UNIT VI**

Introduction to dynamic languages and platforms (JavaScript, ASP, PhP and SQL) .

#### **UNIT VII**

Identify main development tools and languages and how they are used.

Identify functionality on live websites and what tools were used to create them.

#### **TEXT READINGS –**

1. Web design books for beginners, Author: Steve Krug, Latest Edition.
2. Learning Web Design, Author: Jennifer Niederst Robbins, Latest Edition.
3. Web Development and Design Foundations with HTML5, Author: Terry Felke-Morris, Latest Edition.
4. Mastering HTML, CSS & Javascript - by Laura Lemay (Author), Rafe Colburn (Author), Jennifer Kyrnin (Author), Publisher: Pearson Education, Latest Edition.
5. PHP and MySQL Web Development - by Luke Welling, Publisher: Pearson Education, Latest Edition.

## **FT-304I MANAGEMENT INFORMATION SYSTEM**

### **COURSE OBJECTIVES**

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To understand the use of information system in Business operations
- CO2. To learn the process and development of Management Information System
- CO3. To create awareness of computer operation of Manual Information System
- CO4. To Help in Managerial Decision Making, with the support of Information System

### **COURSE CONTENTS**

#### **UNIT I**

The meaning and use MIS, System View of Business, Process of MIS, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

#### **UNIT II**

Planning, Implementation and Controlling of Management Information System.

#### **UNIT III**

Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

#### **UNIT IV**

Managerial Decision Making, characteristics and components of Decision Support System

## UNIT V

System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

### TEXT READINGS

1. Sushila Madan, Management Information System , Taxmann's Goyal , Latest Edition.
2. Management Information System , Macmillan Publishers Arora, Latest Edition.
3. Bhatia Management Information Systems ,Excel Books Kumar & Gupta, Latest Edition
4. Management Information Systems, Excel Books, Latest Edition .
5. Laudon, Management Information Systems: Managing the Digital Firm, Pearson, Latest Edition .
6. Pearson Managing and using Information Systems, Wiley, Latest Edition.

### SUGGESTED READINGS

1. Rainer, Introduction to Information Systems: Supporting and Transforming Business, Wiley, Latest Edition .
2. McLeod-Management Information Systems, Pearson, Latest Edition.
3. O'brien , James, Management Information System (SIE), TMH , Latest Edition.
4. Jawadekar Waman, Management Information Systems:Text & Cases, TMH, Latest Edition.
5. Davis, Keith, Management Information Systems, TMH, Latest Edition.

## **FT-305I RDBMS USING ORACLE**

### **COURSE OBJECTIVES**

The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end Tool using ORACLE and their use in organization and processing complex business information.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have seven questions out of which students will be required to attempt any five questions.

### **COURSE OUTCOMES**

After completion of the course the students should be able

CO1 To understand the basics of Relational Database Management System .

CO2. To manage the data into well organized manner .

CO3. To learn the concepts of SQL .

CO4. To Learn the concept of centralize database using data mining and data warehousing.

### **COURSE CONTENTS**

#### **UNIT I**

**Database Management Systems:** Overview-Data, Database and Database Management Systems, Database System Applications, Data Independence, Advantages and Disadvantages of Database Management System, DBMS Vs RDBMS, Entities, Attributes.

#### **UNIT II**

**Database System Architecture:** Architecture of DBMS, Schema, Oracle Architecture, Data Definition Language, Data Manipulation Language; Database Manager, Database Administrator, Data Dictionary, Client / Server Architecture.

#### **UNIT III**

**Database Models:** Data Model and Types of Data Model, Relational Data Model, Hierarchical Model, Network Data Model, Object/Relational Model, Object-Oriented Model, Entity-Relationship Model

#### **UNIT IV**

**RDBMS:** Concepts of RDBMS, Components of RDBMS, RDBMS Properties, Codd's Rules for RDBMS. Normalization: Functional Dependency; Anomalies in a Database; Properties of Normalized Relations; First Normalization; Second Normal Form Relation; Third Normal Form; Boyce-Codd Normal Form (BCNF); Fourth and Fifth Normal Form.

#### **UNIT V**

**SQL (Structured Query Language):** Introduction to SQL, SQL operators and functions, SQL select statement and type of queries, GROUP BY Feature, Updating the Database, Data Definition Facilities, basic SQL Queries, Union, Intersect and Except, SQL Joins, Aggregate operator, Null Values.

#### **UNIT VI**

**Advanced Database Concepts:** Data mining, data warehousing-design, basic principles, OLAP, transaction management, failure & recovery .

#### **TEXT READINGS**

1. Dasgupta ,Database Management System, Oracle, SQL&PL/SQL, PHI, Learning, Latest Edition.
2. Deshpande , SQL & PL/SQL for Oracle 10g Black Book, Dreamtech, Latest Edition.
3. Dreamtech, Oracle 10g Administration in Simple Steps, Dreamtech, Latest Edition.
4. Harrison-Oracle Performance Survival Guide A Systematic Approach to Database, Pearson, Latest Edition.

#### **SUGGESTED READINGS**

1. Ramez Elmasri & Shamkant B. Navathe, "Fundamentals of Database Systems", Addison-Wesley, New Delhi, Latest Edition.
2. Ivan Bayross, "SQL / PLSQL", BPB Publications, New Delhi, Latest Edition.
3. Abrahan Silberschatz, Henery F. Korth, S. Sunderson, "Database System Concepts", McGraw Hill Inc., New York, Latest Edition.
4. Bipin C. Desai, "An Introduction to Database Systems", Golgotia Publications, Latest Edition.
5. Ivan Bayross, "Commercial Application Development using Oracle /Developer , BPB Publications, New Delhi, Latest Edition.
6. C.J. Date, "An Introduction to Database Systems", Addison-Wesley, New Delhi, Latest Edition.
7. George Koch & Kevin Loney, "ORACLE 8 - The Complete Reference", TMH, Latest Edition.

## FT -303P TECHNOLOGY MANAGEMENT

### COURSE OBJECTIVES

Objective of this course is providing the students exposure to the concepts of technology management, and technology management issues like technology development, acquisition, absorption, diffusion and technology support systems.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### COURSE CONTENTS

#### UNIT I

**Introduction to Technology Management:** Concept and Meaning of Technology and Technology Management, Evolution and Growth of Technology, Role and Significance of Technology Management, Impact of Technology on Society and Business- Technology and

competition; Key issues in managing technological innovation, Forms of Technology- Process technology; Product technology.

## **UNIT II**

**Technology Acquisition:** Technology Acquisition, Alternatives for Acquiring New Technologies, Reasons Compelling a Company for Obtaining a New Technology, Management of Acquired Technology, Measures of Scale and Mechanisms for Acquiring Technologies- Economy of scale or Scale economy; Levels of scale; The measurement of scale; Factors affecting the choice of scale.

## **UNIT III**

**Technology Forecasting:** Concept of Technology Forecasting- Characteristics of technology forecasting; Technology forecast method; Principles of technology forecasting, Technology Forecasting Process, Need and Role of Technology Forecasting, Forecasting Methods and Techniques, Planning and Forecasting

## **UNIT IV**

**Technology Strategy and Competitiveness:** Technology Strategy-Technology strategy and management; Elements of an accessible technology strategy, Innovation Management, Competitive Advantage- Components of competitive advantage; Creating competitive advantage using value chain, Technology Management Evaluation or Assessment.

## **UNIT V**

**Technology Adoption, Diffusion, and Absorption:** Technology Adoption, Technology Diffusion- of technology diffusion; Perspectives of innovation diffusion process; Activities necessary for diffusion process, Technology Absorption- Role of technology absorption; Benefits of technology absorption; Constraints in technology absorption, Technology Package and Technological Dependence, Indian Experience in Technology Absorption Efforts, Issues Involved in the Management of Technology Absorption and Government Initiatives.

## **UNIT VI**

**Selection and Implementation of New Technologies – Automation Decisions:** New Technologies, Selection of a New Technology, Implementation of New Technology, Automation- Automation and automation technology; Automation decisions

## **UNIT VII**

**Aspects and Issues in Technology Management:** Technological Change- Characteristics of technological change; Classification of technological change; Impact of technological change, Technology Life Cycle, Technology Transformation, Technology Policies and Policy Instruments, Technological Development Options and Strategies, Technology and Socio-Economic Planning, Diffusion and Growth of Technologies- Information technology revolution; Macro effects of technological change

### TEXT READINGS

1. Khalil, Tarek, **Management of Technology**, TMH, Latest Edition.
2. Khalil Tarek , Shankar Ravi, **Management of Technology; The key to competitiveness & Wealth creation**, McGraw Hill Education, Latest Edition.
3. Burgelman, Robert, **Strategic Management of Technology & Innovation**, TMH, Latest Edition.
4. Narayanan, **Managing Technology and Innovation for Competitive Advantage**, Pearson, Latest Edition.
5. White, **The management of Technology and Innovation** , Cengage Learning, Latest Edition.
6. Frenzel, **Management of information Technology**, Cengage Leaming, Latest Edition.
7. Tidd, **Managing Innovation: Integrating Technological Market and Organizational Change**, Wiley, Latest Edition.

### SUGGESTED READINGS

1. Betz and Fredrick, **Managing Technology**, New Jersey, Prentice Hall Publications, Latest Edition.
2. Dodgesonmark, **Technology Strategy and the Firm**, U.K., Longman Publications, Latest Edition.
3. Stoneman, **Economic Analysis of Technological Change**, Oxford Univ. Press, Latest Edition.
4. Micheal Earl, **Information Management**, London, Oxford University Press, Latest Edition.
5. Rohtangi, K. Rohtangi and B. Bowonder, **Technology Forecasting**, TMH Publications, Latest Edition.
6. Peter F. Drucker, **Technology Management and Society**, London, Pam Books, Latest Edition.
7. IGNOU Notes on **Technology Management (MS-94)**, Meerut, IGNOU Pub.Latest Edition.

## **FT -304P PRODUCT INNOVATION AND OPERATIONS PLANNING**

### **COURSE OBJECTIVES**

Improve the understanding and competence in making product-market choices, managing brands, and managing new product introduction. Explore the emerging concepts, techniques, and analytical approaches relevant to the above areas. The course is design to equip the students with the concepts of Operations Planning. The emphasis will be on the application of concepts and tools used in OPC for achieving efficiency and quality superiority.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### **Course Contents**

#### **UNIT I**

**Product Strategy:** Product strategy, Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product-Market Program, Product Mix Strategy, Analysis of product line and product mix decisions

#### **UNIT II**

**Product Development:** Idea generation, concept and product development and evaluation, and business analysis

Characteristics of Successful Product Development, New Product Development Process and Organizations .

### **UNIT III**

**Product Design:** Introduction, Design, Invention and Innovation, The Changing Design Process, Design and Development, Designer's Dilemma/Task, Emerging Challenges for Design and Innovation, Reengineering the Development Process, Total Quality Design.

### **UNIT IV**

**Testing products** and other critical elements of marketing mix . Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch.Test market planning, evaluation, and introduction strategies.

### **UNIT V**

**Introduction to Operations Planning and Control:** Need of OPC, Functions of OPC, Factors Influencing OPC in the Organization, Manufacturing/Service Methods and Managerial Policies and Pre-requisites of OPC.

### **UNIT VI**

**Factors Influencing Process Planning:** Step in Process Planning and Process Selection, Process Design, interrelationship of product/service design and process design, relationship between process planning and other operations activities

### **UNIT VII**

**Product-Process Technologies:** Automation, scope, NCMs, Robots etc. Automated Process Control, Automated storage and retrieval systems .

### **TEXT READINGS**

1. Saaksvuori, **Product Lifecycle Management**, Wiley, Latest Edition.
2. Stephen N Chapman, **Fundamentals of Production, Planning and Control**, Latest Edition.
3. R K Srivastava, **Product Management & New Product Development**, Excel Books, Latest Edition.

### **SUGGESTED READINGS**

1. Jhamb, **Production Planning and Control**, Pune: Everest Publications, Latest Edition.
2. Hari Raghu Rama Sharma, **Production Planning and Control Concepts and Application**, New Delhi: Deep and Deep Publications, Latest Edition.
3. Bill Scott, **Manufacturing Planning System**, London: McGraw-Hill Publications, Latest Edition.
4. George W Plossl, O. R. Licky's, **Materials Requirement Planning**, New York: McGraw-Hill Publications, Latest Edition.

## FT-305P PURCHASE AND MATERIAL MANAGEMENT

### COURSE OBJECTIVES

The objective of the course is to expose students to the major activities like physical supply, physical distribution and operations planning and control of material in an organisation. This help them in developing abilities and skills required for the planning, receiving, moving, storing and controlling materials most effectively and efficiently.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will attempt any four questions. Section B carrying 20 marks will contain one case/practical) and three more cases (or practicals).

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firm.
- CO2 To understand the interdependence of the operations function with other Key functional areas of a firm .
- CO3 To apply analytical skills and problem-solving tools to the analysis of operational Problems .
- CO4 To increase the knowledge, and broaden the perspective of the work which you will contribute your talents and leadership in business operations

### COURSE CONTENTS

#### UNIT I

**Material Management:** Introduction, Objectives, Functions, organisational management, standardization, Simplification/variety reduction, codification, advantage/disadvantage; classification of material by value, codification.

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## **UNIT II**

**Purchasing:** Introduction, Objectives, purchasing planning, Methods of purchasing: centralized and decentralized, Industrial, Dynamic; Organisation of Purchase Management, Vendor evaluation and performance rating, evaluation of purchasing performance of an organization, Just in Time purchasing, Purchasing negotiating skills.

## **UNIT III**

**Materials Planning and Budgeting:** Introduction, material planning, tools of material planning: Bill of Materials, Past Consumption Analysis; Aggregate production planning, master production scheduling, Materials requirement planning (MRP), MRP system, Material planning process, Materials Budgeting, factors governing materials budget, MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.

## **UNIT IV**

**Material Handling:** Introduction, Objectives, Concept of Material Handling, Objectives of material handling, Principles of material handling, Equipment Used for Material Handling, Points to be Considered While Handling Materials, Role of Material Handling in Logistics, Disposal of surplus, obsolete and scrap.

## **UNIT V**

**Material Storage System:** Introduction, Objectives, Concept of Material Storage System, Unit Load Storage, Storage principles, Storage design and its benefits, Storage Methods

## **UNIT VI**

**Storehouse Operations and Control:** Introduction, Objectives, Storehouse Operations and its Objectives, organising a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralisation and variety reduction of stores, Store Housekeeping, Stores Accounting.

## **UNIT VII**

**Warehousing:** Introduction, Objectives, Concept of Warehousing, Need for warehousing management, Evolution of warehousing, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies, Significance of Warehousing in Logistics, Warehousing Management System (WMS).

## **TEXT READINGS**

1. Gopala krishnan "**Purchasing and Materials Management**", TMH, Latest Edition.
2. K.C. Jain, JeetPatidar, "**Purchasing and Materials Management**", S Chand Publication, Latest Edition.
3. Bill Scott, "**Manufacturing Planning System**", London: McGraw-Hill Publications, Latest Edition.
4. George W. Plossl, O. R. Licky's, "**Materials Requirement Planning**", New York McGraw-Hill Publications, Latest Edition

## **SUGGESTED READINGS**

1. A.K Chitale, R.C Gupta, "**Materials Management: A Supply Chain Perspective**", PHL, Latest Edition.

### **FT-303B INTRODUCTION TO BUSINESS ANALYTICS**

#### **COURSE OBJECTIVES**

To understand importance of analytics and usage of data from variety of current business scenarios . This will enhance the skills and knowledge base of understanding the business analytics within an organization as well as equip the user with tools and techniques of analytics in managing business domain.

#### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

#### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain.
- CO2 To understand the interdependence of the analytics function with the other key functional areas of a firm
- CO3 To apply analytical skills and problem-solving tools to the analysis of the business decision problems
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

#### **COURSE CONTENTS**

##### **UNIT I**

**Business Analytics (BA):** Meaning and definition of business analytics, steps of the business analytics process, business analytics process with the organization decision-making process. Importance of BA in terms of competitive advantage and new sources of data. Overview of BA Tools. Management issues in BA. Analytics in Current Business Scenario: Financial Analytics, Marketing Analytics, Human Resource Analytics, Supply Chain Analytics, Web Analytics.

## **UNIT II**

**Descriptive Analytics:** Visualizing and Exploring data, Pattern identification.

**UNIT III Predictive Analytics:** Logic driven model and data driven model, Least Square Prediction: Forecasting with – Classical Regression model (CLRM), Autocorrelation, Lagged Depended Variables, ARCH and GARCH models.

## **UNIT IV**

**Prescriptive Analytics:** Optimization, Stochastic process: Basic definitions, Brownian Motion, Stationary Processes, Brownian motion in the stock market.

**UNIT V Big Data:** role of data for analytics, various forms of data, Characteristics of Big Data: Volume, Velocity, Variety, Veracity and Value, Big Data Technologies, Analytics Flow for Big Data: Data Collection, Data Preparation, Analysis Types, Analysis Modes.

## **UNIT VI**

Framework for Data driven decision, Analytics capacity Building

## **UNIT VII**

**Introduction of Software's:** SPSS, SAS, R, E-views, Power BI, Tubule

## **TEXT READINGS**

1. Big Data Analytics: A Hands-On Approach by Arshdeep Bahga & Vijay Madisetti  
ISBN: 978-1-949978-00-1
2. Essentials of Business Analytics by Jeffrey D. Camm (Author), James J. Cochran (Author), Michael J. Fry (Author), Jeffrey W. Ohlmann (Author), David R. Anderson, Latest Edition.
3. Business Analytics by James R. Evans, Pearson, Latest Edition.
4. Data Analytics by Anil Maheshwari, TMH publication, Latest Edition.
5. Business Analytics: The Science of Data-Driven Decision Making Kindle Edition by U Dinesh Kumar, Latest Edition.

## FT-304B PREDICTIVE MODELING

### COURSE OBJECTIVES

This course covers the skills required to assemble analysis flow diagrams using the rich tool set of for pattern discovery (segmentation, association, and sequence analyses) and predictive modelling (decision tree, regression, and neural network models).

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases/Numerical/practical problems.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain.
- CO2 To understand the interdependence of the analytics function with the other key functional areas of a firm .
- CO3 To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

### COURSE CONTENTS

#### UNIT I

**Introduction & Accessing and Assaying Prepared Data:** Introduction to Applied and Advanced Analytics, creating project, library, and diagram, defining a data source, exploring a data source

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Sangeet Singh  
Anant Patel  
Vidya Patel

## UNIT II

**Introduction to Predictive Modeling with Decision Trees:** cultivating decision trees, optimizing the complexity of decision trees, understanding additional diagnostic tools, autonomous tree growth options

## UNIT III

**Introduction to Predictive Modeling with Regressions:** selecting regression inputs, optimizing regression complexity, interpreting regression models, transforming inputs, categorical inputs, polynomial regressions

## UNIT IV

**Introduction to Predictive Modeling with Neural Networks and Other Modeling Tools:** introduction to neural network models, input selection stopped training, other modeling tools.

## UNIT V

**Model Assessment and Implementation:** model fit statistics, statistical graphics, adjusting for separate sampling, profit matrices, internally scored data set, score code modules.

## UNIT VI

**Introduction to Pattern Discovery:** cluster analysis, market basket analysis.

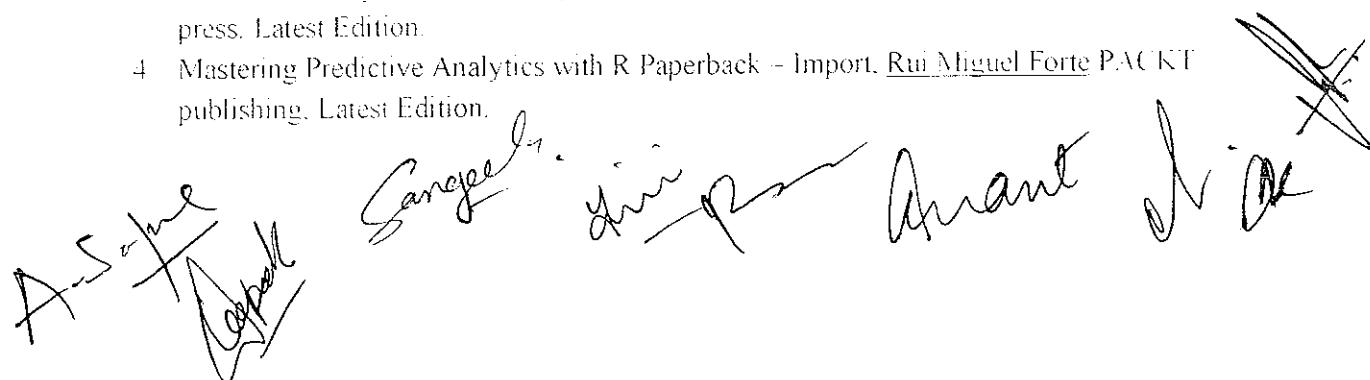
## UNIT VII

**Special Topics & Case Study:** ensemble models, variable selection, categorical input consolidation, surrogate models, **Case Studies based on** segmenting, association analysis, simple credit risk model, predicting college admission to management institute shall be developed.

**Software Requirements: R**

## TEXT READINGS

1. Applied Analytics using E-Miner, Global Courseware, Latest Edition.
2. Olivia Parr-Rud, Business Analytics Using Enterprise Guide and Enterprise Miner A Beginner's Guide, Latest Edition.
3. Predictive Analytics and Data Optimization Hardcover Mick Benson (Editor) Willford press, Latest Edition.
4. Mastering Predictive Analytics with R Paperback - Import, Rui Miguel Forte PACKT publishing, Latest Edition.



## **FT-305B STATISTICAL PROGRAMMING IN 'R'**

### **COURSE OBJECTIVES**

To understand and run 'R' software for developing programming skills and impart basic skills of using statistical programming, computation, graphics, and modeling using 'R'.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

### **COURSE CONTENTS**

#### **UNIT I**

**Introduction to 'R':** Installing R in windows, R Console, R window to edit and execute R commands. Commands and Syntax, Packages and Libraries. Install and load a package in R. Help in R. Getting help about R commands. Workspace in R, Save and load R file in workspace

## UNIT II

**Data Structures:** Introduction to Data Structures, why data structures, Types of data structures in R, Vectors, Types of Vectors and their creation procedures, assigning created Vector to an object, Basic vector operations, Operations between vectors, Matrices, Creating a matrix. Extracting elements rows or columns from a matrix, combining two matrices, Basic matrix operations, Arrays, Creating an Array, Finding type and dimension of Array, Lists, Creating a List, Extracting a specific component from a list, Extracting a component from a sub list, Factors, Creating a factor, Unordered and ordered factors, Data frames, Creating a Data frame, Examining different parts of a data frame, Editing and saving a data frame.

## UNIT III

**Importing Exporting data& data types:** Import from and export to CSV, SPSS, text file and Excel. Data types Numerical, nominal and ordinal data types, modifying data types.

## UNIT IV

**Graphical Analysis:** Modifying the Points and Lines of a Graph, Using type, pch, font, cex, lty, lwd, col arguments in plot() command. Modifying Title and Subtitle of a Graph Using main, sub, col.main, col.sub, cex.main, cex.sub, font.main, font.sub arguments in plot() command. Modifying Axes of a Graph Using xlab, ylab, col.lab, cex.lab, font.lab, xlim, ylim, col.axis, cex.axis, font.axis arguments and axis() command. Adding Additional Elements to a Graph Using points(), text(), abline(), curve() commands. Adding Legend on a Graph Using legend() command. Special Graphs Using pie(), barplot(), hist() commands. Multiple Plots Using mflow or mfcoll arguments in par() command and layout command.

## UNIT V

**Descriptive Statistics:** Measures of Central Tendency. Mean, Median and Mode, Measures of Positions, Quartiles, Deciles, Percentiles and Quantiles. Measures of Dispersion, Range, Median, Absolute deviation about median. Variance and Standard deviation. Measures of Distribution, Skewness and Kurtosis .

## UNIT VI

**Relationship Between Variables:** Correlation Concept. Measures of correlation and corresponding tests: Pearson's r, Spearman's r. Simple Linear Regression Definition, assumptions, hypothesis. Model fit, verification of assumptions, hypothesis testing. Prediction. Multiple Linear Regression Definition, assumptions, hypothesis Testing . Model fit: Manual and Automatic

## UNIT VII

**Comparing Populations:** Test of Hypothesis. Concept of Hypothesis testing. Null Hypothesis and Alternative Hypothesis Cross Tabulations Contingency tables and their use Chi-Square test Fisher's exact test . One Sample t test Concept, Assumptions, Hypothesis. Verification of assumptions. Performing the test and interpretation of results. Independent Samples t test Concept, Type I Assumptions. Hypothesis Verification of assumptions

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Performing the test and interpretation of results. Paired Samples t test Concept, Assumptions, Hypothesis, Verification of assumptions, Performing the test and interpretation of results.

### UNIT VIII

**ANOVA:** One Way Concept, assumptions, hypothesis, verification of assumptions. Model fit, hypothesis testing. Post hoc tests: Fisher's LSD, Tukey's HSD. MANOVA, ANCOVA

### UNIT IX

**Time Series Analysis:** Time series data and their graphical representation. Time index. Decomposition of time series data. Simple exponential smoothing, Holt's linear trend model, Winter's seasonal method. ARIMA Modeling, ARCH and GARCH Models

### TEXT READINGS

1. Mark Gardener: Beginning R: The Statistical Programming Language, Willey publications, Latest Edition.
2. Norman Matloff: The Art of R Programming: A Tour of Statistical Software Design, O'Reilly & Associates Inc, Latest Edition.
3. Eric Mayor, Learning Predictive Analytics with R, Packt Publishing, Latest Edition.
4. Sandeep Rakshit, "R for Beginners", Mc Graw Hill Education, Latest Edition.
5. Hadley Wickham, Garrett Grolemund, R for Data Science Import, Tidy, Transform, Visualize, and Model Data O'Reilly Media, Latest Edition.

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# **FT306 MAJOR RESEARCH PROJECT/ INTERNSHIP/FIELD WORK**

## Objective

The objective of Major Research Project / Internship/Field Work is to enable and develop the understanding of given problem and enhance the analytical skills, problem solving ability, implementation capabilities of students to understand research process and practical knowledge of the Business and industry with practical exposure.

## **Examination**

The Major Research Project (MRP) or Internship or Field work shall be compulsory for all students. Major Research Project (MRP)/Internship/Field work shall be allotted to the students at the end of second semester, Students will be required to submit the final MRP Project / Internship/Field work Report in the hard bound form in the required number of copies specified by the University, fifteen days before beginning of III Semester examination. Major Research Project (MRP)/ Internship/Field work shall be of maximum 100 marks - out of which, 50 marks will be for the report and its contents and 50 marks will be for the presentation/viva-voce. A panel of external and internal examiners will jointly award both of these components of marks. The University shall appoint the external examiner and the Director/Head of the Institution shall appoint the internal examiner. A panel of external and internal examiners shall evaluate the student's performance.

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**MBA Full Time**  
**MBA IV Semester**

• **Core**

FT-401C BUSINESS LEGISLATION

FT-402C STRATEGIC MANAGEMENT

• **Marketing Management**

FT-403M INTERNATIONAL MARKETING

FT-404M SERVICE & RETAIL MARKETING

FT-405M CONSUMER BEHAVIOR AND RURAL MARKETING

• **Financial Management**

FT-403F INTERNATIONAL FINANCE

FT-404F FINANCIAL DERIVATIVES AND RISK MANAGEMENT

FT-405F INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

• **Human Resource Management**

FT-403H COMPENSATION MANAGEMENT

FT-404H TRAINING AND DEVELOPMENT

FT-405H ORGANISATION DEVELOPMENT

• **Information Technology**

FT-403I OPERATING SYSTEM & THEIR UTILITIES

FT-404I PHP PROGRAMMING AND JAVA SCRIPT

FT-405I MOBILE COMPUTING AND ITS APPLICATI

• **Production and Operations Management**

FT-403P LOGISTICS MANAGEMENT

FT-404P TOTAL QUALITY MANAGEMENT

FT-405P ENTERPRISE RESORCE PLANNING

• **Business Analytics**

FT-403B DATA VISUALIZATION FOR MANAGERS

FT-404B SPREAD SHEET MODELING

FT-405B APPLICATIONS OF MODELING IN BUSINESS

FT - 406 **COMPREHENSIVE VIVA - VOCE**

## FT-401C BUSINESS LEGISLATION

### COURSE OBJECTIVES

The objective of this course is to acquaint the students with the knowledge of the legal framework which influences the functioning of business. Here the emphasis is to develop an understanding among the students of the significant provisions of selected business laws and help them acquire the ability to address basic application-oriented issues.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical).

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able to.

- CO1. Understand the legal system, in which a business functions,
- CO2. Develop an understanding of relationship of various laws and economic activities, application of business laws in business activities.
- CO3. Develop an understanding of application of business laws in business activities.
- CO4. Develop a sense of ethical viewpoint towards business laws and legislation in conduct of economic activities

### COURSE CONTENTS

#### UNIT I

**The Indian Contract Act, 1872:** General Principles of Contract. Nature and classification of contract. Essential elements of a Valid Contract. Offer and Acceptance. Void and Voidable Agreements. Performance of Contracts. Discharge of Contracts. Breach of a Contract and Its Remedies. Contingent and Quasi-Contracts. Contracts of Indemnity and guarantee. Contract of Bailment. Contract of Agency. Contract of Pledge. Difference between Pledge, Hypothecation, and Mortgage.

#### UNIT II

**The Sale of Goods Act 1930:** Formation and Essentials of a Sales Contract, Conditions and Warranties. Transfer of ownership and delivery of goods.

Duties of Seller and Buyer, Unpaid seller and his rights, Remedies for Breach of a Sale Contract.

### UNIT III

**The Negotiable Instrument Act, 1881:** General Principles, Meaning and Definition of Negotiable Instruments, Nature and Types, Negotiation and Assignment, Ambiguous Instruments, Holder in due Course, Dishonor and Discharge of a Negotiable Instruments.

### UNIT IV

**The Companies Act, 2013:** Meaning, Definition and Essential features of a Joint Stock company, Types of Companies, Difference between a private and Public ltd. Company, Promotion and Incorporation of a company, Corporate Veil theory, Men of Association, Doctrine of Constructive Notice and Indoor Management, Capital of the Company, Meetings of the companies- General Principles and Types, Minority Protection, Winding-up and Dissolution of Companies.

### UNIT V

**Consumer Protection Act:** Key terms and their definition, Consumer framework on Consumer Protection in India, Remedies and Relief available to consumers.  
**Law of Partnership:** Meaning and Essential Features of Partnership, Formation of Partnership and Types of Partners, Rights, of Partners, Dissolution of Partnership.

### UNIT VI

**Overview of Recent Business Laws I-** The Limited Liability Partnership, Exchange Management Act, 1999, The Competition Act, 2002.

, 2008, Foreign

### UNIT VII

**Overview of Recent Business Laws II-** Information Technology , 2000, Important Provisions relating to Intellectual Property

### TEXT READINGS

1. Avtar Singh, Mercantile Law, Eastern Book Company, Latest Edition.
2. Chandra Bose, Business Laws, PHI, Latest Edition.
3. Bulchandani, Business Law for Management, Himalaya Publishing House, Latest Edition.
4. Kumar, Legal Aspect of Business, Cengage Learning, Latest Edition.
5. Taxman's General and Commercial Laws, Latest Edition.
6. M.C. Kuchhal & Vivek Kuchhal Business Law, Vikas Publishing House, Latest Edition.
7. Satish B. Mathur Business Law, McGraw Hill Education (India) Private Limited, Latest Edition.

Latest Edition.

Latest Edition.

Latest Edition.

### SUGGESTED READINGS

1. Mazumdar, A.K. and Kapoor, G.K., Company Law and Practice, T. L. Aggrawal, Latest Edition.
2. Mercantile & Commercial Law, Taxmann, Latest Edition.
3. M.C. Kuchhal, Business Law, Vikas Publishing House, Bare acts on laws, Latest Edition.

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## **FT-402C STRATEGIC MANAGEMENT**

### **COURSE OBJECTIVES**

The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### **COURSE OUTCOMES**

After the completion of the course the students should be able to:

CO1. Gain knowledge of various functional areas and other aspects of management.

CO2. Understand the concepts and tools that support strategic management in organizations is developed .

CO3. Apply the concepts to analyze strategic issues in organizations and to develop strategies.

CO4 Develop knowledge of frameworks and concepts related to strategy formation, strategic changes, and strategic innovation.

### **COURSE CONTENTS**

#### **UNIT I**

**Meaning, Need and Process of Strategic Management;** Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organizations, Vision .

Mission, Business Definition and Objectives & goals; Need, Formulation and changes; Hierarchy of objectives, Specificity of Mission and Objectives. Role of Strategic Management in Marketing, Finance, HR.

## **UNIT II**

**SWOT Analysis, Industry and International Environmental Factors:** Analysis of environment, Diagnosis of Environment – factors influencing it; Environmental Threat and opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting; techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).

## **UNIT III**

**Strategy Alternatives: Grand Strategies and their sub strategies:** Stability, Expansion, retrenchment and Combination, Types of Strategy Alternatives-Internal & External ,Related & Unrelated, Horizontal & Vertical ,Active & passive. International Strategy Variations.

## **UNIT IV**

**Strategic Choice and Analysis:** Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; Contingency Strategies

## **UNIT V**

**Strategy Implementation, Concept, Barriers, Implementation Process:** Project & Procedural Implementation, Resource Allocation; Structural Implementation; Plan and Policy Implementation; Leadership Implementation; Behavioral Implementation, Implementing Strategy in International Setting.

## **UNIT VI**

**Strategy Evaluations and Control, Control and Evaluation Process:** Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

## **TEXT READINGS**

1. Kazmi Azhar Strategic Management and Business Policy, Tata McGraw, Latest Edition.
2. Hill Lomash & P.K. Mishra Business Policy & Strategic Management Vikas Publication Alpana Trehan Strategic Management, Dreamtech . Latest Edition.
3. A Nag Strategic Management Analysis Implementation, Control ,Vikas Publication
4. Parthasarthy, Fundamentals of Strategic Management, Wiley India, Latest Edition.
5. Thomson- Strategic Management Concepts & Cases, Tata McGraw Hill, Latest Edition.

## SUGGESTED READINGS

1. Pankaj Ghemawat-Strategy and the Business Landscape, Pearson, Latest Edition.
2. Thompson Strickland, Crafting & Executing Strategy (SIE), Tata McGraw, Latest Edition.
3. Hill Haberberg Strategic Management, Oxford Press, Latest Edition.
4. Tushman Managing Strategic Innovation & Change, Oxford Press Wheelen/ Rangarajan, Concepts in Strategic Management and Business Policy, Pearson, Latest Edition.
5. Lawrence R.Jauch, Glueck William F-Business Policy & Strategic Management, Frank Brothers, Latest Edition.

*Sangeeta  
Ji  
P. Bhambhani  
Deepti*

## FT-403M INTERNATIONAL MARKETING

### COURSE OBJECTIVES

The objective of this course is to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1. Apply basic international marketing theories and concepts to understand the environment.
- CO2. Understand international environment in order to develop appropriate international marketing objectives and strategies.
- CO3. Develop unique international marketing plans.
- CO4. Design and implement effective rural marketing strategies after understanding consumer behavior.

### COURSE CONTENTS

#### UNIT I

**International Marketing:** Nature, importance and scope of international marketing. International marketing management process Basis of International Trade, International trade theories. Difference between Domestic, International, Multinational, Global Markets. EPRG Frame work , Influence of economic, socio - cultural, political , legal and technological environments on international marketing decisions

## UNIT II

**Factors Affecting International Trade:** Screening and selection of market, international market entry methods, and types of Regional agreements, role of IMF and WTO in international trade, salient features of foreign trade policy.

## UNIT III

**Process and formalities:** Export Procedure, documentation and custom clearance, Export incentives and institutional support for export promotion in India.

## UNIT IV

**Product:** Identifying new products, international product planning, product design, labeling, packaging, branding, product elimination, adoption and diffusion of new products, major product decisions-product features and quality, managing product line, product standardization vs. adaptation, International trade product life cycle.

## UNIT V

**Pricing Strategies:** Factors Affecting International Pricing strategy, Methods of Pricing, Pricing an International Product, Transfer Pricing, Exchange Rates and its Impact on Pricing, High Sea Pricing, counter trade as a pricing tool, international dumping.

## UNIT VI

**Distribution System for International Markets:** Direct and Indirect Channels, Factors Affecting International Channel, International Channel Management, Wholesaling and Retailing.

## UNIT VII

**Promoting Products / Services in Overseas Markets:** Perspectives of International Advertising, Standardization v/s Localization, Global Media Decisions, Global Advertising Regulations, and industry self-regulation, international marketing through internet, ecological concerns and international marketing ethics.

## TEXT READINGS

1. Cateora Phillip, International Marketing (SIE), McGraw Hill, Latest Edition
2. Czinkota. International Marketing, Cengage Learning , Latest Edition.
3. Gillespie International Marketing South-Western, Latest Edition.
4. Kotabe, International Marketing: An Asia Pacific Focus, Wiley India, Latest Edition
5. Onkvisit & Shaw, International Marketing, PHI Learning, Latest Edition.
6. Faveweather . John: International Marketing, Prentice Hall, New Delhi, Latest Edition
7. Jain. S.C.: International Marketing, Prentice Hall, New Delhi, Latest Edition.
8. Keegan, Warren J: Global Marketing, Management, Prentice Hall, New Delhi, Latest Edition.
9. Paliwoda, Staley J.: The Essence of International Marketing, Prentice Hall, New Delhi, Latest Edition.
10. Sirachy, R and V Terpstra: International Marketing, Dryden Press, Boston, Latest Edition

11. Varshney and Bhattacharya: International Marketing Management, Latest Edition.

#### SUGGESTED READINGS

1. Francis Cherunilam International Marketing, Himalaya Pub. House, Latest Edition.
  2. Paul, Justin, International Marketing , Latest Edition.

~~A.Safir~~ Sangeeta -  
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## FT-404M SERVICE & RETAIL MARKETING

### COURSE OBJECTIVES

The objective of the course is to make students understand the concepts of service and retail marketing and enable them to formulate strategies accordingly.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO 1 Apply basic service and retail marketing theories and concepts to understand the market.
- CO 2 Understand service and retail environment in order to develop appropriate objectives and strategies.
- CO 3 Analyze the marketing mix and design unique service and retail marketing plans
- CO 4 Manage service and retail marketing quality and productivity.

### COURSE CONTENTS

#### UNIT I

**Introduction to Service Marketing:** Introduction, concept and evolution of services marketing; the concept of service. Characteristics of Service Classification of service, Trends in Service Marketing, growth of Service Sectors, Challenges and opportunities in Service Marketing, I's of service

#### UNIT II

**Marketing Mix in Service Marketing:** The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. Additional dimension in services marketing – People, physical evidence and process.

### UNIT III

**Service Delivery Process:** Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in Service Process and Service Delivery .Blueprinting services to create valued experience ; understanding capacity constraints and demand patterns.

### UNIT IV

**Managing Service Quality and Productivity:** Service Quality Measurement, Integrating Service Quality, Improvement of Service Quality and Productivity Strategies; Definition of Service Quality (SERVQUAL), Gap Model of Service Quality (Parasuraman-Zeithaml), Gronroos Model For Service Quality ; Defining, Measuring and Improving service Productivity.

### UNIT V

**Introduction to Retailing, Product & Retail Pricing:** Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process. Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment. Indian vs. Global Scenario

**Retail Pricing:** Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing

### UNIT VI

**Retail Marketing Strategies:** Introduction, strategies at different levels of Business, the Strategic Retail Planning Process, Retail Models, Retail Merchandising & Store Layout & Design.

**Private Branding in Retail**-Introduction, Difference between a Store/Private, Brand and a National Brand, Growth Drivers of Private Label, Global Scenario of Private Labels, Indian Market Scenario, Advantages of Private Label, Disadvantages of Private Label.

### UNIT VII

**E-Tailing:** Introduction, E-tailing, Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, Factors Influencing the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing, Future of Electronic Retailing.

### TEXT READINGS

1. Lovelock, Christopher H.: Service Marketing. Pearson Education. New Delhi. Latest Edition.
2. V.A. zeithmal and M.J. Bitner.: Service Marketing Tata McGraw Hill. New Delhi, Latest Edition.

3. Hoffman and Bateson: Service Marketing, Cengage Learning, New Delhi, Latest Edition.
4. Retail marketing management by David Gilbert, Pearson Education, Latest Edition.
5. Retailing by J. Barry Mason and David J. Burns, Latest Edition.

#### SUGGESTED READINGS

1. K. Rama Mohana Rao: Service Marketing, Pearson Education, New Delhi, Latest Edition
2. H.V. Verma.: Service Marketing Text and Cases, Pearson Education, New Delhi, Latest Edition
3. Govind Apte: Service Marketing, Oxford University Press, Latest Edition
4. How to succeed at Retail, Keith Lincoln & Lars Thomassen, Latest Edition
5. Retail Management, Michael Levy & Barton A Weitz, Tata McGraw Hill, Latest Edition
6. Art of Retailing, AJ Lamba, Tata McGraw Hill Publishing, Latest Edition

*\* Sumeet  
Sonal  
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Gargi -  
Ritika  
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## FT-405 M CONSUMER BEHAVIOR AND RURAL MARKETING

### COURSE OBJECTIVES

The objectives of this course are to help students gain an understanding of various aspects of Consumer Behavior and their applications & rural marketing as an integral part of marketing management, and developed an understanding of rural marketing.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able to:

CO1. Apply basic rural marketing theories and concepts of consumer behavior to understand the market.

CO2. Understand rural environment and consumer behavior in order to develop appropriate objectives and strategies.

CO3. Develop unique rural marketing plans.

CO4. Design and implement effective rural marketing strategies after understanding consumer behavior

### COURSE CONTENTS

#### UNIT I

Introduction to Consumer Behavior and Consumer Research: Nature, Scope and application of Consumer Behavior and Consumer Research

## UNIT II

**Environmental Influence on Consumer Behavior :** Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership. Future of consumer behavior .

## UNIT III

**Individual Determinants of Consumer Behavior:** Demographics Psychographics- Consumer Delight, Understanding Consumer Psychology, Social Learning, Influence of Social Media on Consumer Behavior .

## UNIT IV

**Consumer Behavior Models,** Nicosia Model, Howard Sheth Model, Engel Blackwell and Miniard Model, Sheth Family Decision Making Model.

## UNIT V

**Consumer Decision Processes:** Pre-purchase process: Information processing, Purchase Processes: Consumer Decision rules. Post Purchase processes: Framework, dissonance satisfaction / dissatisfaction.

## UNIT VI

**Rural Marketing:** Concept, importance and scope of rural marketing, Understanding rural market, rural environment, infrastructure and rural trade practices, rural consumer behaviour, factors affecting consumer behavior and psychology of rural customers towards product and price, Changing Environment of Rural Market with Modern Technology. Rural Marketing Information System

## UNIT VII

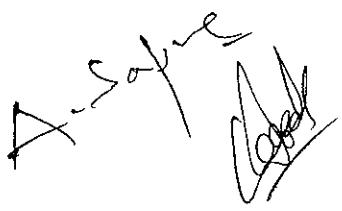
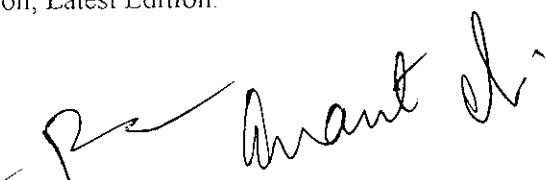
**Distribution & Promotion in the rural markets:** Meaning, Types of rural channels, selection and management of channels, factors influencing channel decisions, retailing, transportation, warehousing, Promotion in Rural Markets: role of advertising, sales promotion, publicity, and personal selling in rural markets

## TEXT READINGS

1. Leon G. Schiffman and Leslie Lazar Kanuk Consumer Behaviour (Pearson Education), Latest Edition.
2. Suja R. Nair: Consumer Behaviour in Indian Perspective (Himalaya Publishing House), Latest Edition.
3. P. Kashyap & S. Raut : Rural Marketing, Biztantra, Latest Edition
4. T.P. Gopal Swamy Rural Marketing, Vikas Publishing House, Latest Edition

## SUGGESTED READINGS

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, Latest Edition.
2. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, Electives (Mktg), Latest Edition.
3. Howard, John A. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc., Latest Edition.
4. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy . Texas, Business, Latest Edition.
5. Mowen, John C. Consumer Behaviour , New York, MacMillan, Latest Edition.
6. C G Krishnamacharyulu, L. Ramakrishnan: Rural Marketing, Pearson Education, Latest Edition.
7. Grewal Dhruv. Marketing . Mc Graw Hill Publication, Latest Edition.

    
~~Dr. S. S. Solanki~~ ~~Sangeeta Patel~~ ~~Dr. P. R. Anant Shinde~~

## FT-403F INTERNATIONAL FINANCE

### COURSE OBJECTIVES

The objective of this course is to provide a conceptual framework of the Working of International Financial Institutions, Money Markets, Exchange Transactions and Capital Markets.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily

### COURSE OUTCOMES

After completion of the course the students should be able to:

CO1. Understand structure of international Foreign Exchange market.

CO2. Describe the various currency arrangements a country may adopt.

CO3. Identify opportunities for arbitrage and discuss methods to exploit these opportunities.

CO4. Evaluate cross-border investment opportunities, and describe a multinational firms decision-making process for long-term capital budgeting, short-term cash-flow management , and the management of foreign operations.

### COURSE CONTENTS

#### UNIT I

**International Financial management:** An overview, International Financial management and domestic financial management, motivations for international finance. Theories of Foreign Exchange rate movement and International Parity Conditions -Purchasing Power Parity, International Fisher Effect

#### UNIT II

**The Foreign Exchange markets:** Functions of the Foreign Exchange Market, The Foreign

Exchange rates -direct and indirect quotations. Spot market and forward market - forward premiums and discounts, Bid - ask spread .

### **UNIT III**

**Arbitrage in foreign exchange market:** Single point, two point, three point and multipoint arbitrage. Calculation of cross currency rates .

### **UNIT IV**

**Multinational Cash management:** Centralized perspective of cash flow analysis. Techniques to optimize cash flow - leading and lagging, netting, matching. Country risk analysis.

### **UNIT V**

**International capital market:** Eurocurrency markets, International Bonds Markets, External Commercial Borrowings, and Advantages of Euro Issues. GDRs and ADRs.

### **UNIT VI**

**Brief introduction to international taxation:** Foreign currency accounts for resident and non-resident Indians.

### **TEXT READINGS**

1. Seth, A. K. International Financial Management, Galgotia Publication Pvt Ltd, Latest Edition.
2. Jeevnandnam, C. Foreign Exchange Arithmetic, S. Chand & Sons Publication, Latest Edition.
3. Apte, PG International Financial Management, Tata Macgraw hill, Latest Edition.
4. Jeevnandnam C. Foreign Exchange & Risk Management, S. Chand & Sons Publication, Latest Edition.
5. Madura International Financial Management, Cengage Learning, Latest Edition.
6. Shapiro, Multinational Financial Management, Wiley India, Latest Edition.
7. MadhuVij International Financial Management, Excel books, Latest Edition.

### **SUGGESTED READINGS**

1. Eun & Rusnik International Financial Management, Tata Macgraw hill, Latest Edition.
2. Clark, International Financial Management, Cengage Learning, Latest Edition.
3. R M Shrivastava Multinational Financial Management Excel Book, Latest Edition.
4. Bhalla V.K. International Financial Management: Text and Cases Anmol Publication, Latest Edition.
5. Kelvin Fundamentals of International Financial Management, PHI Learning, Latest Edition

## **FT-404F FINANCIAL DERIVATIVES AND RISK MANAGEMENT**

### **COURSE OBJECTIVES**

The objectives of this course are to explain to the student the risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical). **Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily

### **COURSE OUTCOMES**

After completion of the course the students should be able to:

- CO1. Describe the basic characteristics of derivatives market.
- CO2. Describe the uses of derivatives by hedgers, speculators and arbitrageurs.
- CO3. Define and describe the traded and over-the-counter derivative contracts on different underlying Assets.
- CO4. Describe and use the different models used for pricing derivatives and use of various strategies.

### **COURSE CONTENTS**

#### **UNIT I**

**An introduction to Indian Derivatives Market** -Meaning and Types of Derivatives, Features of derivatives market, Derivative Exchanges of India, National Stock Exchange, Role of SEBI in regulating derivative exchanges, Derivatives Trading Mechanism, Speculation, Hedging, and Arbitraging. Introduction to Forward and Futures Markets. Difference between Forward and Future contracts Hedging through Forward Contracts

#### **UNIT II**

**An overview of risk management** - Investors and risk management Risk management process - risk models. Creating value with risk management- financial distress and investment risks in banking- credit risk, foreign exchange risk, political risk and country risk, liquidity risk.

### **UNIT III**

**Future Contracts-** Future Contract and Future Trading, Specification of the Future Contract, Newspaper Quotes, Hedging using Futures, Index Futures. Basics of Stock Index Future, Interest Rate Futures, Foreign Exchange and Currency Future, Mechanism of Future Contracts, Operations of Margin, Convergence Clearing Process, Clearing house and Clearing Margins,

### **UNIT IV**

**Option Market -** Types of Options, Uses of Options, Payoffs from Options, Trading Strategies, Construction of option strategies in various market situations and their pay off, Involving Options Bull-Bear, Butter Fly, Calendar and Diagonal Spread, Straddles, Strip and Straps, Options Valuation and Pricing. Factors Determining Option Prices. Black Scholes Model. Concept of Delta, Theta, Gamma Vega, Exchange Traded Option- Stock, Option, Foreign Currency Option, Over the Counter Exchange Option, Index Options, Put Call Parity.

### **UNIT V**

**Swaps Transactions -** Interest rate swaps, currency swaps, commodity swaps and equity swaps; Pricing and valuation of swaps. Credit default swaps.

### **TEXT READINGS**

1. Hull. J. C Options Futures and Other Derivatives, PHI New Delhi, Latest Edition.
2. Gupta S L. Financial Derivatives: Theory, Concepts and Problems, PHI, Latest Edition
3. Varma, Jayanth, Derivatives and Risk Management, TataMcgrawHill, Latest Edition.
4. Don M. Chance, Robert Brooks, Introduction to Derivatives and Risk Management, Cengage Latest Edition.
5. Bhalla. V. K. Financial Derivatives: Risk Management: S. Chand & Company, Latest Edition.
6. Parasuraman Fundamentals Of Financial Derivatives, Wiley, Latest Edition.

### **SUGGESTED READINGS**

1. Marshal& Bansal, Financial Engineering, PHI New Delhi, Latest Edition.
2. Chance Derivatives and Risk Management Basics, Cengage Learning, Latest Edition.
3. Dorfman. Introduction To Risk Management, PHI New Delhi, Latest Edition.
4. Ashthana . Financial Risk Management, Himalaya Publishing House, Latest Edition.
5. Johnson Introduction to Derivatives - Options, Futures, and Swaps, Oxford Press, Latest Edition
6. Kumar SSS. Financial Derivatives, PHI New Delhi, Latest Edition

## FT-405F INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

### COURSE OBJECTIVES

The objective of this course is to provide the students in-depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases/Numerical.

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily

### COURSE OUTCOMES

After completion of the course the students should be able to:

- CO1 Describe the basic characteristics investment and its types.
- CO2 Understand the risk and return concept and valuation of securities.
- CO3 Analyze securities by using various tools and technique.
- CO4 Apply theories and practices of portfolio management and create optimal portfolios using various portfolio optimization techniques.

### COURSE CONTENTS

#### UNIT I

Introduction Concept of Investment, Investment V/S Speculation, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment, Selecting Investments in a global market

#### UNIT II

Risk Return Concept Of Risk and Return, Systematic and Unsystematic Risk, Multifactor Model of Risk & Return, Efficient capital Markets, Concept of Beta.

Capital Assets Pricing Model, SML and CML Valuations.

### **UNIT III**

**Securities Valuation:** An Introduction to Security Valuation, Macroeconomic & Market Analysis: The Global Asset Allocation Decision.

### **UNIT IV**

**Valuation of Bonds:** Bond Fundamentals, Bond Valuation Models: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conversely, Bond Value Theorem. Valuation of Equity: Constant Growth Model, Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models. Valuation Of Preference Shares, Valuation of Warrants, Rights Issued.

### **UNIT V**

**Security Analysis:** Stock Market Analysis, Fundamental Analysis and Technical Analysis, Dow Theory, Elliott Wave Theory, Efficient Market Theories and Testing.

### **UNIT VI**

**Portfolio Concepts:** Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model. Factor Models and Arbitrage Pricing Theory. Portfolio Management & Portfolio Investment Process .

### **UNIT VII**

**Portfolio Evaluation:** Measures of Returns, Formula, Plans, Sharpe and Treynor Measures. Portfolio Management Strategies: Bond Portfolio Management Strategies and Equity Portfolio Management Strategies. Mutual Funds-types, evaluation of mutual funds, Functions of Asset Management Companies .

### **TEXT READINGS**

1. Bodie & Mohanty, Investments: An Indian Perspective, Tata Megraw Hill, Latest Edition.
2. Reilly, Investment Analysis and portfolio Management, Cengage, Latest Edition.
3. Learning Bhalla. V K Investment Management.2008 Sultan Chand New Delhi, Latest Edition
4. Sudhindra Bhat, Security Analysis and Portfolio Management, Excel books, Latest Edition.
5. Elton Modern Portfolio Theory and Investment Analysis, Wiley, Latest Edition.
6. Investment Management. Preeti Singh, Himalaya Publishing House, Latest Edition

### **SUGGESTED READINGS**

1. Maheshwari, Investment Management. PHI Learning, Latest Edition.
2. V A Avadhanam.Securities Analysis & Portfolio Management Himalaya Publishing House, Latest Edition.
3. Mayo An Introduction to Investments. Cengage Learning, Latest Edition.
4. Luenberger Investment Science Oxford Press, Latest Edition.
5. Securities valuation-Application of Financial Modelling Oxford Press. Latest Edition
6. Fundamentals of Investment, Preeti Singh, Himalaya Publishing House. Latest Edition.

## FT-403H COMPENSATION MANAGEMENT

## **COURSE OBJECTIVES**

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

## **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections - A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

## COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To help them analyze current trends in compensation management.
  - CO2. To acquire an understanding of theoretical concepts and its practical applicability.
  - CO3. To create a successful link between organizational goals and performance and compensation.
  - CO4. To have knowledge about laws related to compensation

## COURSE CONTENTS

## **UNIT I**

**Wage and Salary Administration:** Concept, Goals, Job Evaluation, Salary surveys, Determinants of intra and inter-industry differentials and Piece Rate, Merit pay, skill based pay, Factors affecting wage performance, Components of Salary and its calculations

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## **UNIT II**

**Incentive Plans:** Individual and group incentive plans, Productivity Profit Sharing Plans, Non - Financial and Financial incentives, Company (CTC).

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### **UNIT III**

**Employee Benefits:** Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, ESOPs, Flexible benefits and Benefit Surveys, Types of leaves ( EL, CL, ML, Maternity leaves, Paternity Leaves etc. )

### **UNIT IV**

**Governing Laws:** Provident Fund Act 1952, Minimum wages Act 1948; Payment of wages

Act

1936, Payment of Bonus Act, 1965 .

### **UNIT V**

Current Trends in Compensation and Reward Management .

### **UNIT VI**

Concept of human capital and its implications for compensating human resources. Internal and external equity in compensation systems .

### **UNIT VII**

Designing compensation for Chief Executives, senior managers, knowledge workers etc .

### **TEXT READINGS**

1. Milkovich, Newman Compensation(SIE ) Tata Mcgraw Hill , Latest Edition
2. Armstrong & Murlis Reward Management A Handbook of Salary administration. London Kegan Paul, Latest Edition.
3. Bhattacharya, Compensation Management, Oxford Press, Latest Edition.
4. Tapomoy Deb Compensation Management, Excel Books, Latest Edition.

### **SUGGESTED READINGS**

1. Garry Dessler, Human Resource Management. Pearson Education. Latest Edition.
2. B D Singh Compensation and Reward Management Excel Books, Latest Edition.
3. Henderson. Compensation Management in a Knowledge Based World New Pearson Edu, Latest Edition.

A. Sopie  
Sandeep  
Sangeet  
Anant  
Ritika  
Shivam  
Karan

## FT-404H TRAINING AND DEVELOPMENT

### COURSE OBJECTIVES

The course aims at exposing the learner to the concept and practice of training and development in the modern organisational setting through the pedagogy of case discussions and recent experiences. In the context of global competition, Organisations are committing more resources, in the forms of both time and money towards training that enables employees to continuously update and develop their competencies. The present course is designed to study the concepts and processes of training and development (T&D).

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To enable students understand the concepts, principles and process of training and development
- CO2. To develop an understanding of how to assess training needs and design training programmes in an Organisational setting
- CO3. To familiarize students with the levels, tools and techniques involved in evaluation of training effectiveness
- CO4. The endeavour is also to provide, as far as possible, hands - on learning experience related to training

### COURSE CONTENTS

#### UNIT I

**Introduction:** Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies

linking training and development to company's strategy; Requisites of Effective Training ; Role of External agencies in Training and Development.

## **UNIT II**

**Training Needs Assessment:** Meaning and purpose, Training Needs Assessment at different levels, its approaches and output of Training Needs Assessment, methods used in need assessment along with Learning outcomes and learning curve.

## **UNIT III**

**Training and Development Methodologies:** Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning management system; Criteria for Method Selection; Skills of an Effective Trainer and Trainers' Roles; Use of Audio-Visual Aids in training; Computer Aided Instructions- Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.

Development Techniques for enhancing decision-making and interpersonal skills, Case-study, in-basket exercise, special projects, multiple management Programme Learning, Action learning, Syndicate Work, Games, Action Maze, Role Play; Demonstration and Practice Monitoring; Coaching: Self Diagnostic Skills, Experience Learning, Discovery Learning, Brain Storming, Counselling, Position Rotation, Team Building, and Sensitivity Training .

## **UNIT IV**

**Designing Training and Development Programs:** Organisation of Training and Development programs and modules, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods, Preparation of trainers; developing training materials; E-learning environment; Flexible learning modules; Training process outsourcing

## **UNIT V**

**Evaluation of Training and Development:** Evaluation Designs, Evaluation planning and Problems in evaluation; data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program, obtaining feedback of trainees; Methods of evaluating effectiveness of Training Efforts, Parameters of evaluation for Trainer, Trainee and training outcomes. Model of Training Effectiveness. Training issues resulting from the external environment and internal needs of the company

## **UNIT VI**

**Emerging Trends in Training and Development:** Gamification, team training and six sigma training, Electronic Enabled Training Systems-Concept, types, benefits and challenges, concerns in implementation of EETS use and its up scalability; and follow up activities.

## UNIT VII

Training worldwide, Training and development initiatives of some selected companies from private and public sectors and MNCs .

### TEXT READINGS

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay, Latest Edition.
2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business, Latest Edition.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley, Limited Edition.
4. Craig, Robert L., Training and Development Handbook, McGraw Hill, Limited Edition.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley, Limited Edition.
6. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd, Limited Edition
7. Michalak, Donald, and Edwin G Yager, Making the Training Process Work, Writers Club Press, Limited Edition.
8. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledg. Limited Edition.
9. Dayal, Ishwar, Management Training in Organisations, Prentice Hall, Limited Edition

*Sapne* *Sangeet* *Dee* *Sriji* *Anand* *Shiv*

## FT-405H ORGANISATION DEVELOPMENT

### COURSE OBJECTIVES

The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOME

After the completion of the course the students should be able

- CO1. To learn methods and techniques to improve the organizations and individual capacity to handle its internal and external functioning and relationship
- CO2. To offer insights into organization design, development and delivery of OD programmes for improved interpersonal and group processes
- CO3. To acquaint the students learning organizational improvement strategy to have more effective communication, and enhanced ability to cope with organizational problems of all kinds
- CO4. To acquaint the students learning integrated framework capable of solving most of the important problems confronting the human side of organizations.

### COURSE CONTENTS

#### UNIT I

##### Organization Development Overview

General introduction to OD, the nature of planned change, and the organization development practitioner.

## **UNIT II**

### **OD Intervention Overview**

Entering into the OD relationship, clarifying the organizational issue, determining the relevant client, selecting an OD practitioner, and personal process issues in entering and contracting.

## **UNIT III**

### **Diagnosing Organizations, Groups, and Jobs**

Need for diagnostic models, the open systems model, and comprehensive model for diagnosing organization systems, organization, group, and individual level diagnosis.

## **UNIT IV**

### **Collecting & Feeding Back Diagnostic Information**

Methods for collecting data, sampling, techniques for analyzing data, determining the content of the feedback, characteristics of the feedback process.

## **UNIT V**

### **Designing and Evaluating Organization Development Interventions**

Effective interventions, overview of human process, techno structural, human resources management, and strategic interventions, how to design effective interventions, implementation and evaluation feedback, measurement, research design, and institutionalizing interventions. Discussion of intervention template to be utilized for individual intervention projects.

## **UNIT VI**

### **Leading and Managing Change & Emerging Trends in OD**

Motivating change, overcoming resistance to change, creating a vision for change, developing political support, managing the transition, and sustaining momentum of the change. Special emphasis on future organizations.

## **UNIT VII**

### **Human Process Interventions: Individual and Group Levels& Organization Level**

**Topics Covered:** Coaching, training and development, conflict resolution process, process consultation, third-party interventions, and team building.

## **TENT READINGS**

1. Shrivastava Organization Design and Development. Concepts and Applications, Wiley, Latest Edition.
2. Kavita Singh Organisation Change and Development. Excel Books, Latest Edition
3. Wendell L. French and Cecil N. Bell Jr., Organization Development Prentice Hall, Latest Edition

## FT-403I OPERATING SYSTEMS & THEIR UTILITIES

### COURSE OBJECTIVES

The objective of this course is to help students to understand the concepts of Multi-user, Multitasking Operating System Unix and related issues and their use in organization and processing complex business information.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voca, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To understand functionality of Operating system
- CO2. To understand the working of UNIX operating system .
- CO3. To understand the Problems of concurrent processes of operating system
- CO4. To understand basics of File organization in operating systems

### COURSE CONTENTS

#### UNIT I

Overview of operating systems, functionalities and characteristics of OS . Hardware concepts related to OS, CPU states, I/O channels, memory hierarchy, micro programming. The concept of a process, operations on processes, process states, concurrent processes, process control block, process context .

#### UNIT II

UNIX process control and management, PCB, signals, forks and pipes. Interrupt processing, operating system organization, OS kernel FLIH, dispatcher. Job and processor scheduling, scheduling algorithms, process hierarchies.

#### UNIT III

Problems of concurrent processes, critical sections, mutual exclusion, synchronization, deadlock. Mutual exclusion, process co-operation, producer and consumer processes.

Semaphores: definition, init, wait, signal operations. Use of semaphores to implement mutex , process synchronization etc., implementation of semaphores.

#### **UNIT IV**

Critical regions, Conditional Critical Regions, Monitors , Ada Tasks. Inter process Communication (IPC), Message Passing, Direct and Indirect

Deadlock: prevention, detection, avoidance, banker's algorithm. Memory organisation and management, storage allocation. Virtual memory concepts, paging and segmentation, address mapping. Virtual storage management, page replacement strategies .

#### **UNIT V**

File organisation: blocking and buffering, file descriptor, directory structure. File and Directory structures, blocks and fragments, directory tree, inodes, file descriptors, UNIX file structure.

#### **UNIT VI**

IOS — environment setup, IOS — objective, IOS— first iphone application, IOS — actions and outlets, IOS — delegates, IOS — ui elements.

#### **UNIT VII**

Android Architecture, Application frame work, Linux kernel, Libraries, Android Runtime, Application frame work, Applications and Features, Android Vs iOS operating systems

#### **TEXT READINGS**

1. Andrew Tanenbaum, Modern Operating Systems, Prentice Hall, Latest Edition.
2. William Stallings, Operating Systems, Prentice Hall, Latest Edition.
3. Harvey M. Deitel, An introduction to operating systems. Addison-Wesley, Latest Edition.
4. Andrew Tanenbaum & Albert Woodhull, Operating Systems: Design and Implementation. Prentice-Hall, Latest Edition.
5. Douglas Comer, Operating System Design - The XINU Approach. Prentice-Hall, Latest Edition.
6. A.M. Lister, Fundamentals of Operating Systems. Macmillan, Latest Edition.

#### **SUGGESTED READINGS**

1. Abraham Silberschatz, Peter B. Galvin, Greg Gagne, Operating System Concepts. Addison-Wesley , Latest Edition.

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Sangeet  
Sir P.  
Minal  
Dee*

## FT 404I PHP PROGRAMMING AND JAVA SCRIPT

### COURSE OBJECTIVES

The objective of this course is to help students to understand the visual Programming and concepts of front-end tool using visual basic and their use in organization and processing complex business information.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Know the basic concepts of PHP programming language.
- CO2. Understand the working of various control structures used in PHP programming.
- CO3. Understand the concepts of functions in PHP programming.
- CO4. Gain basic Knowledge of advance PHP techniques and JavaScript.

### COURSE CONTENTS

#### UNIT I

**Introduction** The Origin of PHP, PHP is better than Its alternatives, Interfaces to External systems, Hardware and Software requirements, What a PHP Script Looks Like c, Web Designing Basics and WYSIWYG Editor, Receiving User Input, Repeating Code

#### UNIT II

**Basic PHP Development** How PHP scripts work, Basic PHP syntax, PHP data types, Google Caffeine, displaying type information Testing for a specific data type, Changing type with Set type, Operators, Variable manipulation, Dynamic variables, Static vs. Dynamic Optimization, Analytics, Analysis and ROI Concept

#### UNIT III

**String Manipulation** Formatting String for Presentation, Formatting String for Storage, Joining and Splitting String, Comparing String, Matching and replace Substring  
**Control Structures**

If(), else if() and else if condition Statement, The switch statement, Using the ? Operator, Using the while() Loop, The do while statement, Using the for() Loop, Breaking out of loops, Nesting loops

#### UNIT IV

**Functions** What a function, Creating a function, Returning value from function, User-defined functions, Dynamic function calls, Variable scope, Accessing variable with the global statement, Function calls with the static statement, Setting default values for arguments, Passing arguments to a function by value, Passing arguments to a function by reference, Testing for function existence , Arrays, Single-Dimensional Arrays, Multidimensional Arrays, Associative arrays, Accessing arrays

#### UNIT V

**Working With File System** Creating and deleting a file, Reading and writing text files, Working with directories in PHP, Checking for existence of file, Determining file size, Opening a file for writing, reading, or appending, Writing Data to the file, Reading characters

#### UNIT VI

**Working With Forms** Forms, Super global variables, Super global array, A script to acquire user input, Importing user input, Accessing user input, Combine HTML and PHP code, Using hidden fields, Redirecting the user, File upload and scripts, Delete a File

#### UNIT VII

**Advance PHP techniques** Introduction about FTP/SMTP server, Math functions, File upload, File Download, E-mail with PHP, PHP configuration file, Error tacking and debugging,

#### JavaScript (Jquery)

Introduction to JavaScript, Form validation using JavaScript, Email validation using JavaScript, Jquery

#### TEXT READINGS

1. Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5 (Learning Php, Mysql, Javascript, Css & Html5) , by Robin Nixon (Author), Latest Edition.
2. PHP & MySQL Novice to Ninja – by Kevin Yank, Latest Edition.
3. The Joy of PHP Programming: A Beginner's Guide – by Alan Forbes, Latest Edition.
4. Learning PHP, MySQL, JavaScript, and CSS: A Step-by-Step Guide to Creating Dynamic Websites – by Robin Nixon, Latest Edition.

## FT-405I MOBILE COMPUTING AND ITS APPLICATIONS

### COURSE OBJECTIVES

The objective of this course is to help students to understand the concepts of Mobile Computing and applications and their use in organization and processing complex business information. The student should be made to: Understand the basic concepts of mobile computing. Be familiar with the network protocol stack. Learn the basics of mobile telecommunication system. Be exposed to Ad-Hoc networks. Gain knowledge about different mobile platforms and application development.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

### COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Gain basic knowledge of Mobile Computing and its applications
- CO2. Understand concept of mobile internet protocols.
- CO3. Gain knowledge of mobile telecommunication system
- CO4. Understand basics of mobile operating systems

### COURSE CONTENTS

#### UNIT I

**Introduction** Mobile Computing – Mobile Computing Vs wireless Networking – Mobile Computing Applications – Characteristics of Mobile computing – Structure of Mobile Computing Application.

#### UNIT II

MAC Protocols – Wireless MAC Issues – Fixed Assignment Schemes – Random Assignment Schemes – Reservation Based Schemes.

#### UNIT III

**Mobile internet protocol and transport layer** Overview of Mobile IP – Features of Mobile IP – Key Mechanism in Mobile IP – route Optimization.

#### **UNIT IV**

Overview of TCP/IP – Architecture of TCP/IP- Adaptation of TCP Window – Improvement in TCP Performance .

#### **UNIT V**

**Mobile telecommunication system** Global System for Mobile Communication (GSM) – General Packet Radio Service (GPRS) – Universal Mobile Telecommunication System (UMTS) .

#### **UNIT VI**

**Mobile ad-hoc networks** Ad-Hoc Basic Concepts – Characteristics – Applications – Design Issues – Routing – Essential of Traditional Routing Protocols –Popular Routing Protocols – Vehicular Ad Hoc networks ( VANET) – MANET Vs VANET – Security.

#### **UNIT VII**

**Mobile Platforms And Applications** Mobile Device Operating Systems – Special Constrains & Requirements – Commercial Mobile Operating Systems – Software Development Kit: iOS, Android, BlackBerry, Windows Phone – MCommerce – Structure – Pros & Cons – Mobile Payment System – Security Issues.

#### **TEXT READINGS**

1. Jochen H. Schller, "Mobile Communications", Pearson Education, New Delhi, Latest Edition.
2. Dharma Prakash Agarval, Qing and An Zeng, "Introduction to Wireless and Mobile systems", Thomson Asia Pvt Ltd, Latest Edition .
3. Uwe Hansmann, Lothar Merk, Martin S. Nicklons and Thomas Stober, "Principles of Mobile Computing", Springer, Latest Edition.
4. William.C.Y.Lee, "Mobile Cellular Telecommunications-Analog and Digital Systems", ,Tata Mc Graw Hill Edition , Latest Edition.
5. C.K.Toh, "AdHoc Mobile Wireless Networks", Pearson Education, Latest Edition

#### **SUGGESTED READINGS**

1. Prasant Kumar Pattnaik, Rajib Mall, "Fundamentals of Mobile Computing", PHI Learning Pvt. Ltd, New Delhi , Latest Edition.

## FT- 403P LOGISTICS MANAGEMENT

### COURSE OBJECTIVES

The objectives of this course are to acquaint the student with understanding of logistics and related operations.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note:** Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### COURSE CONTENT

#### UNIT I

**Concept of Logistics:** Introduction. Objectives. Types of logistics. Concept of Logistics Management. Evolution of Logistics. Role of Logistics in an Economy. Difference between Logistics and Supply Chain Management. Logistics and Competitive Advantage. Logistics Mix. Logistics in Organised Retail in India

## UNIT II

**Integrated Logistics:** Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organisation structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Manufacturing support performance cycle, Procurement performance cycle.

## UNIT III

**Logistical Packaging:** Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs

## UNIT IV

**Transportation:** Introduction, Objectives, Transportation System, Transportation Infrastructure, Different Modes of Transportation, Freight Management, Factors Affecting Freight Cost, Transportation Network, Containerisation

## UNIT V

**Logistics Outsourcing:** Introduction, Objectives, Concept of Logistics Outsourcing, Catalyst for logistics outsourcing, Benefits of logistics outsourcing, Issues in logistics outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider, Logistics Service Contract, Outsourcing-Value Proposition

## UNIT VI

**Logistics Information System:** Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management

## UNIT VII

**E-Commerce Logistics:** Introduction, Objectives, Concept of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)

## TEXT READINGS

1. Gianpaolo Ghiani, Gilbert Laporte, and Roberto Musmanno. *Introduction to Logistics Systems Management*, Wiley, Latest Edition.
2. Gwynne Richards. *Warehouse Management. A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse*, Koganpage, Latest Edition
3. S.L. Ganpathi, S.K. Nandi. *Logistics Management*, Oxford University Press, Latest Edition
4. V.V. Sople, *Logistics Management*, Pearson education, Latest Edition

### SUGGESTED READINGS

1. Christopher M., Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services, Pitman, Latest Edition.
2. Croucher Phil, Rushton Alan and Oxley John, The handbook of Logistics and distribution Management, Latest Edition.
3. Douglas M. Lambert, Fundamental of logistics management, McGraw Hill, Latest Edition.
4. Gattorna J, Handbook of Logistics and Distribution Management, Ashgate Publishing Company, Latest Edition.
5. Lambert D. M., Fundamental of Logistics Management, McGraw Hill, Latest Edition.
6. Waters Donald, Logistics: An Introduction to SCM, Palgrave McMillan (Indian Edition), NY, Latest Edition.

*E. S. Sofie  
Sangeeta.  
Nisha  
Sriram  
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### **FT-404P TOTAL QUALITY MANAGEMENT**

#### **COURSE OBJECTIVES**

The key objective of this course is to acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes' assurance to service assurance.

#### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

#### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

#### **COURSE CONTENTS**

##### **UNIT I**

**Philosophy & Basic Concepts:** Quality, Process & Networking, Quality Inspection, Control & Assurance, Standardisation, 7 quality improvement tools, application of quality control in industries. Overview of Total Quality and its evolution. Components of a Total Quality Loop

## UNIT II

**TQM & Business Strategy:** TQM & Corporate Strategic Process, Customer Value Strategy, Stakeholders & their Expectations, Customer Value determination, Corporate Strategic Alternatives, Quality Business Plan, Factors responsible for failure and success of Quality strategy.

## UNIT III

**Statistical Quality Control:** Process Capability Studies, Control Charts (Attribute & Variables), Theory of Acceptance Sampling – Single sampling and double sampling plans, Operating characteristics curve, AOQ and AOQL.

## UNIT IV

**Six Sigma:** Concepts & Application of 6 – Sigma Quality. Comparison between 3-sigma & 6-sigma quality, DMAIC approach to 6-sigma implementation application to service industry, link between 6- sigma & DOE .

## UNIT V

**Other Tools & Techniques:** Quality Circles, Taguchi's Loss Function, Benchmarking, Reliability, 5'S' (SEIRI, SEITON, SEISO, SEIKETSU, SHITSUKE), Zero Defects (ZD), Just in Time (JIT).

## UNIT VI

**Quality Management Systems:** ISO 9000 QMS, ISO 14000 EMS, Safety Management, Health Management System

## UNIT VII

**Auditing, Certification & Awards:** Quality system audits, types. Attributes of Auditors, Audit Planning, Preparation, Execution, Report and Corrective Actions, Certification Process, Accreditation Flow, Award Process, Quality awards – International & National.

## TEXT READINGS

1. Mitra A., **Quality Control Applications**, Pearson Education, Latest Edition.
2. Basterfield, **Total Quality Management**, Pearson Education, Latest Edition.
3. Logothitis, **Total Quality Management**, PHI, Latest Edition
4. Janakiraman & Gopal **Total Quality Management: Text and cases**, PHI, Latest Edition

## SUGGESTED READINGS

1. IGNOU Notes on Total Quality Management (MS-96), Meerut, IGNOU Pub, Latest Edition

## FT-405P ENTERPRISE RESOURCE PLANNING (ERP)

### COURSE OBJECTIVES

The objective of the course is to expose students to the of productivity and various techniques of time and motion study, and help them develop abilities and skills required for the enhancement of value and productivity.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms .
- CO2. To understand the interdependence of the operations function with the other key functional areas of a firm .
- CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

### COURSE CONTENTS

#### UNIT I

**Introduction to Enterprise Resource Planning:** Introduction, Benefits of ERP, Business Process Reengineering, Data Warehousing, Data Mining, Supply Chain Management Reasons for the Growth of ERP, Advantages of ERP, Overview of Enterprise, Integrated Management Information, Business Modelling, ERP for Small Businesses, ERP for Make to Order Companies.

## **UNIT II**

**Business Process Mapping & Implementation:** Business Process Mapping in ERP, ERP Implementation Process, Hardware Environment for ERP Implementation. Precautions in ERP Implementation, ERP Post Implementation Options, Guidelines for ERP Implementation .

## **UNIT III**

**ERP and Related Technologies:** Business Process Re-engineering, Management Information System, Executive Information System (EIS). Decision Support Systems (DSS), Supply Chain Management.

## **UNIT IV**

**ERP Modules:** ERP Finance Module, Plant Maintenance, Quality Management, Materials Management Module.

## **UNIT V**

**ERP Implementation – I:** Pre-evaluation Screening, Package Evaluation, Project Planning Phase. Gap Analysis, Hidden Cost, Vendors, Consultants, Human Resource. Re-Engineering, Configuration, Implementation, Team Training, Testing, Going Live and End User Training, Post Implementation (Maintenance Mode)

## **UNIT VI**

**ERP and E-commerce:** Future Directives in ERP, ERP and Internet, Critical Factors Guiding Selection and Evaluation of ERP, Strategies for Successful ERP Implementation. Critical Success Factors in ERP Implementation, Failure Factors in ERP Implementation. Integrating ERP into Organisation.

## **UNIT VII**

**ERP Tools:** Introduction to ERP Software and Tools

## **TEXT READINGS**

1. Michael H. Kremzar and Thomas F. Wallace. *ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning*
2. Marianne Bradford. *Modern ERP: Select, Implement and Use Today's Advanced Business Systems*
3. Bret Wagner and Ellen Monk. *Concepts in Enterprise Resource Planning*

## **FT-403B DATA VISUALIZATION FOR MANAGERS**

### **COURSE OBJECTIVES**

This course teaches how to explore data and build reports using Visual Analytics. You will learn how to build queries and you will also learn the basics of Visual Analytics administrator.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

### **COURSE CONTENTS**

#### **UNIT I**

**Getting Started with Visual Analytics** exploring Visual Analytics concepts, using the Visual Analytics, discussing the course environment and scenario .

#### **UNIT II**

**Administering the Environment and Managing Data:** Data building and exploration, Data Administration

### **UNIT III**

**Using the Visual Analytics Explorer:** examining the Visual Analytics Explorations, selecting data and defining data item properties, creating visualizations, enhancing visualizations with advanced analytics, interacting with visualizations and explorations .

### **UNIT IV**

**Designing Reports with Visual Analytics:** examining the Visual Analytics Designer, creating a simple report, working with graphs, working with filters and report sections, establishing interactions, working with gauges, working with tables, working with other objects.

### **UNIT V**

**Viewing Visual Analytics Reports:** viewing reports on the Web, viewing reports on a mobile device .

### **UNIT VI**

**Data Visualization through Tableau:** Introduction, reports of ratios, rates, %age, Mean dispersions, variation over time maps, dash board design.

### **UNIT VII**

**Case Study:** Creating Analyses and Reports with Visual Analytics

**Software Requirements:** TABLEU/ Visual Analytics, Power BI

### **TEXT READINGS**

1. Visual Analytics user guide By Tableau, Latest Edition.
2. Communicating Data with Tableau Designing, Developing, and Delivering Data Visualizations By Ben Jones O'Reilly Media, Latest Edition
3. Data Visualization: Introduction to Data Visualization with Python, R and Tableau, Robert Collins, Amazon Asia-Pacific Holdings Private Limited. Latest Edition.
4. Power BI Data Analysis and Visualization, By SurajGaurav, SurenMachiraju, De Gruyter Publisher, Latest Edition.

## FT- 404B SPREAD SHEET MODELING

### COURSE OBJECTIVES

Understand the use of spreadsheets in developing decision models.

### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

These will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any three questions.

### COURSE OUTCOMES

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3 To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4 To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics

### COURSE CONTENTS

#### UNIT I

**Introduction:** Excel User Interface, Application, Workbook, Worksheets & its Components, Named Ranges, Formatting of worksheets, working with multiple sheets, Avoiding errors and mistakes, understanding data: qualitative and quantitative.

#### UNIT II

**Data Handling:** Sorting, filtering , Data Validation: Based on cell values (text length, whole no Based on Formulas, List Dropdown, Circle Invalid Data, Input & Error Messages; Data Grouping; Grouping Rows, Grouping Columns, Data Styles: Conditional Formatting, Formatting based on Cell values, formatting based on Formulas Icon Sets (bars, scales, icons), Freezing Panes, Text-to- Columns, Delimited, Fixed Length, Data Consolidation

(from multiple files), Getting External Data into Excel, From MS Access, From Text files, From Web, Other Data Sources.

### UNIT III

**Formula & Functions:** Formulas, Formula Auditing, TEXT Functions, IF, ERROR Functions, LOGICAL Functions, VLOOKUP, HLOOKUP, COUNTIF, SUMIF, SUMPRODUCT, DATE & TIME FUNCTIONS, FORMULA TEXT, Information Functions (ISNA, ISEVEN, ISERR...)

### UNIT IV

**Functions:** Financial Functions: FV, IRR, NPER, NPV, RRI, SLN...; Statistical Functions: AVERAGE, AVERAGEA, STDEV.S, STDEV.P, VAR.S, VAR.P, FREQUENCY, CORREL, PEARSON, MIN, MINA, MAX, MAXA, CHISQ.TEST, CHISQ.INV .....

### UNIT V

**Table & Charting:** Charting data: Chart Types, Principles of charting, Chart Components. Primary Vs Secondary Axis, Chart Formatting, Column and bar charts, Pie charts, XY scatter graphs, some practicalities in preparing graphs, Context-sensitive legends and titles. Pivot Tables: Introduction & Creation, Slicer, TimeLine, Pivot Charts, Calculated Fields. Calculated Items, Grouping.

### UNIT VI

**Forecast & Analysis Tool:** What If analysis: Scenario Manager, Goal Seek, Table; Forecast Sheet, Analysis Tool Pack for various statistical techniques: Descriptive Statistics, Correlation, Regression, Moving Average, Z-test, t-Test: Paired Two-Sample for Means, t-Test: Two-Sample assuming unequal and equal variances, ANOVA: Single Factor, Two-Factor with Replication and Without Replication

### UNIT VII

**Elementary modelling:** Symbols, expressions and simple models, creating general algebraic models, Expressions involving logical tests, Linear functions in business, Linear functions involving logical tests.

### TEXT READINGS

1. John Walkenbach, "Excel , Bible", John Willey & sons, Latest Edition.
2. Jordan Goldmeier, "Advanced Excel Essentials", Apress Publisher, Latest Edition.
3. Conrad George Carlberg, "Business Analysis with Microsoft Excel", Que Publishers, Latest Edition
4. Bernd Held, "Microsoft Excel Functions & Formulas", Wordware publishing, Inc. Latest Edition.
5. Paul McFedries, Excel Data Analysis: Your Visual Blueprint for Analyzing Data, Charts and Pivot Tables, Latest Edition.
6. Neil J. Salkind, "Excel Statistics; A Quick Guide". Sage Publications, Latest Edition.

## **FT-405B APPLICATIONS OF MODELING IN BUSINESS**

### **COURSE OBJECTIVE**

To impart ideas, exposure and skills for Marketing, Retail, HR and Web analytics as well as to understand, analyze and practice finance, investments, market and credit risk analytics system.

### **EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

### **COURSE OUTCOMES**

After completion of the course the students should be able

- CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and application of analytics in various business domain .
- CO2. To understand the interdependence of the analytics function with the other key functional areas of a firm.
- CO3. To apply analytical skills and problem-solving tools to the analysis of the business decision problems.
- CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business analytics.

### **COURSE CONTENT**

#### **UNIT I**

**Marketing Analytics:** Introduction, Utility and need of marketing analytics,description of consumer behavior in reference to data, identification and collection of relevant data. Identifying data for causal relationship, usage of data for exploration of problem, creation of product, market campaign, strategies. Prediction of consumer behaviour, kinds of predictions to create future strategies, techniques for predictive models, prescriptive models in marketing, brand value measurement.

#### **UNIT II**

**Retail Analytics:** Localization and Clustering- Analysis of buying habits based on Electronic

product tags and internet stores. Data based assessment of costs, store performance, and maintenance, location analysis. Customization of offerings of the store to the preferences of the local customers . Optimization of sales, Price Optimization, Marketing Mix modeling Market Basket Analysis .

### **UNIT III**

**Financial Analytics:** Introduction, utility and need of Financial analytics, understanding data in finance, sources of data, cleaning and pre-processing data, Exploratory Data Analysis, understanding stock price behavior , different approaches to risk modeling. Overview of Portfolio Analytics, Asset Allocation Models, Introduction to Credit Risk Analytics, Credit Scoring, Bayesian Methods for Credit Risk Modeling, Enterprise Risk Analytics for Capital Markets, Proactive and Real-Time Risk Management, Market Risk Analytics, and Derivative Risk Analytics.

### **UNIT IV**

**HR analytics:** Introduction, utility and need of HR analytics. Human capital data, predictors for HR analytics, business applications of HR modeling, HR analytics and HR strategy.

### **UNIT V**

**HR modelling:** Equality, diversity and inclusion analytics based predictive modelling, measure employee engagement, prediction modelling for team level engagement modeling and group level engagement modelling, exploratory modelling using ANOVA for employee turnover, predictive modeling for turnover, developing model for forecast of performance of employee, Predictive modeling for training, descriptive modeling for assessment of training impact. Modeling of HR scenario, predictive modeling for selection retirement

### **UNIT VI**

**Web/Social Media analytics:** What's web analytic, benefits of web analytics, utility for Small businesses, medium and large-scale businesses, Content Performance Analysis, Visitor Analysis, Facebook insights Twitter analytics Youtube analytics Social Ad analytics

### **UNIT VII**

**Google analytics:** Getting Started with Google Analytics, How Google Analytics works? Accounts, profiles, and users Navigating Google Analytics Basic metrics, the main sections of Google Analytics reports Traffic Sources, Direct, referring, and search traffic Campaigns AdWords, Adsense

### **Text Books**

1. Marketing Analytics Data-Driven Techniques with Microsoft Excel Wayne L. Winston wiley
2. Marketing Analytics: A Practical Guide to Real Marketing Science, Mike Grigsby Kogan Page

3. Portfolio Construction and Analytics Frank J. Fabozzi, Dessislava A. Pachamanova, Wiley Finance.
4. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Eric Siegel.
5. Credit Risk Analytics: Measurement Techniques, Applications, and Examples in SAS: Bart Baesens, Daniel Roesch, Harald Scheule.
6. Enterprise Risk Analytics for Capital Markets: Proactive and Real-Time Risk Management: Raghurami Reddy Etukuru
7. Predictive HR Analytics: Mastering the HR Metric by Martin Edwards, Kirsten Edwards, Kogan Page.

A.S. Sree Sangeetha  
Vijay Kumar  
Anand Dileep  
~~Leena~~