



AICTE MANDATORY DISCLOSURE

Academic Year : 2023-24
as per Approval Process Handbook 2023-24
Annexure 10



SIVA SIVANI INSTITUTE OF MANAGEMENT

NH-7, Kompally, Secunderabad-500100, Telangana, India.
Ph: 040-27165450 - 54.
Website: www.ssim.ac.in

Mandatory Disclosures

The following information shall be given in the Brochure besides being hosted on the Institution's official Website.

The onus of the authenticity of the information lies with the Institution ONLY and not on AICTE.

1. Name of the Institution

- Address including Telephone, Mobile, E-Mail

AICTE File No	F.No. South-Central/1-10981129117/2022/EOA
Date & Period of last Approval	02 nd June, 2022 (2022-2023)
Name of the Institution	SIVA SIVANI INSTITUTE OF MANAGEMENT
Address of the Institution	NH-44, Kompally, Secunderabad-500100, Telangana, India
Phone number with STD Code	040-27165450-54
Mobile number	9133305060
FAX number with STD code	Fax: 040 - 27165452
Email	info@ssim.ac.in
Website	www(ssim.ac.in
Nearest Railway Station (Distance in Km)	Secunderabad Railway Station – 14.1 Km
Nearest Airport (Distance in Km)	Rajiv Gandhi International Airport, Shamshabad (85.3 Kms.)
Type of Institution	Private-Self Financed (AICTE approved autonomous institute)

2. Name and address of the Trust/ Society/ Company and the Trustees

- Address including Telephone, Mobile, E-Mail

Name of the Society	S.P. Samopathy's Siva Sivani Educational Society (2906/97)
Type of the organization	Society
Address of the organization	Flat No. G12, Saphire Complex, Amrutha Hills, Punjagutta Hyderabad.
Telephone	040-27165450-54
Email	info@ssim.ac.in

3. Name and Address of the Vice Chancellor/ Principal/Director

- Address including Telephone, Mobile, E-Mail

Name of Director	Dr. S.V. Ramana Rao
Exact Designation	Director, SSIM
Phone number with STD Code	040-27165450-54
Mobile number	9959110061
Email ID	ramanarao@ssim.ac.in
Highest Degree	Ph.D.
Field of specialization	Finance

4. Name of the affiliating University

-- Not Applicable --

5. Governance

- Members of the Board and their brief background

The institute has a well-designed internal organizational structure amenable to an effective decision making process. The Board of Governors is the highest decision making body of the institute and the Administrative Committee is a facilitating body of administration. The institute has designated administrative personnel to resolve different issues that are material to the day-to-day functioning.

1.	Smt. S. Aarathy, President, S. P. Sampathy's Siva Sivani Educational Society	Chairman
2.	Dr. Sailesh Sampathy Vice President, S. P. Sampathy's Siva Sivani Educational Society	Co-Chairman
3.	Dr. S.V. Ramana Rao Director, Siva Sivani Institute of Management	Member-Secretary (Ex-Officio)
4.	Smt. Deepika Sampathy Secretary, S. P. Sampathy's Siva Sivani Educational Society	Member
5.	Prof. M. Kamalakar Executive Vice President, S.P. Sampathy's Siva Sivani Group of Institutions	Member
6.	Prof. Mohammad Masood Ahmed, Secretary, Association of Health and Hospital Administration Professor of Healthcare Management, Hyderabad.	Member
7.	Sri Y. Narsaiah Goud, OSD/GPW	Nominee of the State Government
8.	Prof. S.F. Chandrasekhar	Member

	Professor & Chairperson – Research & Publications, SSIM	
9.	Dr. Arijit Santikary Association Professor & Program Chair - PGDM, SSIM	
10.	Prof. K.S. Harish Professor & Program Chair - Business Analytics, SSIM	Member
11.	Dr. V. Jayalakshmi Associate Professor & Program Chair - BIFS, SSIM	Member
12.	Sri T. Thirumal Reddy Assistant Professor, SSIM	Member

• **Members of Academic Advisory Body**

The Academic Advisory Board provides guidance to the Institute and the Director concerning the PGDM courses and curriculum design, content and delivery of all SSIM academic programs. They help provide a strategic vision and ensure that the curriculum includes relevant knowledge students will need in the field. External stakeholders from local businesses, industries, government and education provide value in helping to deliver academic programs.

CHAIRMAN

SMT. S. AARATHY *President & Chief Executive, SSGI.*

CO-CHAIRMAN

DR. SAILESH SAMPATHY *Vice President & Dy. Chief Executive, SSGI.*

EX-OFFICIO SECRETARY

PROF. S.V. RAMANA RAO *Director, SSIM.*

SL. NO.	MEMBERS	PLACE
1.	Prof. S. Abhirama Krishna, Director General, Badruka Group of Institutions	Hyderabad
2.	Dr. Ashok K. Agarwal, Director, EWB India, Member, Governing Council, Badruka Education Society	Hyderabad
3.	Dr. Asit Mohapatra, Professor of Practice – OB & HRM, Indian Institute of Management	Ranchi
4.	Sri M. Gopalakrishna I.A.S. (Retd.), Former Chairman, REC	Hyderabad
5.	Sri Gubba Prashanth, Research & Technical Head, Gubba Cold Storage	Secunderabad
6.	Sri Lakshmipathi Itha, Human Resource Director, GVK BIO	Hyderabad
7.	Smt. Mamatha. M, Senior Vice President, HSBC Bank	Hyderabad
8.	Dr. G.D. Mogli, CEO, Dr. Mogli Health Care Management Consultancy	Hyderabad
9.	Sri Murali. R, Executive Director Celkon Mobiles, Celkon Mobiles Pvt Ltd	Hyderabad

10.	Sri Petluri Srinivas, Member, Warehousing Development and Regulatory Authority (WDRA)	Delhi
11.	Sri Raghavendra Rao, Director, Global Sales Operations(FS)	Hyderabad
12.	Sri Ram Bhoopal. P, Co-Founder, M/s. Riverbridge Tech Venture Pvt. Ltd.	Hyderabad
13.	Prof. K.S. Ramachandra Rao, CEO, Visishta Consultancy	Secunderabad
14.	Sri Ravi Shankar Meela, Executive Director, Sudhakar PVC Products Pvt. Ltd., Nalgonda District	Telangana
15.	Sri Satish Naidu, Founder & Chief Visionary, Invensure Life Insurance Pvt. Ltd.	Secunderabad
16.	Sri C. Shanthan Reddy, Managing Partner, Arise Films	Hyderabad
17.	Dr. S. Siva Kumar, Divisional Chief Executive, ITC Agro Business Division	Secunderabad
18.	Sri Srikanth Surampudi, General Manager – HR & Regional HR Head – Hyderabad, Tata Consultancy Services Ltd	Hyderabad
19.	Prof. V. Venkaiah, Director, Centre for Education Technology and Learning Sciences	A.P.
20.	Prof. B.R. Virmani, Chairman, Centre for Organization Research & Development in Management, (CORD-M),	Hyderabad
21.	Prof. V. Viswanadham, Formerly Director (Academic), SSIM,	Secunderabad
22.	Prof. B. Yerram Raju, Adviser, Telangana Industrial Health Clinic Ltd, Govt. of Telangana,	Hyderabad
23.	Sri P. Bhaskara Murthy, Independent Consultant, IQPRO Analytics	
24.	Dr. V.G. Chari, Formerly Assistant Vice President, SSGI	Hyderabad
25.	Prof. A. Sudhakar, Director – General, SSGI,	Hyderabad

INTERNAL MEMBERS

1.	Dr. M.Kamalakar, Executive Vice President, SSGI.	Hyderabad
2.	Smt. Deepika Sampathy, Associate Vice President, SSGI	Hyderabad

All faculty members and Heads of Departments are permanent invitees.

- Frequently of the Board Meeting and Academic Advisory Body

Frequency of meetings

Board Meeting - Once in a Year

Academic Advisory Board - Once in a Year

- Organizational chart and processes

Organisational chart:



- Nature and Extent of involvement of Faculty and students in academic affairs/improvements

Faculty involvement

- In Industry academia interaction
- In updating and revisiting curriculum
- In upgrading their knowledge and skills to share with students
- In research initiatives that can be taken to classrooms
- Participating in various conferences /Workshops/FDPs

Student Involvement

- Being part of various committees that contribute to effective program delivery and implementation – e.g. Placement committee and IQAC.
- Participating in various conferences, competitions and management fests organised by peer institutions to maintain brand image of the institute.

- Mechanism/ Norms and Procedure for democratic/ good Governance

Various governing and administrative bodies have been formed and are in place to ensure good governance. Adherence to various committees as prescribed by AICTE and other regulatory bodies. Various internal committees have been formed to maintain good governance.

- Student Feedback on Institutional Governance/ Faculty performance

Student's feedback plays an important role in improvement of teaching quality. The students have the facility to provide faculty feedback in formal procedures. Students give feedback on faculty performance at the end of every trimester on a scale of 1 to 5, in a prescribed format. The students also have the facility to meet the course coordinators to share feedback on various sessions and any other improvements that they seek.

Feedback from students at the end of each trimester for each course covers the following aspects.

1. I understood all the topics taught in the course.
2. The topics covered were according to the course outline given.
3. Continuous Internal Assessment components were as per the course outline.
4. Faculty member is presentable and punctual.
5. Faculty member provided the necessary inputs to the class.
6. Faculty member communicates clearly.
7. I was helped to relate concepts to applications in corporate world.
8. Classroom atmosphere created by the faculty was conducive to learning.
9. Discussions facilitated in the class are subject-focused.
10. I received helpful and timely feedback on my performance and progress throughout the trimester.
11. Internal marks awarded to me were fair and impartial.
12. I could easily approach the faculty for guidance and clarifications.
13. I got a fair opportunity to present my views.
14. I received satisfactory explanations for my queries/doubts.
15. Overall usefulness of the course to me.

• Grievance Redressal mechanism for Faculty, staff and students

Grievance Redressal Committee will deal with student grievances that are not adhered in purview of Anti-Ragging Committee and SC/ST committee. Based on a written request, the committee may, as its discretion, invite the aggrieved student for a personal hearing. All the representations received by the end of the previous month shall be deliberated upon its meetings. The Committee may at its own discretion, invite the aggrieved student for a personal hearing on the basis of a written request. The above committee may hold its meetings from time to time as required. The term of this committee shall be for two years.

The Committee shall also receive the application/complaint from employees and other public (stakeholders) and acknowledge the receipt within 3 days.

Responsibilities of Grievance Redressal Committee

- The Committee shall study, analysis and submit its recommendations to the Director within 15 days from the date of receipt of application / complaint.
- The grievance needs to be redressed and disposed-off as soon as possible however not exceeding 30 days from the date of receipt.

However, under circumstance a policy decision is warranted, the subject matter may be referred by Director to Chairman Governing Body with request for direction and guidance.

- **Establishment of Anti Ragging Committee**

Anti Ragging Measures

The institute has constituted the Anti-Ragging Committee and Anti-Ragging Squads for overseeing the strict and meticulous implementation of all the directives. The members of the anti-ragging committee and anti-ragging squads along with their mobile numbers are being displayed for the benefit of the students specially the newly admitted students.

The Institute educates the students enrolled in various programs at the beginning of each academic year about the Anti-Ragging Policy and zero tolerance for ragging at the Institution. Each student, as well as his/her parents/ guardian, are mandatorily required to submit separate undertakings in the form of an affidavit at the time of admission to the effect that they are aware of the prohibition of ragging and the punishment prescribed both under penal laws as well as under these regulations.

Anti-ragging hoardings, banners, billboards are displayed at prominent places in the Institution campus, including hostels, canteens, messes, cafeterias, buses, playgrounds, lawns, labs, etc. Every student has to sign an anti-ragging undertaking to the institution.

Punishment For Ragging

1. Imprisonment for up to 3 years (under the existing laws).
2. Fine up to Rs. 25,000/-.
3. Expulsion from SSIM.

Antiragging Committee & Squad

This committee and squad will look into the issues related to the Ragging in the campus, and Institute buses.

The Director is pleased to constitute an Anti Ragging Committee for the year 2022 - 2023 with the following as its members.

SI. No.	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1.	Dr. S.V.Ramana Rao	Director	Coordinator	9959110061	ramanarao@ssim.ac.in
2.	Sri. G. Prashant	Station House Officer, Pet Basheerabad Police Station, Kompally	Member	9701113913	sho-ptbad-cyb@tspolice.gov.in
3.	Sri. Ch. Narasimha	News Reporter and parent	Member	9849245172	nchedideepu@gmail.com
4.	Smt. Sirisha Guttikonda	Director, Be A Volunteer Foundation	Member	9885391133	beavolunteerfoundation@gmail.com
5.	Sri. K. Sreehari	Associate Professor & Controller of Examinations	Member	9391115088	sreehari@ssim.ac.in
6.	Prof. Pavan Patel	Professor & Chairperson-Training & Consultancy	Member	9440346363	pavanpatel@ssim.ac.in
7.	Sri. B. Deva Sahayam	Deputy Manager – Banking (Parent)	Member	9393332654	devasahayam@ssim.ac.in

8.	Smt. Asavari Barpute	Dy. Manager - Personnel	Member	9177771968	asavaribarpute@ssim.ac.in
9.	Sri. P.J. Sunil Kumar	Asst. Manager - Evaluation	Member	9959646867	pjsunilkumar@ssim.ac.in
10.	Sri. Raziur Rehman	Student (Senior)	Member	8240735593	raziur2021@ssim.ac.in
11.	Ms. P. Satya Sree	Student (Senior)	Member	9849532074	satyasree2021@ssim.ac.in
12.	Ms. Sanjna Christina Xavier	Student (Senior)	Member	9515787751	sanjna2021@ssim.ac.in
13.	Sri. G. Srikanth Rao	Student (Junior)	Member	8249250970	srikanth2022@ssim.ac.in
14.	Ms. D. Manasa	Student (Junior)	Member	7671925009	devinenimanasa04@gmail.com
15.	Sri. A. Sekhar	Student (Junior)	Member	8688995096	sekhar2022@ssim.ac.in

Anti-Ragging Squad

SI. No.	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS	Coordinator	9966727078	jayalakshmi@ssim.ac.in
2	Prof. K.S.Harish	Professor & Program Chair-Business Analytics	Member	9391114939	profharish@ssim.ac.in
3	Dr. Arjjit Santikary	Associate Professor & Program Chair- PGDM	Member	9963713840	arijitsantikary@ssim.ac.in
4	Dr. V. Annapurna	Associate Professor & Program Chair-FPM	Member	9247131505	annapurna@ssim.ac.in
5	Sri. M. Pardhasaradhi	Associate Professor & PGP-Chair	Member	7799207014	mpardhasaradhi@ssim.ac.in
6	Sri. M. Chaithanya	Assistant Professor & PGP-Co-Chair	Member	9160054499	mchaithanya@ssim.ac.in
7	Smt. Grace Mani	Assistant Professor & GM- Placements & Corporate Relations	Member	9848385276	grace@ssim.ac.in
8	Sri. K. Sanjeev Kumar	Asst. Manager-Hostel Affairs	Member	9908526830	sanjeevkumar@ssim.ac.in
9	Sri. L. Mahesh Kumar	Student(Senior)	Member	8977006031	mahesh2021@ssim.ac.in
10	Ms. P. Tulikadevi	Student(Senior)	Member	8500413228	tulika2021@ssim.ac.in
11	Ms. Rakshandha	Student(Senior)	Member	7680098176	rakshandha2021@ssim.ac.in
12	Ms. Aarti Shriwas	Student(Junior)	Member	9630190465	aarti2022@ssim.ac.in
13	Sri. Sarvesh Rathi	Student(Junior)	Member	7660908181	sarvesh2022@ssim.ac.in
14	Sri. Nikhil Kumar	Student(Junior)	Member	7301227606	nikhilk2022@ssim.ac.in

 SIVA SWAMI INSTITUTE OF MANAGEMENT <i>Creating Success & Future</i> 					
 Anti Ragging Committee					
Sl. No.	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1	Dr. S. Venkatesh Rao	Director	Coordinator	9849010100	venkateshrao@ssim.ac.in
2	M. S. Ravinder	State Human Officer Anti Ragging Committee Palam Statue, Kompy	Member	9490017273	swaraj@ssim.ac.in
3	W. C. Harishankar	News Reporter and Front	Member	9490017273	wch@ssim.ac.in
4	Dr. A.G. Apparao	Chairman, Anti Ragging Committee MSc. Coordinator	Member	9490017273	agapparao@ssim.ac.in
5	Mr. K. Sreetharan	Associate Professor & Chairman, Anti Ragging Committee	Member	9490017273	ksreetharan@ssim.ac.in
6	Prof. Puspa Patel	Professor	Member	9490017273	puspatel@ssim.ac.in
7	M. S. Deva Sekhar	Deputy Manager Anti Ragging Committee	Member	9490017273	devasekhar@ssim.ac.in
8	Mr. Annu Biju	Dr. Manager, Research	Member	9490017273	anubiju@ssim.ac.in
9	Mr. P. J. Sasi Kumar	Asst. Manager, Research	Member	9490017273	pjsasikumar@ssim.ac.in
10	Mr. Meenakshi M.	Asst. Manager, Research	Member	9490017273	meenakshi@ssim.ac.in
11	Mr. Siva Hari Chaitanya	Student	Member	9490017273	sivahari@ssim.ac.in

Sl. No.	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1	Dr. K. S. Harini	Professor	Coordinator	9371160393	prabhari@ssim.ac.in
2	Dr. S. S. Chandersekhar	Professor	Member	9371160397	chander@ssim.ac.in
3	Mr. C. Srinivas	Associate Professor	Member	9371155643	srinivas@ssim.ac.in
4	Dr. Argy Santhosh	Associate Professor	Member	9867713643	argy.santhosh@ssim.ac.in
5	Dr. Y. Jayashankar	Associate Professor	Member	9961261717	jayashankar@ssim.ac.in
6	Dr. Umo Maheshwari, G	Assistant Professor	Member	9712080553	umoheshwari@ssim.ac.in
7	Mrs. Kavitha Patel	Assistant Professor	Member	9491883653	kavitha@ssim.ac.in
8	Dr. P. Nithiavani	Assistant Professor	Member	9480575183	nithiavani@ssim.ac.in
9	Mr. A. Deekshith	Assistant Professor	Member	9580145161	deekshith@ssim.ac.in
10	Mr. A. Chakravarthy Reddy	Student	Member	9152480554	valmiki2020@ssim.ac.in
11	Mrs. Rukhanda Nishaabeh	Student	Member	706098175	rukhandanishaabeh@ssim.ac.in
	Mrs. Sabapati Kusuma	Student	Member	8885625993	kusuma@ssim.ac.in

• Establishment of Online Grievance Redressal Mechanism

<https://www.ssim.ac.in/grievance-redressal-cell/>

• Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University



अखिल भारतीय तकनीकी शिक्षा परिषद्
(प्रत्यक्ष संस्कार का एक सामिक्षिक निकाय)
मानव संसाधन विकास मंत्रालय संसद सरकार
नेलसन मंडेला भवन, वास्तव, नई दिल्ली – 110070

ई-मेल : ms@aicte-india.org
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A Statutory Body of the Govt. of India)
Ministry of Human Resource Development, Govt. of India
Nelson Mandela Marg, Vasant Kunj, New Delhi-110067
Phone: 011-26131497
E-mail: ms@aicte-india.org

NOTIFICATION

F.no. 1-101/PGRC/AICTE/Regulation/2019

Date: 13.08.2020

The All India Council for Technical Education (AICTE) has notified All India Council for Technical Education (Redressal of Grievance of Students) Regulations, 2019, which is published in Official Gazette of India on 19.11.2019. These regulations are aimed at addressing and effectively resolving grievance of students of AICTE approved technical institutions. All the AICTE approved Institutions have been advised to implement these Regulations in their institutions.

As per these Regulations, all aggrieved students are required to approach Student Grievance Redressal Committee (SGRC) appointed by the concerned Institutions for redressal of their grievances. In case they are not satisfied with the decision of the SGRC, they may approach to the OMBUDSPERSON to be appointed under these Regulations. Each affiliating University, Technical University, Private University, Deemed to be University shall appoint Ombudsperson for redressal of grievances of students under the UGC (Redressal of Grievances of Students) Regulations, 2019. For Institutions which are offering diploma level course(s) and are affiliated to Board of Technical Education (BTE), the concerned Directorate of Technical Education (DTE) shall appoint an Ombudsperson for redressal of grievances of students.

Under clause 6(iv) of these regulations, AICTE is required to appoint Ombudsperson for institutions which are not affiliated to any University and offering Diploma, Post Diploma, Post Graduate Certificate, Post Graduate Diploma Course(s) in Management, Computer Applications & Travel and Tourism.

In view of the above provisions in the Regulations, AICTE has appointed the Ombudsperson for the redressal of grievances of students of AICTE approved PGDM institutions as per details below.

Dr. Devi Singh
Former Director, IIM, Lucknow
C/o Public Grievance Redressal Cell
All India Council for Technical Education
Nelson Mandela Marg
New Delhi – 110070
E-mail: pubgrv@aicte-india.org

All AICTE approved institutions shall furnish, prominently, on its website and in its prospects, all relevant information in respect of the Student Grievance Redressal Committee(s) coming in its purview and the Ombudsperson for the purpose of appeals.


(Prof. Rajive Kumar)
Member Secretary

To,
The Director/ Principal
All AICTE approved Institutions

GRIEVANCE REDRESSAL COMMITTEE (FOR STUDENTS)

The Director is pleased to constitute a Grievance Redressal Committee for students for the year i.e. 2022-23 with the following as its members.

S.No.	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1	Prof. K.S.Harish	Professor & Program Chair-Business Analytics	Coordinator	9391114939	propharish@ssim.ac.in
2	Prof. S.F. Chandrasekhar	Professor & Chairperson-Research & Publications	Member	9391114937	chandra@ssim.ac.in
3	Dr. Arijit Santikary	Associate Professor & Program Chair- PGDM	Member	9963713840	arijitsantikary@ssim.ac.in
4	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS	Member	9966727078	jayalakshmi@ssim.ac.in
5	Dr. V. Annapurna	Associate Professor & Program Chair-FPM	Member	9247131505	annapurna@ssim.ac.in
6	Sri. M. Pardhasaradhi	Associate Professor & PGP Chair	Member	7799207014	mpardhasaradhi@ssim.ac.in
7	Sri. M. Chaithanya	Assistant Professor & PGP Co-Chair	Member	9160054499	mchaithanya@ssim.ac.in
8	Sri. K. Sreehari	Associate Professor & Controller of Examinations	Member	9391115088	sreehari@ssim.ac.in
9	Ms. E.N.Shalini	Student(Senior)	Member	97017618091	shalini2021@ssim.ac.in
10	Ms. Aanchal Srivastava	Student(Senior)	Member	9676855344	aanchal2021@ssim.ac.in
11	Sri. Vijay Bhaskar Reddy	Student(Senior)	Member	9182436187	vijaybhaskar.2021@ssim.ac.in
12	Sri. Yadam Siva Satya Narayana	Student(Junior)	Member	6309009450	satyanarayana2022@ssim.ac.in
13	Sri. Nune Kiran Kumar	Student(Junior)	Member	9010390363	kiran2022@ssim.ac.in
14	Ms. Chapala Nikitha	Student(Junior)	Member	7032872922	nikitha2022@ssim.ac.in

Grievance Redressal Committee (for faculty and staff)

The Director is pleased to constitute a Grievance Redressal Committee (for faculty and staff) for the year 2021-22 with the following as its members.

SI NO	NAME	DESIGNATION	POSITION	PHONE	EMAIL
1.	Dr. S.V.Ramana Rao	Director	Coordinator	9959110061	ramanarao@ssim.ac.in
2.	Prof. S.F. Chandrasekhar	Professor & Chairperson-Research & Publications	Member	9391114937	chandra@ssim.ac.in
3.	Dr. Arijit Santikary	Associate Professor & Program Chair- PGDM	Member	9963713840	arijitsantikary@ssim.ac.in
4.	Prof. K.S.Harish	Professor & Program Chair-Business Analytics	Coordinator	9391114939	propharish@ssim.ac.in
5.	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS	Member	9966727078	jayalakshmi@ssim.ac.in
6.	Dr. V. Annapurna	Associate Professor & Program Chair-FPM	Member	9247131505	annapurna@ssim.ac.in
7.	Sri. M. Pardhasaradhi	Associate Professor & PGP-Chair	Member	7799207014	mpardhasaradhi@ssim.ac.in
8.	Sri. M. Chaithanya	Assistant Professor & PGP Co-Chair	Member	9160054499	mchaithanya@ssim.ac.in
9.	Sri. K. Sreehari	Associate Professor & Controller of Examinations	Member	9391115088	sreehari@ssim.ac.in
10.	Sri. K.N. Srinath	Chief Finance Officer	Member	9849665857	srinath@ssim.ac.in

Disciplinary Committee

The Director is pleased to constitute a Disciplinary Committee for the year 2022 - 2023 with the following as its members.

Disciplinary Committee should look into Students Disciplinary including Examinations mal-practices, to reduce the number of mal-practice cases, to reduce the number of student's misbehaviour cases.

1.	Dr. S.V. Ramana Rao	Director
2.	Dr. Arijit Santikary	Associate Professor & Program Chair- PGDM
3.	Prof. K.S. Harish	Professor & Program Chair-Business Analytics
4.	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS
5.	Dr. V. Annapurna	Associate Professor & Program Chair-FPM
5.	Sri K. Sreehari	Associate Professor & Controller of Examinations
6.	Dr. S.F. Chandrasekhar	Professor, & Chairperson-Research & Publications
8.	Sri. M. Pardhasaradhi	Associate Professor & PGP Chair
9.	Sri. M. Chaithanya	Assistant Professor & PGP Co-chair

• Establishment of Internal Complaint Committee (ICC)

Anti-Sexual Harassment Committee / Internal Complaint Committee:

Establishment of Internal Complaint Committee as per section 4 of Sexual Harassment of women at work place. The cell is required to conduct necessary enquiry about the grievances and counsel the erring students as well as recommend the necessary disciplinary action to the management, wherever necessary. Grievance Redressal Committee for Sexual Harassment is headed by Dr. V. Jayalakshmi, Associate Professor & Program Chair-BIFS and the members are as follows:

SI. NO	NAME	DESIGNATION	POSITION	PHONE	EMAIL	GENDER
1	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS	Chairman	9966727078	jayalakshmi@ssim.ac.in	Female
2	Dr. V. Annapurna	Associate Professor & Program Chair-FPM	Member	9247131505	annapurna@ssim.ac.in	Female
3	Smt. K Grace Mani	Assistant Professor & GM-Placements & Corporate Relations	Member	9848385276	grace@ssim.ac.in	Female
4	Smt. Kiranmayi Patel	Assistant Professor	Member	9491883885	kiranmayip@ssim.ac.in	Female
5	CA K.N. Srinath	Chief Finance Officer	Member	9849665857	srinath@ssim.ac.in	Male
6	Sri. Naveen Kumar Chanda	Manager - Facilities		9989415342	naveen@ssim.ac.in	Male
7	Smt. C.S Meena	Assistant Manager-Administration	Member	9542003363	meena@ssim.ac.in	Female
8	Sri. Charan Reddy	Student (Senior)	Member	9346842920	charan2021@ssim.ac.in	Male
9	Sri. M. Sai Krishna	Student (Senior)	Member	9398576032	molula2021@ssim.ac.in	Male
10	Ms. A. Niharika	Student (Senior)	Member	9290290936	niharika2021@ssim.ac.in	Female
11	Ms. T. Gnana Prasuna	Student (Junior)	Member	8500262182	gnana2022@ssim.ac.in	Female
12	Ms. Prem Sheela Paswan	Student (Junior)	Member	9392793658	premsheela2022@ssim.ac.in	Female
13	Ms. Yedla Shashi Keerthi	Student (Junior)	Member	8639871377	keerthi2022@ssim.ac.in	Female
14	Mrs. Sirisha Guttikonda	Director, Be A Volunteer Foundation	Member	9885391133	beavolunteerfoundation@gmail.com	Female

The objectives are:

- To create awareness among students, faculty and other staff about what constitutes sexual harassment and how to be alert to it.
- To educate the person (s) concerned about proper reporting of such an incident when it occurs in the classroom or college premises

The Role of the cell is to provide guidance and counselling in these matters. Student Coordinators/members will be nominated by the faculty from different section of PGDM to represent their class in the anti-sexual harassment cell and they will be the go-to person if any such incident happens in the classroom or campus.

• Establishment of Committee for SC/ST

The Director is pleased to constitute SC/ST Committee for the year 2022 - 2023 with the following as its members.

This committee looks into the specific issues relating to SC and ST, as per the constitution.

The following constitute the SC/ST committee of SSIM

SL. NO	NAME	DESIGNA-TION	POSITION	PHONE	EMAIL	GENDER
1	Prof. S.F. Chandrasekhar	Professor & Chairperson-Research & Publications	Coordinator	9391114937	chandra@ssim.ac.in	Male
2	Prof. K.S.Harish	Professor & Program Chair-Business Analytics	Member	9391114939	profharish@ssim.ac.in	Male
3	Dr. V. Jayalakshmi	Associate Professor & Program Chair-BIFS	Member	9966727078	jayalakshmi@ssim.ac.in	Female
4	Dr. Arijit Santikary	Associate Professor & Program Chair-PGDM	Member	9963713840	arijitsantikary@ssim.ac.in	Male
5	Dr. V. Annapurna	Associate Professor & Program Chair-FPM	Member	9247131505	annapurna@ssim.ac.in	Female
6	Sri. M. Pardhasaradhi	Associate Professor & PGP-Chair	Member	7799207014	mpardhasaradhi@ssim.ac.in	Male
7	Sri. M. Chaithanya	Assistant Professor & PGP Co-Chair	Member	9160054499	mchaithanya@ssim.ac.in	Male
8	Sri. Samson Jacob	Student (Senior)	Member	7330849182	samson2021@ssim.ac.in	Male
9	Ms. Ashwini	Student (Senior)	Member	8019073894	ashwini2021@ssim.ac.in	Female
10	Ms. A. Madhuri	Student (Senior)	Member	7995155905	madhuri2021@ssim.ac.in	Female
11	Sri. Sangu Anjireddy	Student (Junior)	Member	9347360816	sangu2022@ssim.ac.in	Male
12	Ms. T.P. Sneha	Student (Junior)	Member	8106632518	snehatp2022@ssim.ac.in	Female
13	Ms. Vundekodu Charitha	Student (Junior)	Member	9059839390	charitha2022@ssim.ac.in	Female

• **Internal Quality Assurance Cell**

Institute has constituted an eleven member team (including student's) for quality assurance under the guidance of Director, SSIM.

Members:

1.	Chairperson	Dr. S.V. Ramana Rao, Director
2.	Professor	Dr. Pavan Patel
	Professor	Dr. K. S. Harish
	Associate Professor	Sri. K. Sreehari
	Associate Professor	Dr. V. Annapurna
	Associate Professor	Dr. V. Jayalakshmi
	Associate Professor	Dr. Arijit Santikary
	Assistant Professor	Smt. Damandeep Johar
3.	Associate Vice President	Smt. Deepika Sampathy
4.	Chief Finance Officer	CA. K.N. Srinath
5.	Director, MESCO Institute of Management & Computer Sciences	Prof. Mohammad Masood Ahmed
6.	Student	<u>Seniors:</u>
		Sri. Pariti Prudhveer
		Sri. Mahenderkar Adarsh
		<u>Juniors:</u>
		Ms. Yella Arshita
		Sri. V. Saaketh Reddy
		Sri. N. Saicharan
7.	Human Resource Director	Sri. Lakshmpathi Itha GVK BIO, Hyderabad
8.	Executive Director, Celkon Mobiles, Hyd.	Sri. Murali. R
9.	Employer	Sri Vijay Chityala Assistant Vice President, Berkedia Services India Pvt. Ltd. Hyderabad
		Sri. Ravikanth Thogarcheti Director, Data & Analytics Metrics4 Analytics Pvt. Ltd. Hyderabad.
10.	Stakeholder	Sri. B. Deva Sahayam
11.	Coordinator of the IQAC	Sri. T. Thirumal Reddy, Assistant Professor

6. Programmes

- Name of Programmes approved by AICTE

1. Post Graduate Diploma in Management
2. Post Graduate Diploma in Management – Banking Insurance Finance and Services (PGDM-BIFS)
3. Post Graduate Diploma in Management – Business Analytics



- Name of Programmes Accredited by NBA

1. Post Graduate Diploma in Management

- Total number of Courses

1. Post Graduate Diploma in Management
2. Post Graduate Diploma in Management – Banking Insurance Finance and Services (PGDM-BIFS)
3. Post Graduate Diploma in Management – Business Analytics

- No. of Courses for which applied for Accreditation : 2 Programs

• Status of Accreditation of the Courses

NBA Accreditation Status			
1	Programmes / Courses Accredited	PGDM	PDGM – BIFS
2	Accredited	Accreditation for the Academic Years 2020-21 to 2022 – 2023 i.e., upto 30-06-2023	Applied and SAR Submitted (in August, 2021)

NATIONAL BOARD OF ACCREDITATION

NBCC Place, East Tower, 4th Floor, Bhisham Pitamah Marg,
Pragati Vihar, New Delhi-110 003
Tel: +91 11 2436 0620-22, 2436 0654 ; Telefax: +91 11 4308 4903
Website: www.nbaind.org



F. No. 11-238-2016-NBA

Date: 02-03-2020

To,

The Principal
Siva Sivani Institute of Management,
NH7, Kompally, Secunderabad-500 100,
Telangana

Subject: Accreditation status of Management program applied by Siva Sivani Institute of Management, NH7, Kompally, Secunderabad-500 100, Telangana.

Sir,

This has reference to your Application ID No. 4243-01/11/2019 seeking accreditation by National Board of Accreditation to Management program offered by Siva Sivani Institute of Management, NH7, Kompally, Secunderabad-500 100, Telangana.

2. An Expert Team conducted on-site evaluation of the program during 15th-16th February, 2020. The report submitted by the Expert Team was considered by the concerned Committees constituted for the purpose in NBA. The competent authority in NBA has approved the following accreditation status to the program as given in the table below:

S. No.	Name of the Program(s) (PG)	Basis of Evaluation	Accreditation Status	Period of validity	Remarks
(1)	(2)	(3)	(4)	(5)	(6)
1.	Post Graduate Diploma in Management	July, 2017 Document	Accredited	Academic Years 2020-21 to 2022-2023 i.e., up to 30-06-2023	Accreditation status granted is valid for the period indicated in Col.5 or till the program has the approval of the competent authority, whichever is earlier.

3. It may be noted that only students who graduate during the validity period of accreditation, will be deemed to have graduated with an NBA accredited degree.

4. The accreditation status awarded to the program as indicated in the above table does not imply that the accreditation has been granted to Siva Sivani Institute of Management, NH7, Kompally, Secunderabad-500 100, Telangana as a whole. As such, the Institution should nowhere along with its name including on its letter head etc. write that It is accredited by NBA because it is programme accreditation and not Institution accreditation. If such an instance comes to NBA's notice, this will be viewed seriously. Complete name of the programme(s) accredited, level of programme(s) and the period of validity of accreditation, as well as the date from which the accreditation is effective should be mentioned unambiguously whenever and wherever it is required to indicate the status of accreditation by NBA.

5. The accreditation status of the above program is subject to change on periodic review, if needed by the NBA. It is desired that the relevant information in respect of accredited programme as indicated in the table in paragraph 2, appears on the website and information bulletin of the Institute.

6. The accreditation status awarded to the program as indicated in table in paragraph 2 above is subject to maintenance of the current standards during the period of accreditation. If there are any changes in the status (major changes of faculty strength, organizational structure etc.), the same are required to be communicated to the NBA, with an appropriate explanatory note.

Contd/-

7. A copy of Report of Chairman of the Visiting Team and Evaluators' report in respect of the above program is enclosed.

8. If the Institute is not satisfied with the decision of NBA, it may appeal within thirty days of receipt of this communication giving reasons for the same and by paying the requisite fee.

Yours faithfully,



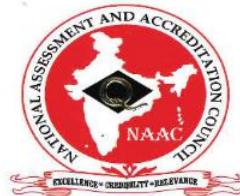
(Dr. Anil Kumar Nassar)
Member Secretary

Ends.: 1. Copy of Report of Chairman of the Visiting Team.
2. Copy of Expert Report of the Visiting Team.

Copy to:

1. Director Technical Education
2nd Floor, Vidya Bhavan, Opp. Latha Talkies
Nampally, Hyderabad, Telangana- 500001
2. Accreditation File
3. Master Accreditation file of the State

NAAC Accreditation Status		
1	Accredited	GRADE B+ CGPA – 2.58 (30/11/2021)



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद
 विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

*The Executive Committee of the
 National Assessment and Accreditation Council
 is pleased to declare the
 Siva Sivani Institute of Management
 Ruby Block, Kompally, Secunderabad, Telangana as
 Accredited
 with CGPA of 2.58 on four point scale
 at B+ grade
 valid up to November 29, 2026*

Date : November 30, 2021

*S. C. Sharma
 Director*



EC(SC)/82/2nd Cycle/TSCOGN17307



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission

Quality Profile

Name of the Institution : Siva Sivani Institute of Management

Place : Ruby Block, Kompally, Secunderabad, Telangana

Criteria	Weightage (W_i)	Criterion-wise Weighted Grade Point ($Cr WGP_i$)	Criterion-wise Grade Point Averages ($Cr WGP_i / W_i$)
I. Curricular Aspects	150	440	2.93
II. Teaching-Learning and Evaluation	300	872	2.91
III. Research, Innovations and Extension	150	258	1.72
IV. Infrastructure and Learning Resources	100	329	3.29
V. Student Support and Progression	090	175	1.94
VI. Governance, Leadership & Management	090	208	2.31
VII. Institutional Values and Best Practices	100	246	2.46
Total	$\sum_{i=1}^7 W_i = 980$	$\sum_{i=1}^7 (Cr WGP_i) = 2528$	

$$Institutional CGPA = \frac{\sum_{i=1}^7 (Cr WGP_i)}{\sum_{i=1}^7 W_i} = \frac{2528}{980} = \boxed{2.58}$$

Grade = B⁺

Date : November 30, 2021



S.C. Channa
Director

- This certification is valid for a period of Five years with effect from November 30, 2021
- An institutional CGPA on four point scale in the range of 3.51 - 4.00 denotes A⁺ grade, 3.26 - 3.50 denotes A⁺ grade, 3.01 - 3.25 denotes A grade, 2.76 - 3.00 denotes B⁺ grade, 2.51 - 2.75 denotes B⁺ grade, 2.01 - 2.50 denotes B grade, 1.51 - 2.00 denotes C grade
- Scores rounded off to the nearest integer

EC(SC)/82/2nd Cycle/TSCOGN17307

- For each Programme the following details are to be given (Preferably in Tabular form):

Programs Details

Sr. No.	Course	Number of Seats	Duration	Cut off Marks	Fee
1	PGDM	180	24 Months	50% in qualifying exam	Rs.6,50,000
2	PGDM - BIFS	60	24 Months	50% in qualifying exam	Rs.6,50,000
3.	PGDM-BA	60	24 Months	50% in qualifying exam	Rs.7,50,000

- **Placements Facilities:** The institute provides placement facilities to the students of all four programs.
- **Campus Placement** in last three years with minimum salary, maximum salary and average salary:

Year	Students Placed	Minimum Salary (Rs. in Lakhs)	Maximum Salary (Rs.in Lakhs)	Average Salary (Rs.in lakhs)
PGDM				
2021-22	Ongoing			
2020-21	73	2.70 LPA	10 LPA	4.18 LPA
2019-20	80	3.30 LPA	7 LPA	4.46 LPA
2018-19	98	2.22 LPA	10.50 LPA	4.62 LPA
PGDM - BIFAAS				
2021-22	Ongoing			
2020-21	24	2.71 LPA	10 LPA	4.27 LPA
2019-20	42	3 LPA	6.75 LPA	4.73 LPA
2018-19	53	2.25 LPA	6 LPA	4.22 LPA
PGDM - MARKETING				
2020-21	15	275000	5.55 LPA	4.20 LPA
2019-20	29	3.50 LPA	7 LPA	4.72 LPA
2018-19	50	2.50 LPA	10 LPA	4.44 LPA
PGDM - BA				
2021-22	Ongoing			

Batch 2021-22 (ONGOING)

S.NO	NAME OF COURSE	Is Course Eligible For Placement?	Number Of Companies Visited	Number Of Students Passed	Number Of Dropout Students	Number Of Eligible Students	Number Of Students Placed in IT	Number Of Students Placed in Non IT	Total Student Placed (IT+ Non IT)	Lowest Package (In Lakhs)	Highest Package (In Lakhs)
1	PGDM	YES									
2	PGDM - BIFS	YES									
3	PGDM - BA	YES									

Batch 2020-21 (ONGOING)

S.NO	NAME OF COURSE	Is Course Eligible For Placement?	Number Of Companies Visited	Number Of Students Passed	Number Of Dropout Students	Number Of Eligible Students	Number Of Students Placed in IT	Number Of Students Placed in Non IT	Total Student Placed (IT+ Non IT)	Lowest Package (In Lakhs)	Highest Package (In Lakhs)
1	PGDM	YES									
2	PGDM - BIFS	YES									
3	PGDM - BA	YES									

Batch 2019-21

S.NO	NAME OF COURSE	Is Course Eligible For Placement?	Number Of Companies Visited	Number Of Students Passed	Number Of Dropout Students	Number Of Eligible Students	Number Of Students Placed in IT	Number Of Students Placed in Non IT	Total Student Placed (IT+ Non IT)	Lowest Package (In Lakhs)	Highest Package (In Lakhs)
1	PGDM - BIFAAS	YES	67	38	NA	38	NA	24	24	300000	100000
2	PGDM	YES	130	100	4	96	5	68	73	250008	100000
3	PGDM -MKT	YES	96	21	3	21	NA	15	15	275000	550000

- Name and duration of Programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is Foreign Collaboration, give the following details:
 - Details of the Foreign University
 - Name of the University
 - Address
 - Website
 - Accreditation status of the University in its Home Country
 - Ranking of the University in the Home Country

-- NOT APPLICABLE --

- Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both within and outside the country
- Nature of Collaboration
- Conditions of Collaboration
- Complete details of payment a student has to make to get the full benefit of Collaboration
- For each Programme Collaborated provide the following:
 - Programme Focus
 - Number of seats
 - Admission Procedure
 - Fee (as approved by the state government)
 - Placement Facility
 - Placement Records for last three years with minimum salary, maximum salary and average salary
 - Whether the Collaboration Programme is approved by AICTE? If not whether the Domestic/Foreign University has applied to AICTE for approval

-- NOT APPLICABLE --

7. Faculty

- Course/Branch wise list Faculty members:

List of Full Time Faculty Members: (AY 2022-23)

Sl. No.	Name	Unique IDs	Designation	Qualification	Specialization	Work Experience in Years		
						Teaching	Industry	Total
1.	Prof. S.F. Chandra Sekhar	1-484197123	Professor	Ph.D, MSW, MBA	HR	26	6	32
2.	Prof. N.C. Rajyalakshmi	1-484197147	Professor	Ph.D, MBA	Finance	25	2	27
3.	Prof. Pavan Patel	1-484197151	Professor	Ph.D, MIRPM	HRM, Strategic Management, Innovation Management	25	3	28
4.	Prof. S.V. Ramana Rao	1-740685096	Professor	Ph.D, MBA	Finance	27	1	28
5.	Prof. K.S. Harish	1-484197143	Professor	Ph.D, MSc	Business Analytics, Statistics, QT OR, BRM, OM	27	1	28
6.	Sri K. Sree Hari	1-484197139	Asso. Professor	M.Sc.	IT	31	NIL	31
7.	Sri M. Pardhasaradhi	1-484197175	Asso. Professor	M.Com.	Corporate Accounting, Personal Financial Planning	20	7	27
8.	Sri T. Thirumal Reddy	1-484197227	Asst. Professor	PGDBA	Marketing Consumer Behaviour	14	5	19
9.	Sri B. Lohith Kumar	1-484197259	Asst. Professor	MBA	Finance	11	4	15
10.	Dr. V. Annapurna	1-484197291	Asso. Professor	Ph.D, MBA	Finance	25	NIL	25
11.	Dr. Arjjit Santikary	1-484197267	Asso. Professor	Ph.D, MBA	Marketing & HR	13	3	16
12.	Dr. V. Jayalakshmi	1-503525531	Asso. Professor	Ph.D, M.COM	Finance, Insurance	24	1	25
13.	Sri Rahul Jain	1-484197215	Asst. Professor	PGDBA	HR	13	1	14
14.	Smt. Damandeep Johar	1-2072737544	Asst. Professor	PGDM	HR	8	5	13
15.	Smt. K. Grace Mani	1-2965752145	Asst. Professor	MBA	Marketing	10	11	21
16.	Sri T. Subash Tej	1-2939061420	Asst. Professor	MCA	IT	17	1	18
17.	Smt. Kiranmayi Patel	1-2965742627	Asst. Professor	MBA	Finance & Systems	6	2	8
18.	Dr. G. Uma Maheswari	1-4712857449	Asst. Professor	Ph.D, MBA	HR & Marketing	14	3	17
19.	Mr. M. Balanji Reddy	1-9424267106	Asst. Professor	MBA	Finance	11	1	12
20.	Mr. A. Dinesh	1-9425908781	Asst. Professor	MBA	Communications	4	0	4
21.	Mr. Kishor Chandra Sahu	1-9425909008	Asst. Professor	MBA	Marketing	6	13	19
22.	Dr. P. Mathivanan	1-9426118211	Asst. Professor	Ph.D, MBA	Analytics	3	5	8
23.	Ms. Pushpa Machani	1-9528173728	Asst. Professor	MBA	Entrepreneurship	12	2	14
24.	Mr. M. Chaithanya	1-9535575893	Asst. Professor	PGDBA	Marketing & Operations	9	9	18
25.	Smt. G. Sindhuja	1-10971919556	Asst. Professor	PGDM	Banking & Financial Services	4	3	7
26.	Mr. Ch. Karteek		Academic Associate	PGDM		2	2	3
27.	Dr. K. Subba Rama Sarma	1-27876715841	Asst. Professor	Ph.D., MBA	Data Sciences	19	01	20
28.	Mr. Mohit Nigam		Asst. Professor	PGDM	Marketing	3	13	16
29.	Mrs. Samarita Roy		Asst. Professor	MBA	Communications	10	2	12
30.	Dr. Shubhra Johri		Asst. Professor	Ph.D.	Finance	17	-	17
31.	Dr. Gowri Kusuma		Asst. Professor	Ph.D.	HRM	15	-	15
32.	Dr. Shambhavi Tamrakar		Asst. Professor	Ph.D., MBA	Marketing	10	1	11
33.								
33.	Mr. S. Shashidhar	1-9535659733	Contractual Faculty	MBA	Product Analysis	5	-	5
34.	Dr. Biswajit Rath	1-11010934431	Contractual Faculty	Ph.D., MBA	Analytics	10	-	10
35.	Smt. Radhika Nidumolu	1-10989756581	Contractual Faculty	MBA	Macro Economics	5	-	5

- Permanent Faculty – 31
 - Academic Associate – 1
 - Number of Faculty employed and left during the last three years
 - Contractual Faculty – 3
 - Permanent Faculty: Student Ratio – 1 : 20
 - Adjunct Faculty – 7

Year	No. of Faculty Joined	No. of Faculty Left	Total no. of Faculty
2022-23	13	11	30
2021-22	13	11	30
2020-21	9	11	30

8. Profile of Vice Chancellor/ Director/ Principal/Faculty

- For each Faculty give a page covering with Passport size photograph

Director	
• Name	Prof. S.V. Ramana Rao
• Date of Birth	25-07-1970
• Unique ID	1-740685096
• Education Qualifications	Ph.D, MBA
• Work Experience	
• Teaching	28
• Research	
• Industry	1
• others	
• Area of Specialization	Finance
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Postgraduation Level – Corporate Finance, IAPM, FD, Investment Banking
• Research guidance (Number of Students) :	1 Ph.D
• No. of papers published in National/ International Journals/ Conferences	26
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	NIL
• Patents (Filed & Granted)	2 Published
• Technology Transfer	NIL
• Research Publications (No.of papers published in National/International Journals/Conferences)	26
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	NIL

Faculty	
• Name	Prof. S.F. Chandra Sekhar
• Date of Birth	05-04-1966
• Unique ID	1-484197123
• Education Qualifications	Ph.D, MSW, MBA
• Work Experience	
• Teaching	31
• Research	27
• Industry	6
• others	-
• Area of Specialization	HR
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Principles of Mgmt., Organizational Behaviour, HRM, HRD, Managing Diversity, Strategic Management, Business Research Methods.
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	105
• Master (Completed/Ongoing)	220
• Ph.D. (Completed/Ongoing)	23
• Projects Carried out	6
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	105
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	13

Faculty	
• Name	Prof. Pavan Patel
• Date of Birth	01-06-1970
• Unique ID	1-484197151
• Education Qualifications	Ph.D, MIRPM, LL.B , PGC (Corporate Strategy)
• Work Experience	
• Teaching	27
• Research	15
• Industry	3
• others	NIL
• Area of Specialization	HRM, Strategic Management, Innovation Management
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Post Graduate & Fellowship Programme
• Research guidance (Number of Students) :	Ph.D. : 02
• No. of papers published in National/ International Journals/ Conferences	47
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	47
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	01

Faculty	
• Name	Prof. K.S. Harish
• Date of Birth	23-02-1967
• Unique ID	1-484197143
• Education Qualifications	Ph.D, MSc, MBA
• Work Experience	
• Teaching	28
• Research	12
• Industry	1
• others	
• Area of Specialization	Business Analytics, Statistics, QT OR, BRM, OM
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Statistics, OR, BRM, BA, Marketing Analytics, Machine Learning
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	7
• Master (Completed/Ongoing)	
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	One Consulting Assignment
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	7
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	2

Faculty	
• Name	Sri K. Sree Hari
• Date of Birth	01-07-1965
• Unique ID	1-484197139
• Education Qualifications	M.Sc.
• Work Experience	
• Teaching	32
• Research	-
• Industry	-
• others	-
• Area of Specialization	IT
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	ITM, MIS, ERP, TABLEAU, R
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	-
• Master (Completed/Ongoing)	-
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	3
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Sri M. Pardhasaradhi
• Date of Birth	23-07-1971
• Unique ID	1-484197175
• Education Qualifications	M.Com.
• Work Experience	
• Teaching	19
• Research	
• Industry	7
• others	
• Area of Specialization	Corporate Accounting, Personal Financial Planning
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Accounting & Finance
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	06
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	NA
• Patents (Filed & Granted)	Granted
• Technology Transfer	NA
• Research Publications (No.of papers published in National/International Journals/Conferences)	06
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	NA

Faculty	
• Name	Sri T. Thirumal Reddy
• Date of Birth	05-07-1978
• Unique ID	1-484197227
• Education Qualifications	PGDBA
• Work Experience	
• Teaching	13
• Research	-
• Industry	5
• others	-
• Area of Specialization	Marketing Consumer Behaviour
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Management, Services Marketing & CRM, Consumer Behaviour, Digital & Social Media Marketing
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	10
• Master (Completed/Ongoing)	150
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	1
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	8
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Sri B. Lohith Kumar
• Date of Birth	27-10-1977
• Unique ID	1-484197259
• Education Qualifications	MBA
• Work Experience	-
• Teaching	10
• Research	5
• Industry	4
• others	-
• Area of Specialization	Finance
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Corporate Finance, Investment Management, Financial Modelling & Corporate Valuation
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	9
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	6
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Dr. V. Annapurna
• Date of Birth	06-06-1971
• Unique ID	1-484197291
• Education Qualifications	Ph.D., MBA, M.Com
• Work Experience	
• Teaching	25
• Research	10
• Industry	NIL
• others	NIL
• Area of Specialization	Finance
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Financial Mgmt, Project Mgmt., Corporate Finance, Mgmt. of Financial Services, Derivatives, Capital Markets, International Financial Mgmt.
• Research guidance (Number of Students) :	0
• No. of papers published in National/ International Journals/ Conferences	8/ 6
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	0
• Patents (Filed & Granted)	0
• Technology Transfer	0
• Research Publications (No.of papers published in National/International Journals/Conferences)	8 / 6
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	<p>1. Practice of General Insurance Telugu Akademi, Hyderabad. (Under Centrally Sponsored Scheme of Production of Books –Govt. of India in MHRD, New Delhi). ISBN:978-81-8180-535-3</p> <p>2. Regulation of Insurance Business Telugu Akademi, Hyderabad. (Under Centrally Sponsored Scheme of Production of Books –Govt. of India in MHRD, New Delhi). ISBN:978-81-8180-555-3</p>

Faculty	
• Name	Dr. Arijit Santikary
• Date of Birth	06-03-1983
• Unique ID	1-484197267
• Education Qualifications	Ph.D, MBA
• Work Experience	
• Teaching	13
• Research	
• Industry	3
• others	
• Area of Specialization	Marketing & HR
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	PGDM
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	16
• Master (Completed/Ongoing)	180
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	1
• Patents (Filed & Granted)	1
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	16
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	2

Faculty	
• Name	Dr. V. Jayalakshmi
• Date of Birth	05-07-1966
• Unique ID	1-503525531
• Education Qualifications	Ph.D, M.COM
• Work Experience	
• Teaching	23
• Research	
• Industry	1
• others	-
• Area of Specialization	Finance, Insurance
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Insurance Subjects, Business Law, Accounting, Indian Ethos & Business Ethics
• Research guidance (Number of Students) :	PGDM – 12
• No. of papers published in National/ International Journals/ Conferences	Management Cases – 3
• Master (Completed/Ongoing)	Completed : M.Com
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	14
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	6

Faculty	
• Name	Sri Rahul Jain
• Date of Birth	01-01-1985
• Unique ID	1-484197215
• Education Qualifications	PGDBA
• Work Experience	
• Teaching	12
• Research	2
• Industry	1
• others	2
• Area of Specialization	HR
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	NA
• Research guidance (Number of Students) :	NA
• No. of papers published in National/ International Journals/ Conferences	1
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Pre-Phd.Completed
• Projects Carried out	NA
• Patents (Filed & Granted)	NA
• Technology Transfer	NA
• Research Publications (No.of papers published in National/International Journals/Conferences)	1
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	NA

Faculty	
• Name	Smt. Damandeep Johar
• Date of Birth	18-05-1986
• Unique ID	1-2072737544
• Education Qualifications	PGDM
• Work Experience	
• Teaching	9.5
• Research	2
• Industry	-
• others	4½
• Area of Specialization	HR
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Hr, Communications
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	1
• Master (Completed/Ongoing)	P.G.D.M
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	1 Case Published
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	ET Cases - 2021

Faculty	
• Name	Smt. K. Grace Mani
• Date of Birth	21-08-1975
• Unique ID	1-2965752145
• Education Qualifications	MBA
• Work Experience	
• Teaching	9½
• Research	
• Industry	11
• others	
• Area of Specialization	Marketing
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Consumer Behaviour, Marketing Management, Integrated Marketing Communications
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	-
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Sri T. Subash Tej
• Date of Birth	25-08-1979
• Unique ID	1-2939061420
• Education Qualifications	MCA
• Work Experience	
• Teaching	18
• Research	
• Industry	1
• others	
• Area of Specialization	IT
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Excel for Managers, Management Information Systems, Operations Research, SQL & Data Mining, Project Management
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	-
• Master (Completed/Ongoing)	MBA - Ongoing
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Smt. Kiranmayi Patel
• Date of Birth	26-05-1978
• Unique ID	1-2965742627
• Education Qualifications	MBA, LLB (Ph.D)
• Work Experience	
• Teaching	5
• Research	
• Industry	2
• others	
• Area of Specialization	Finance & Systems
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Statistics for Decision Making, Business Analytics, Operation Research, Research Methodology
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	2
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	4
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mr. M. Balanji Reddy
• Date of Birth	26-07-1985
• Unique ID	1-9424267106
• Education Qualifications	MBA
• Work Experience	
• Teaching	11
• Research	
• Industry	1
• others	
• Area of Specialization	Finance
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Managerial Economics, Corporate Finance, Management Accounting, Management of Financial Services, Investment Management
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	20
• Master (Completed/Ongoing)	124
• Ph.D. (Completed/Ongoing)	NA
• Projects Carried out	
• Patents (Filed & Granted)	2
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	10
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mr. A. Dinesh
• Date of Birth	29-03-1989
• Unique ID	1-9425908781
• Education Qualifications	MA, M.Phil, PhD.
• Work Experience	
• Teaching	5
• Research	7 (PhD. & M.Phil)
• Industry	0
• others	-
• Area of Specialization	Communications, English Language Studies
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Business English, Managerial Communication – I, II & III
• Research guidance (Number of Students) :	5
• No. of papers published in National/ International Journals/ Conferences	5
• Master (Completed/Ongoing)	5 / 16
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	5
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mr. Kishor Chandra Sahu
• Date of Birth	22-06-1975
• Unique ID	1-9425909008
• Education Qualifications	MBA
• Work Experience	
• Teaching	4.8
• Research	4
• Industry	12.5
• others	
• Area of Specialization	Marketing
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Mgmt, Sales Mgmt, Retail Mgmt. Market Research, Managerial Accounting, Project Mgmt.
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	11
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	
• Patents (Filed & Granted)	
• Technology Transfer	
• Research Publications (No.of papers published in National/International Journals/Conferences)	11
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	A peek into the Chocolate World: The sweet Story: Lambert Academic Publishing – ISBN - 978613818767

Faculty	
• Name	Dr. P. Mathivanan
• Date of Birth	03-05-1983
• Unique ID	1-9426118211
• Education Qualifications	Ph.D, MBA, BE.
• Work Experience	
• Teaching	2
• Research	1
• Industry	5
• others	
• Area of Specialization	Analytics
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	OB & HRM, Strategic Management & Business Policy
• Research guidance (Number of Students) :	8
• No. of papers published in National/ International Journals/ Conferences	5
• Master (Completed/Ongoing)	8
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	5
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Ms. Pushpa Machani
• Date of Birth	29-03-1983
• Unique ID	1-9528173728
• Education Qualifications	MBA
• Work Experience	
• Teaching	11
• Research	
• Industry	2
• others	
• Area of Specialization	Entrepreneurship
• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	40
• No. of papers published in National/ International Journals/ Conferences	National – 3 International – 4
• Master (Completed/Ongoing)	Completed (2003-2005)
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	National – 3 International – 4
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mr. M. Chaithanya
• Date of Birth	02-08-1981
• Unique ID	1-9535575893
• Education Qualifications	PGDBA
• Work Experience	
• Teaching	8
• Research	
• Industry	9
• others	
• Area of Specialization	Marketing & Operations
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Management, Services Marketing & CRM, Digital & Social Media Marketing, Service Operations Management
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	2
• Master (Completed/Ongoing)	150
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	Preparation of Purchase Manual for ECIL
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	1
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mrs. G. Sindhuja
• Date of Birth	15-02-1993
• Unique ID	1-10971919556
• Education Qualifications	PGDM
• Work Experience	4.5
• Teaching	8 months
• Research	
• Industry	3.10
• others	
• Area of Specialization	Banking & Financial Service
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Banking Law & Operations, Financial Planning & Wealth Management Asset Liability Management, Management of Financial Services
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	-
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No.of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Dr. K. SUBBA RAMA SARMA
• Date of Birth	24-03-1978
• Unique ID	1-27876715841
• Education Qualifications	Ph.D., MBA
• Work Experience	
• Teaching	19
• Research	-
• Industry	01
• others	-
• Area of Specialization	DATA SCIENCES
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Operations Research Supply Chain Management Operations Management
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	4
• Master (Completed/Ongoing)	-
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	08
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	03

Faculty	
• Name	Mr. MOHIT NIGAM
• Date of Birth	24-02-1985
• Unique ID	1-43464074425
• Education Qualifications	PGDM
• Work Experience	
• Teaching	2.5
• Research	4
• Industry	13
• others	-
• Area of Specialization	MARKETING
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	4
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	MRS. SAMARPITA ROY
• Date of Birth	30-05-1983
• Unique ID	1-43516621758
• Education Qualifications	MBA
• Work Experience	
• Teaching	2
• Research	3
• Industry	2
• others	10 Yrs. As Freelance Writer, Editor & Teacher
• Area of Specialization	<ul style="list-style-type: none"> • Managerial Communication – • Global Business Communication Management Practices and Organisational Behaviour • Human Capital Management • Managerial Skill Development
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	DR. GOWRI KUSUMA
• Date of Birth	03-11-1979
• Unique ID	1-43516621890
• Education Qualifications	Ph.D.
• Work Experience	
• Teaching	15
• Research	4
• Industry	-
• others	-
• Area of Specialization	HRM
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	HRM, MOB STRATEGIC MANAGEMENT
• Research guidance (Number of Students) :	PG Level – 75
• No. of papers published in National/ International Journals/ Conferences	11 (International) 16 (National)
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	5 Projects for MGNCRE
• Patents (Filed & Granted)	NIL
• Technology Transfer	NIL
• Research Publications (No. of papers published in National/International Journals/Conferences)	9
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	2+1=3

Faculty	
• Name	DR. SHUBHRA JOHRI
• Date of Birth	01-05-1981
• Unique ID	1-43516621826
• Education Qualifications	Ph.D.
• Work Experience	
• Teaching	17
• Research	-
• Industry	
• others	-
• Area of Specialization	FINANCE
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	2
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	20
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Dr. Shambhavi Tamrakar
• Date of Birth	24/06/1987
• Unique ID	1-43522038438
• Education Qualifications	Ph.D., MBA
• Work Experience	
• Teaching	10
• Research	4
• Industry	1
• others	-
• Area of Specialization	Marketing
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Corporate Finance Economics
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	4
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Completed
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	2
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	1

Faculty	
• Name	BIPUL KUMAR
• Date of Birth	24-06-1994
• Unique ID	1-43516621964
• Education Qualifications	MBA
• Work Experience	
• Teaching	1 yr.
• Research	
• Industry	2 yrs.
• others	-
• Area of Specialization	Marketing
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Business Analytics
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	1
• Master (Completed/Ongoing)	Completed
• Ph.D. (Completed/Ongoing)	Ongoing
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	DR. RAJU GUNTUKULA
• Date of Birth	11-05-1988
• Unique ID	1-43516621918
• Education Qualifications	<i>Ph.D. Economics</i>
• Work Experience	
• Teaching	<i>10 months.</i>
• Research	<i>4 months</i>
• Industry	-
• others	-
• Area of Specialization	<i>Economics, Econometrics</i>
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	<i>Business Analytics</i>
• Research guidance (Number of Students) :	-
• No. of papers published in National/ International Journals/ Conferences	<i>10</i>
• Master (Completed/Ongoing)	<i>Completed</i>
• Ph.D. (Completed/Ongoing)	<i>Completed</i>
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	<i>05</i>
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Mr. S. Shashidhar
• Date of Birth	27-05-1982
• Unique ID	1-9535659733
• Education Qualifications	MBA
• Work Experience	
• Teaching	5
• Research	-
• Industry	-
• others	-
• Area of Specialization	Product Analytics
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	
• Master (Completed/Ongoing)	-
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Dr. Biswajit Rath
• Date of Birth	04-07-1973
• Unique ID	1-11010934431
• Education Qualifications	Ph.D., MBA
• Work Experience	
• Teaching	10
• Research	-
• Industry	-
• others	-
• Area of Specialization	Fraud & Risk Analytics
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	
• Master (Completed/Ongoing)	-
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

Faculty	
• Name	Smt. Radhika Nidumolu
• Date of Birth	11-01-1980
• Unique ID	1-10989756581
• Education Qualifications	MBA
• Work Experience	
• Teaching	5
• Research	-
• Industry	-
• others	-
• Area of Specialization	Macro Economics
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	
• Research guidance (Number of Students) :	
• No. of papers published in National/ International Journals/ Conferences	
• Master (Completed/Ongoing)	-
• Ph.D. (Completed/Ongoing)	-
• Projects Carried out	-
• Patents (Filed & Granted)	-
• Technology Transfer	-
• Research Publications (No. of papers published in National/International Journals/Conferences)	-
• No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	-

9. Fee

- Details of Fee, as approved by State Fee Committee, for the Institution

Sl. No.	Course	Number of Seats	Duration	Fee	Hostel Fee (for 2 years)
1	PGDM	120	24 Months	6,50,000/-	1,75,000/-
2	PGDM	60	24 Months	6,50,000/-	1,75,000/-
3	PGDM (Banking Insurance and Financial Service)	60	24 Months	6,50,000/-	1,75,000/-
4	PGDM (Business Analytics)	60	24 Months	7,50,000/-	1,75,000/-

- Number of Fee Waivers / Scholarship offered - **Not Applicable**
- Number of scholarship offered by the Institution, duration and amount : **Not Applicable**
- Criteria for fee waivers/scholarship: **Not Applicable**

10. Admission

- Number of seats sanctioned with the year of approval for the year 2021-22

Program	Course ID	Sanctioned Intake
PGDM	1-1366018332	180
PGDM – BIFS	1-1366018329	60
PGDM - Business Analytics	1-1366018336	60
Fellowship Program in Management	1-9577130658	20

- Number of Students admitted under various categories each year in the last three years

Program	Sanctioned Intake	2022-23	Sanctioned Intake	2021-22	Sanctioned Intake	2020-21
PGDM	180	Admission in progress	180	89	120	110
PGDM – BIFS	60	Admission in progress	60	18	60	47
PGDM – Marketing	60	Not Available	60	-	60	-
PGDM - General	60	Not Available	60	-	60	-
PGDM	60	Not Available	60	-	60	34
PGDM-Business Analytics	60	Admission in progress	60	21	60	14
Fellowship Program in Management	20	Admission in progress	0	0	0	0

- Number of applications received during last two years for admission under Management Quota and number admitted

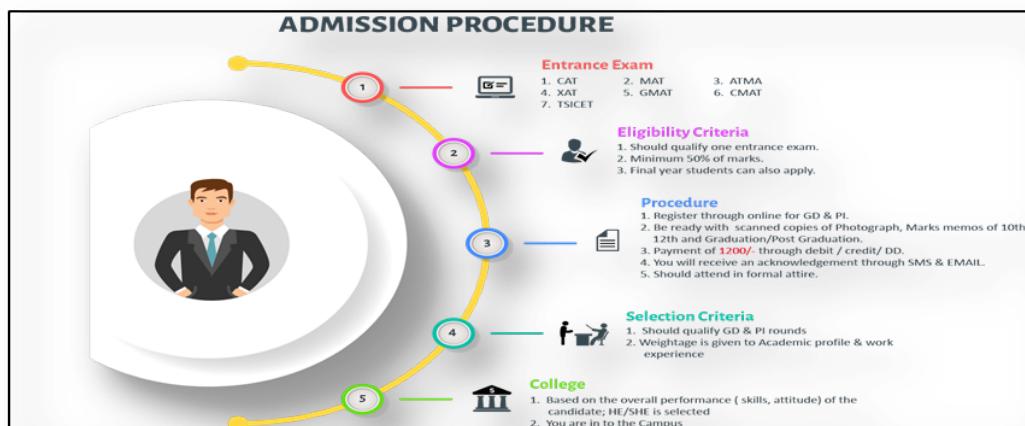
11. Admission Procedure

- Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)
 - Mention the admission test being followed, name and address of the Test agency and its URL (web site); CMAT / CAT/XAT/ATMA/ MAT / TS ICET (State conducted test)
 - Test Agency for CMAT – All India Council for Technical Education, Chanderlok Bldg., 7th floor, Janpath, New Delhi – 110001 Tel. No. 022-22828446 email – helpdesk@aicte-india.org (URL – www.aicte-india.org)
 - Test Agency for CAT – Indian Institute of Management. Kozhikode IIMK Campus P. O., Kozhikode, Kerala, India, PIN - 673 570 PH: +91-495-2803001 Fax: +91-495-2803010-11 (URL – www.iimk.ac.in) The test is conducted jointly by six Indian Institutes of Management
 - Test Agency for XAT – XLRI, Circuit House Area (East), Jamshedpur-831035, Jharkhand (India) Ph.: +91 - 657 - 398 3333 email - xlwebmaster@xlri.ac.in (URL – www.xlri.ac.in)
 - Test Agency for ATMA- Association of Indian Management Schools (AIMS) D No: 6-3-668/10/76, First Floor, Near Sri Kalyana Venkateshwara Temple, Durga Nagar Colony, Punjagutta, Hyderabad – 500082, email-atma.secretariat@gmail.com ,(URL-www.atmaims.com)
 - Test Agency for MAT - All India Management Association, 15 Link Road, Lajpat Nagar 3, New Delhi - 110024 Tel. No. 011-47673000 email - mat@aima.in (URL - <http://www.aima.in>)
 - Test agency for TS ICET- Telangana State Higher of Education Council- 1st floor, JNTU Masab Tank Campus, Mahaveer Marg, Opp. Mahaveer Hospital, Hyderabad – 500 028, eMail : tscets2017@gmail.com, URL-www.tsicet.nic.in
- Number of seats allotted to different Test Qualified candidate separately (AIEEE/ CET (State conducted test/ University tests/ CMAT/ GPAT)/ Association conducted test etc.)

CMAT / XAT / ATMA / MAT / CAT / ICET State conducted test

Course Name	CMAT	MAT	ATMA	CMA T	TS ICET	SNAP	Others
PGDM	11	26	3	3	23	1	47
PGDM – BIFS		8	3		4		8
PGDM – BA	1	1			11		10

Student Selection Process for the AY 2022-23



- **Calendar for admission against Management/vacant seats:**
- Last date of request for applications
- Last date of submission of applications
- Dates for announcing final results
- Release of admission list (main list and waiting list shall be announced on the same day)
- Date for acceptance by the candidate (time given shall in no case be less than 15days)
- Last date for closing of admission
- Starting of the Academic session
- The waiting list shall be activated only on the expiry of date of main list
- The policy of refund of the Fee, in case of withdrawal, shall be clearly notified

----- NOT APPLICABLE -----

12. Criteria and Weightages for Admission

Cut off for overall test scores or individual sections of the test for the admission process:

During the selection process, aggregate scores (of all entrance exams) are considered and there is no separate sectional cut-offs for short-listing of applicants. 50 percent weight is given for the overall score in the admission process and the merit list is prepared considering score in the Aptitude test, GD, PI, Academics and Work experience.

S.No.	Components	Weight ages
01	Scores of Aptitude Test (CAT/XAT/MAT/CMAT/ATMA/GMAT)	50 marks
02	Academic Performance in Degree, 12th Standard and 10th Standard	10 marks
03	Work Experience	05 marks
04	Group Discussion	20 marks
05	Personal Interview	15 marks
	Total	100 marks

13. List of Applicants

- List of candidate whose applications have been received along with percentile/percentages core for each of the qualifying examination in separate categories for open seats. - NOT APPLICABLE.
- List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise) – NOT APPLICABLE.

14. Results of Admission Under Management seats/Vacant seats

- Composition of selection team for admission under Management Quota with the brief profile of members (This information be made available in the public domain after the admission process is over) - NOT APPLICABLE-
- Score of the individual candidate admitted arranged in order of merit -NOT APPLICABLE-
- List of candidate who have been offered admission
- Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate
- List of the candidate who joined within the date, vacancy position in each category before operation of waiting list

----- NOT APPLICABLE -----

INFRASTRUCTURE

Classrooms & Learning facilities

Siva Sivani Institute of Management (SSIM) is a standalone institution approved by AICTE, has an infrastructure in line with AICTE norms. The Institute has planned and constructed the infrastructure which facilitates the curricular and co-curricular activities. All the departments are fully equipped with the necessary infrastructure to meet the ever-increasing requirements with adequate class rooms, seminar halls, tutorial rooms, library, labs and enough space for hosting all academic activities. The following are the details of the classroom and learning facilities available in the campus:

Total Classroom facilities in the institution:

Year	No. Of Rooms	Tutorial Rooms	Seminar Hall	English Lab	Computer Lab
2018 – 2019	10	3	1	1	1
2019 – 2020	10	3	1	1	1
2020 – 2021	10	3	1	1	1
2021 – 2022	10	3	1	1	1
2022 – 2023	10	3	1	1	1

- Classrooms are well-equipped with ICT facilities to meet the curriculum requirements at SSIM. Each classroom has the capacity to accommodate 60 students and tutorial room with 25 students
- Wi-Fi facility on 24*7 basis is available for students in the classrooms as well as in the campus
- Each classroom is equipped with PA system and video player system for lecture delivery.
- Each classroom is equipped with white board so as to facilitate the faculty member for better explanation of student queries/numericals along with the presentation.
- Classrooms are well ventilated and well lit. False ceiling in the classes ensures no echo effect and good sound quality during the presentations.
- All classrooms are having air conditioners, podiums, uninterrupted power supply etc. All the rooms relate to CCTVs for safety and security of the student's belongings.
- The sitting arrangement in the classrooms is such that the faculties can move around freely and conduct various classroom activities.
- The SSIM seminar hall with a seating capacity of 200 students provide the students an opportunity to hold guest lectures, Management Fest's and screen films on Management.



Entrance to SSIM Campus

SSIM Administrative Building

SSIM Classrooms



Classroom 1

SSIM Classrooms



Classroom 2

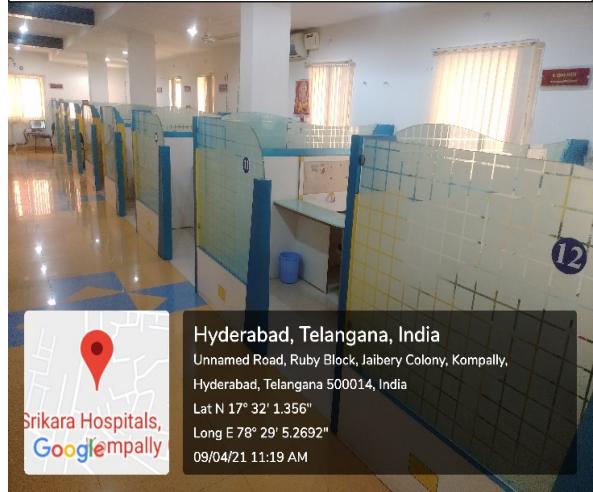
Faculty Rooms:

- Adequate number of cabins / rooms are available for faculty in different floors
- Faculty cabins are provided with necessary space for students to come and discuss with their respective faculty guides / Mentors.
- Faculty members have been provided with laptops
- Adequate furniture and storage cub boards, ventilation is provided in all the faculty cabins.
- All the faculties have the provision of printing facility from printer server located in each faculty floor.

SSIM Faculty Block, 1st Floor



SSIM Faculty Block, 2nd Floor



Library

Library at Siva Sivani Institute of Management is known as "Learning Resource Centre". The library caters the needs to variety of clientele such as students, faculty, Research Scholars and others. The learning resources are available in hard as well as soft copy. The well-equipped library of the SSIM provides books of various subjects and specializations catering to Management, Technical, and Law fields. National and International Journals are subscribed on monthly basis, to enhance student's awareness on current topics. The library is accessible on all seven days of the week for students. The SSIM library located in the central part of the Institute with a wide space allowing natural light and air and more space for all sections of the library with a sufficient seating capacity.

The library is Located in an Independent Building with an Area of 527.85 Sq. m.

Equipped with modern infrastructure with a reading capacity for 130 students

1. Books and Journals Acquisition Section
2. Book stock section
3. Journals section
4. Book review section
5. Reference books Section
6. Theses section/ Project Reports/ Research Section
7. Reprography Section
8. Reading Rooms with 130 Seating Capacity.
9. Book Bank section
10. Circulation Section
11. Digital library / Multimedia section
12. Book processing section
 - The library Located in an Independent Building with an Area of 527.85 Sq. m.
 - Equipped with modern infrastructure with a reading capacity for 130 students.

Relevance of available learning resources including e-resources

Every academic year the textbooks & Reference Books are procured on demand of faculty /students Indent is obtained by teachers for textbooks at the beginning of each trimester & procured. Books on demand by teachers procured at any time.

Titles and Volumes: 38036

Number of Titles: 5952

Books Number of Titles

Academic Year	Existing	Added	Total
2019 – 2020	5661	176	5837
2020 – 2021	5837	0	5837
2021 – 2022	5837	90	5927
2022 – 2023	5927	25	5952

Books Number of Volumes:

Academic Year	Existing	Added	Total
2019 – 2020	35202	1859	37061
2020 – 2021	37061	0	37061
2021 – 2022	37061	376	37437
2022 – 2023	37437	599	38036

Journals:

The SSIM library subscribes to several journals and e-journals in different areas of management. In addition to foreign journals, currently the library subscribes to 57 national journals, 45 exchange journals, 10 International Journals, and 30 magazines &newspapers. In all 142 journals have been subscribed in various areas of management. The collection includes prestigious journals like Harvard Business Review, Asian Economic Review, Indian Journal of Finance, HR review, Indian Journal of Industrial Relations, ICFAI Journal of Organizational Behaviour etc.

Academic Year	National	International	Exchange	News Papers & Magazines
2019 – 2020	56	15	45	30
2020 – 2021	52	Nil	45	9
2021 – 2022	43	NIL	45	9
2022 – 2023	44	17	45	30

Membership with other Institutions

Academic Year	DELNET	The Case Centre	NDL Club Membership
2022 – 23	Membership Paid	Membership paid	Yes
2021 – 22	Membership Paid	Membership Paid	Yes
2020- 21	Membership Paid	Membership Paid	Yes
2019- 20	Membership Paid	Membership Paid	Yes

Digital Collection

The purpose of the Electronic Resources Collection is digital reading materials should be added to the library collection in order to develop a balanced collection of materials to meet the information needs of faculty, staff and students in accordance to the library's mission statement and the General Collection Development, it facilitates that Library acquires electronic and digital resources in a variety of formats to fulfil the curricular requirements and institutional mandate

Online Database: Case Studies

Academic Year	Case Centre Cases Membership	Number of Case Titles	Number of Volumes
2022 - 23	Paid	114	834
2021 - 22	Paid	102	602
2020 - 21	Paid	157	1305
2019 - 20	Paid	15	150
	Total	388	2891

Online Databases: e-Journals

Academic Year	EBSCO(Business Elite)	J-Gate	DELNET	Open Source
2022 - 23	Ebsco	J-Gate	Delnet	9
2021 - 22	Ebsco	J-Gate	Delnet	9
2020 - 21	Ebsco	J-Gate	Delnet	9
2019 - 20	Ebsco	J-Gate	Delnet	9

Online Databases: e-Books

Academic Year	Delnet	Ebsco : 9040 e-book collection on Mgt. & Business Books	NDL (open Source, HRD Govt.of India)
2022 - 23	Delnet	EBSCO	NDL
2021 - 22	Delnet	EBSCO	NDL
2020 - 21	Delnet	EBSCO	NDL
2019 - 20	Delnet	EBSCO	NDL

Usage Reports of Digital/Online Databases & Library

Academic Year	EBSCO	J-Gate	Library	EBSCO e-Books
2022 - 23	7359		16850	
2021 - 22	4227	174	16200	67
2020 - 21	8280	201	1250	16
2019 - 20	6534	297	15250	2344

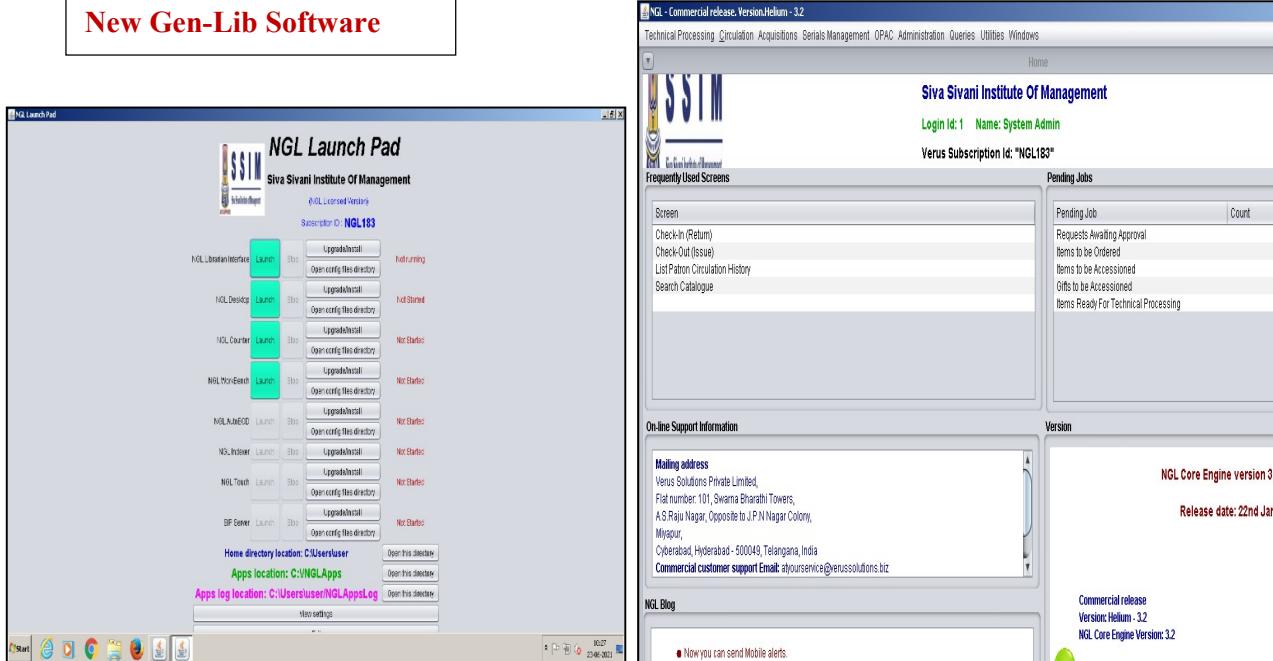
Resources Accessing: Library Books

The library at the institute follows open access system to users (students and faculty), users can browse the books available at terminals, go to the respective bins, pick up the book for either reading in the library or borrow the same. Automated issue and return of books are handled by the library staff by using "New Gen-lib" an integrated library management software an automated process. Borrowing books is to be allowed for a period of 15 days and can be renewal if there is no demand registered for the book. The due dates (Slips) are tracked to give necessary reminders to the users to return the books. Demand for the books that are not readily available for reading can be registered with the librarian who will make effort to secure return of the book from the present borrower and provide the same as per the demand.

Library Catalogue: OPAC online public Access catalogue

- OPAC provides the access of the SSIM library database.
- OPAC allows the users to know the library collection and status of the library resources.
- OPAC allows the users to search the database by Title, Author, Call number, Accession Number of the Document / Book.
- The user can access SSIM OPAC from any computer connected to the SSIM LAN.
- For SSIM Books Database click on: **10.68.109.1:8080/newgenlibctxt**

New Gen-Lib Software



E-Resources Accessing:

Accessible through the Internet Static IP of the Institute on campus also available on remote access through user name and password. Periodically conducting training / user orientation to students/faculty for utilization of library resources and online databases.

User can Access the following databases through ssim.ac.in/library/ website or google from any computer or lap tap connected to the SSIM Static IP.

For e-Books Click on : search.ebscohost.com
Select e-Book collection

For DELNET e-Books & e-Journals Database click on : [delnet](http://delnet.ernet.in)
Select : new discovery portal

For e-Journals Click on: search.ebscohost.com
Select Business source elite

For e-Books Click on: search.EBSCHost.com → Select e-Book collection

For Access of J-Gate Database for e-Journals : <http://jgateplus.com>
National Digital Library (NDL) click on : ndl.iitkgp.ac.in
(individual registration is required)

For SSIM Books Database click on : 10.68.106.2:8080/newgenlibctx

For NPTEL DIGIMAT Video Lectures click on : Digimat.in

A gateway for free access e-journals on Business & management of various Publishers

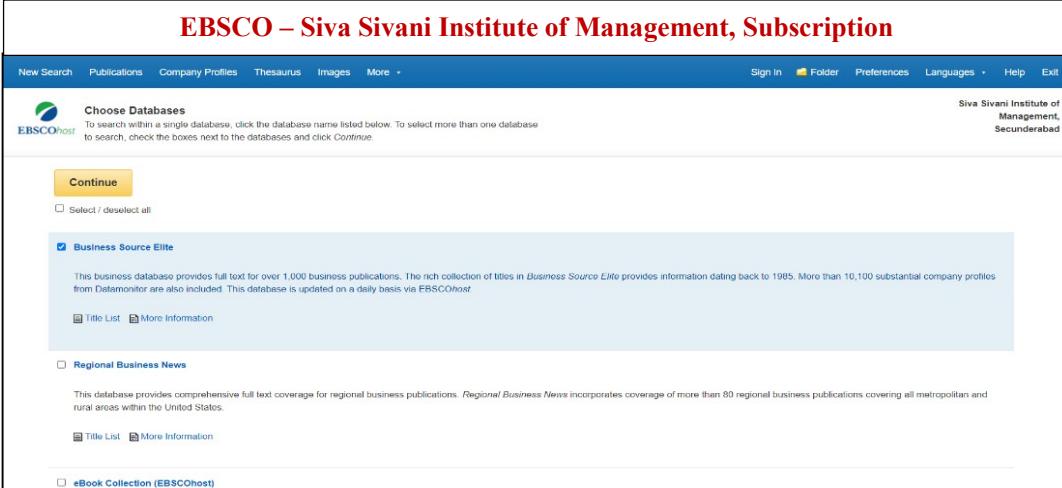
List of e-journals available online (Open source International Journals)

1. **Journal of Management and Marketing Research**
<http://aabri.com/jmmr.html>
2. **International Journal of Supply and Operations Management**
<http://www.ijsom.com/>
3. **International Journal of Economics, Finance and Management Sciences**
<http://www.sciencepublishinggroup.com/j/ijefm>
4. **Journal of Financial Risk Management Scientific Research Publishing**
<http://www.scirp.org/journal/ifrm>
5. **Journal of Logistics Management Scientific and Academic Publishing**
www.sapub.org/journal/archive.aspx?journalid=1089&issueid=2378
6. **Business and Management Journals**
<http://www.omicsonline.org/business-and-management-journals.php>
7. **Springer open journals**
<https://www.springeropen.com/journals#Business-and-Management>
8. **Journal of Risk and Financial Management**
<http://www.mdpi.com/journal/jrfm>

Training Programme on EBSCO Database

Academic Year	EBSCO Database
2021 – 22	Yes
2020- 21	Yes
2019- 20	Yes

EBSCO – Siva Sivani Institute of Management, Subscription



EBSCO E - Journals



EBSCO E - Books

New Search
Dictionary
eBooks
Sign In
Folder
Preferences
Languages
Help
Exit

Siva Sivani Institute of Management, Secunderabad



Searching: eBook BusinessCore (EBSCOhost) | Choose Databases
Enter any words to find books, journals and more
Search



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LOGIN
AICTE

Siva Sivani Institute of Management

Search for Scholarly Content

Author Finder Journal Finder Advanced Search

Access Covid-19 research here

Your Gateway to e-Journal Literature

We offer a

Searchable Database of

DELNET E – Journals & E Books

User Manual / Usage Statistics / Know your ILL-Book Status / Your Account / Contact DELNET / Log Out
Your membership will be active for 200 days, needs renewal thereafter.
Language: English

Institution : Siva Sivani Institute of Management



HAPPY NEW YEAR 2021



Search the DELNET Digital Library Resources

All Fields
---Select Format---
Q Find
Advanced

You are accessing union catalog of Books, Journals etc.

Full-text Digital Library Resources

Knowledge Gainer Portal

Language Learning Portal

Manuscripts & Rare Books

E-JOURNALS (Full-Text)

SSIM – Shodh_Ganga

SSIM – Shodh_Sindhu

SSIM – NDLI

Book bank Scheme – Students will be provided with text books under book bank scheme at the beginning (on the first day) of the each (3) trimester on returnable basis at the end of the trimester. Borrowing of books –Each student will be permitted to take three books (text books and reference books) apart from the books given in the Book bank scheme. Faculty are entitled to take 15 books at any point of time per a period of 3 months.

Library Working Hours:

Monday to Saturday	8.00 AM to 9.00 PM
Sunday & Holidays	9.00 AM to 4.00 PM
During Vacations	9.00 AM to 4.00 PM
During Examinations	8.00 AM to 10.00 PM

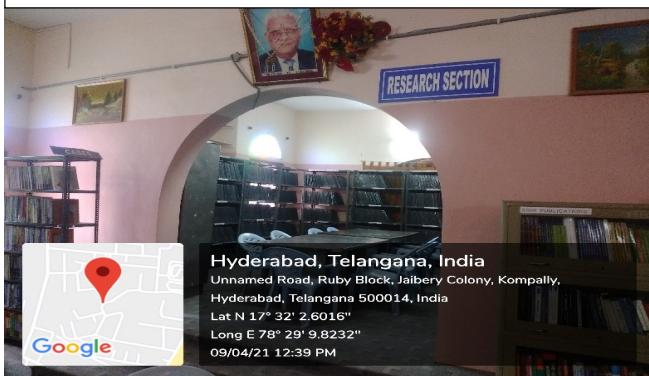
Visitor Register

2022-23	Yes
2021-22	Yes
2020-21	Yes
2019-20	Yes

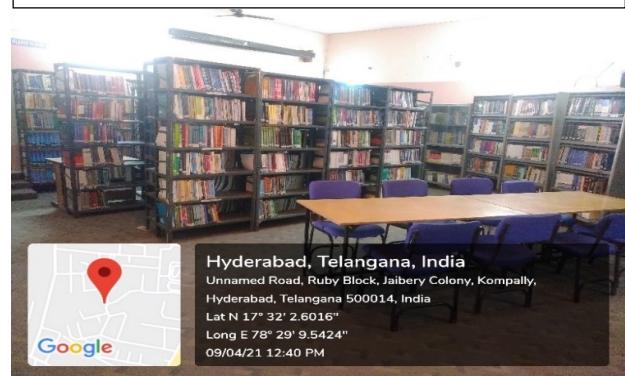
Support Services Provided by the Library:

1. Reference Service
2. Reprography Service
3. OPAC Service
4. Internet Access Service- entire campus including library is Wi-Fi enabled
5. User orientation & training on online Databases service is provided.
6. In-house & Remote access to e- Resources, EBSCO, J-Gate, Delnet, NDL, en.bookfi.net/s/
7. Assistance to searching Databases
8. Information deployment & Notifications Information display boards are Placed at prominent location in the library.
9. Information downloads from databases
10. Printout service on request.

SSIM Library Research Section



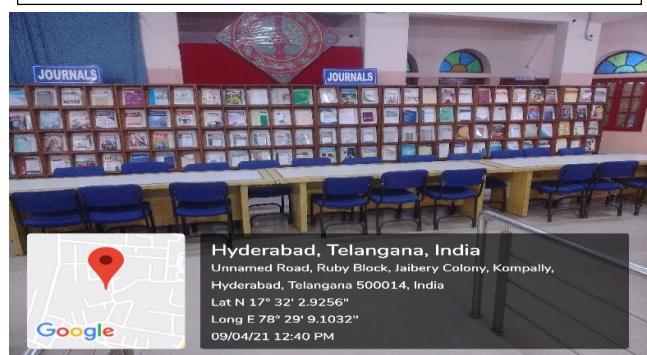
SSIM Library Books Section



SSIM Library References Section



SSIM Library Journals Section



Details about Library at glance:

1. Total Area of Library (Sq.Mts)	: 527.85 Sq.Mts.
2. Total Seating Capacity	: 130
3. Average number of books issued/returned per day	: 35
4. Average number of visitors per day	: 65
5. Automation in Library	: NewGenlib Integrated Library Mgt. S/W
6. Accessibility to internet & multimedia	: Static IP address of the SSIM
7. CDs and DVDs on different subjects are available including soft skills and many topics in management	: 592
8. Institutional Membership with other Networks	: 1. Delnet 2. Case Centre
9. Journal Exchange Agreement with other B-Schools In India	: 45

Library Expenditure

The budget an important document for planned and successful operation of a library. It co-ordinates between the policies, finance and administrative functions. The library is an institution that incurs several expenses on books, journals and other learning materials etc. The librarian and the library advisory committee has to play vital role in planning and allocation of budget to library observations in various services provided by the library.

The SSIM constituted library Advisory committee, and on the request of the librarian it recommend to allocate the budget as requirement to various services provided by the library. It is a regular process in the library.

Description	ACY 2022 - 23	ACY 2021 - 22	ACY 2020 - 21	ACY 2019 – 20
Library Books	34155	27673-20	Nil covid-19	66306.25
Text Books	385467	181572-80	Nil covid-19	921459.25
National Journals	100604	86620	90360	84860
International Journals	81615	Nil	Nil covid -19	162047
News Papers & Magazines	41959	25372	3985	34541
Online databases (Ebsco e-journals, J-Gate, & EBSCO e-books)	351293	453703	460385	447273
Library Mgt. S/W AMC (newGenlib)	14160	14160	14160	12390
Journals Back Volumes Binding	Nil	Nil	Nil	29570
Case Centre Cases & Membership	215467.26	147202-16	284742.42	39461.63
Library Furniture Book Rocks	Nil	Nil	Nil	303104
Delnet Membership	13570	13570	13570	13570
Postal Charges	2500	Nil	600	
Total	1240790.26	949872	867802	2114761

IT Infrastructure

- All the faculties and students are provided with a laptop with continuous Wi-fi facility throughout the campus on 24*7 basis, creating a learning environment for enabling them to do the academic activities like accessing journals, preparing presentations, drafting reports etc.
- All the classrooms, Tutorial rooms and Seminar Hall are equipped with ICT technology to facilitate progressive learning.
- The computer centre in the campus has strong centralized control over the desktops and laptops providing necessary maintenance and security measures.
- All departments are equipped with state-of-the-art computing facility. Adequate number of PCs with latest configuration and equipment's are present in the department.
- In-house maintenance staff are available for all the desktops and laptops malfunctions.

Summary of computing facility is depicted in Table given below:

Sl. No.	Description	Total Quantity	Specifications
1	IBM Server	1	IBM SERVER X 3400, Xenon Dual Core, 1.86Ghz, 2 GB RAM
2	Lab Desktop	60	ACER I3 8Gen 8 GB Ram 500 GB HDD
3	Laptop	31	ACER I3 6Gen 8GB Ram 1TB HDD
4	Laser Jet Printers & Scanner	20	SAMSUNG ML2850 – 1, SAMSUNG ML1676 – 1, CANON IMAGE – 1, CANON IMAGE PLUSE – 1, HP LASERJET 1018 – 1, HP LaserJet M1005 – 1, HP LASERJET 1020 PLUS 12
5	Colour printer	2	SAMSUNG CLX- 6260FR 1 EPSON L380 1
6	LCD projectors	14	Hitachi / Epson / Zeronics
7	Xerox	3	CANON / Kyocera
8	Firewall	1	TACITINE – EN6200
9	Wireless Access Points	30	Ruckus AP
10	Television Sets	3	SAMSUNG

List of Software's available:

Sl. No.	Description	Total Quantity
1.	MS Windows	100
2.	MS Office	300
3.	SPSS	10
4.	TALLY Multiuser	1
5.	CORAL DRAW	1
6.	Drill Bit (plagiarism check)	1
7.	NSE Finance Lab	30
8.	SHL – Language Testing Software	1000
9.	Office 365 for Students	300
10.	Zoom	200

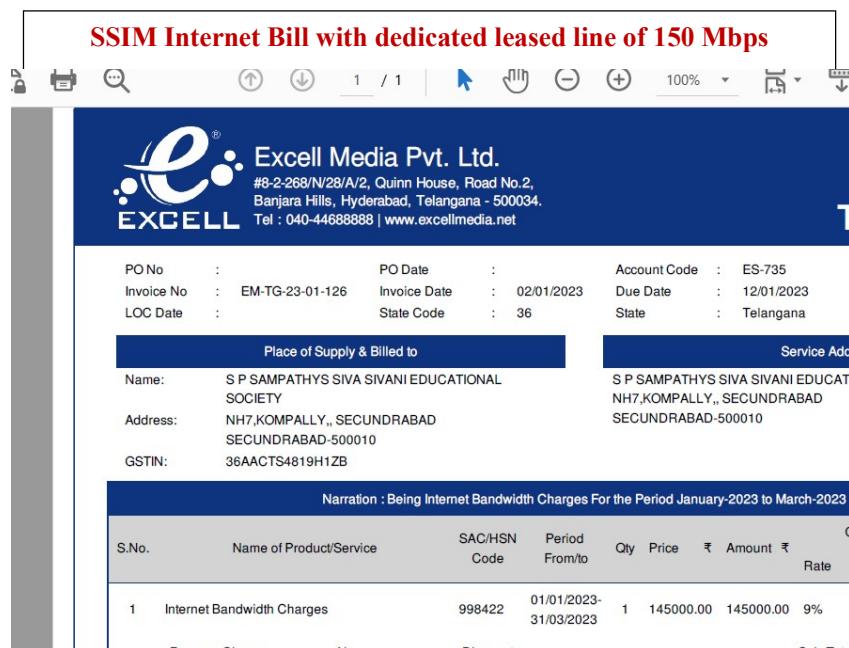
Microsoft Windows Licenses

Microsoft Office 365 Licenses

Tacitine Firewall

Details of Internet facility

Number of servers for Institute	1
Name of the Internet Provider	EXCEL MEDIA
Available Bandwidth	150 MBPS
Access Speed	1:1
Availability of Internet in an exclusive Labs	Yes
Availability in Department and other units	Yes
Institute own Email facility to Faculty/students	Yes
Security/Privacy to Email/Internet Users	Yes - Firewall



Learning Management System

SSIM's learning management system (CAMU) uses software application which is a web based technology used to plan, implement and access a specific learning resources. SSIM has subscribes for different sources through which student can access various resources like journals, case studies, articles, PDF files etc.

SSIM enables the students to access these learning resources from any geographical location i.e. from SSIM host server or any other remote system access. Students are provided with the individual user ids and passwords for accessing the same. The training for accessing these learning resources is provided by the concerned resource centre people periodically. During the pandemic, most of the academic activities have been initiated through CAMU which has the integrated tools for both Audio and Video conferencing. It has the ability to record the sessions and can be used for future reference.

SSIM also uses a software application CAMU for Administration, Documentation, tracking and reporting. This application caters different stakeholders like students, faculty, parents and admin staff in the areas of Academics, Examinations, Accounts and Operations

Siva Sivani Institute of Management (SSIM) Software Application – Administration, Documentation, tracking, reporting – CAMU.

SSIM-LMS CAMU facilitates in generating various reports for different domains/functions.

- **SSIM-LMS (CAMU) for Students:** All the activities associated to the students can be generated for all areas concerned to students.

SSIM-LMS (CAMU) for Faculty: It enables faculty to have complete details on Subject timetables, Dept. timetables, staff timetables, Subject mapping, Teaching plans, etc.

SSIM-LMS (CAMU) for Billing & Revenue: CAMU helps the finance department with various reports in the areas like fee dues, receipts summary, revenue report, Outstanding summary, budget reports etc.

SSIM-LMS (CAMU) for Examinations:

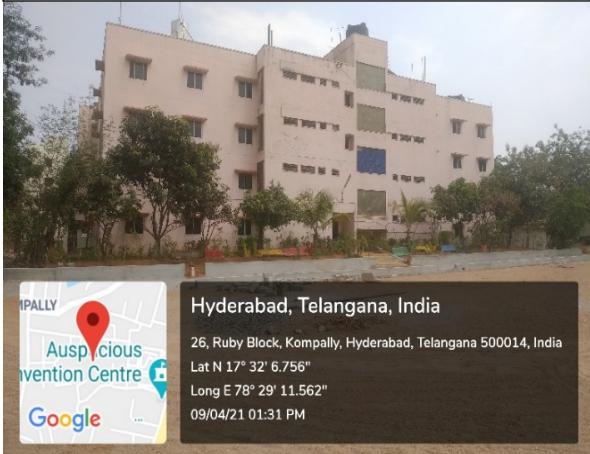
CAMU assists the examinations department by providing all the related information like Scheduling, seating arrangement, Evaluation report, generating hall tickets, Transcript printing, attendance report.

Hostel

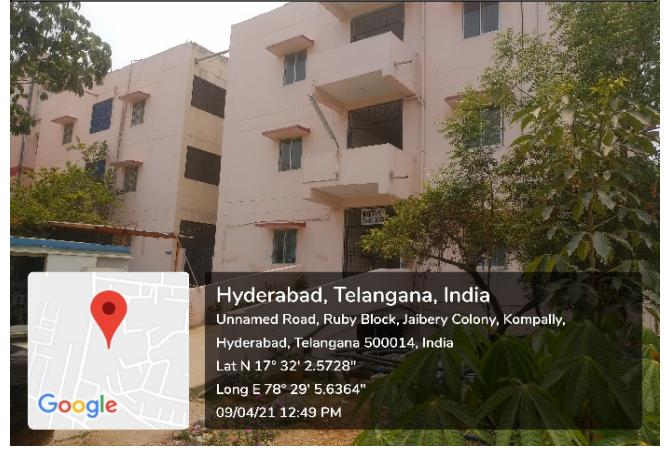
- SSIM owns three separate Hostels for boys and girls within the campus having separate caring wardens.
- Boys hostel is having the capacity of 196 which can be accommodated in 96 rooms
- Hostel facility is provided to all the non-local and Local students on requirement basis.

- There is a tight security to ensure students have a pleasant stay allowing them to focus on their academics. CCTV cameras are provided in hundred in numbers in the campus as-well as in the hostels for safety and security of the students.
- Hostels are also provided with high speed internet connectivity on 24*7 basis.
- All the facilities like newspapers, study room, television set, Wi-Fi, water purifiers, water coolers etc. are installed in all the hostels.
- Students mess is available in the campus which can cater for 100 students in given time.
- Health facilities are provided 24/7 to all the hostel students.
- The hostels are under 24 hrs electronic and security guard surveillance.

SSIM Men's Hostel Block



SSIM Ladies Hotel Blocks



The following are the facilities provided in Hostel:

SSIM Hostel Mess Facility



Sports Facility

Indoor Sports Facilities

- Indoor facilities like Caroms, Chess, Table Tennis were provided to all the students.
- SAMMELAN – College Sports fest is conducted in all these indoor sport events for both Boys and Girls.
- Yoga sessions were planned to all the students annually to train them stress free.
- Multipurpose Gym including treadmill, were arranged to all the students to make the students fit and is provided in all the times.
- Students are encouraged to participate in the sports activities conducted and organized by other colleges and inter college fests in and around city.

SSIM Indoor Chess Facilities



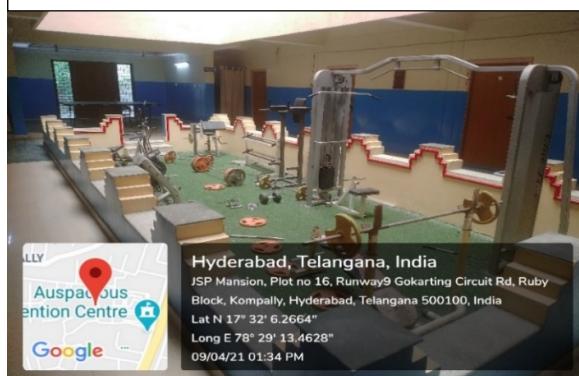
SSIM Indoor Caroms Facilities



Outdoor Sports Facilities

- SAMMELAN – College Sports fest is conducted in all these outdoor sport events for both Boys and Girls.
- Cricket, Volley Ball sports facilities were provided to students. All the necessary kits for the sports were provided to the students.
- College Sports ground was utilized for all the outdoor sports. Outside grounds were also hired and leased to conduct the college sports events.
- Students are encouraged to participate in the sports activities conducted and organized by other colleges and inter college fests in and around city.
- College conducts an out bound training to the students where they will be taken to outdoor and conducts games where management lessons are taught through them
- Tough-of-war, kabaddi, badminton is played by the students in the college campus after the college hours

SSIM Indoor Gym Facilities



SSIM Outdoor Games



Yoga

An exclusive Yoga facility is provided for both the students and staff. Practicing yoga creates mental clarity and calmness, increases body awareness, relieves chronic stress patterns, relaxes the mind, centres attention, and sharpens concentration. Since 2015 every year on June 21st, the **International Day of Yoga** is celebrated, in which all the students and staff proactively participate. Best performers are rewarded to encourage active participation and promote wide scale participation of various stakeholders. Yoga sessions were planned to all the students annually to train them stress free. Also Yoga sessions were conducted on International Yoga day in the campus in collaboration with NGOs and other social workers. Multipurpose Gym including treadmill, were arranged to all the students to make the students fit and is provided in all the times. Students participate in dancing, singing and painting competitions conducted in the college.

Medical Facility

To ensure the well-being of employees and students, SSIM have tie us with the renowned groups of hospitals to take care of any emergency. Medical facility and medical kit are available 24*7 at campus for the safety and concern of the students.

- A separate clinic is available in the hostel campus and any emergency will be treated immediately under the supervision of qualified doctor.
- Institute had an MOU with the hospitals, SRIKARA Hospitals and BALAJI hospitals which are around 0.5 kms and 2 kms respectively.
- Health insurance scheme supported by institute.
- For teaching and Non-Teaching staff – Medical Insurance from TATA AIG is provided for one-year term.
- Medical facilities were placed in all the prominent places in the campus.
- Medical kits were also placed in all the hostels and is duly replaced periodically.
- Ambulance is available in the campus.
- Free health check-ups were arranged for all the teaching and Non-Teaching staff

Details of other facilities available in the Institute:

- Coffee vending machines are available at each floor of the block where unlimited coffee is provided to all the students at the tea breaks both in the morning and evening sessions.
- Water coolers and water purifiers are available at each floor of the block where students can consume hygiene water at the times in the campus
- CCTV cameras were installed at all the places throughout the campus, ensuring the safety and security of all the individuals.
- SSIM is the first in India to have the 100% covered with solar power panels with a capacity of 110 KW where the power consumption / savings has come down by almost 70%.
- Parking facility is provided to both the faculties, students and guests visiting the campus.
- A wheel chair is arranged in the campus for the students having disabilities and also a rampage is constructed in both the sides of the campus to have a free pass to the classrooms.
- A lift/elevator is provided to both the faculty and the students to reach to any floor of the building.
- A 125KW generator is setup in the campus to backup and when there is a power cut immediately can be started up.
- A reading room with a TV and newspapers, gym, solar heaters, Wi-Fi are arranged for all the students residing in the hostel.
- The entire campus is provided with LED bulbs providing an eco-friendly environment contributing to less consumption of power.
- Firefighting equipment and fire extinguishers are installed to the buildings to put out small fires there by creating a safety living environment.
- Cabins were created for students coming for admissions and counselling, Group Discussions and personal interviews will be conducted in those cabins there by creating professional environment.
- A conference hall is created to have all the discussions both with the internal and external people and all the meetings related to institution are arranged in it.
- Waiting rooms are created to the recruiters who comes for the placement and are provided with all the comfort facilities with rest rooms and lunch rooms.
- Free Transportation is provided to students, teaching and non-teaching staff to all the corners of the city enabling a smooth and safety commutation and also timely arrival to the campus.

Extra-Curricular Activities

At SSIM, students are encouraged to organize and participate in various management fests organized by various peer institutions. The students also celebrate and appreciate Indian culture and festivals in the campus and hostel. Cultural events include celebration of Independence Day, Ethnic day, festivals like Onam, Holi etc and Farewell to Senior Students.

Soft Skill Development Facilities

In all PGDM Programs, SSIM constantly focuses on grooming students and in preparing them as industry ready. The programs offered by the institute includes courses such as – Managerial communication from term I till term V.

• Teaching Learning Process

**ACADEMIC CALENDAR FOR PGDM, PGDM - BIFS & PGDM - BA:
ACADEMIC PLAN FOR THE YEAR 2023 – 2024 (ONGOING)**

Sl. No.	PARTICULARS	TIME LINES	Sl. No.	PARTICULARS	TIME LINES
	First Year			Second Year	
	Commencement of induction for Juniors	03.08.2022			
	Closing of Induction	31.08.2022			
1	Trimester 1 Class work commencement	03.08.2022	13	Commencement of Trimester 4 Class work commencement	26.09.2022
2	Trimester 1 class work ending	24.12.2022	14	Trimester 4 class work ending	24.12.2022
3	Trimester End examinations	27.12.2022	15	Trimester End examinations	27.12.2022
4	Trimester 2 class work commencement	02.01.2023	16	Trimester 5 class work commencement	05.01.2023
5	Trimester 2 class work ending	10.03.2023	17	Trimester 5 class work ending	10.03.2023
6	Trimester Mid examinations	06.02.2023	18	Trimester Mid examinations	06.02.2023
7	Trimester End examinations	13.03.2023	19	Trimester End examinations	13.03.2023
8	Trimester 3 class work commencement	20.03.2023	20	Trimester 6 class work commencement	23.03.2023
9	Trimester 3 class work ending	13.05.2023	21	Trimester 6 class work ending	15.04.2023
10	Trimester Mid examinations	17.04.2023	22	Trimester Mid examinations	03.04.2023
11	Trimester End examinations	17.05.2023	23	Trimester End examinations	18.04.2023
12	Industry Internship Project (IIP) commencement	24.05.2023			

**ACADEMIC TIME TABLE WITH THE NAME OF THE
FACULTY MEMBERS HANDLING THE COURSE**

TIME TABLE TERM II & TIME TABLE V

Sl. No	Subject Code	Subject Name	Faculty Name	Credits	Term	Program & Section
1	1201-R4CH	Human Resource Management	Prof. Pavan Patel	3	II	PGDM-A
2	1202-R4CM	Marketing Management	Dr. Arijit Santikary	3	II	PGDM-A
3	1203-R4CF	Corporate Finance - I	Mr. Balanji Reddy Mora	3	II	PGDM-A
4	1204-R4CD	Operations Research	Mr. T. Subhash Tej	3	II	PGDM-A
5	1205-R4CG	Managerial Communication - I	Dr. Avadiappan Dinesh	3	II	PGDM-A
6	1206-R4CG	Book Review Sessions	Prof. S.F. Chandrasekhar & Dr. Gowri Kusuma	1	II	PGDM-A
7	1207-R4CG	Social Project	Dr. Avadiappan Dinesh	1	II	PGDM-A
8	1208-R4CG	Term End Viva – II	-	1	II	PGDM-A
10	1201-R4CH	Human Resource Management	Dr. Gowri Kusuma	3	II	PGDM-B
11	1202-R4CM	Marketing Management	Dr. Kishor Chandra Sahu	3	II	PGDM-B
12	1203-R4CF	Corporate Finance - I	Dr. V. Annapurna	3	II	PGDM-B
13	1204-R4CD	Operations Research	Dr. Subba Rama Sarma K	3	II	PGDM-B
14	1205-R4CG	Managerial Communication - I	Dr. Samarpita Roy	3	II	PGDM-B
15	1206-R4CG	Book Review Sessions	Prof. K.S. Harish & Mr. Mohit Nigam	1	II	PGDM-B
16	1207-R4CG	Social Project	Dr. Avadiappan Dinesh	1	II	PGDM-B
17	1208-R4CG	Term End Viva – II	-	1	II	PGDM-B
23	1201-R4CF	Banking Law and Operations	Dr. SINDHUJA GUDURU	3	II	PGDM-BIFS
24	1202-R4CF	Insurance and Risk Management	Dr. JAYALAKSHMI VALLURI	3	II	PGDM-BIFS
25	1203-R4CF	Corporate Finance	Dr. SHUBHRA JOHRI	3	II	PGDM-BIFS
26	1204-R4CD	Operations Research	Mrs. KIRANMAYI PATEL	3	II	PGDM-BIFS
27	1205-R4CG	Managerial Communication - I	Dr. DINESH AVADAIAPPAN	3	II	PGDM-BIFS
28	1206-R4CG	Book Review Sessions	Dr. Subba Rama Sarma K & Dr. Gowri Kusuma	1	II	PGDM-BIFS
29	1207-R4CG	Social Project	Dr. Avadiappan Dinesh	1	II	PGDM-BIFS
30	1208-R4CG	Term End Viva – II	-	1	II	PGDM-B
34	1201-R4CD	R & Python for Analytics	Mr. SUBASH TEJ	3	II	PGDM-BA
35	1202-R4CD	Visual Analytics Using Tableau	Mr. SREE HARI KARANAM	3	II	PGDM-BA
36	1203-R4CF	Corporate Finance	Dr. SHUBHRA JOHRI	3	II	PGDM-BA
37	1204-R4CD	Operations Research	Mrs. KIRANMAYI PATEL	3	II	PGDM-BA

38	1205-R4CG	Managerial Communication - I	Dr. DINESH AVADAIAPPAN	3	II	PGDM-BA
39	1206-R4CG	Book Review Sessions	Dr. Subba Rama Sarma K & Dr. Gowri Kusuma	1	II	PGDM-BA
40	1207-R4CG	Social Project	Dr. Avadiappan Dinesh	1	II	PGDM-BA
41	1208-R4CG	Term End Viva – II	-	1	II	PGDM-BA

Time Table : Term – V

1	2501-R4CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM A / B / BIIS / BA
MAJOR-FINANCE:						
2	2502-R3MF	Fixed Income Securities	Dr. ANNAPURNA VALLURIPALLI	3	V	PGDM A / B
3	2503-R3MF	Corporate Valuation	Mr. B. LOHITHKUMAR	3	V	PGDM A / B
4	2504-R3MF	Strategic Financial Management	Mr. BALANJI REDDY MORA	3	V	PGDM A / B
MAJOR-MARKETING:						
5	2502-R3MM	B2B Marketing	Mr. CHAITHANYA MUPPAVARA PU	3	V	PGDM A / B
6	2503-R3MM	Integrated Marketing Communication	Mrs. K. Grace Mani	3	V	PGDM A / B
7	2504-R3MM	Strategic Brand Management	Mr. T. Thirumal Reddy	3	V	PGDM A / B
MAJOR-HR:						
8	2502-R3MH	Compensation Management	Prof. S.F. Chandrasekhar	3	V	PGDM A / B
9	2503-R3MH	Human Resource Information Systems	Mr. K Sreehari	3	V	PGDM A / B
10	2504-R3MH	Managing Diversity	Prof. S.F. Chandrasekhar	3	V	PGDM A / B
MINOR-FINANCE:						
11	2505-R3NF	Financial Planning and Wealth Management	Mr. M. Pardhasaradhi	3	V	PGDM A / B
12	2506-R3NF	Financial Markets	Dr. Shubhra Johri	3	V	PGDM A / B
MINOR- MARKETING:						
13	2505-R3NM	Services Marketing and CRM	Mr. Mohith Nigam	3	V	PGDM A / B
14	2506-R3NM	Strategic Brand Management	Mr. Kishor Chandra Sahu	3	V	PGDM A / B
MINOR-BUSINESS ANALYTICS:						
19	2505-R3NA	Machine Learning - I	Prof. K.S. Harish	3	V	PGDM A / B
20	2506-R3NA	Machine Learning - II	Dr. P. Mathivanan	3	V	PGDM A / B
SECTORAL - BANKING:						
21	2507-R3SF	Bank Credit Management	Mrs. G. Sindhuja	3	V	PGDM A / B
SECTORAL - DIGITAL MARKETING:						
22	2507-R3SM	Social Media & Content Marketing	Mr. T. Thirumal Reddy	3	V	PGDM A / B
SECTORAL - ENTREPRENEURSHIP:						
25	2507-R3SG	Family, Small and	Mrs. M. Pushpa	3	V	PGDM A / B

		Social Entrepreneurship				
26	2508-R4CG	Specialization Project		3	V	PGDM A / B
27	2509-R4CG	Article Review Sessions	Prof. Pavan Patel & Dr. Samarpita Roy	1	V	PGDM A
28	2509-R4CG	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM B
29	2510-R4CG	Term End Viva – II	-	2	V	PGDM B
29	2501-R3CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM-BIFS
30	2502-R3CF	Fixed Income Securities	Dr. V. Annapurna	3	V	PGDM-BIFS
31	2503-R3CF	Financial Derivatives	Dr. S.V. Ramana Rao	3	V	PGDM-BIFS
32	2504-R3CF	Investment Banking	Mr. B. Lohith Kumar	3	V	PGDM-BIFS
33	2505-R3CF	Asset Liability Management	Mrs. G. Sindhuja	3	V	PGDM-BIFS
34	2506-R3CF	Principles of Actuarial Science	Dr. V Jayalakshmi	2	V	PGDM-BIFS
35	2507-R3CF	Management of Financial Services	Mr. M. Balanji Reddy	2	V	PGDM-BIFS
36	2508-R3CG	Specialization Project		3	V	PGDM-BIFS
37	2509-R3CG	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM-BIFS
38	2510-R4CG	Term End Viva – II	-	2	V	PGDM-BIFS
39	2501-R3CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM-BA
40	2502-R3CD	Fintech	Mr. M. Pardhasaradhi	3	V	PGDM-BA
41	2503-R3CD	Block Chain Applications in Business	Mrs. Kiranmayi Patel	3	V	PGDM-BA
42	2504-R3CD	Natural Language Processing	Mr. T. Subash Tej	3	V	PGDM-BA
43	2505-R3CD	Artificial Intelligence & Deep Learning	Mr. K. Sasidhar (VF)	3	V	PGDM-BA
44	2506-R3CD	Product Analytics	Dr. P. Mathivanan	3	V	PGDM-BA
45	2507-R3CD	Supply Chain Analytics	Dr. Subba Rama Sarma K	3	V	PGDM-BA
46	2508-R3CD	Specialization Project		3	V	PGDM-BA
47	2509-R3CD	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM-BA
48	2510-R4CG	Term End Viva – II	-	2	V	PGDM BA

**TEACHING LOAD OF EACH FACULTY
PGDM COURSES FOR THE YEAR 2022-2023 WITH FACULTY ALLOCATION**

Sl. No	Subject Code	Subject Name	Faculty Name	Credits	Term	Program & Section
1	1101-R4CG	Management Theory and Organizational Behaviour	Prof. Ramana Rao S V	3	I	PGDM A
2	1102-R4CF	Managerial Economics	Mr. Pardha Saradhi Madasu	3	I	PGDM A
3	1103-R4CF	Managerial Accounting	Mr. Balanji Reddy Mora	3	I	PGDM A
4	1104-R4CD	Statistics for Decision Making	Prof. Harish Kakumanu S	3	I	PGDM A
5	1105-R4CD	Advanced Excel for Managers	Mr. Subash Tej	3	I	PGDM A
6	1106- R4CG	Experiential Learning		1	I	PGDM A
7	1107- R4CG	Company Fact Presentation	Dr. Arijit Santikary & Mr. Rahul Jain	1	I	PGDM A
8	1108- R4CG	Term End Viva-I	-	1	I	PGDM A
9	1101-R4CG	Management Theory and Organizational Behaviour	Mrs. Pushpa Machini	3	I	PGDM B
10	1102-R4CF	Managerial Economics	Dr. Subba Rama Sarma K	3	I	PGDM B
11	1103-R4CF	Managerial Accounting	Mr. Balanji Reddy Mora	3	I	PGDM B
12	1104-R4CD	Statistics for Decision Making	Dr. Mathivanan Periasamy	3	I	PGDM B
13	1105-R4CD	Advanced Excel for Managers	Mr. Subash Tej	3	I	PGDM B
14	1106- R4CG	Experiential Learning		1	I	PGDM B
15	1107- R4CG	Company Fact Presentation	Dr. V. Jayalakshmi & Dr. Subba Rama Sarma K	1	I	PGDM B
16	1108- R4CG	Term End Viva-I	-	1	I	PGDM B
17	1101-R4CG	Management Theory and Organizational Behaviour	Mrs. Damandeep Johar	3	I	PGDM-BIFS
18	1102-R4CF	Managerial Economics	Dr. Subba Rama Sarma K	3	I	PGDM-BIFS
19	1103-R4CF	Managerial Accounting	Mr. Balanji Reddy Mora	3	I	PGDM-BIFS
20	1104-R4CD	Statistics for Decision Making	Mrs. Kiranmayi Patel	3	I	PGDM-BIFS
22	1105-R4CD	Advanced Excel for Managers	Mr. Sree Hari Karanam	3	I	PGDM-BIFS
23	1106- R4CG	Experiential Learning		1	I	PGDM-BIFS
24	1107- R4CG	Company Fact Presentation	Mrs. Kiranmayi Patel & Mrs. Pushpa M	1	I	PGDM-BIFS
25	1108- R4CG	Term End Viva-I	-	1	I	PGDM-BIFS
26	1101-R4CG	Management Theory and Organizational Behaviour	Mrs. Damandeep Johar	3	I	PGDM - BA
27	1102-R4CF	Managerial Economics	Dr. Subba Rama Sarma K	3	I	PGDM - BA
28	1103-R4CF	Managerial Accounting	Mr. Balanji Reddy Mora	3	I	PGDM - BA
29	1104-R4CD	Statistics for Decision Making	Mrs. Kiranmayi Patel	3	I	PGDM - BA
30	1105-R4CD	Advanced Excel for Managers	Mr. Sree Hari Karanam	3	I	PGDM - BA
31	1106- R4CG	Experiential Learning		1	I	PGDM - BA

32	1107- R4CG	Company Fact Presentation	Mrs. Kiranmayi Patel & Mrs. Pushpa M	1	I	PGDM - BA
33	1108- R4CG	Term End Viva-I	-	1	I	PGDM - BA
34	1201-R4CH	Human Resource Management	Prof. Pavan Patel	3	II	PGDM - A
35	1202-R4CM	Marketing Management	Dr. Arijit Santikary	3	II	PGDM - A
36	1203-R4CF	Corporate Finance	Mr. Balanji Reddy Mora	3	II	PGDM - A
37	1204-R4CD	Operations Research	Mr. Subash Tej	3	II	PGDM - A
38	1205-R4CG	Managerial Communication - I	Dr. Dinesh Avadaippan	3	II	PGDM - A
39	1206-R4CG	Book Review Session	Dr. S.F. Chandrasekhar, Dr. Gowri Kusuma	1	II	PGDM - A
40	1207-R4CG	Social Project		1	II	PGDM - A
41	1208-R4CG	Term End Viva – II	-	1	II	PGDM - A
42	1201-R4CH	Human Resource Management	Gowri Kusuma P	3	II	PGDM - B
43	1202-R4CM	Marketing Management	Kishor Chandra Sahu	3	II	PGDM - B
44	1203-R4CF	Corporate Finance	Annapurna Valluripalli	3	II	PGDM - B
45	1204-R4CD	Operations Research	Dr. Subba Rama Sarma K	3	II	PGDM - B
46	1205-R4CG	Managerial Communication - I	Samarpita Roy	3	II	PGDM - B
47	1206-R4CG	Book Review Session	Dr. K.S. Harish, Mr. Mohit Nigam	1	II	PGDM - B
48	1207-R4CG	Social Project		1	II	PGDM - B
49	1208-R4CG	Term End Viva – II	-	1	II	PGDM - B
50	1201-R4CF	Banking Law and Operations	Sindhuja Guduru	3	II	PGDM - BIFS
51	1202-R4CF	Insurance and Risk Management	Jayalakshmi Valluri	3	II	PGDM - BIFS
52	1203-R4CF	Corporate Finance	Shubhra Johri	3	II	PGDM - BIFS
53	1204-R4CD	Operations Research	Kiranmayi Patel	3	II	PGDM - BIFS
54	1205-R4CG	Managerial Communication - I	Dinesh Avadaippan	3	II	PGDM - BIFS
55	1206-R4CG	Book Review Session	Dr. Gowri Kusuma & Dr. Subba Rama Sarma K	1	II	PGDM - BIFS
56	1207-R4CG	Social Project		1	II	PGDM - BIFS
57	1208-R4CG	Term End Viva – II	-	1	II	PGDM - BIFS
58	1201-R4CD	R & Python for Analytics	Subash Tej	3	II	PGDM - BA
59	1202-R4CD	Visual Analytics Using Tableau	Sree Hari Karanam	3	II	PGDM - BA
60	1203-R4CF	Corporate Finance	Shubhra Johri	3	II	PGDM - BA
61	1204-R4CD	Operations Research	Kiranmayi Patel	3	II	PGDM - BA
62	1205-R4CG	Managerial Communication - I	Dinesh Avadaippan	3	II	PGDM - BA
63	1206-R4CG	Book Review Session	Dr. Gowri Kusuma & Dr. Subba Rama Sarma K	1	II	PGDM - BA
64	1207-R4CG	Social Project		1	II	PGDM - BA

65	1208-R4CG	Term End Viva – II	-	1	II	PGDM - BA
66	1301-R4CG	Business Environment and Law	Mr. Mohit Nigam	3	III	PGDM - A
67	1302-R4CD	Management Information System	Mr. Sree Hari Karanam	3	III	PGDM - A
68	1303-R4CD	Operations Management	Mr. Chaithanya Muppavarapu	3	III	PGDM - A
69	1304-R4CD	Research Methodology	Prof. Chandrasekhar Sreepalle F	3	III	PGDM - A
70	1305-R4CG	Managerial Communication - II	Dr. Samarpita Roy	3	III	PGDM - A
71	1306-R4CG	Industry Review Session	Mr. T. Thirumal Reddy & Mr. Mohit Nigam	1	III	PGDM - A
72	1307-R4CG	Term End Viva – II	-	2	III	PGDM - A
73	1301-R4CG	Business Environment and Law	Prof. Pavan Patel	3	III	PGDM - B
74	1302-R4CD	Management Information System	Mr. Sree Hari Karanam	3	III	PGDM - B
75	1303-R4CD	Operations Management	Mr. Chaithanya Muppavarapu	3	III	PGDM - B
76	1304-R4CD	Research Methodology	Dr. Mathivanan Periasamy	3	III	PGDM - B
77	1305-R4CG	Managerial Communication - II	Dr. Dinesh Avadaippan	3	III	PGDM - B
78	1306-R4CG	Industry Review Session	Mr. T. Thirumal Reddy & Mr. Mohit Nigam	1		PGDM - B
79	1307-R4CG	Term End Viva – II	-	2	III	PGDM - B
80	1301-R4CF	Credit Appraisal and Monitoring	Mrs. SINDHUJA GUDURU	3	III	PGDM - BIFS
81	1302-R4CF	Principles and Practice of Life and General Insurance	Dr. JAYALAKSHMI VALLURI	3	III	PGDM - BIFS
82	1303-R4CM	Marketing Management	Mrs. GRACE MANI KUNCHAKARA	3	III	PGDM - BIFS
83	1304-R4CD	Research Methodology	Prof. HARISH KAKUMANU S	3	III	PGDM - BIFS
84	1305-R4CG	Managerial Communication - II	Dr. SAMARPITA ROY	3	III	PGDM - BIFS
85	1306-R4CG	Industry Review Session	Mr. T. Thirumal Reddy & Mr. Mohit Nigam	1	III	PGDM - BIFS
86	1307-R4CG	Term End Viva – II	-	2	III	PGDM - BIFS
87	1301-R4CD	HR Analytics	Dr. MATHIVANAN PERIASAMY	3	III	PGDM - BA
88	1302-R4CF	Financial Analytics	Mr. B. LOHITHKUMAR	3	III	PGDM - BA
89	1303-R4CD	Operations Management	Dr. SUBBA RAMA SARMA K	3	III	PGDM - BA
90	1304-R4CD	Research Methodology	Prof. HARISH KAKUMANU S	3	III	PGDM - BA
91	1305-R4CG	Managerial Communication - II	Dr. SAMARPITA ROY	3	III	PGDM - BA
92	2401-R2CG	Strategic Management	Prof.. S.F. Chandrasekhar / Prof. Pavan Patel	3	IV	PGDM-A/B
MAJOR – FINANCE						
93	2402-R2MF	Management of Financial Services	Mrs. G. Sindhuja	3	IV	PGDM-A/B

94	2403-R2MF	Investment Analysis and Portfolio Mgmt.	Prof. S.V. Ramana Rao	3	IV	PGDM-A/B
95	2404-R2MF	Risk Management and Derivatives	Dr. V. Annapurna	3	IV	PGDM-A/B
MAJOR – MARKETING						
96	2402-R2MM	Consumer Behaviour	Mrs. K. Grace Mani	3	IV	PGDM-A/B
97	2403-R2MM	Sales Management	Mr. T. Thirumal Reddy	3	IV	PGDM-A/B
98	2404-R2MM	Services Marketing and CRM	Mr. M. Chaithanya	3	IV	PGDM-A/B
MAJOR - HUMAN RESOURCE						
99	2402-R2MH	Human Resource Development	Mrs. Damandeep Johar	3	IV	PGDM-A/B
100	2403-R2MH	Industrial Relations and Labor Laws	Prof. Pavan Patel	3	IV	PGDM-A/B
101	2404-R2MH	Performance Management	Prof.. S.F. Chandrasekhar	3	IV	PGDM-A/B
MINOR – FINANCE						
102	2405-R2NF	Financial Products and Services	Dr. V. Annapurna	3	IV	PGDM-A/B
MINOR – MARKETING						
103	2405-R2NM	Sales Management	Mr. M. Chaithanya	3	IV	PGDM-A/B
MINOR - BUSINESS ANALYTICS						
104	2405-R2NA	Visual Analytics	Mr. K. Sreehari	3	IV	PGDM-A/B
SECTORAL - BANKING MANAGEMENT						
105	2406-R2SF	Principles and Practices of Banking	Mr. Sindhuja G	3	IV	PGDM-A/B
DIGITAL MARKETING - PGDM-A/B						
106	2406-R2SM	Digital Marketing	Mr. T. Thirumal Reddy	3	IV	PGDM-A/B
ENTREPRENEURSHIP						
107	2406-R2SG	Innovation Management and Entrepreneurship	Mrs. M. Pushpa	3	IV	PGDM-A/B
108	2407-R2CG	Managerial Communication - III	Mr. A. Dinesh	3	IV	PGDM-A/B
109	2408-R3CG	Design Thinking	Dr. ARIJIT SANTIKARY & Dr. Subba Rama Sarma	3	IV	PGDM-A/B
110	2408-R2CG	Industry Internship Project		5	IV	PGDM-A/B
111	2409-R2CG	Company Review Session	Prof. S.F. Chandra Sekhar Dr. Neethu T.C & Dr. Pavan Patel, Dr. Neethu T.C	1	IV	PGDM-A/B
112	2410-R2CG	Course of Independent Study/ MOOC / Certificate Course		3	IV	PGDM - A/B
113	2411-R2CG	Term End Viva – II	-	1	IV	PGDM - A/B
114	2401-R2CG	Strategic Management	Prof. PAVAN PATEL	3	IV	PGDM- BIFS
115	2402-R2CF	Financial Modelling	Mr. B. LOHITHKUMAR	3	IV	PGDM- BIFS
116	2403-R2CF	Investment Analysis and Portfolio Management	Prof. RAMANA RAO S V	3	IV	PGDM- BIFS
117	2404-R2CF	Risk and Treasury Management	Mrs. SINDHUJA GUDURU	3	IV	PGDM- BIFS

118	2405-R2CF	Management of Insurance Operations	Dr. JAYALAKSHMI VALLURI	3	IV	PGDM-BIFS
119	2406-R2CF	Financial Planning and Wealth Management	Mr. PARDHA SARADHI MADASU	3	IV	PGDM-BIFS
120	2407-R2CG	Managerial Communication - III	Dr. DINESH AVADAIAPPAN	3	IV	PGDM-BIFS
121	2408-R2CG	Industry Internship Project		5	IV	PGDM-BIFS
122	2409-R2CG	Company Review Session	Mr. Kishor Chandra Sahu & Dr. Neethu T.C	1	IV	PGDM-BIFS
123	2410-R2CG	Course of Independent Study/ MOOC / Certificate Course		3	IV	PGDM-BIFS
124	2411-R2CG	Term End Viva – II	-	1	IV	PGDM-BIFS
125	2401-R2CG	Strategic Management	PAVAN PATEL	3	IV	PGDM-BA
126	2402-R2CD	Machine Learning Using Python	SASHIDHAR	3	IV	PGDM-BA
127	2403-R2CD	Marketing Analytics	HARISH KAKUMANU S	3	IV	PGDM-BA
128	2404-R2CD	Web Analytics	SUBASH TEJ	2	IV	PGDM-BA
129	2405-R2CD	Human Resources Analytics	MATHIVANAN PERIASAMY	3	IV	PGDM-BA
130	2406-R2CD	Fraud and Risk Analytics	B. LOHITHKUMAR	3	IV	PGDM-BA
131	2407-R2CG	Managerial Communication - III	DINESH AVADAIAPPAN	3	IV	PGDM-BA
132	2409-R2CG	Company Review Session	Mr. Kishor Chandra Sahu & Dr. Neethu T.C	1	IV	PGDM-BIFS
133	2410-R2CG	Course of Independent Study/ MOOC / Certificate Course		3	IV	PGDM-BIFS
134	2411-R2CG	Term End Viva – II	-	1	IV	PGDM-BIFS
135	2409-R2CG	Company Review Session	Mr. Kishor Chandra Sahu & Dr. Neethu T.C	1	IV	PGDM-BIFS
136	2501-R4CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM A / B / BIFS / BA

MAJOR-FINANCE:

1	2502-R3MF	Fixed Income Securities	Dr. ANNAPURNA VALLURIPALLI	3	V	PGDM A / B
2	2503-R3MF	Corporate Valuation	Mr. B. LOHITHKUMAR	3	V	PGDM A / B
3	2504-R3MF	Strategic Financial Management	Mr. BALANJI REDDY MORA	3	V	PGDM A / B

MAJOR-MARKETING:

4	2502-R3MM	B2B Marketing	Mr. CHAITHANYA MUPPAVARAPU	3	V	PGDM A / B
5	2503-R3MM	Integrated Marketing Communication	Mrs. K. Grace Mani	3	V	PGDM A / B
6	2504-R3MM	Strategic Brand Management	Mr. T. Thirumal Reddy	3	V	PGDM A / B

MAJOR-HR:

7	2502-R3MH	Compensation Management	Prof. S.F. Chandrasekhar	3	V	PGDM A / B
8	2503-R3MH	Human Resource Information Systems	Mr. K Sreehari	3	V	PGDM A / B

9	2504-R3MH	Managing Diversity	Prof. S.F. Chandrasekhar	3	V	PGDM A / B
MINOR-FINANCE:						
10	2505-R3NF	Financial Planning and Wealth Management	Mr. M. Pardhasaradhi	3	V	PGDM A / B
11	2506-R3NF	Financial Markets	Dr. Shubhra Johri	3	V	PGDM A / B
MINOR- MARKETING:						
12	2505-R3NM	Services Marketing and CRM	Mr. Mohith Nigam	3	V	PGDM A / B
13	2506-R3NM	Strategic Brand Management	Mr. Kishor Chandra Sahu	3	V	PGDM A / B
MINOR-BUSINESS ANALYTICS:						
14	2505-R3NA	Machine Learning - I	Prof. K.S. Harish	3	V	PGDM A / B
15	2506-R3NA	Machine Learning - II	Dr. P. Mathivanan	3	V	PGDM A / B
SECTORAL - BANKING:						
16	2507-R3SF	Bank Credit Management	Mrs. G. Sindhuja	3	V	PGDM A / B
SECTORAL - DIGITAL MARKETING:						
17	2507-R3SM	Social Media & Content Marketing	Mr. T. Thirumal Reddy	3	V	PGDM A / B
SECTORAL - ENTREPRENEURSHIP:						
18	2507-R3SG	Family, Small and Social Entrepreneurship	Mrs. M. Pushpa	3	V	PGDM A / B
19	2508-R4CG	Specialization Project		3	V	PGDM A / B
20	2509-R4CG	Article Review Sessions	Prof. Pavan Patel & Dr. Samarpita Roy	1	V	PGDM A
21	2509-R4CG	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM B
22	2510-R4CG	Term End Viva – II	-	2	V	PGDM B
23	2501-R3CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM-BIFS
24	2502-R3CF	Fixed Income Securities	Dr. V. Annapurna	3	V	PGDM-BIFS
25	2503-R3CF	Financial Derivatives	Dr. S.V. Ramana Rao	3	V	PGDM-BIFS
26	2504-R3CF	Investment Banking	Mr. B. Lohith Kumar	3	V	PGDM-BIFS
27	2505-R3CF	Asset Liability Management	Mrs. G. Sindhuja	3	V	PGDM-BIFS
28	2506-R3CF	Principles of Actuarial Science	Dr. V Jayalakshmi	2	V	PGDM-BIFS
29	2507-R3CF	Management of Financial Services	Mr. M. Balanji Reddy	2	V	PGDM-BIFS
30	2508-R3CG	Specialization Project		3	V	PGDM-BIFS
31	2509-R3CG	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM-BIFS
32	2510-R4CG	Term End Viva – II	-	2	V	PGDM B
33	2501-R3CG	Entrepreneurship Development	Mrs. M. Pushpa	3	V	PGDM-BA

34	2502-R3CD	Fintech	Mr. M. Pardhasaradhi	3	V	PGDM-BA
35	2503-R3CD	Block Chain Applications in Business	Mrs. Kiranmayi Patel	3	V	PGDM-BA
36	2504-R3CD	Natural Language Processing	Mr. T. Subash Tej	3	V	PGDM-BA
37	2505-R3CD	Artificial Intelligence & Deep Learning	Mr. K. Sasidhar (VF)	3	V	PGDM-BA
38	2506-R3CD	Product Analytics	Dr. P. Mathivanan	3	V	PGDM-BA
39	2507-R3CD	Supply Chain Analytics	Dr. Subba Rama Sarma K	3	V	PGDM-BA
40	2508-R3CD	Specialization Project		3	V	PGDM-BA
41	2509-R3CD	Article Review Sessions	Mrs. Kiranmayi Patel & Dr. Samarpita Roy	1	V	PGDM-BA
42	2510-R4CG	Term End Viva – II	-	2	V	PGDM BA
43	2601-R2CG	Project Management	Dr. SHUBHRA JOHRI	2	VI	PGDM
44	2602-R2CG	International Business	Dr. GOWRI KUSUMA PINJARLA	3	VI	PGDM
45	2603-R2CG	Corporate Governance and Sustainability	Mrs. PUSHPA MACHINI	2	VI	PGDM
46	2601-R3CG	Project Management	Dr. SHUBHRA JOHRI	2	VI	PGDM-BIFS
47	2602-R3CF	Forex Management	Dr. ANNAPURNA VALLURIPALLI	2	VI	PGDM-BIFS
48	2603-R3CG	Corporate Governance and Sustainability	Mrs. PUSHPA MACHINI	2	VI	PGDM-BIFS
49	2601-R3CG	Project Management	Dr. SHUBHRA JOHRI	2	VI	PGDM-BA

INTERNAL CONTINUOUS EVALUATION SYSTEM AND PLACE:

Evaluation of student performance for continuous improvement

The evaluation of student performance for continuous improvement comprises of various components such as assignments, quizzes, projects etc. These components are used to measure effectively the learnings of the students based on the course requirement. For every Course, the assessments components can be categorised into Internal and End Term evaluation components. The internal components comprise of Continuous Internal Evaluation (CIE), Midterm examination and marks for attendance for encouraging regular attendance of students to the class. It is mandatory for the faculty to evaluate the performance of the student continuously throughout the trimester using the following evaluation methods:

Components of Internal Assessment Method

- I. Continuous Internal Evaluation Components (CIE) comprising of
 - o Assignments
 - o Quizzes
 - o Projects
 - o Presentations
 - o Case Studies
 - o Role Plays

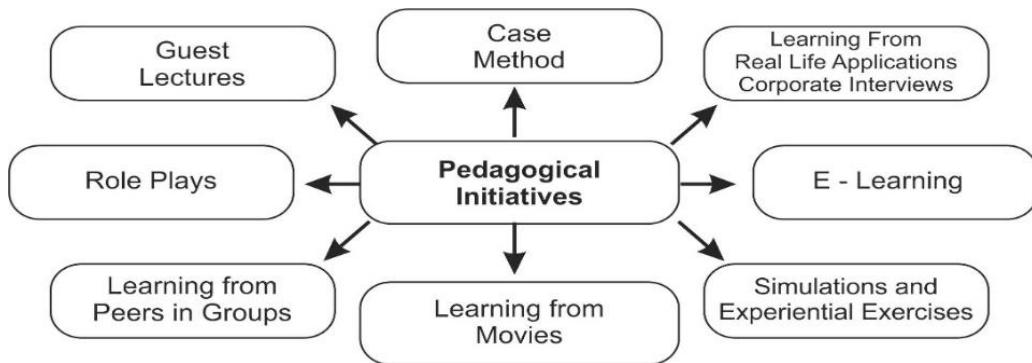
II. Mid Term Examinations

Faculty can choose one or more methods of assessment stated above in addition to the 'End Term Examination' which is compulsory for all the students. The continuous assessment during the term as stated above and the term end examination will carry marks in 50%: 50% proportion.

Pedagogical Initiatives & Practices

At SSIM the faculty members use various Pedagogical tools to improve the quality of teaching and assurance of learning. Below mentioned are few of the tools being used by the faculty members

Instructional Methods and Pedagogical Initiatives at SSIM



16. ENROLMENT OF STUDENTS IN THE LAST 3 YEARS

ENROLMENT OF STUDENTS IN THE LAST 3 YEARS

Sl. No.	Academic Year	Program	Sanctioned Intake	Actual Enrolments
1	2022-23	PGDM	(On going)	Waiting For Approval
		PGDM - BIFS	(On going)	
		PGDM – BA	(On going)	
2	2021-22	PGDM	180	89
		PGDM - BIFS	60	18
		PGDM – BA	60	21
3	2020-21	PGDM	120	110
		PGDM - BIFS	60	47
		PGDM	60	34
		PGDM - BA	60	14

17. List of Research Projects/Consultancy Works :

Details of Consultancy Assignments of the institution are furnished below:

Following are the details of Source of Consultancy, Nature of Consultancy and Funding amount and stage of consultancy.

S.No	AY	Source of Consultancy	Nature of Consultancy	Funding Amount	Status of Consultancy
1	2021-22	NSE Academy	School Training	Rs.30,000/-	Completed
2	2021-22	National Institute of Rural Development	Data Collection from MSME's	Rs.24,000/-	Completed
3	2021-22	Dhanush Infotech	Go To Market Strategy for Dhanush Samvaad	-	Completed
	2020-2021	Personal Branding	St Josephs degree and PG College	4500	Complete
	2020-2021	Corporate Etiquettes	St Josephs degree and PG College	9900	Complete
	2020-2021	Market Research Consultancy	NIRDPR	24000	Complete
4	2020-21	GURUKULAM, Telangana Tribal Welfare Residential Educational Institution Society (TTWREIS), TS	IIT-JEE/NEET/EAMCET online assessment for mains and advanced examination	Rs. 22,42,094	Completed
	2019-2020	Training	Johnsons Lifts Pvt Ltd	1400	Complete
	2019-2020	Consultany Project from Government of Telangana	TTWREIS, TS	2242094	Complete
	19-20	Training in Marketing research and Analysis	HPCL	63,000	Complete
	19-20	G V R IT solutions	G V R IT solutions	12,500	Complete
5	2019-20	GURUKULAM, Telangana Tribal Welfare Residential Educational Institution Society (TTWREIS), TS	IIT-JEE/NEET/EAMCET online assessment for mains and advanced examination	Rs. 27,14,400/-	Completed
6	2018-19	GURUKULAM, Telangana Tribal Welfare Residential Educational Institution Society (TTWREIS), TS	IIT-JEE/NEET/EAMCET online assessment for mains and advanced examination	Rs. 10,36,800/-	Completed

- Industry Linkage : Yes

LoA and Subsequent EoA till the current Academic Year

Visit for approval letters https://www.ssim.ac.in/assets/images/pdfs/AICTE_Approval_1992_2021.pdf

Accounted audited statement for the last three years:

Balance Sheet 2021-22

SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

BALANCE SHEET AS ON 31.03.2022

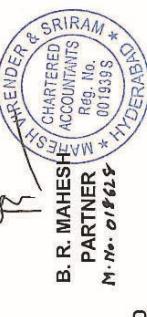
LIABILITIES	AMOUNT(Rs.)	ASSETS	AMOUNT(Rs.)
<u>CAPITAL FUND:</u> As per Annexure 'A'	15,41,58,667	<u>FIXED ASSETS:</u> As per Annexure 'D'	23,99,34,028
<u>SECURED LOANS:</u> As per Annexure B'	11,25,03,278	<u>CURRENT ASSETS, LOANS AND ADVANCES:</u> As per Annexure 'E'	8,70,67,763
<u>CURRENT LIABILITIES & PROVISIONS:</u> As per Annexure 'C'	6,03,39,846		
		TOTAL:	32,70,01,791

Vide our Report of Even Date
 For MAHESH, VIRENDER & SRIRAM
 Chartered Accountants

For & On Behalf of
 SIVA SIVANI INSTITUTE OF MANAGEMENT




 Smt. S. AARATHNA
 PRESIDENT


 B. R. MAHESH
 VIRENDER & SRIRAM
 CHARTERED ACCOUNTANTS
 REG. NO. 0019338 *
 PARTNER
 M. NO. 018625 *
 HYDERABAD

PLACE : HYDERABAD
 DATE : 01.09.2022

SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY, HYDERABAD.

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31st MARCH, 2022

EXPENDITURE	AMOUNT(Rs.)	INCOME	AMOUNT(Rs.)
To Remuneration	4,73,33,650	By Fees and Receipts	
" Audit Fees	2,05,000	" Other Receipts	
" Electricity Charges	6,25,425		10,23,90,051
" Rates & Taxes	3,09,837		
" Hire Charges	15,77,200		7,33,094
" Printing & Stationery	1,50,467		
" Honorarium paid to Visiting Professors	12,22,200		
" Postage, Telephone & Internet	4,14,613		
" Legal & Professional Charges	2,75,046		
" Travelling & Conveyance Expenses	1,76,298		
" Interest & Financial Charges	16,58,951		
" Staff Welfare Expenses	1,22,145		
" Books Purchase	1,48,653		
" Hostel Expenses	5,79,270		
" Inspection, Affiliation & Examination	16,54,138		
" College Maintenance	20,85,950		
" Insurance on Property, Equipments	3,60,159		
" Staff Medical Expenses	49,04,262		
" Repairs & Maintenance	11,52,213		
" Security Services	6,775		
" Vehicle Maintenance	7,04,232		
" Promotion & Placement	36,30,240		
" Advertisement	10,10,843		
" Alumni Expenses	1,18,590		
" Faculty Development & Seminar	1,30,384		
" Student Development Expenses	33,72,039		
" Scholarship to Students	50,27,000		
" Professional Tax Renewal	2,500		
" Depreciation	2,20,97,551		
" Excess of income over the expenditure	20,67,514		
		TOTAL:	10,31,23,145
			10,31,23,145

Vide our Report of Even Date

For MAHESH, VIRENDER & SRIRAM
 Chartered Accountants



PLACE : HYDERABAD
 DATE : 08.09.2022

For & On Behalf of
 SIVA SIVANI INSTITUTE OF MANAGEMENT



SAILESH SAMPATHY
 VICE PRESIDENT

SIVA SIVANI INSTITUTE OF MANAGEMENT
S. P. SAMPATHYS
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

CONSOLIDATED SCHEDULE OF FIXED ASSETS AS ON 31.03.2022

Sl. No.	Particulars	Rate of Dep %	W.D.V. as on 01.04.2021	Additions / Transfer During The Year			Deletions / Transfer During The Year			TOTAL	More Than 6 Months	Less Than 6 Months	Total	Less Than 6 Months	Total	W.D.V. as on 31.03.2022	
				More Than 6 Months	Less Than 6 Months	Less Than 6 Months	More Than 6 Months	Less Than 6 Months	Less Than 6 Months								
1	LAND	0	1,22,80,526	-	-	-	-	-	-	1,22,80,526	-	-	-	-	-	1,22,80,526	
2	LAND DEVELOPMENT	0	3,52,49,012	-	-	-	-	-	-	6,12,42,189	6,12,42,189	-	6,12,42,189	-	6,12,42,189	5,51,17,970	
3	BUILDING & BOREWELL	10	6,12,42,189	-	-	-	-	-	-	56,73,443	56,73,443	-	5,67,344	-	5,67,344	51,06,039	
4	BUILDING DEVELOPMENT & INTERIORS	10	56,73,443	-	-	-	-	-	-	50,12,224	50,12,224	-	7,51,834	-	7,51,834	42,60,390	
5	FURNITURE & FIXTURES	15	65,11,224	-	-	-	-	-	-	69,45,809	10,24,352	17,220	10,41,572	59,02,237	10,41,572	59,02,237	
6	LIBRARY BOOKS	15	65,11,224	-	-	-	-	-	-	73,37,963	10,73,634	27,060	11,00,694	62,37,269	11,00,694	62,37,269	
7	COMPUTERS & SOFTWARE	15	65,10,907	1,98,556	1,80,400	-	-	-	-	20,71,051	1,87,365	1,23,323	1,30,688	17,60,563	1,30,688	17,60,563	
8	OFFICE EQUIPMENTS	15	10,95,059	1,54,041	8,22,151	-	-	-	-	28,65,240	4,29,936	-	4,29,936	24,36,304	4,29,936	24,36,304	
9	AUDIO VISUAL EQUIPMENTS	15	28,65,240	-	-	-	-	-	-	34,93,501	5,24,025	-	5,24,025	29,69,476	5,24,025	29,69,476	
10	SERVER & NETWORKING	15	34,93,501	-	-	-	-	-	-	32,49,141	39,11,984	9,62,438	48,74,422	27,66,790	9,62,438	27,66,790	
11	LAPTOP	15	2,60,79,891	-	-	-	-	-	-	64,16,250	1,24,474	82,949	18,671	1,01,620	57,846	1,01,620	
12	MOBILE	15	73,120	4,79,872	-	-	-	-	-	6,77,466	-	-	-	-	-	6,77,466	
13	GENERATOR	15	3,44,625	-	-	-	-	-	-	3,44,625	1,37,679	20,652	51,694	29,92,831	1,37,679	29,92,831	
14	TRANSFORMER	15	1,37,679	-	-	-	-	-	-	1,59,208	23,881	-	-	1,17,027	23,881	1,17,027	
15	EPARK SYSTEM	15	1,59,208	-	-	-	-	-	-	31,49,376	4,27,541	44,865	-	-	-	4,27,541	
16	AIR CONDITIONERS	15	28,50,276	-	-	-	-	-	-	86,892	13,034	-	-	-	-	13,034	
17	CANTEEN EQUIPMENTS	15	86,892	-	-	-	-	-	-	71,33,371	1,07,006	-	-	-	-	1,07,006	
18	FIRE SAFETY EQUIPMENTS	15	1,48,771	5,64,600	-	-	-	-	-	2,91,187	41,128	2,550	-	-	-	41,128	
19	HOSTEL EQUIPMENTS	15	1,48,771	2,74,187	-	-	-	-	-	4,15,593	62,339	-	-	-	-	62,339	
20	LAB EQUIPMENTS	15	4,15,593	-	-	-	-	-	-	60,491	9,074	-	-	-	-	9,074	
21	UPS SYSTEMS	15	60,491	-	-	-	-	-	-	8,63,811	1,25,747	3,825	-	-	-	1,25,747	
22	CC TV CAMERAS	15	56,8,463	25,9,848	25,500	-	-	-	-	1,76,732	23,262	3,098	-	-	-	23,262	
23	SOLAR EQUIPMENTS	15	15,6,082	-	20,650	-	-	-	-	56,07,000	26,362	-	-	-	-	26,362	
24	VEHICLE - CARS	15	58,95,234	2,09,12,520	51,68,980	-	-	-	-	83,33,744	40,21,163	(65,703)	-	-	-	(65,703)	
25	VEHICLE - BUSES	15	81,98,347	-	1,35,098	-	-	-	-	83,33,744	12,29,094	12,29,094	-	-	-	12,29,094	
26	VEHICLE - AUTO TROLLEY	15	22,786	-	6,57,948	-	-	-	-	3,44,188	95,274	-	-	-	-	95,274	
27	VEHICLE - WATER TANKER	15	48,882	-	-	-	-	-	-	48,882	7,332	-	-	-	-	7,332	
28	CAPITAL ADVANCE FOR PROPERTY	-	3,33,80,801	50,58,849	-	-	-	-	-	3,86,39,650	-	-	-	-	-	3,86,39,650	
29	CAPITAL WORK IN PROGRESS	-	-	13,10,595	49,29,584	-	-	-	-	62,40,189	-	-	-	-	-	62,40,189	
					21,93,70,786	2,93,73,634	1,89,41,945				55,20,796	26,30,24,750	2,09,44,656	40,50,000	2,09,44,656	40,50,000	2,09,44,656

TOTAL (Ba)



SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

AS ON 31.03.2022

ANNEXURE 'A'

	AMOUNT (Rs.)
<u>CAPITAL FUND:</u>	
Balance Brought Forward	15,20,91,153
Add: Excess of Income Over the Expenditure for the year	20,67,514
TOTAL:	<u>15,41,58,667</u>

ANNEXURE 'B' (Provisional)

SECURED LOANS:

From Axis Bank Ltd. - Over Draft	3,49,13,278
" Axis Bank Ltd. - Term Loan	6,03,89,000
" Hdfc Bank Auto Premium Loan	1,72,01,000
" Avanse Financial Services Ltd.	-
TOTAL: <u>11,25,03,278</u>	

ANNEXURE 'C'(Provisional)

CURRENT LIABILITIES AND

PROVISIONS:

Audit Fees Payable	1,15,000
Professional Tax	11,150
E.S.I.C. Payable	5,440
P. F. Payable	2,92,591
Salary Payable	5,22,821
TDS on Salaries	4,94,675
TDS on Contractors	9,560
TDS on Legal & Professional Charges	2,12,644
Staff Club Contribution	2,01,568
Staff Credit Society	1,36,095
Siva Sivani Junior College	1,31,04,367
Siva Sivani Degree College	2,71,20,212
Siva sivani International Academy Ltd	49,48,849
No Paper Form Solutions Pvt Ltd.	68,191
Advance Fees Received	1,29,29,121
Dr. Sailesh Kumar Sampathy-Advance A/c	83,484
Outstanding Liabilities	84,078
TOTAL:	<u>6,03,39,846</u>



SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

AS ON 31.03.2022

ANNEXURE 'E'

<u>CURRENT ASSETS, LOANS AND ADVANCES:</u>	AMOUNT (Rs.)
Advance to Staff	45,500
Interest Accured on F.D.R.	3,04,509
Electricity Deposit	4,57,239
Gas Cylinder Deposit	17,000
Placement Advance	20,000
Promotion Expenses	9,500
TCS Refund Receivable	2,78,843
TDS Refund Receivable	1,46,193
TDS Receivable	9,15,468
SPS High School	1,67,76,963
Head Office	1,19,01,449
SSIM Worldwide LLP	5,66,267
Advance to Suppliers	2,51,464
LIC of India - Gratuity Fund Advance A/c.	<u>33,39,654</u>
	3,50,30,049

CASH AND BANK BALANCES:

Cash On Hand	2,38,184
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BANK BALANCES:

In C/A with Axis Bank Ltd.	90,91,312
" " Canara Bank	21,358
" " Andhra Bank	10,792
" " State Bank of India	1,06,674
In F.D.R. with Axis Bank Ltd.	4,25,69,394
	5,20,37,714

TOTAL: 8,70,67,763



Balance Sheet 2020-21

SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

BALANCE SHEET AS ON 31.03.2021

<u>LIABILITIES</u>	<u>AMOUNT(Rs.)</u>	<u>ASSETS</u>	<u>AMOUNT(Rs.)</u>
<u>CAPITAL FUND:</u> As per Annexure 'A'	15,20,91,153	<u>FIXED ASSETS:</u> As per Annexure 'D'	21,93,70,786
<u>SECURED LOANS:</u> As per Annexure 'B'	9,47,82,926	<u>CURRENT ASSETS, LOANS AND ADVANCES:</u> As per Annexure 'E'	5,74,03,568
<u>CURRENT LIABILITIES & PROVISIONS:</u> As per Annexure 'C'	2,99,00,275		
		TOTAL:	27,67,74,354

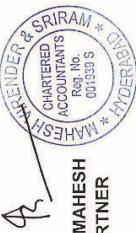
Vide our Report of Even Date
 For **MAHESH, VIRENDER & SRIRAM**
 Chartered Accountants

SIVA SIVANI INSTITUTE OF MANAGEMENT


 Smt. S. AARATHY
 PRESIDENT



PLACE : HYDERABAD
 DATE : 01.08.2022



B. R. MAHESH
 PARTNER

SIVA SIVANI INSTITUTE OF MANAGEMENT
 S.P. SAMPATHY'S
 SIVA SIVANI EDUCATIONAL SOCIETY, HYDERABAD.

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31st MARCH, 2021.

EXPENDITURE	AMOUNT(Rs.)	INCOME	AMOUNT(Rs.)
To Remuneration	4,39,43,857	By Fees and Receipts	9,72,31,730
" Audit Fees	1,15,000	" Other Receipts	13,82,230
" Electricity Charges	4,37,869		
" Rates & Taxes	2,66,424		
" Hire Charges	10,52,020		
" Printing & Stationery	1,17,478		
" Honorarium paid to Visiting Professors	6,35,200		
" Postage, Telephone & Internet	4,04,952		
" Legal & Professional Charges	2,27,425		
" Travelling & Conveyance Expenses	3,57,618		
" Interest & Financial Charges	10,06,598		
" Staff Welfare Expenses	34,435		
" Books Purchase	2,78,949		
" Hostel Expenses	1,25,532		
" Inspection, Affiliation & Examination	5,59,556		
" College Maintenance	19,07,584		
" Insurance on Property, Equipments	3,09,394		
" Staff Medical Expenses	700		
" Repairs & Maintenance	4,65,452		
" Security Services	51,578		
" Vehicle Maintenance	6,29,878		
" Promotion & Placement	22,34,553		
" Advertisement	1,59,418		
" Faculty Development & Seminar	2,21,668		
" Student Development Expenses	11,21,068		
" Scholarship to Students	2,01,25,000		
" Professional Tax Renewal	2,500		
" Depreciation	2,00,25,331		
" Excess of income over the expenditure	17,95,822		
		TOTAL: 9,86,13,960	9,86,13,960

Vide our Report of Even Date

For MAHESH, VIRENDER & SRIRAM
 Chartered Accountants
 B. R. MAHESH
 PARTNER

PLACE: HYDERABAD
 DATE : 01, 02, 2022

For & On Behalf of
 SIVA SIVANI INSTITUTE OF MANAGEMENT

S. Sampathy
 Smt. S. ARATHY
 PRESIDENT
 S. Sampathy
 Institute of Management *
 S. Sampathy
 VICE PRESIDENT




SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

CONSOLIDATED SCHEDULE OF FIXED ASSETS AS ON 31.03.2021

SL. NO.	PARTICULARS	Rate of Dep %	W.D.V. as on 01.04.2020	Additions / Transfer During		Deletions / Transfer During		TOTAL	DEPRECIATION	W.D.V. as on 31.03.2021	ANNEXURE ID:
				6 Months	Less Than 6 Months	6 Months	Less Than 6 Months				
1	LAND	0	1,22,80,526	-	-	-	-	1,22,80,526	-	-	1,22,80,526
2	LAND DEVELOPMENT	0	2,02,49,012	1,50,00,000	-	-	-	3,52,49,012	-	-	3,52,49,012
3	BUILDING & BOREWELL	10	6,80,46,877	-	-	-	-	6,80,46,877	-	-	6,80,46,877
4	BUILDING DEVELOPMENT & INTERIORS	10	63,03,826	-	-	-	-	63,03,826	-	-	63,03,826
5	FURNITURE & FIXTURES	15	58,96,734	-	-	-	-	58,96,734	-	-	58,96,734
6	LIBRARY BOOKS	15	78,98,896	14,160	1,04,414	80,11,470	8,84,510	80,11,470	11,88,958	15,662	50,12,224
7	COMPUTERS & SOFTWARE	15	78,45,294	97,280	2,44,493	-	-	81,87,067	11,91,386	36,674	68,14,850
8	OFFICE EQUIPMENTS	15	11,77,277	1,03,333	7,695	-	-	12,88,395	1,77,746	15,500	12,28,060
9	AUDIO VISUAL EQUIPMENTS	15	33,72,047	-	-	-	-	33,72,047	5,05,807	-	10,95,059
10	SERVER & NETWORKING	15	41,10,001	-	-	-	-	41,10,001	6,16,500	-	28,66,240
11	LAPTOP	15	2,97,55,187	-	-	-	-	3,06,82,225	44,63,278	1,39,056	34,93,501
12	MOBILE	15	86,024	-	-	-	-	86,024	12,904	-	2,60,78,981
13	GENERATOR	15	4,05,441	-	-	-	-	4,05,441	6,816	-	73,120
14	TRANSFORMER	15	1,61,975	-	-	-	-	1,61,975	24,296	-	3,44,625
15	EPARK SYSTEM	15	1,87,303	-	-	-	-	1,87,303	28,095	-	24,296
16	AIR CONDITIONERS	15	33,53,266	-	-	-	-	33,53,266	5,02,990	-	1,37,679
17	CANTEEN EQUIPMENTS	15	1,02,226	-	-	-	-	1,02,226	15,334	-	1,53,208
18	FIRE SAFETY EQUIPMENTS	15	1,75,025	-	-	-	-	1,75,025	26,254	-	28,50,276
19	HOSTEL EQUIPMENTS	15	3,22,573	-	-	-	-	3,22,573	48,386	-	86,892
20	UPS SYSTEMS	15	24,462	-	-	-	-	24,462	7,006	-	26,254
21	CC TV CAMERAS	15	4,83,018	1,33,122	52,640	-	-	71,166	3,669	-	1,48,771
22	SOLAR EQUIPMENTS	15	1,82,449	-	-	-	-	6,68,780	92,421	-	48,386
23	VEHICLE - CARS	15	91,24,346	-	-	-	-	1,82,449	27,367	-	27,367
24	VEHICLE - BUSES	15	96,45,114	-	-	-	-	69,35,569	10,40,335	-	1,55,082
25	VEHICLE - AUTO TROLLEY	15	26,807	-	-	-	-	96,45,114	14,46,767	-	58,95,234
26	VEHICLE - WATER TANKER	15	57,508	-	-	-	-	57,508	4,021	-	81,98,347
27	CAPITAL ADVANCE FOR PROPERTY	15	5,40,43,155	-	-	-	-	5,40,43,155	8,626	-	22,786
28	CAPITAL WORK IN PROGRESS	-	-	-	-	-	-	-	-	-	3,36,80,801
	TOTAL (Rs.)		24,53,16,369	1,52,52,257	14,78,622	-17,438,777	54,62,354	23,93,36,117	1,98,03,537	2,21,794	2,00,25,331
											21,93,70,786



SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

AS ON 31.03.2021

ANNEXURE 'A'

	AMOUNT (Rs.)
<u>CAPITAL FUND:</u>	
Balance Brought Forward	15,02,95,331
Add: Excess of Income Over the Expenditure for the year	17,95,822
TOTAL:	<u>15,20,91,153</u>

ANNEXURE 'B'

<u>SECURED LOANS:</u>	
From Axis Bank Ltd. - Over Draft	2,04,54,820
" DFS - Vehicle Loan	52,79,308
" Axis Bank Ltd. - Bus Loan A/c.	12,51,160
" Avanse Financial Services Ltd.	6,77,97,638
TOTAL:	<u>9,47,82,926</u>

ANNEXURE 'C'

<u>CURRENT LIABILITIES AND PROVISIONS:</u>	
Audit Fees Payable	2,30,000
Professional Tax	11,050
E.S.I.C. Payable	6,187
P. F. Payable	2,22,548
Salary Payable	38,64,927
TDS on Salaries	4,91,175
TDS on Contractors	14,076
TDS on Legal & Professional Charges	1,47,534
TDS on Interest on Loan	81,422
Staff Club Contribution	1,89,674
Staff Credit Society	1,82,471
Siva Sivani Junior College	82,43,553
Siva Sivani Degree College	1,40,39,847
SSIM Worldwide LLP	5,28,842
No Paper Form Solutions Pvt Ltd.	25,891
Advance Fees Received	7,30,066
Outstanding Liabilities	8,91,012
TOTAL:	<u>2,99,00,275</u>



**SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.**

AS ON 31.03.2021

ANNEXURE 'E'

<u>CURRENT ASSETS, LOANS AND ADVANCES:</u>	AMOUNT (Rs.)
Advance to Staff	51,470
Interest Accured on F.D.R.	3,04,509
Electricity Deposit	4,57,239
Gas Cylinder Deposit	17,000
Placement Advance	20,000
Promotion Expenses	5,000
TCS Refund Receivable	69,718
TDS Refund Receivable	2,02,904
TDS Receivable	7,42,191
SPS High School	2,14,46,336
Head Office	1,18,47,231
Avanse Financial Services Ltd. - DSRA A/c.	19,50,050
Daimler Financial Services Pvt. Ltd. -	2,15,834
Deposit A/c.	
Advance to Suppliers	1,534
LIC of India - Gratuity Fund Advance A/c.	<u>7,51,554</u>
	3,80,82,570

CASH AND BANK BALANCES:

Cash On Hand	10,019
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BANK BALANCES:

In C/A with Axis Bank Ltd.	30,18,898
" " Canara Bank	56,357
" " Andhra Bank	10,792
" " State Bank of India	3,98,165
In F.D.R. with Axis Bank Ltd.	1,58,26,767
	1,93,20,998

TOTAL: 5,74,03,568



Balance Sheet 2019-20

SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.

BALANCE SHEET AS ON 31.03.2020

LIABILITIES	AMOUNT(Rs.)	ASSETS	AMOUNT(Rs.)
CAPITAL FUND: As per Annexure 'A'	15,02,95,331	FIXED ASSETS: As per Annexure 'D'	24,53,16,369
SECURED LOANS: As per Annexure 'B'	13,47,51,538	CURRENT ASSETS, LOANS AND ADVANCES: As per Annexure 'E'	7,32,73,252
CURRENT LIABILITIES & PROVISIONS: As per Annexure 'C'	3,35,42,752		
		TOTAL: <u>31,85,89,621</u>	TOTAL: <u>31,85,89,621</u>

Vide our Report of Even Date
 For MAHESH, VIRENDER & SRIRAM
 Chartered Accountants

SIVA SIVANI INSTITUTE OF MANAGEMENT


SATISH SAMPATHY
 VICE PRESIDENT



PLACE : HYDERABAD
 DATE : 10.02.2020

SIVA SIVANI INSTITUTE OF MANAGEMENT
 S.P. SAMPATHY'S
 SIVA SIVANI EDUCATIONAL SOCIETY, HYDERABAD.

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31st MARCH, 2020

EXPENDITURE	AMOUNT(Rs.)	INCOME	AMOUNT(Rs.)
To Remuneration	5,78,62,197	By Fees and Receipts	12,22,64,802
" Audit Fees	1,15,000	" Other Receipts	3,79,365
" Electricity Charges	8,53,623		
" Rates & Taxes	5,75,956		
" Hire Charges	13,01,787		
" Printing & Stationery	6,02,187		
" Honorarium paid to Visiting Professors	11,80,289		
" Postage, Telephone & Internet	4,92,976		
" Legal & Professional Charges	1,89,472		
" Travelling & Conveyance Expenses	5,12,457		
" Interest & Financial Charges	41,21,237		
" Staff Welfare Expenses	4,53,077		
" Hostel Expenses	8,91,987		
" Inspection, Affiliation & Examination	5,95,380		
" College Maintenance	13,73,593		
" Insurance on Property, Equipments	1,34,888		
" Staff Medical Expenses	79,875		
" Repairs & Maintenance	13,89,960		
" Security Services	3,15,873		
" Vehicle Maintenance	4,56,505		
" Promotion & Placement	23,58,098		
" Advertisement	23,25,103		
" Alumni Expenses	29,052		
" Faculty Development & Seminar	1,95,789		
" Student Development Expenses	42,43,779		
" Scholarship to Students	97,00,000		
" Professional Tax Renewal	2,500		
" Depreciation	2,23,08,718		
" Excess of income over the expenditure	79,82,829		
		TOTAL: 12,26,44,167	TOTAL: 12,26,44,167

Vide our Report of Even Date
 For MAHESH, VIRENDER & SRIRAM

Chartered Accountants

MAHESH
 VIRENDER & SRIRAM
 CHARTERED ACCOUNTANTS
 Reg. No.
 001939 S
 B. R. MAHESH
 PARTNER
 HYDERABAD

PLACE : HYDERABAD
 DATE : 10/10/2020

For & On Behalf of
 SIVA SIVANI INSTITUTE OF MANAGEMENT


 SIVA SIVANI INSTITUTE OF MANAGEMENT *
 * Kompally, Secunderabad, Hyderabad - 500 083
 SAILESH SAMPATHY
 VICE PRESIDENT
 Smt. S. AARATHY
 PRESIDENT

SIVA-SIVANI INSTITUTE OF MANAGEMENT
 S.P. SAMPATHY'S
 SIVA SIVANI EDUCATIONAL SOCIETY
 HYDERABAD.

CONSOLIDATED SCHEDULE OF FIXED ASSETS AS ON 31.03.2020

SL. NO.	PARTICULARS	Rate of Dep %	W.D.V. as on 01.04.2019	Additions / Transfer During The Year	Deletions / Transfer During The Year	TOTAL	More Than 6 Months	DEPRECIATION Less Than 6 Months	ANNEXURE 'D' W.D.V. as on 31.03.2020	
									1	2
1	LAND	-	1,22,80,526	-	-	1,22,80,526	-	-	-	1,22,80,526
2	LAND DEVELOPMENT	-	2,02,49,012	-	-	2,02,49,012	-	-	-	2,02,49,012
3	BUILDING & BOREWELL	10	7,56,07,641	-	-	7,56,07,641	75,60,764	-	-	6,80,46,877
4	BUILDING DEVELOPMENT & INTERIORS	10	66,77,980	-	-	66,77,980	80,511	2,93,643	3,74,154	63,03,826
5	FURNITURE & FIXTURES	15	60,91,752	8,16,708	-	69,08,460	9,87,182	24,544	10,11,726	58,96,734
6	LIBRARY BOOKS	15	75,44,700	16,43,043	-	91,87,743	11,99,532	89,315	12,88,847	78,98,886
7	COMPUTERS & SOFTWARE	15	59,41,422	30,78,689	-	90,20,111	9,96,618	1,78,199	11,74,817	78,45,284
8	OFFICE EQUIPMENTS	15	13,28,091	55,000	-	13,83,081	2,04,164	1,650	2,05,814	-
9	AUDIO VISUAL EQUIPMENTS	15	30,21,819	9,34,862	-	39,56,681	5,75,765	8,869	5,84,634	33,72,047
10	SERVER & NETWORKING	15	44,27,942	3,74,324	-	48,02,286	6,64,191	28,074	6,92,285	41,10,001
11	LAPTOP	15	2,80,28,099	69,78,003	-	3,50,06,102	52,50,915	-	52,50,915	2,97,55,187
12	MOBILE	15	-	92,989	-	92,989	-	6,975	-	86,024
13	GENERATOR	15	4,76,989	-	-	4,76,989	71,548	-	71,548	6,975
14	TRANSFORMER	15	1,90,559	-	-	1,90,559	28,584	-	28,584	4,05,441
15	EPABX SYSTEM	15	2,20,357	-	-	2,20,357	32,034	-	32,034	1,61,975
16	AIR CONDITIONERS	15	15,18,653	23,05,550	-	38,24,203	3,68,243	1,02,694	4,70,937	33,53,266
17	CANTEEN EQUIPMENTS	15	55,207	64,000	-	119,207	16,081	900	16,981	1,02,226
18	FIRE SAFETY EQUIPMENTS	15	2,05,912	-	-	2,05,912	30,887	-	30,887	1,75,025
19	HOSTEL EQUIPMENTS	15	3,79,498	-	-	3,79,498	56,925	-	56,925	3,22,573
20	UPS SYSTEMS	15	28,779	-	-	28,779	4,317	-	4,317	24,462
21	CC TV CAMERAS	15	4,68,257	1,00,000	-	5,68,257	85,239	-	85,239	4,83,018
22	SOLAR EQUIPMENTS	15	2,14,646	-	-	2,14,646	32,197	-	32,197	1,82,449
23	VEHICLE - CARS	15	1,07,34,525	-	-	1,07,34,525	16,10,179	-	16,10,179	91,24,346
24	VEHICLE - BUSES	15	1,13,47,193	-	-	1,13,47,193	17,02,079	-	17,02,079	96,45,114
25	VEHICLE - AUTO TROLLEY	15	31,538	-	-	31,538	4,731	-	4,731	26,907
26	VEHICLE - WATER TANKER	15	67,657	-	-	67,657	10,149	-	10,149	57,508
27	CAPITAL ADVANCE FOR PROPERTY	-	3,65,01,082	1,75,42,073	-	5,40,43,155	-	-	-	5,40,43,155
28	CAPITAL WORK IN PROGRESS	-	-	17,18,287	17,18,287	-	-	-	-	-
TOTAL (Rs.)			22,69,61,856	4,23,81,518	17,18,287	26,76,25,087	2,15,73,885	7,34,863	2,23,08,718	24,63,16,369



**SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.**

AS ON 31.03.2020

ANNEXURE 'A'

	AMOUNT (Rs.)
CAPITAL FUND:	
Balance Brought Forward	14,23,12,502
Add: Excess of Income Over the Expenditure for the year	79,82,829
TOTAL:	<u>15,02,95,331</u>

ANNEXURE 'B'

SECURED LOANS:	
From Axis Bank Ltd. - Over Draft	3,27,50,353
" DFS - Vehicle Loan	82,36,404
" Axis Bank Ltd. - Bus Loan A/c.	30,14,781
" Avanse Financial Services Ltd.	9,07,50,000
TOTAL:	<u>13,47,51,538</u>

ANNEXURE 'C'

CURRENT LIABILITIES AND PROVISIONS:	
Audit Fees Payable	1,15,000
Professional Tax	11,750
E.S.I.C. Payable	1,315
P. F. Payable	1,97,976
Salary Payable	2,15,947
TDS on Salaries	15,720
TDS on Contractors	28,045
TDS on Legal & Professional Charges	68,987
TDS on Interest on Loan	1,16,860
Staff Club Contribution	1,52,484
Staff Credit Society	3,54,833
Siva Sivani Junior College	49,02,081
SSIM Worldwide LLP	4,83,719
Allied Publishers	2,36,541
No Paper Form Solutions Pvt Ltd.	25,891
Advance Fees Received	2,51,81,975
Outstanding Liabilities	14,33,628
TOTAL:	<u>3,35,42,752</u>



**SIVA SIVANI INSTITUTE OF MANAGEMENT
S.P. SAMPATHY'S
SIVA SIVANI EDUCATIONAL SOCIETY,
HYDERABAD.**

AS ON 31.03.2020

ANNEXURE 'E'

CURRENT ASSETS, LOANS AND ADVANCES:		AMOUNT (Rs.)
Fees Receivables	63,00,000	
Advance to Staff	16,000	
Interest Accured on F.D.R.	92,987	
Electricity Deposit	4,57,239	
Gas Cylinder Deposit	17,000	
Security Deposit	2,50,000	
Placement Advance	20,000	
TCS Refund Receivable	69,718	
TDS Refund Receivable	2,06,212	
TDS Receivable	5,77,849	
SPS High School	2,54,93,864	
Siva Sivani Degree College	1,38,59,033	
Head Office	1,18,47,231	
Avanse Financial Services Ltd. - DSRA A/c.	19,50,050	
Daimler Financial Services Pvt. Ltd. -		
Deposit A/c.	2,15,834	
Advance to Suppliers	11,50,000	
LIC of India - Gratuity Fund Advance A/c.	45,45,030	6,70,68,047

CASH AND BANK BALANCES:

Cash On Hand	1,39,388
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BANK BALANCES:

In C/A with Axis Bank Ltd.	5,23,520
" " Canara Bank	56,358
" " Andhra Bank	10,792
" " State Bank of India	4,75,147
In F.D.R. with Axis Bank Ltd.	50,00,000
	62,05,205

TOTAL: 7,32,73,252



Best Practices adopted, if any

SSIM'S BEST PRACTICES

The following are the best practices followed at SSIM for the development of our Management Graduates:

1. Induction Programme
2. Inputs from Industry
3. Project based learning
4. Outcome based education
5. Experiential Learning and Social Project
6. Entrepreneurship orientation through E-Cell
7. Association with bodies like HMA
8. Managerial Competency Development
9. Term end viva with corporates
10. Class room to corporate training sessions
11. CFP, BRS, CRS, ARS etc
12. Workshops on Specific areas.

• For each Post Graduate Courses give the following:

• Title of the Course –

AICTE COURSE ID	NAME OF THE COURSE	APPROVED INTAKE
1-1366018332	PGDM	180
1-1366018329	PGDM-BIFS (Banking Insurance and Financial Services)	60
1-1366018336	PGDM-BA (Business Analytics)	60

- Curricula and Syllabi

PGDM

SYLLABUS

2022-24

Program Outcomes (POs) for all Programs

The following are the program outcomes of PGDM program at our institute.

1. PO 1: Apply integrated knowledge of management to business decisions
2. PO 2: Demonstrate analytical, critical thinking and problem solving abilities.
3. PO 3: Able to work individually and lead teams.
4. PO 4: Communicate effectively with all stakeholders.
5. PO 5: Demonstrate entrepreneurial competencies.
6. PO 6: Apply ethical principles in making decisions.
7. PO 7: Engage in independent and life-long learning

PGDM - PSOs

On successful completion of the program, graduates will:

1. Understand, analyze and apply management concepts in the multi-functional areas of business like marketing, human resources, finance etc. for efficient conduct of business organisations.
2. Apply the advanced tools of business analysis for providing solutions in a multi-disciplinary environment.
3. Integrate the knowledge of global business environment in business decision making.

COURSE STRUCTURE

PGDM			
Term - I Term Thematic: Corporate Impellent			
Sl.No	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
	Managerial Competency Development:		
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
	Total Credits		18
Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CH	Human Resource Management	3
2	1202-R4CM	Marketing Management	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
	Managerial Competency Development:		
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
	Total Credits		18

Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CG	Business Environment and Law	3
2	1302-R4CD	Management Information System	3
3	1303-R4CD	Operations Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
		Managerial Competency Development:	
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
		Total Credits	18
Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3
2		Major - I	3
3		Major - II	3
4		Major - III	3
5		Minor - I	3
6		Sectoral - I	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
		Managerial Competency Development:	
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
		Total Credits	35

Major		Finance:	
	2402-R4MF	Management of Financial Services	
	2403-R4MF	Investment Analysis and Portfolio Management	
	2404-R4MF	Risk Management and Derivatives	
		Marketing:	
	2402-R4MM	Consumer Behaviour	
	2403-R4MM	Sales Management	
	2404-R4MM	Services Marketing and CRM	
		HR:	
	2402-R4MH	Human Resource Development	
	2403-R4MH	Industrial Relations and Labor Laws	
	2404-R4MH	Performance Management	
Minor		Finance:	
	2405-R4NF	Financial Products and Services	
		Marketing:	
	2405-R4NM	Sales Management	
		HR:	
	2405-R4NH	Human Resource Development	
		Operations:	
	2405-R4ND	Supply Chain Management	
		Business Analytics:	
	2405-R4NA	Visual Analytics	
Sectoral		Banking:	
	2406-R4SF	Principles and Practices of Banking	
		Digital Marketing:	
	2406-R4SM	Digital Marketing	
		Retail Management:	
	2406-R4SR	Retail Management	

		Business Analytics:	
	2406-R4SD	Visual Analytics	
		Entrepreneurship:	
	2406-R4SG	Innovation Management and Entrepreneurship	
Term - V Term Thematic: Corporate Astute			
Sl.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2		Major - IV	3
3		Major - V	3
4		Major - VI	3
5		Minor - II	3
6		Minor - III	3
7		Sectoral - II	3
Managerial Competency Development:			
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
Total Credits			27
Major		Finance:	
	2502-R4MF	Fixed Income Securities	
	2503-R4MF	Corporate Valuation	
	2504-R4MF	Strategic Financial Management	
		Marketing:	
	2502-R4MM	Strategic Brand Management	
	2503-R4MM	Integrated Marketing Communication	
	2504-R4MM	Business to Business Marketing	
		HR:	
	2502-R4MH	Compensation Management	
	2503-R4MH	Human Resource Information Systems	
	2504-R4MH	Managing Diversity	
Minor		Finance:	
	2505-R4NF	Financial Planning and Wealth Management	
	2506-R4NF	Financial Markets	
		Marketing:	

	2505-R4NM	Services Marketing and CRM	
	2506-R4NM	Strategic Brand Management	
		HR:	
	2505-R4NH	Performance Management	
	2506-R4NH	Compensation Management	
		Operations:	
	2505-R4ND	Total Quality Management	
	2506-R4ND	Service Operations Management	
		Business Analytics:	
	2505-R4NA	Machine Learning - I	
	2506-R4NA	Machine Learning - II	
Sectoral		Banking:	
	2507-R4SF	Bank Credit Management	
		Digital Marketing:	
	2507-R4SM	Social Media and Content Marketing	
		Retail Management:	
	2507-R4SR	Visual Merchandising	
		Business Analytics:	
	2507-R4SD	Predictive Analytics Using R	
		Entrepreneurship:	
	2507-R4SG	Family, Small and Social Entrepreneurship	
Term - VI Term Thematic: Corporate Ace			
Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CG	International Business	3
3	2603-R4CG	Corporate Governance and Sustainability	3
Total Credits			9

TERM - I TERM THEMATIC: CORPORATE IMPELLENT

PGDM			
Term - I Term Thematic: Corporate Impellent			
Sl. No.	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
Managerial Competency Development:			
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
Total Credits			18

MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOUR

Course Code: 1101-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

At the end of this course, the students will learn to be able to comprehend management as a profession, particularly, the philosophy of management, the functions, the roles, tasks performed by the manager. Besides, they will also learn to understand the behaviours of people in organisations and to learn to modify peoples' behaviours within the norms and expectations of the organisations, eventually enhancing them in their problem solving abilities.

Course Outcomes:

On successful completion of the course students should be able to:

1. Explain the process of management and its functions: Planning organizing, leading, controlling
2. Utilize the process of planning and organizing in various business context
3. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
4. Demonstrate the difficulties associated with the management of individual behaviour in the organization.

Content:

UNIT-I: Foundations of Management

Overview of the management, Evolution of Management Thoughts – classifications of schools of management thought - Classical, Neoclassical, Behavioral and Modern Schools. Managerial roles, tasks, skills, Levels of management, Problem Solving and Decision Making.

UNIT-II: Functions of Management

Planning – Types, Levels and process, Organising – Types of organization, Organization Structure and process, Line and Staff concepts, Departmentation, Centralization and Decentralization. , directing – Assumptions in human behaviour and controlling – Nature and importance, Techniques of Controlling.

UNIT-III: Organizational Behaviour

Concept, Models of OB, Dynamics of Individual behaviour - Personality- Theories, learning – classical and operant conditioning and principles of learning; perception- Model of perception, perceptual principles and errors. Motivation – Content and Process theories: Maslow's need hierarchy, Herzberg's two-factor theory, theory X, theory Y, theory Z, ERG theory, Mc Clelland's need's theory, Vroom's expectancy theory - Porter Lawler theory, equity theory.

UNIT-IV: Interpersonal Process and Organizational improvements

Dynamics of groups and teams: - group dynamics, dynamics of teams and team building, Leadership: fundamentals of leadership, leadership theories- Transactional and Transformational leadership and implications. Organizational Culture and Climate, Organizational Development and Organizational Effectiveness.

UNIT-V: Management in Practice

Learnings about organization evolution, structure, its departments / functions, recent planning, Organizational culture and demonstration of leadership

Recommended Text:

Management and Organizational Behavior (2012), By Laurie Mullins, Pearson

Stephen P. Robbins (2018) Organizational Behaviour, Pearson Publications

Reference Books:

1. Black, Jr. Kenneth and Harold Skipper Jr. (2005), *Life and Health Insurance*, (13th Edition), Pearson Education, Delhi.
2. Mc Gill. B, Haley and Schieber (1996), *Fundamentals of Private Pensions* (7th Edition), University of Pennsylvania Press, Phila, Pa.
3. Trieschmann, James S., Sandra G. Gustavson, and Robert E. Hoyt (2005), *Risk Management and Insurance*, South-western college Publishing, Cincinnati, Ohio.
4. Rejda, George. E (2008), *Principles of Risk Management and Insurance*, International Edition, 10th edition, Pearson Education, Delhi.
5. IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.
6. IC 11 Practice of General Insurance, Insurance Institute of India Publication, Mumbai

MANAGERIAL ECONOMICS

Course Code: 1102-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This Course is designed with a specific objective of orienting the students from a management perspective on Managerial economics as a concept, profession and business. The course focusses on the Decision making through the integration of economic theories (Micro & macro) with decision making tools like numerical analysis, statistics, and game theory and optimisation techniques. The student will also get insights in making appropriate decisions for optimisation of personal, professional and societal needs at large. The focus of the subject would be to imbibe in the students the required theoretical and in-depth knowledge of Managerial economic decision making. The Course also focuses on the monetary policy and fiscal policy of government.

Course Outcomes (COs):

On successful completion of the course students should be able to:

1. Understand concepts of managerial economics principles.
2. Understand the microeconomic theories and apply the same to various business decisions.
3. Analyse the macroeconomic situation and estimate the implications on business decisions.
4. Examine the need for the government role to play in market economies.

Course Content /Syllabus

Unit – I: Nature and Scope of Economics

Subject matter of Economics – Microeconomics, Macroeconomics and Managerial Economics, Different Economic Decisions, Development economics – an overview, Fundamental Concepts- Opportunity Cost, Compounding Principle, Incremental principle. Economic Profit and Accounting Profit, Objectives and Constraints of business firms. Difference between commercial project appraisal and social project appraisal.

Unit – II: Demand & Supply Analysis

Law of Demand – Demand Function - Types of Demand – Change in Demand vs. Change in Quantity Demanded. Indifference curve analysis. Types of Elasticity of Demand - Price Elasticity, Income Elasticity, Cross Elasticity and Promotional Elasticity. Law of Supply – Supply Function - Elasticity of Supply – Managerial application of Elasticity of Supply. Equilibrium Price. Demand forecasting techniques.

Unit III: production & cost theories, Market Structures and Pricing

Production functions- law of variable proportion, Law of returns to scale, ISO QUANT, Economies of scope and economies of scale. Cost Classification, Cost Behaviour, Break- even analysis. Types of Market Structures – Importance of Understanding Market Structures –Pricing Concepts.

Unit – IV: Overview of Macro Economics

Introduction to Macro-Economics, National income concepts- qualitative and quantitative metrics for cross country comparison, Overview of Balance of Payments, Basics of Forex – Meaning of Exchange Rate - Direct Quote vs. Indirect - Rates, Brief understanding of Fiscal Policy and Monetary Policy.

UNIT V- Business Cycles & Unemployment: Macroeconomic Policies for Stabilization

Business cycles and different phases, 1930's global depression, Controlling Measures, impact of business cycles on stock markets. Reasons for Unemployment and different types of it, Measures to control unemployment, Inflation Nature & Causes- Measurement of Inflation- CPI & WPI, Types of Inflation –Demand Pull Inflation, Cost Push Inflation- Inflation in Developing Countries- Effects of Inflation- Measures to Control Inflation.

Application of Managerial Economics for Decision Making

Activity 1 – Using Excel sheet for drawing Demand and Supply Curves.

Activity 2 – Demonstrating Elasticity using MS-EXCEL.

Activity 3 – Computing BEP (units and sales) using MS-EXCEL.

Recommended Text Book:

Geethika, Piyali Ghosh& Purba Roy Choudhury- MANAGERIAL ECONOMICS, 2014, 2nd Edition, Tata Mc Graw Hill Education Private Limited, New Delhi.

Suggested readings:

1. Dominick Salvatore, Managerial Economics. Seventh Edition, Oxford University Press,2012
2. Managerial Economics Theory, Applications, and Cases by W. Bruce Allen Neil A. Doherty
3. Keith Wiegert. 8th Edition, 2013
4. Microeconomics. Paul Krugman, Robin Wells 4th Edition, 2015, Worth Publishers
5. Samuelson P A & Nordhaus W D, 2003, Economics, Tata Mc Graw-Hill Publishing Co. Ltd., (Eighteenth Edition), New Delhi

Additional Reading:

6. Dwivedi D. N, Managerial Economics, Vikas Publishing House Pvt Ltd, Noida,7th Edition,2014
7. Microeconomics, Daron Acemoglu, David Laibson, John A. List, Pearson Education Limited 2016

MANAGERIAL ACCOUNTING

Course Code: 1103-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Managerial accounting. This course develops a thorough understanding of corporate financial reports and their narratives. This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. The course focuses on the basic accounting concepts, different tools of financial analysis, Cost analysis and budgeting for efficient and effective managerial decisions.

The topics include accounting concepts and conventions, financial reports and statements, tools of financial analysis, cost analysis, concepts of budgeting and budgetary control and variance analysis. Besides, this course also lays the foundation as a pre-requisite for other subjects (core as well as specialization in finance) **offered in subsequent terms.**

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Gain knowledge on concepts of accounting, major components of financial reports and statements.

CO2: Demonstrate the ability of understating corporate narratives in Annual Reports and analyse the same using various financial analysis tools.

CO3: Understands the concepts of cost analysis and its role in various managerial decisions.

CO4: Demonstrate the ability of preparing budgets and computing variances of overheads to analyse and report..

Course Content /Syllabus:

UNIT- I: Introduction to Accounting

Define accounting, Branches of Accounting - Management Accounting vs. Financial Accounting, Accounting Information Users, GAAP, Accounting Concepts and Conventions, Accounting Cycle, Accounting equation, Golden Rules of Accounting.

UNIT – II: Financial reports and Statements

Overview of major components of annual reports of listed companies, Narrative analysis of annual reports: Letter to shareholders, Auditor's report, Director's report, Ethical considerations in financial reporting. The financial statements: Balance sheet, statement of stakeholder's Equity, Income Statement and cash flow statement (Use the Listed Entities statements for reference), financial statement variation by type of industry.

Unit –III: Financial Analysis

Basic tools of financial analysis (horizontal vs vertical analysis, comparative and common size statement analysis), Ratio Analysis: Liquidity Ratios: Leverage Ratios: Profitability Ratios: Efficiency Ratios- Introduction to firm valuation and contemporary financial analysis: F-score, Z-score.

Unit – IV: Cost analysis and managerial decisions

Introduction to Cost classification, Job costing- cost sheet preparation - CVP analysis in Pricing Decision – Make or Buy Decision- lease or buy- Dropping Loss Making Product, continue or shutdown- Cost Indifference Point.

Unit – V: Budgetary Control and Variance Analysis

Need and Importance of Budgeting and Budgetary Control – Preparation of Functional and Master Budgets- Overview of Using Spreadsheet for Budget Preparation. Variance- Types of Variances- Computation of variances of each of the elements of cost - Variance Reports.

Essential Readings:

1. Charles T Horngren, Gart L Sundem, John A Elliott and Donna R. Philbrick , "Introduction to Financial Accounting" , Eleventh Edition, Pearson Education.
2. Horngren , Sundem et al, " Introduction to Management Accounting," 16e, Pearson Education, New Delhi.

Suggested Readings:

1. Financial Accounting: Reporting & Analysis, Earl K. Stice, James D. Stice, 7th Edition, Thomson / South-Western, 2006, ISBN 0324227329, 9780324227321.
2. "Financial Accounting: An Integrated Approach", by K. Trotman, M.Gibbins and E.Carson, 5th Edition (2013). The textbook is published by Cengage Learning.
3. Accounting text and cases: Robert N. Anthoney, David F. Hawkins, Kenneth A. Merchant, 13th Edition, McGrawHill.
4. Hansen and Mowen, "Management Accounting ", 7th Edition, Cengage Learning, New Delhi, 2005.
5. Khan and Jain, "Management Accounting", TMH Publications, New Delhi.
6. Blocher, "Cost Management ", TMH Publications.
7. M.N. Arora, " Cost and Management Accounting", Vikas Publications Ltd., New Delhi
8. Jain and Narang, "Cost Accounting ", Sultan Chand.

STATISTICS FOR DECISION MAKING

Course Code: 1104-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Decision-making is one of the crucial components of manager's activities. Managerial statistics allows to understand the sample data, analyse it and draw conclusions. This course introduces statistical concepts and probability theory that are most widely used in business contexts. This course begins with basic descriptive statistics and progresses towards inferential statistics, design of experiments and regression analysis. Students will be taught to identify the right tools and techniques for the business situation at hand, summarize and display the data, compute the appropriate statistics, interpret and present the results for data-driven decision making. Throughout this course, emphasis would be on applying statistical concepts to real-world managerial problems. Students will be using software packages like MS Excel Analytics toolpak, and SPSS on the datasets to learn and apply the statistical concepts.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Understand and appreciate the importance of statistics in managerial decision-making.

CO2: Explain various descriptive and inferential statistical tools and their applications in decision making.

CO3: Apply various descriptive and inferential statistical tools on real-world data for decision making.

CO4: Analyse, interpret, write inferences and present the results for making better managerial decisions.

Course Content

Chapter – 1 Introduction to Statistics and Descriptive Techniques

Introduction to Statistics – Statistical applications in business – Data – Elements, Variables, and Observations – Scales of Measurement – Categorical and Quantitative Data – Cross-Sectional and Time Series Data – Descriptive vs. inferential statistics.

Descriptive statistics: Tabular and Graphical displays – Summarizing Data for a Categorical Variable – Summarizing Data for a Quantitative Variable.

Descriptive statistics: Numerical measures – Measures of Location – Measures of Variability – Measures of Distribution Shape, Relative Location, and Detecting Outliers – Five-Number Summaries and Box Plots – Measures of Association Between Two Variables.

Chapter – 2 Probability and Probability Distributions

Introduction to probability – Random Experiments, Counting Rules, and Assigning Probabilities – Events and their Probabilities – Some Basic Relationships of Probability – Conditional Probability – Bayes' Theorem.

Probability distribution – Discrete Probability Distributions – Random Variables – Developing Discrete Probability Distributions – Expected Value and Variance – Binomial Probability Distribution – Poisson Probability Distribution – Hypergeometric distribution.

Continuous probability distribution – Uniform Probability Distribution – Normal Probability Distribution – Normal Approximation of Binomial Probabilities – Exponential Probability Distribution.

Chapter – 3 Estimation and Hypothesis testing

Sampling distribution – Selecting a sample – Point estimation – Sampling Distribution of x – Sampling Distribution of p – Properties of point estimation – Other sampling methods.

Interval estimation – Population Mean: σ Known – Population Mean: σ Unknown – Determining the Sample Size – Population Proportion – Determining the Sample Size.

Hypothesis testing – Developing Null and Alternate hypothesis – Type I and Type II Errors – Population Mean: σ Known – Population Mean: σ Unknown – Population Proportion – Hypothesis Testing and Decision Making

Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Known – Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Unknown – Inferences About the Difference Between Two Population Means: Matched Samples – Inferences About the Difference Between Two Population Proportions – Inferences About a Population Variance – Inferences About Two Population Variances.

Experimental Design and Analysis of Variance - Analysis of Variance and the Completely Randomized Design - Multiple Comparison Procedures - Randomized Block Design - Factorial Experiment.

Chapter – 4 Correlation and Regression Analysis

Correlation – Types of correlation – Interpreting correlation coefficient.

Simple Linear Regression Model – Least Squares Method – Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Residual Analysis – Validating Model Assumptions, Outliers and Influential Observations.

Multiple Regression Model – Least Squares Method – Multiple Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Categorical Independent Variables – Residual Analysis

Chapter – 5 Nonparametric Statistics

Introduction to Nonparametric Statistics – Sign Test – Wilcoxon Signed-Rank Test – Mann-Whitney-Wilcoxon Test – Kruskal-Wallis Test – Rank Correlation.

Chi-Square tests – Chi-Square Test of Independence – Chi-Square Goodness-of-Fit Test. Recommended Text Book:

1. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran (2021). *Statistics for Business and Economics, 13th Revised Edition*, Cengage Learning

Reference Books:

Books

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui and Sanjay Rastogi (2017). *Statistics for Management*, 8e, Pearson India Education Services Pvt. Ltd.
2. Gerald Keller (2018). *Statistics for Management and Economics*, 11e, Cengage Learning.
3. Ken Black (2019). *Business Statistics: For Contemporary Decision Making*, 10e, Wiley.
4. James T. McClave, P. George Benson and Terry Sincich (2017). *Statistics for Business and Economics*, 13e, Pearson.
5. U Dinesh Kumar (2017). *Business Analytics: The Science of Data - Driven Decision Making*, 1e, Wiley India
6. S. Christian Albright and Wayne L. Winston (2020) *Business Analytics: Data Analysis and Decision Making*, 7e, Cengage Learning.

Massive Open Online Courses (MOOCs):

1. <https://nptel.ac.in/courses/110107114/>
2. <https://www.mooc-list.com/course/business-applications-hypothesis-testing-and-confidence-interval-estimation-coursera>
3. <https://www.edx.org/course/statistics-for-business-ii>
4. <https://www.edx.org/course/foundations-of-data-science>

Journals Relevant for this Course:

1. Journal of the American Statistical Association (JASA)
2. Journal of Business and Economic Statistics (JBES)
3. Applied Stochastic Models in Business and Industry (ASMBI)
4. Journal of Statistics and Data Science Education (JSDSE)
5. Journal of Statistical Planning and Inference (JSPI)

Websites of Interest:

<http://onlinestatbook.com/rvls/index.html>

<https://www.statisticshowto.com/>

<https://www.khanacademy.org/math/statistics-probability>

ADVANCED EXCEL FOR MANAGERS

Course Code: 1105-R4CD	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Students will gain basic hands on experience using the integrated program of Microsoft Excel 2016. This course is designed to use the basic features of Excel. It helps to perform calculations, analysis and visualization of Data. This course addresses how to use basic and advanced Excel functions and create visual representations of data with charts and graphs. This also covers optimizing the worksheets using templates, summarizing and consolidating the data.

Course outcomes:

CO 1: *To understand the basic features of Excel, formatting, understanding cell references,*

CO 2: *Writing formulas, apply the conditional formatting options, data validation, and consolidation, analyse the data and how to use the name ranges.*

CO 3: *Demonstrate how to use the different function in various categories like, Mathematical, Logical, Text, Date and Time areas.*

CO 4: *Ability to analyse the data using the options like pivot tables, and ability to work with charts, graphs and different objects*

Content:

Unit 1: Introduction to Ms Excel –

Tabs & Ribbons, Navigation Tips, Office Button & Save. Entering, Editing and Formatting Data – Entering Data, Fonts, Fills, and Alignment, Cut, Copy, and Paste, Paste Special, Undo and Redo, Moving, Finding, and Replacing a Value, Cell Styles. Formatting Numbers – Currency Format, Format Painter, Formatting Dates, Custom and Special Formats. Managing Worksheets – Naming, Moving, copying, hiding and deleting of Worksheet. Modifying Rows and Columns – Inserting and Deleting Columns and Rows, Inserting & Deleting Cells, Inserting Multiple Columns & Rows, Modifying Cell Width and Height, Hiding and Unhiding Rows and Columns. Printing – Page Orientation, Page Breaks, Print Area, margins, Print Titles, Headers & Footers. Saving a workbook.

Unit 2: Understanding Formulas –

Introduction to a formula, Using Operations, Creating Formulas, AutoSum, Common Formulas, searching for Formulas, Copying Formulas, Using Relative and Absolute References. AutoFill and Custom Lists - AutoFill a Series, AutoFill Non-Adjacent Cells, AutoFill on Multiple Sheets, Creating Custom Lists, Series Formatting. Conditional Formatting – Highlight Cells Rules, Top/Bottom Rules, Data Bars, colour Scales, Custom Formatting Rule. Tables - Insert a Table and Style Options, Add Rows and Columns, perform a Function in a Table. Formatting Charts - Chart Styles, Chart Layouts, Add Labels, Axis Options, Chart Title, Legends, Data Labels.

Unit 3: Data Tools –

Data Validation, Drop-Down Lists, Removing Duplicates, Text to Columns, What-if Analysis, Goal Seek, Data Analysis. Referencing Formulas - Multiple Sheet References, Consolidating Data - With or Without Links, Trace the Precedents and Dependents. Ranges and Dates - Cell Names, Named Ranges, Formulas with Cell Names, Date Formulas, Lookups – VLOOKUP and HLOOKUP with exact match, Conditional Logic – IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF & SUMIFS, AVERAGEIF & AVERAGEIFS, COUNTF & COUNTIFS. Text Formulas – Case Formulas, Fix Number Fields, Trim Spaces, Substitute Text.

Unit 4: Sort, Filter, and Subtotal –

Group & Ungroup, Sort Data, Sort Multiple Levels, Filter Data, Advanced Filter, Conditional Sorting and Filtering, sorting with Custom Lists, Subtotals, Pivot Tables - Creating PivotTables, Choosing Fields, Pivot Table Layout, Filtering Pivot Tables, Modifying Pivot Table Data, Pivot Charts. Collaboration - Inserting Hyperlinks, sharing a Workbook, Track Changes, Accept/Reject Changes. Protecting Data - Workbook Passwords, Protecting Workbooks, Unlocking Cells. Macros, Types of Macros, VBA and VBA Macros.

Unit 5: IT Lab: Students has to download data sets from different sources and perform the following:

- *Data Analysis*
- *Graphical Representation of Data*
- *Creating the Dashboards*

Recommended Text:

- Curtis D Fyre - Microsoft Excel 2016 - Step by Step, Microsoft, PHI Publications, 2017.

Reference Books:

- Excel 2016 Bible, by John Walkenbach.
- Excel 2016 for Dummies, by Greg Harvey.
- Excel: Quick Start Guide from Beginner to Expert, by William Fischer.
- Excel 2016 from Scratch, by Peter Kalmstrom.
- Wayne L Winston, Microsoft Excel 2016—Data Analysis and Business Modeling, Microsoft, PHI Publications, 2017.
- Bernd Held, Theodor Richardson, Excel Functions and Formulas, 3rd Edition, BPB Publications.

TERM - II TERM THEMATIC: CORPORATE INTRINSIC

Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CH	Human Resource Management	3
2	1202-R4CM	Marketing Management	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
Managerial Competency Development:			
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
Total Credits			18

HUMAN RESOURCE MANAGEMENT

Course Code: 1201-R4CH	CREDITS: 3
Batch: 2022-24	Term: II

Course description:

Human Resource Management deals with Man power planning, performance appraisal, performance counselling, potential appraisal, succession planning, career planning. Training and Development. These topics are very important from the point of view of development of employees in an organization. The subject has assumed importance as businesses face competition arising out of globalization and liberalization. To equips students with skills necessary to play the HR role with the required depth and balance of technical and managerial knowledge that will enable them to function successfully in their chosen field

Course outcomes:

On successful completion of the course students should be able to:

- *Introduction to Human Resource Management*
- *Understanding and Learning the Human resource planning and Recruitment and Selection*
- *Understanding and Learning the Training and development and performance appraisal*
- *Understanding and Learning the Compensation and Employee relations.*

Content:

Unit 1: Introduction to Human Resource Management

HRM- Importance- Line and Staff Aspects of HRM- Line Managers HR duties- Changing work force and Demographic trends – Impact of these trends on HRM functioning- From PM to HRM and from HRM to SHRM.

Unit-2: Human Resource Planning

Human Resource Planning-Job Analysis- Basics, methods of collecting information-writing job description and specifications-job analysis of worker empowered world- HR Planning and Forecasting

Recruitment and Selection: Need and importance of recruitment- Sources of Recruitment-Internal Vs External- Employee Testing and Selection-Reliability and Validity of Tests-Types of Tests-Physical and Motor abilities-psychological Tests- Interviewing Prospective Candidates-Types of interviews-errors in conducting employment Interviews-design and conduct effective Interview-Induction, placement and Socialization

Unit-3: Employee Training and Development

Training need analysis and Designing Training Programs-Execution and implementation of Training –Executive Development techniques-in basket exercises, Role play, Sensitivity training, Management Games, Simulation exercises- Evaluating Training effectiveness

Performance appraisal and Management-basic Concepts-Appraisal Techniques-Dealing with Performance Appraisal Problems-Appraisal Interviews-Performance Management- Performance Management Systems in India

Unit – 4: Compensation

Job Evaluation-Pay for performance and Financial incentives- Individual Employee Incentives

Employee Relations-Managing Employee Discipline and Dismissals- Trade Unions in India- Grievance handling- Dispute settlement- New Indian Labour Codes - Employee welfare schemes- safety, health and welfare facilities

Unit -5: Managing Human Resources:

Best HR practices in India Companies, (covering HRP, Recruitment & Selection, Training and Development, PMS, Compensation, Health, Safety Welfare and Separation Practices)

Recommended Text:

1. Dr. T. Raju and Dr. S. Jaya Bharathi (2014) – Human Resource Management, 'Biztantra, New Delhi (Reference)
2. Sarah Gillmore and Steve Williams (2013), Human Resource Management - Oxford University Press New Delhi (Reference)
3. Biswajeet Pattanayak (2014)- Human Resource Management Prentice Hall of India, Delhi
4. Robert L. Mathis, John H. Jackson and Manas Ranjan Tripathy (2013) Human Resource Management, A South-Asian Perspective, CENGAGE Learning, New Delhi
5. Uday Kumar Haldar, Juthika Sarkar (2012) Human Resource Management, Oxford University Press, New Delhi

Suggested readings:

Additional Course Material will be provided to student for gaining practical applications.

1. A.S.Kohli and Tapomadeb, Performance Management, Oxford Higher Education.
2. Bagchi, Soumendra Narain (2013). Performance Management, New Delhi: Cengage Learning India.
3. Dipak Kumar Bhattacharyya: Human Resource Management Systems and Strategies, Pearson Publication.

Massive Open Online Courses (MOOCS) (add/ remove as necessary)

1. <https://www.my-mooc.com/en/mooc/human-resources-management-capstone-hr-for-people-managers/>
2. <https://nptel.ac.in/courses/110105069>

MARKETING MANAGEMENT

Course Code: 1202-R4CM	Credits: 3
Batch: 2022-24	Term: II

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of marketing. It seeks to achieve this by developing a thorough understanding of strategic market planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course Outcomes (COs):

On successful completion of the course students should be able to:

1. Describe marketing orientation and organizational marketing planning process.
2. Interpret and illustrate market segmentation, targeting, differentiation, and positioning strategies by analysing consumer's insights.
3. Develop marketing strategy using marketing mix elements for organization.
4. Analyse complex marketing issues and develop solutions

Course Content /Syllabus

UNIT – I – MARKETING CONCEPT, PROCESS, FUNCTION

Introduction to marketing and definition - Marketing process and concepts. Situation Analysis, formulating marketing strategy and developing marketing program. Influence of Micro and macro environments on marketing.

UNIT – II - MARKETING STRATEGY

Consumer markets and consumer behaviour - Factors influencing consumer behaviour. Consumer's buying decision process. Business markets and business buying process. Consumer driven marketing strategies - Market segmentation and targeting, product differentiation and positioning.

UNIT – III – MARKETING MIX – PRODUCT & PRICE

Elements of Marketing mix: Product & Price - Product and service differences, Product Mix, New Product development, Product Life Cycle. Branding Concept & Strategies, Pricing – Types, Factors and Strategies. Pricing adjustments and changes.

UNIT – IV - MARKETING MIX – PLACE & PROMOTION

Elements of Marketing mix: Place & Promotion - Value delivery network, Marketing Channels-Types, Channel design decisions. Marketing Communication Process, Integrated marketing Communication Tools and Strategies. Personal selling - process, measuring performance; Direct and online marketing, Public Relation, Sales Promotion.

UNIT – V – MARKETING PRACTICES

Preparing a Marketing Plan – Product Life Cycle - Brands and Brand Management - Marketing Communications – Advertising – Personal Selling - Digital Marketing, Summing up – An Integrated perspective to Market Oriented Business.

Recommended Text Book:

1. Lamb, Charles., Hair, Joseph., McDaniel., Sharma, Dheeraj. *MKTG - A South Asian Perspective*. New Delhi: Cengage Learning Pvt. Ltd., 2016. (Textbook)
2. Philip Kotler, Keven Lane Keller, *Marketing Management*, Pearson, 15th Edition, 2016. (Reference book)
3. Baines, Paul., Fill, Chris., Sinha, Piyush. *Marketing - Asian Edition*. New Delhi: Oxford University Press, 2013. (Reference).
4. This is Marketing: You Can't Be Seen Until You Learn To See- Seth Godin- Penguin Publisher-2018

Suggested readings:

1. Michael V. Marn, Robert L. Rosiello. "Managing Price, Gaining Profit, Science in marketing", *Harvard Business Review*. (September, 1992)
2. Cara France, Mark Bonchek. "People Are the New Channel", *Harvard Business Review*. (April, 2013)
3. James A. Narus, James C. Anderson. "Rethinking Distribution: Adaptive Channels", *Harvard Business Review*. (August, 1996)
4. Rowland T. Moriarty, Ursula Moran. "Managing Hybrid Marketing Systems", *Harvard Business Review*. (December, 1990)
5. John Senior, Tom Springer, Lori Sherer. "5 Ways to Increase Your Cross Selling", *Harvard Business Review*. (November, 2016)

CORPORATE FINANCE – I

Course Code: 1203-R4CF	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Every decision made in a business has financial implications, and any decision that involves the use of money is a corporate financial decision. Corporate finance is the division of finance that deals with how business entities such as companies deal with investment decisions, financing decisions and dividend decisions. It is primarily concerned with maximizing shareholder wealth through long and short-term financial planning and the implementation of various financial strategies. It also involves managing the required finances and its sources. This course presents the foundations of finance with an emphasis on applications vital for corporate managers. Besides, this course also lays the foundation, which serves as a building block, for participants who want to make a career in financial services and investment banking or equity analysis. At the end of the course the student should be familiar with the theory, tools and techniques necessary for efficient management and utilization of financial resources.

Course Outcomes (COs)

On successful completion of the course students should be able to:

- CO1 – Explain and outline the major concepts of investment, financing and dividend decisions.
- CO2 – Understand and evaluate the inter-relationship between investment, financing and dividend decisions.
- CO3 – Choose and apply the appropriate corporate finance concepts, principles and theories for making financial decisions.
- CO4 – Develop strategies to measure and manage the working capital needs.

Course Content /Syllabus:

Unit – I: Introduction to Corporate Finance and Time Value of Money

Objectives of the firm – Profit Maximization vs. Wealth Maximization – Agency Problem -Overview of investment and financing decisions – Overview of Long-Term and Short-Term Financial Decisions – Introduction to Time Value of Money – Nature of Cash Flows – Annuities – Present and Future Value Computation – Discounting and Compounding – Introduction to Cost of Capital and Return on Investment – Basics of Valuation – Earnings Per Share (EPS).

Unit – II: Capital Investment Decisions

Long-Term Assets vs. Short-Term Assets – Profits vs. Cash Flows – Non-Cash Expenses (Depreciation) – Types of Capital Investment Decisions – New Asset Purchase vs. Replacement Decision – Mutually Exclusive Decisions – Capital Rationing Decisions – Methods of Capital Budgeting – Pay Back Method – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index.

Unit III: Financing Decisions and Dividend Decisions

Sources of Finance – Debt vs. Equity – Benefits and Issues in Using Debt – Leverage – Operating Leverage and Financial Leverage – Capital Structure Theories – Introduction to Weighted Average Cost of Capital (WACC) –

Introduction to Dividend Decisions – Types of Dividends – Stock Dividends vs. Cash Dividends – Share Repurchase – Stock Splits vs. Reverse Stock Splits – Introduction to Dividend Theories – Signalling Theory.

Unit – IV: Short-Term Financial Planning

Concept of Working Capital – Positive Working Capital vs. Negative Working Capital – Forecasting Short-Term Financing Needs – The Matching Principle – Sources of Short-Term Finance – Trade Credit vs. Bank Credit – Accruals – Deferred Incomes – Commercial Papers – Corporate Deposits – Liquidity vs. Profitability – Operating Cycle vs. Cash Cycle.

Unit -V: Inventory, Receivables, Payables and Cash Management

Benefits and Costs of Holding Inventory – ABC Analysis – EOQ – FIFO vs. LIFO – Credit Policy – Speeding Up Cash Collection from Receivables – Invoice Discounting – Trade Credit Policy – Motivation to Hold Cash – Cash Management Techniques.

Recommended Text Book:

IM Pandey Financial Management, Vikas Publishing House, 2011

Reference Books:

1. Khan & Jain, Financial Management –Text & Cases, TMH Private Ltd, New Delhi
2. Brigham, E. F and Huston J. F. Fundamentals of Financial Management, Concise 7th edition, South Western, 2011.
3. Brealey, R., Myers, S.,and Allen, F., Principles of Corporate Finance, McGraw-Hill, 10th edition, 2011

OPERATIONS RESEARCH

Course Code: 1204-R4CD	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Decision-making is a fundamental part of the management process and it pervades the activities of every business manager. In fact it is the manager's competence as a decision-maker that enables us to distinguish a good manager and a bad one. Modern management is adopting and applying quantitative techniques to aid the process of decision-making in ever increasing measure. This is due to the fact that an intelligent application of the appropriate tools can reduce an otherwise unwieldy and complex problems to one of the manageable dimensions. This course introduces student to the fundamentals of Operations Research Models including linear programming and applications. Students will learn how to construct models appropriate to particular applications, develop optimal solutions, understand the theory behind solutions and translate solutions into directives for decision making.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained..

CO2: Determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible and optimal solution of the Transportation problems

CO3: Model competitive real-world phenomena using concepts from game theory. Analyse pure and mixed strategy games

CO4: Formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems

Course Content /Syllabus:

UNIT I : INTRODUCTION TO OR & LPP: Decision making and quantitative techniques, Origin and scope of Operations Research, Methodology of Operations Research, introduction to Linear Programming Problem (LPP), General statement of LPP, Assumptions underlying LPP, Formulation of LPP, Solution to LPPs – Graphical method, Simplex method, LPP using Integer Programming Duality and Sensitivity Analysis.

UNIT II : TRANSPORTATION PROBLEM & ASSIGNMENT PROBLEM: Introduction to TP, Formulation of TP, Obtaining Initial Basic Feasible Solution to Transportation problem- North West Corner rule, Least Cost method, and Vogel's approximation method. Obtaining optimum solution by MODI method. Travelling Salesmen Problem, Introduction to Assignment Problem, Formulation of Assignment problem and solving it by Hungarian method.

UNIT III : THEORY OF GAMES: Introduction, Game Models, Two Person Zero Sum game and their solution, Principle of Maxima and Minima, Saddle point, Dominance Rule, Solution of $2 \times n$, $m \times 2$ games by graphical method.

UNIT IV: DECISION THEORY: Decision-making environments: different decision environments, One Stage Decision-making Problems, Multi stage Decision making Problems - Uses of Decision tree, utility as base for decision making.

UNIT V PERT & CPM: Introduction, PERT/CPM Networks, Construction of a network diagram, Critical path method, Project Evaluation and Review Technique, Difference between PERT & CPM

Recommended Text Book:

Quantitative Techniques in management- N.D.Vohra, TATA McGrawHill publications.

Reference Books:

1. Quantitative Techniques-Theory and Problems, TulsianPandey, Pearson publications.

2. Operation research, S.D. Sharma, Kedarnath-Ramnath Publication.
3. Operations Research, J.K.Sharma

MANAGERIAL COMMUNICATION - I

Course Code: 1205 – R4CG	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Communication occupies a pivotal role in the success of organisational endeavours. It is the fundamental building block of meaningful strategies, inspires people through vibrant vision and mission statements and strengthens relationships through a synergistic blend of people and technological aids. It is imperative for students of management to learn to communicate effectively and meaningfully. The course intends to develop a holistic personality in the process of learning to communicate effectively. Communication today is not merely the ability to speak effectively in a language of choice, rather it requires one to master the art of creatively driving business results through impactful presentations and discussions through self-confidence and poise.

Course Outcomes (COs):

On completion of the course, students should be able to:

1. Explore the significance of business communication in today's corporate workplace and Exhibit the various business communication environments for students to excel.
2. Explain the importance of Language Skills and other essential tools for effective business communication: LSRW skills would build good workplace relationships.
3. Develop proper letter and email writing skills with appropriate writing hacks.
4. Identify the opportunities and challenges in the corporate environment, and illustrate the practices in managerial communication that are in vogue.

Course Content /Syllabus:

Unit 1 - Introduction to Business Environment and Communication

Business Communication Vs General Communication - Features of Business Communication - Importance of Business Communication – Flow of Communication within an organisation - Barriers in Business Communication - Employers of today - Expectations of Employers– Being valuable to Prospective Employers – Impact of Technology on Communication.

Unit 2 - Receptive Skills

Listening – Hearing vs Listening – Types and Process of Listening – Active vs Passive Listening – Developing Listening Skills

Speaking – Conversational Skill – Extempore Speaking session – Perception and Conception - Principles of Communication (7Cs and 4Ss) – Non-Verbal Communication – Importance of Non-Verbal Communication

Unit 3 - Productive Skills

Reading – Types of Reading - Importance of Reading – Skimming and Scanning – SQ3R

Unit 4 - Letter Writing and Email Etiquette

Letter Writing – Formal Vs Informal Letter - Introduction to Emails – Email writing –Function of Email writing – Common Email Pitfalls – guiding principles for composition-maintaining standard Email etiquettes.

Unit 5 - Corporate Interview and Resume Writing

Students have to contact a corporate manager and conduct an interview with him/her based on the suggestions received in class.

Resume Writing – Resume Writing Tips - Resume and CV

Recommended Text book:

Business Communication, Connecting at Work, Mukerjee H.S 2013 B Oxford University Press

Additional Reading:

1. Communication Skills, Sanjay Kumar & Pushpa Latha 2015 Oxford University Press.

2. Laurie Mullins 'Management and Organizational Behaviour', Seventh / Tenth Edition, Pearson Publication, Fifth Impression 2013
3. Koontz Weihrich 'Essentials of Management' Ninth Edition. Mc Graw Hill

Suggested readings (add/ remove as necessary)

Business Communication, Sethi & Adhikari , 2011, Tata McGraw Hill Education Private limited.

TERM - III TERM THEMATIC: CORPORATE INTEGRAL

Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CG	Business Environment and Law	3
2	1302-R4CD	Management Information System	3
3	1303-R4CD	Operations Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
Managerial Competency Development:			
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
Total Credits			18

BUSINESS ENVIRONMENT AND LAW

Course Code: 1301-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This course provides fundamental knowledge about the business law and business environment in Indian context. Knowledge about Business environment including internal and external in nature will be provided to the students. In addition, the legal framework for doing business in India will be provided to them.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Describing the external, internal, economic and non-economic environmental factors Influencing business organizations within a country accounting practice

CO2: Summarizing the impact of country specific factors and governmental ideologies in the adaptation of economic systems by different countries for growth and prosperity.

CO3: Applying the essential provisions of various governing legislations affecting business operations

CO4: Analyzing the rights and remedies available to a Consumer under different laws in India.

Course Content /Syllabus:

Unit I: Introduction to Business Environment:

Business- meaning-characteristics and objectives- divisions of business- Modern Business Economic Environment: Different Types of Economic Systems-Capitalism, Socialism and Mixed Economy, Economic Policies, Industrial policies.

Unit II: Non-Economic Environment

Natural Environment, Socio Cultural Environment, Educational Environment, Politico-Legal Environment, Demographic Environment, Technological Environment, Tax Environment- PESTIIL Analysis. Globalization- MNCs in India - India and WTO-Agreements reached in the Uruguay round including TRIPS, TRIMS, GATS, Disputes settlement mechanism- Dumping and Antidumping measures – Critical review of WTO functions.

Unit III: Legal Aspects of Business

Introduction to Law-The Indian Contract Act 1872-Essentials of a valid Contract-Performance of Contract, Discharge of a Contract-Breach and Remedies for Breach of Contract - Company Law - Formation of a Company-Board composition and Powers-Meetings-- Oppression and Mismanagement -Winding up of the company. IPRs.

Unit IV: Consumer Protection Act 1986

Constitution and Powers of Forums and councils- Defect and Deficiency of Service and Remedial Measure for Defect and Deficiency of Service- Information Technology Act of 2000- Right to Information Act 2000.

Unit V: Application of various business legislations in business operations, analyzing factor-wise business environment

Essential Readings: *Business Environment* by B.N. Ghosh, Oxford University Press, first published in 2015.

Suggested Readings:

1. Business Environment by Shaikh Saleem, Pearson Publication, 2015.
2. Legal Aspects Akhileshwar Pathak, Mc Graw Hill Publications, 2014.
3. Business Environment by Prabhakaran Paleri, Cengage Learning, 2014
4. Legal Aspects of Business by Daniel Albuquerque, Oxford Publications 2013.
5. Legal Aspects of Business by Ravinder Kumar , Cengage Learning, 2013.
6. Business Environment by A.C. Fernando, Pearson Publication, 2011.
7. Business Laws Dr. S.N. Maheshwari and Dr. S.K. Maheshwari, Himalaya Publishing House, 2010

Newspapers: Economic Times, Daily,Business, Standard Daily

Websites: www.epw.in , www.business.gov.in, www.vakil.com, www.indiakanoon.com

Journals - Economic and Political Weekly, Academy of Management Journal

MANAGEMENT INFORMATION SYSTEMS

Course Code: 1302-R4CD	Credits: 3
Batch: 2022-24	Term: II

Course Description:

This course aims to develop basic conceptual knowledge in Information System concepts and techniques used in today's competitive environment. This course includes the concepts of enterprise information systems, use of information systems to achieve strategic goals and to gain competitive advantages, the impacts of information systems on business process reengineering and management, managerial issues in developing information systems, IS project management, and other contemporary IS technologies.

Course Outcomes (COs):

On completion of the course, students should be able to:

- CO1: Recognize contemporary MIS theory and how information systems support business strategy, processes, and applications in an organization.
- CO2: Differentiate how various support systems can be used for business decisions and to sustain competitive advantage.
- CO3: Analyze how the Internet and World Wide Web provide a global platform for business.
- CO4: Express the proven value of, and relationship between business data, data management, and business intelligence

Course Content /Syllabus:

Unit – I: Organizations, Management, and the Networked Enterprise

Introduction, Organizations, Management and the Networked Enterprise. – Information Systems in Global Business Today – The role of Information Systems in business today – Perspectives on Information Systems – Contemporary approaches to Information Systems – Global E-Businesses and Collaboration – Business Processes and Information systems – Types of Information Systems – Systems for collaboration and Team work – Information Systems function in Business.

Unit – II: Information Technology Infrastructure

Information Technology Infrastructure – IT infrastructure and emerging technologies – IT Infrastructure – Infrastructure components – Contemporary Hardware and Software platform trends. Foundations of Business Intelligence: databases and Information Management – Organizing data in a traditional file environment – The database approach to data management – Using databases to improve business performance and decision making.

Unit – III: Key System Applications for the Digital Age

Telecommunications, The Internet and Wireless technology – Telecommunications and Networking in today's business world – Communication networks, the global internet – the wireless revolution. E-Commerce: Digital Markets, Digital Goods, Enhanced Decision making – E-Commerce and Internet – E-Commerce: Business and Technology – The mobile digital platform and Mobile E-Commerce – Building an E-Commerce Website.

Unit – IV: Building and Managing Systems

Enhancing Decision Making – Decision making and Information Systems- Business Intelligence in the Enterprise – Business Intelligence constituencies - Building and Managing Systems – Building Information Systems – Overview of Systems Development – Alternative Systems Building Approaches – Application Development for Digital Firm.

Unit – V: Management Information Systems in practice

Students need to visit any industry / company to observe and need to submit a report on organizational need for MIS in a company covering the majority aspects discussed in the previous units.

Recommended Text book:

Kenneth C. Laudon, Jane P. Laudon, 2019, –Management Information System: Managing the Digital Firm, 15th Edition, Pearson Publications.

Reference Books:

- Mahadeo Jaiswal and Monika Mittal, 2004, Management Information Systems, Oxford University Press
C.S.V.Murthy, 2017, Management Information Systems, Himalaya Publishing House
Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage, John Wiley and Sons.
James, A. O'Brien (2006). Introduction to Information Systems, Tata McGraw Hill.

OPERATIONS MANAGEMENT

Course Code : 1303-R4CD	Credits: 3
Batch: 2022-24	Term: III

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Operations. This course develops a thorough understanding of Strategic and Operational decisions involved in understanding and fulfilling the needs of a customer by providing value added products / services. The course focuses on the basic concepts, issues, and techniques adopted worldwide for efficient and effective operations. The topics include operations strategy, facility planning and layout, aggregate production planning, production control, maintenance management, quality control and inventory.

Besides, this course also lays the foundation as a pre-requisite for other subjects (core as well as specialization in operations) offered in subsequent terms

Course outcomes:

On successful completion of the course students should be able to:

CO1: Identify and integrate different components of operations management in manufacturing / service organizations.

CO2: Differentiate between various facilities used for diversified operations.

CO3: Implement technologies for product – process mix.

CO4: Evaluate time & cost related operational activities quantitatively.

Content:

Unit I: Introduction to OM

Introduction, Definition, Objectives and Functions of OM, Manufacturing and Service Sector Trends in India, Services as a part of OM, Operations as a key functional area, OM – a systems perspective, Challenges in OM, Operations strategy, Measures for Operational Excellence, Options for Strategic Decisions.

Unit II: Operations and the Value Chain (Location, Layout and sourcing)

Facility Location: Globalization of Operations, Factors affecting Location, Concepts/overview of Location planning methods. Layout planning, Types of layouts. Sourcing: Strategic Sourcing, Procurement Process, Developing Reliable Vendors, The Make-or-Buy Decision, Concept of E-Procurement.

Unit III: Planning, Control and Scheduling of Operations

Inventory Planning & Control: Types of inventory, Inventory costs, Economic Order Quantity (EOQ), Inventory control systems, Selective control of inventory. Production Planning & Control: Functions of Production Planning and Control (PPC). Operations Planning: Aggregate Production Planning (POP), Master Production Scheduling (MPS). Resources Planning: Capacity Planning, Materials Requirement Planning (MRP), Manufacturing Resources Planning (MRP II), Concept of Bill of Material (BOM), Distribution Requirement Planning (DRP). Operations Scheduling: The Scheduling Context, Scheduling of flow shops, Scheduling on job shops.

Unit IV: Designing Operations & Quality

Design of Manufacturing Process: Determinants of Process Characteristics in Operations, Types of Processes & Operations Systems, The Process-Product Matrix. Operations Quality Management: Nature of Quality- Dimensions of Quality, Determinants of Quality, Costs of Quality, Concept of quality in a manufacturing unit – Process control, Product control.

Unit V: Practical Orientation

Several cities have now chain stores that sell a variety of goods. These chain stores may be like Bajaj Electronics (selling household appliances and white goods), Garment Retail Outlets (such as Raymonds, Louis Philippe, and Arrow), Super

markets (such as Spencer's, Reliance Fresh, Food World, D Mart and Big Bazaar), high-end malls (such as Shoppers Stop, Central and Life Style) and eating outlets (such as Barbeque Nation, Paradise Restaurant, Chutneys, Gufaa, and Olive).

Select two (should be combination of two: garment retail outlet + super market) such categories of chain stores for the study. Visit the chosen chain stores, interview the operations manager and the owner of the franchisee and elicit information on the various factors that are important for choosing an appropriate site for locating their retail outlet. For the important factors identified, obtain the relative importance of the factors as perceived by them. Based on this exercise prepare a final report that covers the following aspects of the location decision making framework

What are the important factors that drive the choice of location in each of the two examples that you have studied? How important are they to these examples?

Are there significant differences between the importance of the factors in the two examples that you have studied? Explain why these differences occur?

If a new player wants to setup an operation in the same area as the one that you have looked at explain how you will advise the new player on its choice of an appropriate location for their operation.

A Retail Outlet and a Super Market

A High-end Mall and an Eating Outlet

A Hospital and an Electronic Outlet

A Bank and a Super Market

II. Visit Metro and IKEA outlets. Interact with the operations manager and answer the following questions:

- a. Prepare a report highlighting your understanding of the performance of the companies with respect to inventory planning & control.
- b. Which outlet is better in managing the inventory?
- c. What are your key inferences from this exercise?

Recommended Text:

B.Mahadevan. Operations Management Theory & Practice. New Delhi: Pearson, 2nd Edition.

Reference Books:

Norman Gaither, Greg Frazier. Operations Management. New Delhi: Cengage Learning, 2007, 9th Edition.

R.B.Chase, F.R.Jacobs, N.J.Aquilano, N.K.Agarwal. Operations Management for competitive Advantage. New Delhi: Tata McGraw Hill, 2006, 11th Edition.

James R.Evans, David A.Collar. Operations Management Concepts, Techniques, and Applications. New Delhi: Cengage Learning India Pvt. Ltd., 2007.

RESEARCH METHODOLOGY

Course Code : 1304-R4CD	Credits: 3
Batch: 2022-24	Term: III

Course Description:

The objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on Basic and Applied research, research designs Descriptive research, Exploratory research and Causal research designs, Questionnaire design, sampling techniques, Statistical tools for analysis, presenting findings and report writing. This course focuses on primary and secondary research methods with business applications.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand the utility and importance of business research methods.

CO2: Describe the various concepts of business research methods and types of research.

CO3: Apply various Quantitative and qualitative statistical tools by using SPSS in Business Research and present the findings.

CO4: Demonstrate problem solving skills and analytical skills in developing a research design and proposal for addressing a real time business problem.

Content :

Unit – 1 : Introduction to Business Research

Introduction – Definitions - Arbitrary Method vs. Scientific Method - Characteristics and Objectives of research - Research in Management, Applications – Types of Research – Fundamental Research – Applied Research - Exploratory – Quantitative, Qualitative, Mixed method and experimental designs.

Unit – 2 : Research Design – Problem Formulation, Research Design Types

Scales of measurement: Nominal, Ordinal, Interval, Ratio scales. Criteria for Good Measurement: Validity, Reliability, Sensitivity and Generalizability. Measurement scales: Single – Item scales, Multi – Item scales, Continuous Rating Scales. Factors in selecting an appropriate measurement scale. Questionnaire Design Process, Sampling and Sampling Distributions.

Unit – 3 : Sources and Collection of Data

Secondary Data Sources, classification of secondary data sources, road map to use secondary data, Benefits and limitations. Primary data and its collection procedures, experimentation, surveys, field work their advantages and limitations. Extracting data from social media platforms. Data preparation: Preliminary questionnaire screening, Editing, coding, Data entry & Data cleaning. Assumptions checking.

Unit – 4 : Analysis and interpretation of data

Statistical inference: Hypothesis Testing for Single Population, Two Populations, ANOVA, Chi-Square Test, Correlation and Simple Linear regression, Multiple Linear Regression Analysis – Factor Analysis. Introduction to Text-analysis and Social-media analysis. Non parametric test procedures. Overview of advanced statistical tools.

Unit – 5 : Presentation of results and Report writing

Presentation of results: Tabular, Graphical, and diagrammatic representation. Reporting of statistical tests. Report Writing: Organisation of the Written report, Report layout, Title page, Letter of Transmittal, Letter of Authorisation, Table of contents, Executive summary, Body, Appendix, and Bibliography.

Recommended Text:

Naval Bajpai (2016), Business Research Methods, 10th Edition, Pearson Education, New Delhi
Prahlad Mishra (2015), "Business Research Methods", Oxford University Press, New Delhi

Reference Books:

- Cooper and Schindler (2018), Business Research Methods, 12th Edition, McGraw Hill Publications, New Delhi
- William G. Zikmund and Barry J. Babin (2016), Business Research Methods, Cengage Learning India
- Naresh K Malhotra and Sathyabhushan Dash (2019), Marketing research: An Applied Orientation, 7th edition Pearson Publication, New Delhi.
- Rajendra Nargundkar (2019), Marketing Research: Text and Cases, 4th edition, Tata McGraw Hill
- Saunders, Lewis & Thornhill (2015), Research Methods for Business Students, 7th Edition. Pearson.

MANAGERIAL COMMUNICATION – II

Course Code : 1305-R4CG	Credits: 3
Batch: 2022-24	Term: III

Course Description:

This course along with other courses of Managerial Communications, which will be offered in subsequent terms, aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal spoken and written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. This course intends the learners to aware about the cross-cultural communication differences across the globe. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation of resumes, and group discussions. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course outcomes:

On Successful completion of the course students should be able to

- CO1: Understand the cross cultural communication differences across the global business context
- CO2: Exhibit reflective thinking and persuasive speaking that emphasize exploration, comprehension & expressive inquiry.
- CO3: Demonstrate the ability to perform formally in Group Discussion using effective non-verbal components and communication effectively along with their impactful resume.
- CO4: Exhibit to write and prepare impactful blog and vlog

Course Content

Unit 1 : Cross Cultural Communication (CCC)

Introduction – What is Culture – Communication across different Culture – Culture and Writing skills -Culture and Non-Verbal Communication – Erin Mayer’s – 8 Scales of Cross cultural communication.

Unit 2 : Professional Presentations

Introduction – combating stage fright – preparing power point slides for presentation using different online sources CANVA – describing objects/situations and people – individual and group presentation – Visual Communication using different tools.

Unit 3: Jam & Public Speaking

Introduction- Just a minutes - choosing an appropriate pattern-selecting an appropriate method-art of persuasion – Making speeches interesting- Delivering different types of speeches.

Unit 4: Group Discussion And Resume

Introduction to GD- Definition-Difference between a GD and Debate-Number and Duration-Personality traits to be evaluated.

Introduction to Resume preparation – types of resume – important features of selling a resume.

Unit 5: BLOG AND VLOG

Introduction to Blog and Vlog – Writing Etiquettes for Blog - Speaking Etiquettes for Vlog – Publishing Vlog and Blog.

Recommended Text:

Latha, Pushpa & Kumar Sanjay (2015). Communication Skills, New Delhi: Oxford University Press.

Mukerjee, H S. (2016). Business Communication: Connecting at Work. New Delhi: Oxford University Press

Reference Books:

Sethi & Adhikari, (2011). Business Communication, New Delhi: Tata McGraw Hill Education Private limited.

TERM - IV TERM THEMATIC: CORPORATE ADEPT

Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3
2		Major - I	3
3		Major - II	3
4		Major - III	3
5		Minor - I	3
6		Sectoral - I	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
Managerial Competency Development:			
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
Total Credits			35
Major		Finance:	
	2402-R4MF	Management of Financial Services	
	2403-R4MF	Investment Analysis and Portfolio Management	
	2404-R4MF	Risk Management and Derivatives	
		Marketing:	
	2402-R4MM	Consumer Behaviour	
	2403-R4MM	Sales Management	
	2404-R4MM	Services Marketing and CRM	
		HR:	
	2402-R4MH	Human Resource Development	
	2403-R4MH	Industrial Relations and Labor Laws	
	2404-R4MH	Performance Management	
Minor		Finance:	
	2405-R4NF	Financial Products and Services	
		Marketing:	
	2405-R4NM	Sales Management	
		HR:	
	2405-R4NH	Human Resource Development	
		Operations:	
	2405-R4ND	Supply Chain Management	
		Business Analytics:	
	2405-R4NA	Visual Analytics	
Sectoral		Banking:	
	2406-R4SF	Principles and Practices of Banking	

	Digital Marketing:
2406-R4SM	Digital Marketing
	Retail Management:
2406-R4SR	Retail Management
	Business Analytics:
2406-R4SD	Visual Analytics
	Entrepreneurship:
2406-R4SG	Innovation Management and Entrepreneurship

STRATEGIC MANAGEMENT

Course Code: 2401-R4CG	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

Management decisions of long term significance are studied in the subject Strategic Management. It entails three ongoing processes: analysis, decisions and actions. Good strategy formulation and its execution are the most trustworthy signs of good management. Corporate world is in the process of transformation driven by management and technology. Strategic management takes a panoramic view of this changing corporate terrain and attempts to show large and small firms can be more effective and efficient not only today but in the future also.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO2: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO3: Apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO4: Analyse real time company situations and developing Innovation thinking.

Course Content:

UNIT - I : Introduction:

What is Strategic Management -Why it matters -Definition of Strategy – Strategic Planning Process- Mission, Business definition, Objectives

UNIT - II : Environmental Analysis:

environmental Analysis is important Constituents of Environment-The External Environment: Opportunities, threats, competition and Competitive Analysis. Internal Environment: Resources, Capabilities, Competencies and Competitive Advantage.

UNIT - III : Formulation of Strategic Actions:

Corporate level Strategy, Levels of Diversification, Reasons for diversification, Business-level Strategies, Customer relationship with Business Level Strategies. Purpose of Business- Level Strategy.

UNIT - IV : Structure and Control with Organizations:

Strategic Leadership concerns, Turnaround Management and Strategic Evaluation and Control.

UNIIT -V: Strategic Management in Practice.

Strategic Management Practices at Corporate level selected industries.

Essential Readings:

1. Strategic Management: Hitt, Ireland, Hoskisson and Manikutty, 9th edition, Cengage Publication
2. Crafting and Designing Strategy: Thompson, Strickland, Gamble and Arun K. Jain : TMH
3. Essentials of Strategic Management: Martyn R Pitt and Dimitrios Koufopoulos, The South Asia edition published in-2012 edition, Sage Publication, New Delhi.
4. Strategic Management by Professor Krishna Kumar study material and <https://www.in/prof-krishna-kumar-21771b75/?originalSubdomain=in>

MANAGEMENT OF FINANCIAL SERVICES

Course Code: 2402-R4MF	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

This course provides an analytical framework for a range of financial products and services offered by various financial institutions and agencies in India. The course has been designed to impart the knowledge through an analysis of the functioning of financial services companies. Through combining theoretical perspectives with case studies, the course aims to allow students to develop critical and contextualized understanding of the variety of financial services, practical financial service business situations or cases and the strategic nature of demands within the financial sector.

Course outcomes:

On successful completion of the course students should be able to:

CO1-Understand the constituents of Indian Financial System.

CO2-Demonstrate basic understanding of the various fee based services offered by financial institutions and intermediaries

CO3- Demonstrate understanding of various fund based services that can be used by the companies for their funding needs.

CO4-Summarize recent technological changes in the financial services industry.

Content:

Unit-1 : Introduction to Financial Services

An Overview of Financial System, Financial Markets & Instruments– Capital Market and Money Market Instruments, Regulatory framework -Introduction to Financial Services – services provided by financial institutions.

Unit-2 : Fee based Services

Merchant Banking – Concept – Nature – Role – Functions – Pre – issue and Post Issue Formalities – Underwriting – Project Advisory Services –Intermediaries in capital issues-Credit Rating Services –Rating methodology, rating process, Credit Rating Agencies in India and in world- Factoring – Forfaiting– meaning, types of factoring, process, Factoring Vs Bill Discounting- Ethical issues, Mutual funds-concept, types of schemes, performance.

Unit-3 : Fund based Services

Leasing and Hire Purchase-Leasing concepts, types of lease, Advantages and limitations of leasing, Valuation Issues-Buy or lease, Hire purchase and Evaluation of Hire purchase- Debt Securitization-concept, process, types of certificates – Venture Capital Financing – Concept – Nature – Importance – Venture Capital Schemes – Public Sector – Private Sector – Phases of Investment – Exit Options, Private Equity –PE Vs VC, structure of a PE fund, Current Scenario of PE in India.

Unit - 4 : Emerging Technologies in Financial Services Industry (Fintech Innovation)

Cryptocurrency-introduction, digital assets, legality of crypto currencies trading, crypto currency exchanges in India, Block Chain Technology-Introduction, usage in banking, insurance and capital markets, Chatbot and AI in financial services-introduction, uses of chatbot, Automation in Financial services-introduction to Robotic Process Automation (RPA), use of RPA for customer servicing, claim processing etc., in financial service industry.

Unit 5 : Management of Financial Services in practice

Role and functions of Regulatory authorities –RBI, IRDAI and SEBI. Process and methodology involved in financial services provided by an institute in real time. Analysis of corporate reports on technological advancements in financial services (World Wealth Report 2020 by Capgemini, Financial Technologies Report 2020 by PWC). Performance measurement of the products /schemes of financial institutions through simulation.

Recommended Text:

Khan M.Y., Financial services, TMH Publications, 10th edition, New Delhi, 2019.

Additional Material for emerging technologies in financial services industry

Reference Books:

1. Thummuluri Siddaiah: Financial Services, Pearson, 2013
2. Khan M.Y., Indian Financial System, TMH Publications, 5th edition, New Delhi, 2011.
3. Pathak: Indian Financial System, Pearson, 2009
4. Nalini Parva Tripathy: Financial Services, Prentice Hall, 2009
5. L.M.Bhole: Financial Institutions and Markets, TMH, 2009.

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code: 2403-R4MF	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

Investment is an important means for channelizing the savings into the development of the economy. It is an essential process in the economy. With changes taking place at a fast pace in this field, investing has become a specialized activity. This has become so, irrespective of the magnitude of funds involved. Availability of many innovative products alternatives has further added complexity to the process. One is, therefore, required to master the art and science of investing in order to generate the highest possible returns on investments. The focus of this course is on financial theory and empirical evidence for making investment decisions. Topics include portfolio theory; capital asset pricing model and the arbitrage pricing theory; the empirical behaviour of security prices; market efficiency; performance evaluation; and behavioural finance.

This course is about investing in securities. It is aimed at providing a comprehensive introduction to the areas of security analysis and portfolio management. The course emphasizes the "how-to" aspects of the subject by using detailed real world examples throughout. In the past several decades, the fields of security analysis and portfolio management have changed from a completely descriptive institutional body of literature to a highly formalized quantitative area of study.

Course outcomes:

On successful completion of the course students should be able to:

- CO 1: Describe basics of stock markets, various asset classes including characteristics and asset allocation decisions and portfolio management process.
- CO 2: Explain market efficiency and asset pricing models including bonds.
- CO 3: Compute value of a stock/company using approaches like fundamental analysis and technical analysis.
- CO 4: Examine the portfolio performance using measurement techniques.

Content:

Unit – I : The Investment Background, Securities Markets and Trading

Introduction to Investments: Investment objective - Measures of return and risk - Determinants of required rates of return. The investment setting and the asset allocation decision: Individual investor life cycle - Portfolio management process. Need and input for policy statement - Importance of asset allocation. Markets: Markets segments; Primary and Secondary markets - Participants in the securities market - Stock market Index construction

Unit – II : Asset Pricing Models

Efficient Capital Markets: Random walk - Alternative Efficient Market Hypotheses. Portfolio management: Markowitz Portfolio Theory. Asset Pricing Models: CAPM Model

Unit – III : Equity Analysis

Fundamental Analysis: An introduction, Understanding Financial Statements, projected financial statements, Valuation Methodologies

Technical Analysis: Introduction to Technical Analysis, Candle Charts, Pattern Study, Major Indicators & Oscillators, Trading Strategies, Dow Theory and Elliot Wave Theory.

Unit – IV : Portfolio Evaluation

Evaluation of portfolio performance: Early performance measurement techniques - Composite portfolio performance measures. Application of portfolio performance measures - Portfolio performance evaluation.

Unit – V : Investment Management in Practice

Investment gurus and their strategies, Types of financial assets - Alternative asset classes, Capital Markets trading, Stock market indices - Bond market indices, Valuation of a company using Fundamental Analysis and trading strategies using technical analysis, Equity Portfolio,

Recommended Text:

Frank K Reilly and Keith C Brown, Investment Analysis and Portfolio Management, Thomson Publishers.

Reference Books:

Fisher .E.Donald & Jordon .J.Ronald, Investment Analysis and Portfolio Management, Sixth Edition, PHI, New Delhi, 2008.

Yogesh Maheshwari, Investment Management, First Edition, PHI Learning Private Limited, New Delhi, 2008.

RISK MANAGEMENT AND DERIVATIVES

Course Code: 2404-R4MF	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

Risk Management has become primary task to top management of every company. Derivatives have become increasingly important in the world of finance. Futures and Options are being traded actively on many stock exchanges around the world including India. Forwards and Swaps are traded other than stock exchanges called OTC products. Financial Institutions, fund managers and corporate treasurers called this as OTC market where forwards and Swaps are being traded. Futures and Options are standardized contracts traded in stock exchange. Derivatives can be used to mitigate the risk of economic loss arising from changes in the value of the underlying. This activity is known as hedging. Alternatively, derivatives can be used by investors to increase the profit arising if the value of the underlying moves in the direction they expect.

Course outcomes:

On successful completion of the course students should be able to:

- CO 1 Describe basics of risk, types of risk and risk management tools and their application.
- CO 2 Explain Derivatives products like forwards, futures, options and swaps and their usage.
- CO 3 Compute pricing of derivative products like forwards, futures, options and swaps
- CO 4 Design risk management strategy using derivatives products to manage risk.

Content:

Unit – I : Introduction to Derivatives and Risk Management

Introduction to risk management, types of business risk, price risk, exchange rate risk, interest rate risk. Financial risk, asset based risk, foreign investment risk, liquidity risk. Derivatives, derivative products, participants in derivatives market, functions of derivative markets and criticism of derivatives.

Unit – II : Forward Contracts and Future Contracts

Introduction to forward contracts, Introduction to futures, cash flows under forward and futures contracts, stock index futures, determining forward prices and future prices, using forward contracts to manage risk, and Risk Management with futures contracts.

Unit – III : Options

Introduction to options, types of options, intrinsic value and time value, put-call parity, Option Strategies and profit diagrams, factors affecting option price and option pricing models and Using options for risk management- Hedging.

Unit – IV : Swaps

An introduction to swaps, interest rate swaps, need for swap intermediary, currency swaps, Pricing and valuing swaps and using swaps to manage risk.

Unit – V : Derivatives Trading in India

Derivatives trading, Derivative Disasters, Option Strategies, Market Risk Management of Equity Option Greeks and Portfolio Risk and VaR and Implied Volatility.

Recommended Text:

Rajiv Srivastava, Derivatives and Risk Management, Oxford University Press.

Reference Books:

John C Hull, Options, Futures and Other Derivatives, Pearson Education

David A Dubofsky and Thomas W Miller,Jr, Derivatives : Valuation and Risk Management, Oxford University Press.

Howard Corb, Interest Rate Swaps and Other Derivatives, Columbia Business School Publishing

M. Chisholm, Derivatives Demystified, Wiley

Sundaram Das, Derivatives : Principles and Practice, McGraw Higher Ed

CONSUMER BEHAVIOUR

Course Code : 2402-R4MM	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

This course builds upon knowledge gained by the students from Marketing Management I & II courses, and further enhances students' understanding of marketing management. Since the primary objective of marketing is to satisfy customer needs, a good understanding of how those needs arise and how consumers seek to satisfy them (i.e. consumer behaviour) is a must for effective marketing management. This course enables students to appreciate consumer behaviour from a variety of perspectives, including Cultural, Social, Personal and Psychological perspectives.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Explain the contribution of segmentation, targeting and positioning to marketing decision making.

CO2: Discuss the influence of consumers' internal characteristics on their purchase behaviour.

CO3: Describe the impact of various external influences on consumer behaviour.

CO4: Illustrate the use of market research techniques in understanding consumer behaviour.

Content:

Unit – I : Consumer Behaviour – An Introduction

Need to study Consumer Behaviour - Marketing concept and consumer behaviour; simplified model of consumer decision making; consumer research; understanding consumer and marketing segments; application of consumer behaviour to marketing strategies.

Unit – II : Motivation, Personality & Perception

Consumer motivation, motivation as a psychological force, the dynamics of motivation, types and systems of needs, the measurement of motives, Personality and consumer behaviour; theories of personality, consumer perception; sensory dynamics of perception, elements of perception.

Unit – III : Attitude & Learning

Consumer attitude formation and change, structural models of attitude, attitude formation, and strategies of attitude change. Consumer learning the elements of consumer learning theory of learning.

Unit – IV : Moderating Factors

The family & social class: the changing family – family decision making and consumption related roles family life cycle, social class – measurement of social class, groups and subgroups, classification of groups, reference groups. Influence of culture on consumer behaviour. What is culture, culture is learned, culture is dynamic.

Unit – V : Consumer Decision Making

The consumer's decision making process and models of behavior - Problem recognition and information search - Post purchase processes, customer satisfaction and customer commitment: post purchase dissonance, purchase evaluation and customer satisfaction. Marketing ethics and social responsibility.

Consumer Behaviour Research

Impact of Environment – Motivation – Personality & Self-Concept – Consumer Attitude – Consumer Perception – Cultural Influence – Reference Groups.

Recommended Text:

Leon G. Schiffman, Joseph Wisenblit, and S. Ramesh Kumar. Consumer Behavior. Delhi: Pearson, 2015. Print.

Reference Books:

- Jay D. Lindquist, and M. Joseph Sirgy. Consumer Behaviour. New Delhi: Cengage Learning, 2009. Print.
- Ramanuj Majumdar. Consumer Behaviour: Insights from Indian Market. Delhi: PHI Learning Private Limited, 2010. Print.
- S.Ramesh Kumar-Case Studies in Consumer Behavior-Pearson Publishing-2018

SALES MANAGEMENT

Course Code : 2403-R4MM	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

This course is designed to equip students with selling and sales management skills to examine the many challenges facing the sales manager in taking his sales team to a higher level. It seeks to achieve this by developing a thorough understanding of sales process and sales management planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Outline the concepts, principles and issues involved in personal selling process and in managing a team of sales force.

CO2: Conduct situation analysis, adapt negotiation style and deliver a winning sales presentation.

CO3: Understand sales management process and its application in managing the sales-force.

CO4: Apply sales management tools such as sales forecasting, budgeting, time & territory management, quotas, sales analysis, sales reports and evaluation of sales performance.

Contents:

Unit – I - Introduction

Introduction to Sales Management - What is Selling? Personal Selling today. Relationship selling vs. Transactional selling, Sales career, Challenges in selling - The nature of Sales management, Sales Management Process – Responsibilities and duties of field sales managers, Challenges in the 21st century.

Unit – II - Relationship Selling Process

Selling Skills and Selling Strategies –Adapt Negotiation Style, Selling Process- Prospecting: Methods Pre-approach: Planning the sale - Approach: Need identification Presentation: Methods - Handling Objection: Categories of Objection- Techniques for meeting objection - Closing the sale- Service and Follow Up.

Unit – III – Field Sales Organisation

Sales Organization Structure, Principles of developing sales organization - Determining & organizing the sales force - Sales force planning, Recruitment, Job Analysis. Sources & selection process - Salesforce Training orientation, Benefits, Contents and methods - Evaluation of training. Sales force Motivation- Directing the sales force-leadership concept, Practical highlight of the leadership theories. Sales force compensation concept, sales force compensation plan.

Unit – IV - Sales Planning and Control

Sales Budget- Methods of determining the sales budget - Sales Quotas- Methods of Setting Sales Quotas - Sales Territories-Designing Territories - Assigning Salespeople to Territories - Analysis of Sales Volume- Using Sales Analytics for Sales Analysis. Evaluation Process–Marketing Cost and Profitability Analysis - Evaluating a Salesperson's Performance.

Unit – V : Selling & Sales Management Practices

Realities of Professional Selling and Sales Management. Selling and Sales Management Best Practices of Sales Organization. International Selling, Ethical and Legal Issues in Selling. Use of Technology in Selling and Sales Management. Field Sales in Various Sectors.

Recommended Text:

David Jobber & Geoffrey Lancaster-Selling and Sales Management - 10th Edition-Pearson Publishers.

Reference Books:

- Mark W Johnston & Greg W Marshall - Sales Force Management – 13th edition– Routledge Publication
Stanton, W. J., Spiro et al. Management of the Sales Force, Latest Ed. McGraw Hill
Panda K. Tapan and Sahadev Sunil (2012) – Sales and Distribution Management – 2nd Edition – Oxford University Press.
William L. Cron & Thomas E. DeCarlo – Sales Management – Wiley India.
Charles M. Futrell – Fundamentals of Selling – 10th edition – Tata McGraw-Hill.

Journals, Magazines and Newspapers:

- Journal of Marketing
Journal of Marketing Management
Harvard Business Review
Business India
Economic Times

SERVICES MARKETING & CRM

Course Code : 2404-R4MM	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of services marketing. It seeks to achieve this by developing a thorough understanding of services marketing mix and strategies, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Distinguish between goods and services and challenges associated with unique characteristics of services.
- CO2: Comprehend the key concepts of customer experience, service quality, customer satisfaction and apply the Gaps model of service quality to identify service gaps in an organization.
- CO3: Discuss services marketing mix and its applications in service operations and, human resource management.
- CO4: Explain CRM strategies and technologies used for customer acquisition, customer loyalty and customer win-back.

Contents:

Unit - I: Services

Concept, Scope, Goods-Services Continuum, Characteristics of Services, Need based STP: Segmentation, Target Marketing, and Positioning. Customer Expectations & Perceptions of Services

Unit - II: Service Marketing Mix

Service Marketing Mix concept & strategies- Product, Place, Price, Promotion, Physical Evidence, People, Process, Demand & Capacity utilization in Service, Service Quality-Dimensions of Quality, Understanding Quality Management, Measuring Service Quality-SERVQUAL Measurement Scale

Unit - III: Introduction to CRM

Introduction to CRM, Uses of CRM, Customer Privacy, Data Warehousing, Data Mining. Information Technology for CRM- E-CRM, Sales Force Automation, Marketing Automation and Service Automation.

Unit - IV: CRM Strategies

Planning and Implement CRM projects, Managing the customer Lifecycle-Creating Value for customer, Customer Lifetime Value, Customer Acquisition, Customer Loyalty and Win-back.

Unit - V: Services Marketing & CRM Practices in Key Sectors

Financial Services-Bank Marketing, Insurance Marketing, Mutual Fund Marketing, Hospitality Marketing, Retail Marketing- Aggregators Services, and Other Services and Sectors.

Recommended Textbook:

Zeithaml, V. Bitner, M. J. Gremler, D. D. & Ajay Pandit (2018). Services Marketing. 7th Edition, New Delhi India, Tata McGraw Hill.

Reference Books:

Francis Buttle & Stan Maklan (2015), CRM-Concept & Technologies, 3rd Edition, Elsevier Publication.

Rajendra Nargundkar, (2010) Services Marketing-Text and Cases. 3rd Edition, New Delhi, Tata McGraw Hill

Christopher Lovelock Christopher H. Lovelock, Principles of Service Marketing and Management, Latest Edition-Pearson Publishing India.

Govind Apte (2011), Services Marketing, 15th Edition, New Delhi India, Oxford University Press.

Jochen Wirtz (2019), Essentials of Services Marketing, 3rd Edition, Pearson Publishing India.

Jochen Wirtz (2018), Services Marketing: People Technology Strategy, 8th Edition, Pearson Publishing India.

Ed Peelen (2008), Customer Relationship Management, 1st Edition, FT Press, Pearson Publishing India.

HUMAN RESOURCE DEVELOPMENT

Course Code : 2402-R4MH	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

The course aims to equip students to become an HRD practitioner to facilitate the learning of others. It further enable students to develop an ability to assess learning and training needs; followed by design and delivery of learning and development programmes. Further it helps them to develop and deploy a HRD strategy. The process of identifying needs and designing and delivering HRD interventions including training, mentoring, coaching, counselling, employee assistance programmes followed by evaluation of HRD practices using scorecard approaches.

Course outcomes:

On successful completion of the course students should be able to:

- CO 1 Explain the basic concepts, principles and Make use of practices associated major functions of Human resource development.
- CO 2 Utilize the theoretical frame work of HRD to examine the effectiveness of HRD systems.
- CO 3 Analyze real time HRD systems / practices which helps in pursue career in HR
- CO 4 Evaluate HRD/OD Interventions or practices for productive employment.

Course Content:

Unit 1 : Introduction to Human Resource Development:

Emergent of HRD, Critical HRD roles, challenges for HRD. HRD in global perspective, HRD - Performance link, Strategic perspective of HRD. HRD climate Survey. HRD for innovation and talent development. Ethics in HRD Practices - Role of HRD in developing ethical attitude and behavior.

Unit II : HRD Process Model:

Identification of HRD needs and Design and development of HRD Interventions. Methods of Implementation. OD and HRD. OD Process and OD Interventions. Intellectual capital (IC): its measurement and management: Components of IC, measurement models of IC, IC index and challenges for HR. HRD Scorecard.

Unit III : HRD interventions :

Training and Executive Development, Mentoring for employee development: Role of mentoring in development, understanding the role and responsibilities of mentor, mentee, implementing the mentoring. Employee coaching and performance management: Coaching to improve poor performance, coaching analysis, coaching discussion, coaching skills. Evaluation of HRD programmes.

Unit IV : Employee counseling for HRD:

Overview of counseling programmes, employee assistance programme, stress management, employee wellness and health promotion. Competency framework of HRD: why competency mapping? Understanding the competency mapping framework, steps in competency mapping. Career Planning, management, and development: Career development stages and activities, role of individual and organization in career planning, Issues in career management

Unit V : HRD Practices in Indian companies.

Evaluation of HRD climate and practices in select companies.

Recommended Text:

Werner, J. & DeSimone, R. (2012). Human resource development (6th ed.). Mason, OH: South-Western Cengage Learning.

Reference Books:

Rao, T.V. (1998) Human Resource Development – Experiences, Interventions, Strategies", Sage

INDUSTRIAL RELATIONS AND LABOUR LAWS

Course Code : 2403-R4MH	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

In this course, students will be encouraged to learn about the regulation of individual and collective relations in the context of the business environment, followed by the compliance with the labour legislation.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Discuss about the evolution of industrial relations, ideologies of the organizations and responsibilities of the employers towards employee.
 - CO2: Explain the process of negotiations between employer and employee through collective bargaining, Grievances handling and Disciplinary Proceedings
 - CO3: Analyze the compliance aspects of the of Protective Laws, Wage Laws, social security laws, regulatory laws
 - CO4: Understand the ways to maintain peace and harmony in the industries
- PO1: Apply knowledge of management theories and practices to solve business problems through tools like case studies, role plays and experiential learning

Course Content

Unit I - Industrial Relations and Labour Laws

Definition, Scope, Functions and Limitations- Economy and the Labour Force in India - Approaches to Industrial Relations- Dunlop Approach-Marxist approach- Gandhian approach; Sources of Laws, The Constitution of India and Labour Legislations. Approaches to Enforcement of Labour Law: Traditional and Modern, Labour Administration at the Central level; at the State level; Office of Labour Commissioner (Central and State)

Unit II: Individual Relations:

Grievance procedure, disciplinary procedure, domestic inquiry. Employee counseling.

Unit III: Collective Relations:

Collective Bargaining-Definition, Nature Scope and Issues involved, Participative Management: Definition, Scope, Objectives, Functions and Limitations- the Industrial Employment (Standing Orders) Act, 1946, Trade Unions Act, 1926, , Industrial Disputes Act,1947.

Unit IV : Protective and social security Laws:

Factories Act 1948, Contract Labour (Regulation and Abolition) Act, 1970, Industrial Disputes Act,1947, Employee State Insurance Act, Maternity Benefit Act. Workmen's compensation act, 1923, Sexual Harassment of Women at Workplace Act, 2013, Unorganised Workers' Social Security Act, 2009.

Unit V: Industrial Relations in Practice

Industrial Relations practices in Indian Companies.

Recommended Text:

Arun Monappa Ranjeet Nambudiri and Patturaja Selvaraj (2012) . Industrial Relations And Labour Laws, McGraw Hill.

Reference Books:

Piyali Ghosh and Shefali Nandan, (2015) *Industrial Relations and Labour Laws*, McGraw Hill. Education.,

PERFORMANCE MANAGEMENT

Course Code: 2404-R4MH	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of performance management. It seeks to achieve this by developing a thorough understanding of performance management planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as to the firm. The participants will understand the basics, apply the steps involved and analyse performance management systems followed by evaluation of such system in Indian companies vis-à-vis the foreign companies.

Course outcomes:

After completion of the course the students are able to:

- CO1 Understand different concepts, theories and techniques of Performance Management
- CO2 Apply the steps involved in the performance management cycle.
- CO3 Analyse the process of Performance Management Planning, Implementation, and Documentation.
- CO4 Evaluate the performance management systems in select companies.

Course Content

Unit I : Performance Management:

Definitions and Differentiation of Terms Related to Performance Management. Performance Management System. Linkage of Performance Management to Other HR Processes. Performance Policy. Ethics in Performance Management.

Unit II : Performance Management and Theoretical Background :

Goal Theory, Control Theory, Social Cognitive Theory and Organisational Justice Theory – Their Application in Performance Management. Employee Engagement and Performance Management, Dimensions of Performance Management. Standards and Methods of Performance Management.

Unit III : Performance Management Process,

Performance Management Process, Performance Management Planning Process, Performance Agreement, Drawing up the Plan, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance. Evaluation of the Performance Planning Process.

Unit IV : Mechanics of Performance Management Planning and Documentation:

The Need for Structure and Documentation, Employee's Responsibility in Performance Planning Mechanics and Documentation, Mechanics of Performance Management Planning and Creation of PM Document. Feedback: Role, Types and Principles, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback.

Unit V : PM Practices in Indian Companies:

Evaluation of Performance Management systems in Indian companies.

Recommended Text:

1. Deepak Kumar Bhattacharya (2017). Performance Management, New Delhi : Cengage Learning India.

Reference Books:

1. Kohli, A.S. and Deb, T. (2016). Performance Management, Oxford Higher Education.
2. Bagchi, Soumendra Narain (2013). Performance Management, New Delhi : Cengage Learning India.

FINANCIAL PRODUCTS AND SERVICES

Course Code: 2405-R4NF	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

This course provides an analytical framework for a range of financial products and services offered by various financial institutions and agencies in India. The course has been designed to impart the knowledge through an analysis of the functioning of financial services companies. Through combining theoretical perspectives with case studies, the course aims to allow students to develop critical and contextualized understanding of the variety of financial services, practical financial service business situations or cases and the strategic nature of demands within the financial sector.

Course outcomes:

On successful completion of the course students should be able to:

CO1- Understand the types of products offered by different financial institutions

CO2- Demonstrate basic understanding of the various fee based services offered by financial institutions and intermediaries

CO3- Demonstrate understanding of various fund based services that can be used by the companies for their funding needs.

CO4- Summarize recent technological changes in the financial services industry.

Course content:

Unit-1 : Introduction to Financial Products

An Overview of Financial System, Introduction to Financial Institutions, Financial Products offered by different financial institutions-products offered by banks-retail and commercial, insurance companies-life and general, consumer finance companies, share broking companies, hedge funds, investment banks, mutual funds-concept, types of schemes, advantages, limitations and performance.

Unit-2 : Fee based Services

Introduction to financial services, Merchant Banking – Concept – Nature – Role – Functions – Pre – issue and Post Issue Formalities – Underwriting – Project Advisory Services -Credit Rating Services –Rating methodology, rating process, Credit Rating Agencies in India and in world- Factoring – Forfaiting– meaning, types of factoring, process, Factoring Vs Bill Discounting- Ethical issues.

Unit-3 : Fund based Services

Leasing and Hire Purchase-Leasing concepts, types of lease, Advantages and limitations of leasing, Valuation Issues-Buy or lease, Hire purchase and Evaluation of Hire purchase- Debt Securitization-concept, process, types of certificates – Venture Capital Financing – Concept – Nature – Importance – Venture Capital Schemes – Public Sector – Private Sector – Phases of Investment – Exit Options, Private Equity –PE Vs VC, structure of a PE fund, Current Scenario of PE in India.

Unit - 4 : Emerging Technologies in Financial Services Industry (Fintech Innovation)

Innovations in Technology in financial services industry, Cryptocurrency-introduction, digital assets, legality of crypto currencies trading, crypto currency exchanges in India, Block chain technology-Introduction, usage in banking, insurance and capital markets, Chabot and AI in financial services-introduction, uses of chatbot, Automation in Financial services-introduction to Robotic Process Automation (RPA), use of RPA for customer servicing, claim processing etc., in financial service industry.

Unit 5 : Financial Products and Services in practice

Financial Product offerings of banks, insurance companies, consumer finance companies, investment banks, mutual fund etc - official websites, brochures. Process and methodology involved in financial services provided by an institute in real

time. Analysis of corporate reports on technological advancements in financial services (World Wealth Report 2020 by Capgemini, Financial Technologies Report 2020 by PWC).

Recommended Text:

Thummuluri Siddaiah: Financial Services, Pearson, 2013

Additional material for emerging technologies in Financial Services Industry

Reference Books:

M.Y. Khan, Financial Services, 10th Edition Paperback –July 2019

M.Y. Khan , Indian Financial System, TMH Publications, 5th edition, New Delhi, 2011.

Pathak: Indian Financial System, Pearson, 2009

Nalini Parva Tripathy: Financial Services, Prentice Hall, 2009

L.M.Bhole: Financial Institutions and Markets, TMH, 2009.

SALES MANAGEMENT

Course Code: 2405-R4NM	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

This course is designed to equip students with selling and sales management skills to examine the many challenges facing the sales manager in taking his sales team to a higher level. It seeks to achieve this by developing a thorough understanding of sales process and sales management planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Outline the concepts, principles and issues involved in personal selling process and in managing a team of sales force.

CO2: Conduct situation analysis, adapt negotiation style and deliver a winning sales presentation.

CO3: Understand sales management process and its application in managing the sales-force.

CO4: Apply sales management tools such as sales forecasting, budgeting, time & territory management, quotas, sales analysis, sales reports and evaluation of sales performance.

Course Contents:

Unit – I : Introduction

Introduction to Sales Management - What is Selling? Personal Selling today. Relationship selling vs. Transactional selling, Sales career, Challenges in selling - The nature of Sales management, Sales Management Process – Responsibilities and duties of field sales managers, Challenges in the 21st century.

Unit – II : Relationship Selling Process

Selling Skills and Selling Strategies –Adapt Negotiation Style, Selling Process- Prospecting: Methods Pre-approach: Planning the sale - Approach: Need identification Presentation: Methods - Handling Objection: Categories of Objection- Techniques for meeting objection - Closing the sale- Service and Follow Up.

Unit – III : Field Sales Organisation

Sales Organization Structure, Principles of developing sales organization - Determining & organizing the sales force - Sales force planning, Recruitment, Job Analysis. Sources & selection process - Salesforce Training orientation, Benefits, Contents and methods - Evaluation of training. Sales force Motivation- Directing the sales force-leadership concept, Practical highlight of the leadership theories. Sales force compensation concept, sales force compensation plan.

Unit – IV : Sales Planning and Control

Sales Budget- Methods of determining the sales budget - Sales Quotas- Methods of Setting Sales Quotas - Sales Territories-Designing Territories - Assigning Salespeople to Territories - Analysis of Sales Volume- Using Sales Analytics for Sales Analysis. Evaluation Process–Marketing Cost and Profitability Analysis - Evaluating a Salesperson's Performance.

Unit – V : Selling & Sales Management Practices

Realities of Professional Selling and Sales Management. Selling and Sales Management Best Practices of Sales Organization. International Selling, Ethical and Legal Issues in Selling. Use of Technology in Selling and Sales Management. Field Sales in Various Sectors.

Recommended Text:

David Jobber & Geoffrey Lancaster-Selling and Sales Management - 10th Edition-Pearson Publishers.

Reference Books:

- Mark W Johnston & Greg W Marshall - Sales Force Management – 13th edition– Routledge Publication
Stanton, W. J., Spiro et al. Management of the Sales Force, Latest Ed. McGraw Hill
Panda K. Tapan and Sahadev Sunil (2012) – Sales and Distribution Management – 2nd Edition – Oxford University Press.
William L. Cron & Thomas E. DeCarlo – Sales Management – Wiley India.
Charles M. Futrell – Fundamentals of Selling – 10th edition – Tata McGraw-Hill.

Journals, Magazines and Newspapers:

- Journal of Marketing
Journal of Marketing Management
Harvard Business Review
Business India
Economic Times

HUMAN RESOURCE DEVELOPMENT

Course Code : 2405-R4NH	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

The course aims to equip students to become an HRD practitioner to facilitate the learning of others. It further enables students to develop an ability to assess learning and training needs; followed by design and delivery of learning and development programmes. Further it helps them to develop and deploy a HRD strategy. The process of identifying needs and designing and delivering HRD interventions including training, mentoring, coaching, counselling, employee assistance programmes followed by evaluation of HRD practices using scorecard approaches.

Course outcomes:

On successful completion of the course students should be able to:

CO 1: Explain the basic concepts, principles and Make use of practices associated major functions of Human resource development.

CO 2: Utilize the theoretical frame work of HRD to examine the effectiveness of HRD systems.

CO 3: Analyze real time HRD systems / practices which helps in pursue career in HR

CO 4: Evaluate HRD/OD Interventions or practices for productive employment.

Course Content:

Unit 1: Introduction to Human Resource Development:

Emergent of HRD, Critical HRD roles, challenges for HRD. HRD in global perspective, HRD - Performance link, Strategic perspective of HRD. HRD climate Survey. HRD for innovation and talent development. Ethics in HRD Practices - Role of HRD in developing ethical attitude and behavior.

Unit II : HRD Process Model:

Identification of HRD needs and Design and development of HRD Interventions. Methods of Implementation. OD and HRD. OD Process and OD Interventions. Intellectual capital (IC): its measurement and management: Components of IC, measurement models of IC, IC index and challenges for HR. HRD Scorecard.

Unit III : HRD interventions :

Training and Executive Development, Mentoring for employee development: Role of mentoring in development, understanding the role and responsibilities of mentor, mentee, implementing the mentoring. Employee coaching and performance management: Coaching to improve poor performance, coaching analysis, coaching discussion, coaching skills. Evaluation of HRD programmes.

Unit IV : Employee counseling for HRD:

Overview of counseling programmes, employee assistance programme, stress management, employee wellness and health promotion. Competency framework of HRD: why competency mapping? Understanding the competency mapping framework, steps in competency mapping. Career Planning, management, and development: Career development stages and activities, role of individual and organization in career planning, Issues in career management

Unit V : HRD Practices in Indian companies.

Evaluation of HRD climate and practices in select companies.

Recommended Text:

Werner, J. & DeSimone, R. (2012). Human resource development (6th ed.). Mason, OH: South-Western Cengage Learning.

Reference Books:

Rao, T.V. (1998) Human Resource Development – Experiences, Interventions, Strategies", Sage

SUPPLY CHAIN MANAGEMENT

Course Code : 2405-R4ND	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Supply Chain Management. This course develops a thorough understanding of Strategic and Operational decisions involved in understanding and fulfilling the needs of a customer by providing value added products / services through effective implementation of Supply Chain.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand concepts, structure and drivers of Supply Chain Management.

CO2: Make policy decisions on inventory, transport and routing which affect SCM.

CO3: Analyze business complexities, world class manufacturing techniques and SC information systems.

CO4: Evaluate SC performance metrics.

Course content:

Unit – I : Introduction to SCM

What is SCM, Importance of SCM, Origin of SCM, Objectives of SCM, Supply Chain Process views: Push-based SC, Pull-based SC, SC Drivers: Facilities, Inventory, Transportation, Information, Sourcing, and Pricing. Integrated Supply Chain, Business environment and Supply chain competitiveness, Strategic SCM, Latest Trends and Challenges in SC.

Unit – II : Planning, Integration and Coordination in Supply Chain

Supply Chain Planning: Demand forecasting and planning, Forecasting methods: Qualitative, Time Series, Causal, and Simulation. Steps in Forecasting, Aggregate Planning: Aggregate Planning strategies - Chase Strategy, Flexibility Strategy and Level Strategy. Operational Planning, Collaborative Planning.

Supply Chain Coordination: Coordination and Sustainability, Bullwhip effect, Supply Chain Coordination Mechanisms: Vendor Managed Inventories (VMI), Collaborative Planning, Forecasting and Replenishment (CPFR), Just-in-Time (JIT), Point of Sale, Decoupling, Green SCM.

Unit – III : Logistics

Role of Transportation: Key Role Players, Factors that influence transport decisions, Transportation principles, Modes of transportation, Types of Logistics, Design options for a Transportation network.

Inventory Management: Role of Cycle Inventory in Supply Chain, Impact of Economies of Scale, Impact of Quantity discounts, Little's law, Strategic Profit Model.

Unit – IV : SC Performance, Global SC and IT in SCM

Supply Chain Performance Management: Assessment of SC, Performance measurement (SCOR Model), Evaluation of performance metrics: Balanced score card (BSC), Activity Based Management and costing, Economic Value added, and Process driven metrics - SCOR framework. Global Supply Chain: Global Supply Chains, Cost drivers, Challenges and Responsiveness, Design of Global Supply Chains, Supply chain risk management. IT in SCM: The SC IT Framework, New Business Models, Process Integration, E Business, E Commerce, Supply Chain Information Systems.

Unit – V : Supply Chain Management Practices

Prepare a note on different entities in the supply chain, identify the SC drivers, Demand and resource planning mechanism for entire SCM, Logistics – identify 3rd party / 4th party logistics partners, How inventories are managed across Supply Chain, Connectivity among entities for information flow and financial flow for coordination and effectiveness of SCM, identify if it is a green Supply Chain and existence of reverse logistics, Identify the performance measures for the Supply chain under consideration, If it be global Supply Chain, identify the issues for any of the below mentioned products/organizations --

Milk Supply Chain

News Paper/Print media Supply Chain

Perishable goods/Vegetable Supply Chain

SC in Super Markets/ Retail Outlets

SC in Textile Industry

SC in Construction

SC in Automobile Industry

Recommended Text:

Sunil Chopra (7th Edition), Supply Chain Management Strategy, Planning and Operations. Pearson Publications.

Reference Books:

Book Title	Authors	Edition / year	Publisher	Remarks
SCM - Process, System & Practice	N. Chandrasekaran	1/2007	Oxford University Press.	Referred frequently
SCM - A Managerial Approach	AmitSinha, Herbert Kotzab	1/2006	Tata McGraw Hill	
Principles of SCM : A Balanced approach	Joel D Wisner	1/2004	Cengage Learning.	

VISUAL ANALYTICS

Course Code : 2405-R4NA	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

Tableau is one of the best business intelligence tools available in the market today. After completing this course, student will be able to better analyze business and develop highly insightful information. Most of the companies worldwide have truly transformed the way they uncover insights from data they possess. Business organizations across the world have the need for an easy to use tool to analyze data and derive actionable insights from it. This course will help student to learn Tableau and can work on the concepts of data visualization with a firm understanding of the Tableau architecture. Student will be well-versed in the concepts of filters, parameters, graphs, maps, table calculation and dashboards. Student will gain further expertise in data blending, data aggregation and R connectivity with Tableau in this course.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1: Understand the importance of data visualization in managerial decision making
- CO2: Explain different data visualization tools
- CO3: Apply various tools for data visualization
- CO4: Create Dash boards and Story boards for visual analytics

Course Content:

Unit – I: Visual Analytics and Tools for Data Visualisation

An introduction to visualization, power of data visualization , users of data visualization , top data visualization tools , expectations from a data visualization tool , position of Tableau

Unit – II: Introduction to Tableau

Tableau product line, Tile types in Tableau, connect to a file, connect to a server, joins, custom SQL , data blending , data extracts, filtering, sorting , groups , table calculations , number functions, string functions, logical functions, date functions.

Unit – III: Data Visualization

Pie charts , tree maps , heat maps , highlight table , line graph, stacked bar chart , Gantt chart , scatter plot , histogram, waterfall charts , bump charts .

Unit – IV: Dashboards, Story Boards Creation

Creating a dashboard , dashboard actions, creating a story, Integration of Tableau with R

Unit – V: Data Visualisation in Practice

Recommended Text:

Tableau Your Data! Second Edition Daniel G Murray (Textbook)

Reference Books:

Mastering Tableau by David Baldwin

Creating Data Stories with Tableau Public by Ashley Ohmann and Matt Floyd

Communication data with Tableau by Ben Jones

PRINCIPLES AND PRACTICES OF BANKING

Course Code : 2406-R4SF	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description

The course intends to give a broad overview of the Principles of Banking, Practices of Banking Operations, Basics of Banking Law, KYC, AML, NI Act, BR Act, Banking Services – Deposits, Technology in banks and Ancillary Services.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1: Understand Banking System in India.
- CO2: Describe various Banking laws applicable to Banking operations.
- CO3: Illustrate Banking Operations and Services.
- CO4: Explain the technology in banking sector.

Course Content:

Unit – I : Banking System-An Overview

Banking system in India, Structure of Banks in India, RBI and its role and functions, Monetary Policy and instruments of monetary policy, Banking Sector Legislation, Banking Sector reforms.

Unit – II : Banking Operations

Relation between bank and customer, Types of customers, Types of accounts and deposits – term and demand deposits, what is KYC and what are the different documents to satisfy KYC, verify KYC and authenticity of documents, operational aspects in regard to opening of all types of accounts, Overview of AML/CFT, Banks obligation under Prevention of Money Laundering Act, 2002.

Unit – III : Banking Laws

NI Act, SARFAESI act, Banking Ombudsman Scheme.

Unit – IV : Banking Technology

CBS, RTGS, NEFT, E-Banking Services, Payment Solutions, Card products, Cyber Security and frauds, Potential Block Chain Use Cases.

Unit – V : Banking Operations In Practice

Practical Aspects of Banking – New Account Opening, KYC Documents, Cheque Deposits and Clearance, Experiential learning on AML/KYC, Mock banking.

Recommended Text:

Principles and Practices of Banking, 5th Edition, Indian Institute of Banking & Finance, Macmillan Education

Reference Books:

Banking Law and Practice – P.N. Varshney, S Chand 2017.

The Ascent of Money – A financial history of the world – Niall Ferguson ISBN: 978-0143116172

DIGITAL MARKETING

Course Code : 2406-R4SM	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

This course will acquaint the learners to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Develop a digital marketing plan that will address common marketing challenges.

CO2: Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics

CO3: Recognize Key Performance Indicators tied to any digital marketing program.

CO4: Improve Return on Investment for any digital marketing program.

Course Contents:

UNIT-1 : Introduction & origin of Digital Marketing

Traditional v/s Digital Marketing, Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

UNIT-2 : Display Advertising

Concept of display Advertising, Types of Display Ads, Buying Models in Display Advertising, Creating Display Advertising Plan, Identifying target segments through Display Advertising, Programmatic Digital Advertising, Analytics tools in display Advertising.

UNIT-3 : Search Engine Advertising

Core concepts of search advertising, understand the Ad Placements, Keyword Search, understanding the Google Ad Ranks, Creating the First Ad Campaign, Enhance your Ad Campaign Generating Performance Reports

UNIT-4 : Search Engine Optimisation :

Importance of Search Engine, Concept of Search Engine Optimisation(SEO), Social media optimization (SMO) Difference between SEO and SMO, SEO phrases, On Page Optimisation, Off Page Optimisation, Social Media Reach, SEO Maintenance

UNIT-5 : Mobile Marketing and Email Marketing

Creating an Email Campaign, Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation. Creating Campaign reports and Insights. Importance of Mobile Marketing, Mobile Advertising, Mobile Marketing toolkit, Mobile Marketing Features, Addressing the Diversity in India through mobile, Mobile Campaign Development Process, Tracking of Mobile Campaigns using Mobile Analytics.

Recommended Text

Digital Marketing by Seema Gupta, McGraw Hill Education

References

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher

Marketing 4.0

Moving from Traditional to Digital by Philip Kotler, Publisher Wiley

RETAIL MANAGEMENT

Course Code : 2406-R4SR	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

This course will enable students to develop decision making skills related to retailing. Topics may include theories of retail development, types of retail format, retail environment in India , understanding the retail customer, store selection, methods of expansion, supply chain management, retail marketing & branding, servicing the retail customer, role of technology in retail and changing facets of retail.

Course Outcomes (COs):

On successful completion of the course students should be able to:

- CO1: Describe the concept of Retailing, understand the evolution of retail formats.
- CO2: Analyze the magnitude and effect of the largest retailers in the world, the concept of retail consumer behavior and retail strategy.
- CO3: Explain the steps involved in choosing a location, supply chain management, concept of foreign direct investment and retail economics.
- CO4: Illustrate the concept of retail marketing mix and e-commerce as a retail channel in India.

Course Content

Unit 1: Introduction to Retail Management

Overview of retail, theories of retail development and retail formats and retail development in India. The meaning of retail, the functions of a retailer, the significance of retail as an industry, key factors faced by retailers, retail as a career, the evolution of retail formats, theories of retail development, concepts of life cycle in retail, concept of organized retail, evolution of retail in India., the onset of retail change in India, drivers of retail change in India, the Indian retail market and key sectors, challenges to retail development in India.

Unit 2: Retail Store Format

Ownership categories, Store based retailing- General merchandise retail- Specialty store, Departmental store, Hypermarket, Food retailing-Supermarkets, warehouse clubs, convenience stores Non-store based retailing – Direct marketing, Television home shopping, electronic retailing

Unit 3: Retail Strategy

Retail store based strategy mix, the concept of a business model, strategy – the retail perspective, the retail value chain, Store site selection, methods of retail expansion, managing retail infrastructure. Types of retail locations, steps involved in choosing a retail location, trade areas and their evaluation, trends in retail property development in India, concept of FDI, the need for FDI in Indian retail, the concept of franchising and its evolution, the advantages and disadvantages of franchising

Unit 4: Role of Supply Chain Management in Retailing

Supply chain management, understanding retail viability, retail marketing and branding. The concept of SCM, the significance of SCM, the evolution of SCM, challenges in developing the SCM frame work, Supply chain integration, understanding retail logistics, Transportation network design, Warehousing

Unit 5: Retail Mix Practices

Concept of retail economics, the measures of financial performance, measures of retail performance evaluation, retail marketing mix, retail HRM retail communication mix, role of branding in retail. Servicing the retail customer, role of technology in retail, and the changing facets of retail, e-commerce as a channel of retail, the growth of e-commerce in India, e-commerce mix, the Omni channel and multi-channel dilemma, technology aided retail experience enhancers, analyze various verticals in retail sector such as apparel, books, food, consumer durables.

Recommended Text:

Swapna Pradhan (2020). Retailing Management Text and Cases. Mc Graw Hill Education (6th edition)

Reference Books:

Introduction to the World of Retailing by Michael Levy and Barton Weitz, 8th Edition [Publisher: McGraw-Hill]

Retail Management: A Strategic Approach (13th Edition) by Barry Berman and Joel R. Evans [Publisher: Pearson]

Fundamentals of Retailing by KVS Madan [Publisher: Tata McGraw-Hill]

VISUAL ANALYTICS

Course Code : 2406-R4SD	CREDITS: 3
Batch: 2022-24	Term:IV

Course description:

Tableau is one of the best business intelligence tools available in the market today. After completing this course, student will be able to better analyze business and develop highly insightful information. Most of the companies worldwide have truly transformed the way they uncover insights from data they possess. Business organizations across the world have the need for an easy to use tool to analyze data and derive actionable insights from it. This course will help student to learn Tableau and can work on the concepts of data visualization with a firm understanding of the Tableau architecture. Student will be well-versed in the concepts of filters, parameters, graphs, maps, table calculation and dashboards. Student will gain further expertise in data blending, data aggregation and R connectivity with Tableau in this course.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Understand the importance of data visualization in managerial decision making
- CO2: Explain different data visualization tools
- CO3: Apply various tools for data visualization
- CO4: Create Dash boards and Story boards for visual analytics

Course content:

Unit – I: Visual Analytics and Tools for Data Visualisation

An introduction to visualization, power of data visualization , users of data visualization , top data visualization tools , expectations from a data visualization tool , position of Tableau

Unit – II: Introduction to Tableau

Tableau product line, Tile types in Tableau, connect to a file, connect to a server, joins, custom SQL , data blending , data extracts, filtering, sorting , groups , table calculations , number functions, string functions, logical functions, date functions.

Unit – III: Data Visualization

Pie charts , tree maps , heat maps , highlight table , line graph, stacked bar chart , Gantt chart , scatter plot , histogram, waterfall charts , bump charts .

Unit – IV: Dashboards, Story Boards Creation

Creating a dashboard , dashboard actions, creating a story, Integration of Tableau with R

Unit – V: Data Visualisation in Practice

Recommended Text:

Tableau Your Data! Second Edition Daniel G Murray (Textbook)

Reference Books:

Mastering Tableau by David Baldwin

Creating Data Stories with Tableau Public by Ashley Ohmann and Matt Floyd

Communication data with Tableau by Ben Jones

INNOVATION MANAGEMENT AND ENTREPRENEURSHIP

Course Code : 2406-R4SG	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

The aim of the course is to motivate students to innovate in business. In the first place, to achieve this goal, students will be introduced to the basic terminology, typology of innovations and historical context for better comprehension. Also issues of innovation management will be introduced. Students will become familiar with the impact of innovation on competitiveness with innovative processes and aspects that affect it, including applicable methods and innovation management techniques and helps them in building a MVP (Minimum Viable Product).

Course outcomes:

On successful completion of the course students should be able to:

CO1: Define Entrepreneurship and Innovation

CO2: Demonstrate Innovation skills and Ideation

CO3: Develop new product and test for success

CO4: Choose Financing Strategies

Course content:

Unit – I : The concept of Innovation:

Innovation, Entrepreneurship - the basic definition and classification - The relationship of innovation and entrepreneurship, creation of competitive advantage based on innovation - Innovative models. Creative methods and approaches used in innovation management - Sources of innovation (push, pull, analogies), transfer of technology - Barriers to innovation in business, innovation failure and its causes, post-audits of innovative projects

Unit – II : Dynamics of Ideation and Creativity:

The strategy of innovation process, types and selection of appropriate strategies - Measurement and evaluation of the benefits of innovation for business (financial and non-financial metrics, their combination and choice) - Product, process, organizational and marketing innovation and their role in business development - Opportunity Ideation, Ideation Techniques, Source of Business Ideas, Evaluation of an Idea - New Product / Service development Process

Unit – III : New Product development:

Introduction, Context of New Product development, Process of New Product development, Generating and screening ideas for new product, New product concept development and screening, Market strategy and business analysis for new product, Beta testing and market testing the concept, R&D approach in new product development, Outsourcing of new product development, theories of Outsourcing of new product development

Unit – IV : Open innovation framework and strategic context of innovation:

Concept of Innovation, Differences between open and closed innovations, how does industry pursue open innovation approach, Limitations and opportunities of open innovation framework, innovations developed by open Technology communities - Global context of strategic alliances, Genesis significance and role of networks in innovation, Role of strategic alliances, strategic Alliance trends, why forms collaborate driver for strategic alliances, key success factors for creating successful strategic alliances, types of strategic alliances and industry examples, competencies of high-performing strategic alliances, fundamentals for creation of successful alliances, limitations of strategic alliances

Unit – V : Activities

Business games related to resource utilization in an innovative way - Business game related to launching a product in right time at right place - Contrast Selling - Learnings from failure stories (Indian cases)

Recommended Text:

Vinnie Jauhari , Innovation Management: Strategies Implementation, Oxford University Press India; 1St Edition (20 June 2014)

The innovator's dilemma - Clayton M. Christensen

Making ideas happen: overcoming the obstacles between vision and reality - Scott Belsky

Innovation Management, Strategies, Concepts and Tools for Growth and Profit

SECOND EDITION , Shlomo Maital and D. V. R. Seshadri – Sage Publications

<ftp://ftp.repec.org/opt/ReDIF/RePEc/bbu/wpaper/151-156.pdf> - Definitions of Innovation

https://www.forbes.com/2006/06/30/jack-trout-on-marketing-cx_jt_0703drucker.html#4ee91a17555c - Peter Drucker on Innovation

<https://www.cobloom.com/blog/minimum-viable-product#>

<https://ozzz.org/capstone-project/>

<https://www.toppr.com/guides/business-studies/planning/planning-process/>

DESIGN THINKING

Course Code : 2407-R4CG	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

Design thinking is a systematic approach for solving business problems. The fact that this strategy begins and finishes with humans makes it special. To begin, design thinkers observe, interview, or just experience a situation. They then go on to better the human situation by solving difficulties for them.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Describe new product development, discuss new product strategy, and examine the challenges in relation to the firm's business level strategy.

CO2: Illustrate the design thinking process for solving business problem.

CO3: Explain key design thinking tools for value creation and accelerating innovation.

CO4: Analyze the design thinking and innovation practices in translating opportunities into action.

Course content:

Unit – I : Introduction to Design Thinking

7 stages of thinking, Definition- Design Thinking, Critical thinking, Lean thinking, Lateral thinking, Design thinking, how design thinking works, Key tenets of design thinking.

Unit – II : New Product Strategy

Business Models for New Products, Managing product development, New product strategy, Product Architecture, Design for manufacturing and Prototyping, Developing Services, Building Markets, Demand creation for new products,

Unit – III : Design Thinking Process

Empathize- Learn from your audience about the real concern, Define- Focus on the most important problems to be solved, Ideate- Generate high volume of ideas, Prototype- Convert ideas into quick and dirty mock-ups, Test- Subject your prototypes to real-world validation

Unit – IV : Design Thinking Tools

Customer journey mapping, Value chain analysis, Mind mapping, Brainstorming, Rapid Concept Development, Prototyping

Unit – V : Design thinking in action

Design Thinking for New Products and for Emerging markets, Leveraging Design Thinking for Innovation (Examples and Stories) Designing User Experience, Strategies for learning from failure, Engineering reverse innovations

Recommended Text:

Change by Design by Tim Brown.

Karmic Design Thinking by Prof. BalaRamasundari

Reference Books:

Design: Creation of Artifacts in Society by Prof. Karl Ulrich, U. Penn

Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving- by PavanSoni

HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

MANAGERIAL COMMUNICATION – III

Course Code : 2408-R4CG	CREDITS: 3
Batch: 2022-24	Term:IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation for business etiquettes, business meeting, video resumes, group discussions and job interviews. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course outcomes:

On Successful completion of the course students should be able to

- CO1: Explain and demonstrate the business etiquettes and help them practice appropriate business etiquettes in corporate workplace.
- CO2: Exhibit the strategies of persuasive business writing.
- CO3: Demonstrate the skills and functions of business meeting and case based group discussion practice.
- CO4: Apply the principles of writing a video resume for projecting a positive image of themselves and develop confidence to attend GDPI.

Course Content

Unit – I: Business Etiquettes

Introduction – Good etiquettes – Business Etiquettes and Modern Technology – Business Etiquettes in India

Unit – II: Writing Persuasive Message

Introduction – Steps writing process for persuasive messages – Developing persuasive business messages

Unit – III: Business Meeting Essentials and GD:

Meeting Basics – Planning and conducting meetings – Agenda – MOM - Definition-Difference between a GD and Debate - Dynamics of group behaviour / group etiquettes and Mannerisms – Types – opening of a GD –Summarizing a Discussion- Some tips for GD.

Unit – IV: Video Resume and Job Interview

Introduction to Video Resume preparation – Important features of selling yourself in a video resume.

Job Interview – Introduction – Definition – process- Stages in Job interview – Types – Desirable Qualities – Preparation – Using proper verbal and non-verbal cues – Exhibit confidence – Tips for success.

Unit – V: GDPI With Corporate

Student will undergo a complete GDPI process with faculty mentor and corporate

Recommended Text:

Business Communication, Connecting at Work, Mukerjee H.S 2013, Oxford University Press. Business Communication Today, Courtland L. Bovee, Joh V. Thill, Roshan Lal Raina, (2019), Person

Reference Books:

Paul A. Argenti (2007). Strategic Corporate Communication, Tata McGraw-Hill Publishing Company Ltd.

Gangadhar Joshi (2015). Campus to Corporate, Sage Publications.

Meenakshi Raman & Prakash Singh (2013). Business Communication, Oxford University Press.

TERM - V TERM THEMATIC: CORPORATE ASTUTE

Term - V Term Thematic: Corporate Astute			
SI.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2		Major - IV	3
3		Major - V	3
4		Major - VI	3
5		Minor - II	3
6		Minor - III	3
7		Sectoral - II	3
		Managerial Competency Development:	
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
Total Credits			27
Major		Finance:	
	2502-R4MF	Fixed Income Securities	
	2503-R4MF	Corporate Valuation	
	2504-R4MF	Strategic Financial Management	
		Marketing:	
	2502-R4MM	Strategic Brand Management	
	2503-R4MM	Integrated Marketing Communication	
	2504-R4MM	Business to Business Marketing	
		HR:	
	2502-R4MH	Compensation Management	
Minor	2503-R4MH	Human Resource Information Systems	
	2504-R4MH	Managing Diversity	
		Finance:	
	2505-R4NF	Financial Planning and Wealth Management	
	2506-R4NF	Financial Markets	
Marketing:		Marketing:	
	2505-R4NM	Services Marketing and CRM	

	2506-R4NM	Strategic Brand Management	
		HR:	
	2505-R4NH	Performance Management	
	2506-R4NH	Compensation Management	
		Operations:	
	2505-R4ND	Total Quality Management	
	2506-R4ND	Service Operations Management	
		Business Analytics:	
	2505-R4NA	Machine Learning - I	
	2506-R4NA	Machine Learning - II	
Sectoral		Banking:	
	2507-R4SF	Bank Credit Management	
		Digital Marketing:	
	2507-R4SM	Social Media and Content Marketing	
		Retail Management:	
	2507-R4SR	Visual Merchandising	
		Business Analytics:	
	2507-R4SD	Predictive Analytics Using R	
		Entrepreneurship:	
	2507-R4SG	Family, Small and Social Entrepreneurship	

ENTREPRENEURSHIP DEVELOPMENT

Course Code : 2501-R4CG	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

Main objective of designing the course is to: understand the importance of entrepreneurship, identifying opportunities and build the business model and Business Plan. Finally, to be aware about the support given by government to the potential entrepreneurs.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Create the value of self employment needs and favourable outlook to entrepreneurial possibilities
- CO2: Appraise the knowledge enhancement towards new firm creation or renewing the existing firm
- CO3: Demonstrate the roadway towards Transforming creative ideas into commercially viable business
- CO4: Comprehend the institutional support in setting up a business.

Course Content:

Unit – I : Introduction to Entrepreneurship

Understanding the importance of entrepreneurship: Definition, characteristics, entrepreneurial process and role of entrepreneurship in economic development. Types and Myths of entrepreneurship. Dark side of entrepreneurship. Entrepreneurial mindset and culture: role of younger generation and the sources to develop entrepreneurial mindset. Corporate entrepreneurship.

Unit – II : Business Opportunity Identification

Identifying and evaluating business opportunities: steps involved the process. Difference between MSME and startups. Business Model Canvas: importance, elements and advantages of the canvas. Importance of entrepreneurial team.

Unit – III : Business Plan

Business Plan: Elements, importance and rules for pitching. Principles of Effectuation: Bird in hand, Affordable loss, Lemonade, Patchwork quilt and Pilot-in-the-plane. Implementing the principles to business. Legal Forms of Ownership: Sole Proprietorship, Partnership, Limited Liability Company, One-person Company, Limited Liability Partnership, Private Limited Company, Public Limited Company, Joint Hindu, Subsidiary and Cooperatives. Process of registration.

Unit – IV : Intellectual Property Rights and Institutional Support

Introduction to IPR (Intellectual Property Rights): Copy Rights, Trade Marks, Patents and Trade Secrets. Institutional support to entrepreneurs: Startup India, Make in India, AIM, STEP, JAM, BIRAC, DST and PMKVY.

Unit – V : Entrepreneurship Practical Aspects

Business Idea generation with the given resources - Boot Strapping - Pitching your idea - Challenges faced by the entrepreneurs in their success journey (Indian examples) - Learnings from failure stories (Indian cases)

Recommended Text:

Rajeev Roy, Entrepreneurship, 2nd edition, Oxford Press

D F Kuratko and T V Rao, Entrepreneurship, 2012, Cengage

<https://msme.gov.in/all-schemes>

<https://doi.org/10.1177/0266242618796145>

FIXED INCOME SECURITIES

Course Code : 2502-R4MF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course examines the valuation of fixed-income securities, the market operations and management of risk. Topics include: valuation of bonds, term structure of interest rate, measuring and managing interest rate risk, corporate bond market, passive and active bond portfolio management, performance measurement, securitization and interest rate derivatives.

Course Outcomes:

On successful completion of the course students should be able to:

- CO-1 Explain the different types of fixed income securities and their characteristics
- CO-2 Analyze the value of fixed income securities
- CO-3 Measure and manage interest rate and credit risk
- CO-4 Explain the passive and active fixed income portfolio management techniques

Course Content:

Unit - I : Fixed-Income Securities: Defining Elements

Overview of a Fixed-Income Security - Basic Features of a Bond - Yield Measures - Legal, Regulatory, and Tax Considerations - Bond Indenture - Legal and Regulatory Considerations - Tax Considerations - Structure of a Bond's Cash Flows - Principal Repayment Structures - Coupon Payment Structures - Bonds with Contingency Provisions - Callable Bonds - Putable Bonds - Convertible Bonds

Unit - II : Fixed-Income Markets: Issuance, Trading, and Funding

Introduction - Classification of Fixed-Income - Indexes - Investors in Fixed Income Markets - Primary Bond Markets - Secondary Bond Markets - Characteristics of- Sovereign Bonds - Credit Quality of Sovereign Bonds - Types of Sovereign Bonds - Non-Sovereign Government - Corporate Debt - Bank Loans and Syndicated Loans - Commercial Paper - Corporate Notes and Bonds - Structured Financial Instruments - Capital Protected Instruments - Yield Enhancement Instruments - Participation Instruments - Leveraged Instruments - Short-Term Funding Alternatives Available to Banks - Retail Deposits - Short-Term Wholesale Funds - Repurchase and Reverse Repurchase Agreements.

Unit - III : Introduction to Fixed-Income Valuation

Introduction - Bond Pricing with a Market Discount Rate - Yield-to-Maturity - Relationships between the Bond Price and Bond Characteristics - Pricing Bonds with Spot Rates - Prices and Yields: Conventions for Quotes and Calculations - Flat Price, Accrued Interest, and the Full Price - Matrix Pricing - Yield Measures for Fixed-Rate Bonds Yield Measures for Floating-Rate Notes - Yield Measures for Money Market Instruments - The Maturity Structure of Interest Rates - Yield Spreads - Yield Spreads over Benchmark Rates - Yield Spreads over the Benchmark Yield Curve.

Unit - IV : Introduction to Asset-Backed Securities

Introduction - Benefits Of Securitization For Economies And Financial Markets - How Securitization Works - Structure Of A Securitization - Key Role Of The Special Purpose Entity - Residential Mortgage Loans - Interest Rate Determination - Amortization Schedule - Residential Mortgage-Backed Securities - Mortgage Pass-Through Securities - Collateralized Mortgage Obligations - Commercial Mortgage-Backed Securities - Credit Risk - CMBS Structure - Non-Mortgage Asset-Backed Securities - Auto Loan ABS - Credit Card Receivable ABS - Collateralized Debt Obligations - CDO Structure.

Unit - V : Fixed Income Securities in Practice

Four capstone projects on fixed income securities
Fixed Income - Basics of Bond and Yield Computation
Fixed Income Practical Examples
Fixed Income - Interest Rate Measures and Bond Duration

Gold and Tax Free Bonds

Recommended Text:

Moorad Choudhry, Fixed-Income Securities and Derivatives Handbook, Wiley Publication. 2014.

Reference Books:

Frank Fabozzi, Bond Markets, Analysis, And Strategies, Pearson.

CORPORATE VALUATION

Course Code : 2503-R4MF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

Every day, thousands of participants in the investment profession - investors, portfolio managers, regulators, researchers - face a common and often perplexing question: What is the value of a particular asset? For one group of those participants - equity analysts - the question and its potential answers are particularly critical, because determining the value of an ownership stake is at the heart of their professional activities and decisions. Valuation is the estimation of an asset's value based on variables perceived to be related to future investment returns, on comparisons with similar assets, or, when relevant, on estimates of immediate liquidation proceeds. Skill in valuation is a very important element of success in investing.

This course is designed with the following objectives: (i) To make the students understand and apply the basic theory, tools, and terminology of Corporate Valuation. (ii) To familiarize real world situations by using models and techniques suggested by the theory. (iii) To solve numerical problems related to corporate investment decisions.

Course outcomes:

On successful completion of the course students should be able to:

CO-1: Describe the basic theory and tools including terminology of corporate valuation.

CO-2. Apply the discounted cash flow valuation model to value a firm.

CO-3. Analyze a firm using valuation and relative valuation models.

CO-4. Demonstrate critical thinking, analytical and problem solving skills in the context of corporate valuation

Course content:

Unit - I : Valuation: Introduction and Different Methods

Introduction to Valuation - A Philosophical basis for valuation process - Inside the valuation process and Approaches to valuation - Role of Valuation.

Unit - II : Issues in DCF Valuation- Estimating Discount Rates: WACC

Estimating discount rates: What is risk - Cost of equity, Country risk premiums, Accounting betas, from cost of equity to cost of capital, measuring cash flows: Categorizing cash flows – Earnings, Reinvestment needs - From firm to equity cash flows, Forecasting cash flows: Structure of discounted cash flow valuation - Extraordinary growth period, Fundamental growth and Terminal Value - Estimation Approaches.

Unit - III : Valuation of Companies: Discounted Cash Flow (DCF) and Market Multiples

Dividend discount Models, FCFE discount models FCFE versus DDM valuation - Per share versus aggregate valuation.

Unit - IV : Firm Valuation Models & Relative Valuation

Firm valuation models: Cost of capital approach - Adjusted present value approach, Excess return models, Capital structure and Firm value. Relative Valuation: First principles - What is relative valuation - Ubiquity of relative valuation - Reasons for popularity and potential pitfalls - Standardized values and multiples - Four basic steps to using multiples, Equity multiples: Definition of equity multiples - Analysis of equity multiples & Applications, Value Multiples: Definition of value multiples - Analysis of value multiples - Application of value multiples

Unit - V : Corporate Valuation in Practice

Three capstone projects on valuation;

1. Cash Flow Statement Preparation and Analysis
2. Company Valuation: DCF, DDM, Relative Valuation
3. Valuation Practical Examples - ICICI Bank and Chennai Super Kings

Recommended Text:

Aswath Damodaran, "Damodaran on Valuation", 2nd Edition, Wiley India Pvt. Ltd

Reference Books:

Tim Koller, Marc Goedhart and David Wessels, "Valuation: Measuring and Managing the Value of Companies, 5th Edition, Wiley Finance

STRATEGIC FINANCIAL MANAGEMENT

Course Code : 2504-R4MF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

Strategic Financial Management involves assessing the complex decision making necessary at the higher levels of management, including evaluating and setting up reward systems for subordinates and other personnel, evaluating expansion opportunities, mergers and acquisitions, spin-offs and sales of existing assets, and making decisions on complex investment opportunities and managing risk. It is the identification of the possible strategies capable of maximizing an organizations' net present value, the allocation of scarce capital resources among the competing opportunities, and the implementation and monitoring of the chosen strategy so as to achieve stated objective. The course provides an opportunity to assess the implication of the major corporate actions.

Course Outcomes:

On successful completion of the course students should be able to:

CO1 – Evaluate the investment decisions from the perspective of inflation and real options.

CO2 – Apply the concepts such as RAD or CE to assess the risk involved in investment decisions.

CO3 – Analyze the impact of various corporate actions.

CO4 – Appraise various corporate restructuring activities.

Content:

Unit – I : Advanced Capital Budgeting Techniques

Revisiting capital investment decisions – Understanding conflict between NPV and IRR – MIRR – Capital budgeting under Inflation – Capital rationing – Real options – Financial options vs. Real options – Types of Real options – Pricing of real options – Real options in capital budgeting – Linear Programming for Investment Decisions.

Unit – II : Risk Analysis in Capital Budgeting

Conventional techniques vs. Statistical techniques – RADR – CE – Probability in risk analysis – Standard deviation and Coefficient of variation – Sensitivity analysis – Scenario Analysis – Simulation and Decision tree approach.

Unit – III : Corporate Actions

Overview of corporate actions – Stock split and reverse stock split – Cash dividend vs. Stock Dividends – Share buyback/repurchase – ESOPs – Rights issues – Stock market reactions to corporate actions.

Unit – IV : Mergers, Acquisitions and Takeovers

Overview of corporate restructuring – external restructuring vs. internal restructuring – M & A process – Valuation in M &A – Cash and stock deals – Takeovers – Defenses for takeovers – LBO & MBOs – Overview of legal and regulatory issues in M&A.

Unit – V : Project

Students are expected to prepare a project report by using EVENT STUDY METHODOLOGY by documenting the stock market reactions to the latest corporate events.

Recommended Text:

Prasanna Chandra – Strategic Financial Management –Managing for Value Creation – Mc Graw Hill Education – Professional – 2014

Prasanna Chandra – Financial Management –Theory and Practice – 8th Edition – Mc Graw Hill, New Delhi.

Reference Books:

Brigham, "Financial Management – Text and Cases", Cengage Publications, New Delhi

Rajiv Srivastava & Anil Misra, "Financial Management – Second Edition", Oxford Higher Education, New Delhi, 2012.

Fred Weston. J, Mitchel, Mulherin Harlod.J. & Salwan Prashant, "Takeovers, Restructuring and Corporate Governance", Fourth Edition, Pearson Education, New Delhi, 2011.

STRATEGIC BRAND MANAGEMENT

Course Code : 2502-R4MM	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

This course will help the students develop key competencies in the field of brand management – determining positioning and image of brands and its alignment with the management objectives.

Course outcomes:

On successful completion of the course students should be able to:

- CO 1: Design Branding strategies like brand naming, brand extension, brand stretching, brand architecture and so forth.
- CO 2: Implement brand marketing programs and communication channels.
- CO 3: Develop a management system to measure and interpret brand performance.
- CO 4: Adapt marketing strategies to enhance brand equity

Course contents:

Unit – I : Fundamentals of Brand Management

Importance of Branding, building successful Brands, Challenges and Opportunities, Understanding the Branding Process.

Unit – II : Developing a Brand Strategy

Brand Equity, Customer-Based Brand Equity, Process of Building a Strong Brand, relationship between Customer Equity and Brand Equity, Brand Positioning, Developing and Communicating a Positioning Strategy: Target Market, Segmentation Bases, Competition, Points of Parity (POP) & Points of difference (POD), Brand Value Chain.

Unit – III : Brand Marketing Programs

Brand Elements: Criteria for Choosing Brand Elements, Tactical issues, Designing Marketing Programs to Build Brand Equity: Revisiting Marketing Mix, incl. role of Integrated Marketing Communications, Branding in Digital era, Brand associations, Brand Valuation Methods.

Unit – IV : Measuring Brand Performance

Designing Brand Architecture strategies, Brand Portfolios & hierarchies and brand extensions; Brand audits and tracking, measuring sources of Brand Equity, capturing customer mindset, capturing market performance, developing a Brand Equity management system.

Unit – V : Measuring Brand equity in industry

Highlight and present the examples of managing brands over time, geography and market segments – consumer markets, business markets, service sector, retail etc.

Recommended Text:

Keller, KL. Parameswaran, M.G., and Jacob I, Strategic Brand Management, 5th edition, 2020, Pearson Education Inc.

Reference Books:

Kevin Lane Keller and Vanitha Swaminathan, Strategic Brand Management: Building, Measuring and Managing Brand Equity, 5th edition Pearson Global edition.

J N Kapferer, The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity), 5th edition, Kogan Page

De Chernatony, Leslie and Malcolm McDonald, Creating Powerful Brands, 4th edition, 2011, Oxford: Butterworth-Heinemann

Kotler, P., Keller, KL. Koshy, A., and Jha, M. Marketing Management – A South Asian Perspective, 2009, 13th edition, Pearson Education.

David A Aaker-Building Strong Brands- New York Free Press-2018

Journals, Magazines and Newspapers:

Journal of Marketing

Journal of Marketing Management

Harvard Business Review

Business India

Economic Times

INTEGRATED MARKETING COMMUNICATIONS

Course Code : 2503-R4MM	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course is intended to provide the students an understanding of the function of IMC, integrate the elements of the communication mix to deliver a consistent message to the target audience, equip them with skills to solve marketing communication problems by applying logical and strategic thinking.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Comprehend the marketing communication mix and define communication objectives while considering budget.

CO2: Discuss the integrated cross-media strategy, creative message and concepts used to reach the target audience and deliver the brand promise.

CO3: Prepare an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.

CO4: Examine and evaluate the communications effects and results of an IMC campaign.

Course contents:

Unit – I: IMC, Communication Models

IMC, Tools of IMC (Promotion Mix); Communication Process & IMC; The emergence & relevance of IMC, Communication Models, The IMC Golden Triangle

Unit – II: Advertising

Advertising definition & concepts, Creativity in Advertising, Creative Strategy Planning & Development, Creative Strategy Implementation

Unit – III: Media Planning & Evaluation

Media Planning & Strategy: Media Plan, developing the Media Plan, Developing & Implementing Media Strategies.

Evaluation of Broadcast Media: TV & Radio, Evaluation of Print Media: Magazines, News Papers, Traditional Support Media, Non Traditional Support Media and New-age Media

Unit – IV: Other Promotion Tools & Evaluation

Direct Marketing: Strategies & Evaluation; Sales Promotion: Consumer Oriented Sales Promotion, Trade Oriented Sales Promotion; Public Relations: Role of PR, PR Process, Measuring the Effectiveness of PR Personal Selling: Role of Personal Selling in IMC, Personal Selling Process, Evaluating the effectiveness of Personal Selling. Internet Media, Promotional Mix using Internet.

Unit – V: IMC Practices

Situation Analysis – Establishing objectives & Budgeting for IMC – Develop marketing collaterals – Execute IMC campaign – Reporting

Recommended Text:

Belch, E George., Belch, A. Michael. (2013). Advertising and Promotion, An Integrated Marketing Communication Perspective (9e). New Delhi. Tata McGraw Hill Publishing Company Limited.

Reference Books:

- Shah, Kruti. (2014). Advertising and Integrated Marketing Communications. First Edition, New Delhi. McGraw Hill Education (India) Private Limited.
- Shimp, A. Terence. Advertising and Promotion: An IMC Approach, Cengage Learning.
- Rajeev Batra, John G Myers & David A Aaker, Advertising Management, 5 th Ed., PHI.
- Kenneth E. Clow & Donald Baack, Integrated Advertising , Promotion, and Marketing Communications , 3 Ed., Pearson
- ICFAI's-ICMR, Case studies in marketing communications, ICFAI.

BUSINESS TO BUSINESS MARKETING

Course Code : 2504-R4MM	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course is intended to examine the importance and impact of marketing products and services to other businesses and organizations in the economy, differentiate the unique nature of business customer's needs, and the appropriate marketing strategies that can be employed to meet those needs. Topics include exploring business markets and business marketing; creating value for business customers; designing product and channel strategies; establishing strong communications; building strong sales and pricing; and managing programs and customers

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand basic principles, terms & concepts of Business to Business Marketing.

CO2: Elucidate practical concepts and tools for analyzing market opportunities and company capabilities as the basis for market selection, developing competitive differentiation, and formulating marketing strategy in contemporary business markets.

CO3: Apply the marketing mix elements in a B2B corporate strategy.

CO4: Apply managerial orientation to implement and control B2B marketing programs.

Course content:

Unit – I : Introduction to Business Marketing

What is Business Marketing, customer Value in Business Markets, Business vs Consumer marketing, Industrial Demand. Understanding business Markets and Environment, classification of industrial products and services, business customer's purchase Orientations purchase practices of business customers, Organizational Buying Process, models of organizational buying behavior.

Unit – II : Relationship management & Marketing Strategies

Buyer and Seller Relationship, types of Relationships, developing effective relationship marketing strategies, CRM, CLV, methods used to influence business customers, business marketing intelligence and marketing research, marketing research process, forecasting approaches, business marketing intelligence system, segmenting, targeting and positioning in Business marketing.

Unit – III : Business Product & Marketing Channel Management

Product and Brand Strategy in business marketing, industrial product life-cycle and strategies, branding in business markets, new product development and marketing of business services, business marketing channels and market logistics, channel design, introduction to physical distribution management, logistics and supply chain management,

Unit – IV : Sales Management & pricing strategy in Business Marketing

Managing the personal selling function, the selling process, sales force organization and management, business marketing communications, the role of communication mix in business marketing, pricing in business markets, commercial terms and conditions in business markets.

Unit – V : Business Marketing in Practice

Planning, implementation and Control in Business Marketing, Strategic planning in business marketing. Business to business marketing through electronic commerce, models of B2B EC, Marketing strategy for Electronic Market Place, international business marketing practices.

Recommended Text:

Krishna K Havaldar, Business Marketing 4e McGraw Hill education

Reference Books:

Dwyer, F. Robert & Tanner, John F. Jr. (2009) Business Marketing, 4rd ed., McGraw-Hill

Michael H. Morris, Leyland F. Pitt, Earl D. Honeycutt, Business to Business Marketing: A Strategic Approach, Sage Publications

COMPENSATION MANAGEMENT

Course Code : 2502-R4MH	CREDITS: 3
Batch: 2022-24	Term:V

Course Description :

This course helps to acquaint the students with the importance of compensation management and the role of HR Manager with specific functional aspects of compensation benefits and their effective management. It provides a conceptual framework of compensation management to the students. It also disseminate the students on the current practices of compensation in different industries to have a basic idea and also to sharpen their decision making skill on the problems encountered by the industry regarding different aspects of compensation. Lastly, it imparts knowledge on the role of technology in management of compensation in organizations.

Course outcomes:

On successful completion of the course students should be able to:

CO1:Understand basics of compensation in the organization.

CO2. Explain pay structure that will ensure the firm's competitiveness in market.

CO3. Analyse a variety of reward systems used to determine individual pay levels.

CO4. Evaluate compensation systems according to the firm's policies and the legal requirements.

Course Content:

Unit - I : Introduction of Compensation management- wages and compensation, Principles of compensation formulation, Theories of wage determination, Wage boards and wage policy; Compensation management in Indian context, employee reward system in India; Economic Theories - Trade-offs and Valuation of Employee compensation, pricing of employee stock options, Labour markets and employee benefits

Unit - II : Compensation practices for talented employees. Job Evaluation – Job Assessment, Work measurement, Competency based approach

Unit - III : Executive Compensation – components and transparency, Theories of Executive compensation; Sales compensation plan, Concept of Rewards; Legal implications: Minimum wages Act,1948, equal remuneration Act, 1976, Payment of Wages Act, 1936 , Provident Fund *Miscellaneous Provisions Act*, 1952, Payment of Gratuity Act, 1972 (PG Act), The Payment of Bonus Act, 1965

Unit - IV : Taxation issues – Tax implications, Current rules of taxation of salaries, Exemption in income tax-and the rationale, Fringe benefit tax and its implication for the employers and employees, Taxation of stock options, Taxation issues after termination of employment Quantitative Tools- Variable compensation, retirement plans, quantitative analysis, Incentive determination, overtime wages, Economic Value-added(EVA)

Unit - V: Compensation Management in Practice

Compensation Management practices in Indian Companies

Recommended Text:

Deepak Kumar Bhattacharyya (2017) Compensation Management, New Delhi: Oxford Higher Education.

Reference Books:

Milkovich & Newman (2015). Compensation: 8th edition, Tata McGraw-Hill Edition.

HUMAN RESOURCE INFORMATION SYSTEMS

Course Code : 2503-R4MH	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

Today, technology is the new vehicle to bring information about people to use in the business. Managers and employees can now access the information and make decision based on them. Many businesses have tried to manage their information efficiency. They see the information as a key resource and view the role of information technology essentially.

Furthermore, one of the biggest challenges is to manage employees to utilize the technology since we are in the information age. The staff needs to increase their productivity, reduce cost, produce better products/service, provides customer satisfaction, increase business competitiveness, and growing business. In order to do so, the organization needs to utilize technology. Therefore, the course is offered to provide general concept and guidelines to understand the HRIS planning, development, implementation, and maintenance.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand the basics of HRIS

CO2: Utilize the models of software development cycle in HRIS for organizational productivity.

CO3: Analyze the features HRIS software available.

CO4: Evaluate various modules of HRIS system.

Course content:

Unit – I : Introduction to HRIS

Evolution of HRM and HRIS, HR Technology - Database Management Systems, Key Relational Database Terminology, Introduction to MS Access, HRIS Architecture, Planning and implementation of HRIS .

Unit – II : Managing HRIS Implementations

Determining Human Resource Information System Needs ., The Global Positioning System of HRIS, System Development Life Cycle, Assessing System Feasibility, HR Metrics and Analytics, Workforce Analytics, HRIS Cost-Benefit Analysis.

Unit – III : HRIS Applications

SOA, Self-service portals, Shared service centers , outsourcing , offshoring , mandated Governmental mandated reports

Unit – IV : Advanced HRIS Applications

The Future of Human Resource Information System and emerging trends

Unit – V : HRIS Practice

HRIS Applications in Indian Companies

Recommended Text:

Michael J Kavanagh, Mohan Thite, Richard D Johnson (2016). Human Resource Information Systems, New Delhi: Sage Publications.

Reference Books:

1. Filippo B.E (1999), Personnel Management, McGraw-Hill, New Delhi.
2. Dressler, G (2007) Human Resource Management, Cengage, New Delhi.

3. Gupta, PK and Chhabra, S (2004) Human Resource Information Systems, Himalaya Publishing House.
4. Davis Olson, "Management Information System," McGraw-Hill Publications, New Delhi.
5. Stephen Haag, Maeve Cummings, Amy Phillips; " Management Information System" McGraw-Hill Publications, New Delhi.
6. Mahadeo Jaiswal, Monika Mital, "Management Information System", Oxford University

MANAGING DIVERSITY

Course Code : 2504-R4MH	CREDITS: 3
Batch: 2022-24	Term:V

Course Description :

This course is aimed at understanding the impact of culture and diversity on personal and organizational effectiveness. The course uses research, case studies, and experiential exercises to help students understand their own cultural biases, recognize the impact of cultural values on work, and gain an appreciation for the value of diversity in organizations. The skills imparted will be instrumental in developing the student's ability to work more effectively in diverse organizations, lead cross-cultural teams, and leverage diversity to create stronger organizations.

Course Outcomes:

On successful completion of the course students should be able to:

- CO 1 Explain the basic concepts, principles and Make use of practices associated Managing diversity.
- CO 2 Utilize the theoretical frame work of Diversity to examine the effectiveness of diversity systems.
- CO 3 Analyze real time diversity systems / practices which helps in pursuing career in HR
- CO 4 Evaluate diversity Interventions or practices for productive employment

Course Content:

Unit 1 : Introduction to Diversity and Management:

The importance of diversity to your organization, Inequalities and Identities among people across cultures. Approaches to organizational analysis of diversity. Cultures and diversity issues. Assessment of organizations current diversity programs. Ethics in diversity management.

Unit 2 : International Differences:

Intercultural Development Inventory. Developmental Model of Intercultural Sensitivity. Cross cultural studies in management and organizational behavior. Acculturation. Communication and diversity.

Unit 3 : Policy and Practices:

Equality, diversity and law. Approaches to discrimination laws. Public policy and organizational policy. Ethnicity and racism – global experiences. Diversity climate survey. Sexual Orientation in the Workplace. Age & Disability in the Workplace

Unit 4 : Diverse Organizations:

Diversity Initiatives in Organizations.HRM and diversity. Developing Cultural Sensitivity and Competency Building: Process and Practices

Unit 5 : Managing Diversity in Practice

Diversity Management Practice in Indian companies.

Recommended Text:

Kirton, Gill and Greene, Anne-marie (2011) The dynamics of managing diversity, New Delhi: Butterworth heniman.

Reference Books:

Madhavan, Shobhana (2011) cross-cultural management: concepts and cases, New Delhi: Oxford IBH.

FINANCIAL PLANNING AND WEALTH MANAGEMENT

Course Code : 2505-R4NF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course examines investment and financial issues arising from personal wealth management activities. The course commences with an introduction of the financial planning industry and the regulatory framework. It then goes through topics required for the construction of a comprehensive financial plan including the identification of client financial status and goals, asset allocation, securities trading, managed funds, tax planning, risk management and insurance, superannuation, estate planning and social security. Further, this course focuses on understanding the nature, usage and regulations of financial products and the process and regulations of providing personal financial advice. The application, regulatory and advisory focus at the individual investor level differentiates this course from other investment and portfolio management courses. Prior knowledge of securities valuation and portfolio management is assumed. This course does not focus on portfolio or trading strategies. In-depth coverage of investment and portfolio strategies are covered in other courses offered for the students.

Course outcomes:

On successful completion of the course students should be able to:

CO1 – Explain the major steps and components of personal financial planning.

CO2 – Analyze personal financial statements.

CO3 – Create financial plans based on the personal financial goals.

CO4 – Elaborate on the legal and tax implications of estate planning through Wills or Trusts.

Courses content:

Unit – I : Introductin to Personal Financial Planning

Corporate Finance vs. Personal Finance – Financial Well-Being – Financial Literacy – Personal Financial Goals – S.M.A.R.T Goals – Inflation – Rate of Return – Simple Interest vs. Compound Interest – Stated Rate of Return vs. Effective Rate of Return - Importance of Compounding – Time Value of Money – Amortization Schedule – Annuities – Rules of Thumb – Asset Classes.

Unit – II : PERSONAL Financial Statement and Analysis

Assessing present financial position – Revenue vs. Capital Items – Discretionary vs. Non-Discretionary Expenses – Income Statement – Position Statement – Cash Budget – Personal Financial Ratios.

Unit – III : Tax and Retirement Planning

Basics concepts of Income Tax – Residential Status - Gross Total Income – Deductions – Taxable Income – Filing of Returns – TDS & Advance Tax Payment.

Financial Products Used for Retirement Planning – Estimating the Retirement Corpus – Understanding Annuities & Pension Products.

Unit – IV : Estate Planning

Need for Estate Planning – Power of Attorney - Wills vs. Trusts – Testamentary and Probate – Types of Trusts - Legal Implications of using Wills vis-à-vis Trusts – Tax Aspects of using Wills vis-à-vis Trusts.

Unit – V : Personal Financial Planning in Practice

Activity 1 - Assessing the present financial position and preparation of financial plan.

Activity 2 – Creating a road-map for retirement planning.

Recommended Text Book

Joehnk et.al , Planning Your Personal Finances, 12th Edition, Cengage Learning

Suggested readings:

Financial Planning Journal , FPSB India, Mumbai (www.fpsbindia.org)

Other Learning Resources

Jack R Kapoor etal, Personal Finance, The McGraw-Hill Companies

K.C. Mishra and Steward Doss , Basics of Personal Financial Planning , Cengage Learning, New Delhi

Dun & Bradstreet, Wealth Management , Tata McGraw-Hill Publishing Company Limited , New Delhi

Mint, Business Line and Economic Times news papers

<http://www.fpsbindia.org/Scripts/Home.aspx>

<https://in.finance.yahoo.com/personal-finance/>

<http://www.jagoinvestor.com/>

<https://www.personalfn.com/>

FINANCIAL MARKETS

Course Code : 2506-R4NF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description

The course allows the student to understand the key concepts on financial markets, its products, pricing, risks involved and the market participants. This course gives a practical support for the student to understand the financial information as well as be able to work on financial markets. The students also learn how to make investment decision by applying theory to the real world according to their needs and the characteristics of the products and markets. In summary, the course provides the analytical skills to understand concepts related to the money market, the bond market, forex market, the stock market and the derivative markets.

Course Outcomes

CO1: Understand the features of financial markets, instruments and the role of market participants involved.

CO2: Appreciate the role of financial market regulators in the economic development of the country.

CO3: Examine the trading, clearing and settlement processes in different segments of the stock exchanges NSE & BSE.

CO4: Analyze different types of instruments in financial markets for making an investment decision.

Course Content

Unit-I : Overview of Financial Markets

Introduction to financial markets – Capital Markets, Money Markets, Forex Markets and Commodity Markets – Role of each category of market in the economy, equilibrium in financial markets, relationship between economic development and financial markets, Insider trading, Regulatory framework in financial markets,

Unit-II : Capital Market

Introduction to capital market, structure of capital market, capital market instruments, Market Segments , Intermediaries in Capital Market, Primary Equity Market - Types of Equity Issues , investors in equity markets, SEBI Regulations Related to Primary Markets, New Market issues(IPOs),Book Building Process , Allocation of shares in IPO , Practical Issues in IPO pricing ,Secondary Markets - Stock exchange, Functions, Role of Stock Exchange, Listing and Delisting, Stock Market Index ,Types of NSE Indices ,BSE Indices, Primary Debt Market - Types of Debt Issues –secondary market in debt securities ,Overseas Capital Market Issues: Depository Receipt Mechanism; ADR and GDR- IDRs - FCCB - FCEB - Euro Bonds, Global Indices - International Securities Identification Number, , trading in equity and debt markets, clearing and settlement process in NSE and BSE.

Unit III : Money Market

Introduction to money market, types of money market instruments, features of money market Instruments- T-bills, commercial papers, certificate of deposits, repos, primary and secondary markets for money market instruments.

Unit IV : Other Financial Markets

Introduction to derivatives, regulatory mechanism, types of derivatives, OTC segment for derivatives, F&O segment in stock exchanges, trading in derivatives, Forex Market-Overview of forex market in India and in the world, regulatory framework, understanding currency codes, Forex rates, mechanics of currency trading, pricing, Commodities market-overview of commodities market in India and in the world, products, trading.

Unit V: Financial Markets in Practice

Web-based research on financial markets, trading in stocks, bonds, mutual funds and derivatives using simulation, Insider trading real corporate cases from SEBI.

Essential readings:

Dr. S. Gurusamy- "Capital Markets"- Second Edition- Tata McGraw-Hill Publishers- New Delhi- 2009.

Suggested readings:

Frank J. Fabozzi & Franco Modigliani- "Capital Markets - Institutions and Instruments"- Third Edition- Pearson Education- 2008.

Gurusamy. S "Capital Systems and Services"- Cengage India Ltd- New Delhi - 2008.

Frank J Fabozzi & and Frank Modigliani – Capital Market – Institutions and Instruments – PHI publications 4th Edition

SERVICES MARKETING & CRM

Course Code : 2505-R4NM	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of services marketing. It seeks to achieve this by developing a thorough understanding of services marketing mix and strategies, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Distinguish between goods and services and challenges associated with unique characteristics of services.

CO2: Comprehend the key concepts of customer experience, service quality, customer satisfaction and apply the Gaps model of service quality to identify service gaps in an organization.

CO3: Discuss services marketing mix and its applications in service operations and, human resource management.

CO4: Explain CRM strategies and technologies used for customer acquisition, customer loyalty and customer win-back.

Course Contents:

Unit – I : Services

Concept, Scope, Goods-Services Continuum, Characteristics of Services, Need based STP: Segmentation, Target Marketing, and Positioning. Customer Expectations & Perceptions of Services

Unit – II : Service Marketing Mix

Service Marketing Mix concept & strategies- Product, Place, Price, Promotion, Physical Evidence, People, Process, Demand & Capacity utilization in Service, Service Quality-Dimensions of Quality, Understanding Quality Management, Measuring Service Quality-SERVQUAL Measurement Scale

Unit – III : Introduction to CRM

Introduction to CRM, Uses of CRM, Customer Privacy, Data Warehousing, Data Mining. Information Technology for CRM- E-CRM, Sales Force Automation, Marketing Automation and Service Automation.

Unit – IV : CRM Strategies

Planning and Implement CRM projects, Managing the customer Lifecycle-Creating Value for customer, Customer Lifetime Value, Customer Acquisition, Customer Loyalty and Win-back.

Unit – V : Services Marketing & CRM Practices in Key Sectors

Financial Services-Bank Marketing, Insurance Marketing, Mutual Fund Marketing, Hospitality Marketing, Retail Marketing- Aggregators Services, and Other Services and Sectors.

Recommended Textbook:

Zeithaml, V. Bitner, M. J. Gremler, D. D. & Ajay Pandit (2018). Services Marketing. 7th Edition, New Delhi India, Tata McGraw Hill.

Reference Books:

Francis Buttle & Stan Maklan (2015), CRM-Concept & Technologies, 3rd Edition, Elsevier Publication.

Rajendra Nargundkar, (2010) Services Marketing-Text and Cases. 3rd Edition, New Delhi, Tata McGraw Hill

Christopher Lovelock Christopher H. Lovelock, Principles of Service Marketing and Management, Latest Edition-Pearson Publishing India.

Govind Apte (2011), Services Marketing, 15th Edition, New Delhi India, Oxford University Press.

Jochen Wirtz (2019), Essentials of Services Marketing, 3rd Edition, Pearson Publishing India.

Jochen Wirtz (2018), Services Marketing: People Technology Strategy, 8th Edition, Pearson Publishing India.

Ed Peelen (2008), Customer Relationship Management, 1st Edition, FT Press, Pearson Publishing India.

STRATEGIC BRAND MANAGEMENT

Course Code : 2506-R4NM	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course will help the students develop key competencies in the field of brand management – determining positioning and image of brands and its alignment with the management objectives.

Course outcomes:

On successful completion of the course students should be able to:

CO 1: Design Branding strategies like brand naming, brand extension, brand stretching, brand architecture and so forth.

CO 2: Implement brand marketing programs and communication channels.

CO 3: Develop a management system to measure and interpret brand performance.

CO 4: Adapt marketing strategies to enhance brand equity

Course contents:

Unit – I: Fundamentals of Brand Management

Importance of Branding, building successful Brands, Challenges and Opportunities, Understanding the Branding Process.

Unit – II: Developing a Brand Strategy

Brand Equity, Customer-Based Brand Equity, Process of Building a Strong Brand, relationship between Customer Equity and Brand Equity, Brand Positioning, Developing and Communicating a Positioning Strategy: Target Market, Segmentation Bases, Competition, Points of Parity (POP) & Points of difference (POD), Brand Value Chain.

Unit – III: Brand Marketing Programs

Brand Elements: Criteria for Choosing Brand Elements, Tactical issues, Designing Marketing Programs to Build Brand Equity: Revisiting Marketing Mix, incl. role of Integrated Marketing Communications, Branding in Digital era, Brand associations, Brand Valuation Methods.

Unit – IV: Measuring Brand Performance

Designing Brand Architecture strategies, Brand Portfolios & hierarchies and brand extensions; Brand audits and tracking, measuring sources of Brand Equity, capturing customer mindset, capturing market performance, developing a Brand Equity management system.

Unit – V: Measuring Brand Equity in Industry

Highlight and present the examples of managing brands over time, geography and market segments – consumer markets, business markets, service sector, retail etc.

Recommended Text:

Keller, KL. Parameswaran, M.G., and Jacob I, Strategic Brand Management, 5th edition, 2020, Pearson Education Inc.

Reference Books:

Kevin Lane Keller and Vanitha Swaminathan, Strategic Brand Management: Building, Measuring and Managing Brand Equity, 5th edition Pearson Global edition.

J N Kapferer, The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity), 5th edition, Kogan Page

De Chernatony, Leslie and Malcolm McDonald, Creating Powerful Brands, 4th edition, 2011, Oxford: Butterworth-Heinemann

Kotler, P., Keller, KL. Koshy, A., and Jha, M. Marketing Management – A South Asian Perspective, 2009, 13th edition, Pearson Education.

David A Aaker-Building Strong Brands- New York Free Press-2018

Journals, Magazines and Newspapers:

Journal of Marketing
Journal of Marketing Management
Harvard Business Review
Business India
Economic Times

PERFORMANCE MANAGEMENT

Course Code : 2505-R4NH	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of performance management. It seeks to achieve this by developing a thorough understanding of performance management planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as to the firm. The participants will understand the basics, apply the steps involved and analyse performance management systems followed by evaluation of such system in Indian companies vis-à-vis the foreign companies.

Course outcomes:

On successful completion of the course students should be able to:

- CO1 Understand different concepts, theories and techniques of Performance Management
- CO2 Apply the steps involved in the performance management cycle.
- CO3 Analyse the process of Performance Management Planning, Implementation, and Documentation.
- CO4 Evaluate the performance management systems in select companies.

Course Content:

Unit I : Performance Management: Definitions and Differentiation of Terms Related to Performance Management. Performance Management System. Linkage of Performance Management to Other HR Processes. Performance Policy. Ethics in Performance Management.

Unit II : Performance Management and Theoretical Background : Goal Theory, Control Theory, Social Cognitive Theory and Organisational Justice Theory – Their Application in Performance Management. Employee Engagement and Performance Management, Dimensions of Performance Management. Standards and Methods of Performance Management.

Unit III : Performance Management Process, Performance Management Process, Performance Management Planning Process, Performance Agreement, Drawing up the Plan, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance. Evaluation of the Performance Planning Process.

Unit IV : Mechanics of Performance Management Planning and Documentation: The Need for Structure and Documentation, Employee's Responsibility in Performance Planning Mechanics and Documentation, Mechanics of Performance Management Planning and Creation of PM Document. Feedback: Role, Types and Principles, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback.

Unit V : PM Practices in Indian Companies Evaluation of Performance Management systems in Indian companies.

Recommended Text:

1. Deepak Kumar Bhattacharya (2017). Performance Management, New Delhi : Cengage Learning India.

Reference Books:

1. Kohli, A.S. and Deb, T. (2016). Performance Management, Oxford Higher Education.
2. Bagchi, Soumendra Narain (2013). Performance Management, New Delhi : Cengage Learning India.

COMPENSATION MANAGEMENT

Course Code : 2506-R4NH	CREDITS: 3
Batch: 2022-24	Term:V

Course Description :

This course helps to acquaint the students with the importance of compensation management and the role of HR Manager with specific functional aspects of compensation benefits and their effective management. It provides a conceptual framework of compensation management to the students. It also disseminate the students on the current practices of compensation in different industries to have a basic idea and also to sharpen their decision making skill on the problems encountered by the industry regarding different aspects of compensation. Lastly, it imparts knowledge on the role of technology in management of compensation in organizations.

Course outcomes:

After completion of the course the students are able to:

CO1: understand basics of compensation in the organization.

CO2: Explain pay structure that will ensure the firm's competitiveness in market.

CO3: Analyse a variety of reward systems used to determine individual pay levels.

CO4: Evaluate compensation systems according to the firm's policies and the legal requirements.

Course Content:

Unit I: Introduction of Compensation management- wages and compensation, Principles of compensation formulation, Theories of wage determination, Wage boards and wage policy; Compensation management in Indian context, employee reward system in India; Economic Theories - Trade-offs and Valuation of Employee compensation, pricing of employee stock options, Labour markets and employee benefits

Unit II: Compensation practices for talented employees. Job Evaluation – Job Assessment, Work measurement, Competency based approach

Unit III: Executive Compensation – components and transparency, Theories of Executive compensation; Sales compensation plan, Concept of Rewards; Legal implications: Minimum wages Act,1948, equal remuneration Act, 1976, Payment of Wages Act, 1936 , Provident Fund *Miscellaneous Provisions Act*, 1952, Payment of Gratuity Act, 1972 (PG Act), The Payment of Bonus Act, 1965

Unit IV: Taxation issues – Tax implications, Current rules of taxation of salaries, Exemption in income tax-and the rationale, Fringe benefit tax and its implication for the employers and employees, Taxation of stock options, Taxation issues after termination of employment Quantitative Tools- Variable compensation, retirement plans, quantitative analysis, Incentive determination, overtime wages, Economic Value-added(EVA)

Unit V: Compensation Management practices in Indian Companies

Recommended Text:

Deepak Kumar Bhattacharyya (2017) Compensation Management, New Delhi: Oxford Higher Education.

Reference Books:

Milkovich & Newman (2015). Compensation: 8th edition, Tata McGraw-Hill Edition.

TOTAL QUALITY MANAGEMENT

Course Code : 2505-R4ND	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

The intent of the Quality Management course is to provide students with an understanding of the Concepts of Quality, Evolution of Quality from Product Quality to Performance Excellence, Quality Ownership and issues with Managing Quality in Manufacturing/Service Organizations.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Explain the key terms, definitions and concepts of total quality management.
- CO2: Design process quality systems.
- CO3: Analyse various quality tools in developing quality management teams.
- CO4: Develop quality systems for global standards.

Course content:

Unit I : Introduction to Quality and Quality Philosophies:

Quality: Understanding quality, Definition, Evolution of quality from Product quality to performance Excellence, Eight management principles for ensuring Total Quality. TQ Philosophies: Deming's philosophy, Juran philosophy, Crosby philosophy. Quality Management in Services.

Unit II : TQ Awards and Frame work for Quality Management:

TQ Awards: Malcolm Baldrige National Award, Deming Prize, European Quality Award, Canadian Awards for business excellence, Australian business excellence Award, Indian Awards, Frame work for Quality Management: ISO: 9000, ISO 14000, ISO: 18000, ISO: 27000 latest revisions; Malcolm Baldrige's Model of Business excellence, Total Productive Maintenance, Balanced score card, BIS, Quality council of India.

Unit III : Quality Design:

Quality in customer-supplier relationships: Practice for dealing with customer, Practice for dealing with suppliers, Designing organisations for quality: The functional structure, Redesigning organisations for quality, Design controlling and improving organisational process: Process design, Process control, Process improvement, Process re-engineering.

Tools and techniques for total quality: Tools for quality design, Tools for quality planning, Tools for continuous improvement, Creativity and innovation, Statistical thinking and process control tools.

Unit IV: Developing Trust among Stakeholders and Preparing Stakeholders to accept the Change: Quality teamwork: Importance of team in TQ, Comparison to organisational behaviour theory. Empowerment and motivation - Introduction to empowerment, Importance of empowerment, Motivation, Quality leadership, The roles of a quality leader, Importance of change, Cultural change, Sustaining total quality.

Unit V : Total Quality Management Practices

Select an Indian organization which has received the Malcolm Baldrige Award or Deming Prize and give a brief on company profile. Identify the TQM practices followed by the company and discuss about the top management commitment. Describe how the company is focusing on their customers. List the quality policy and systems of the company. How the company is performing people management and process management followed in the company.

Recommended Text:

James R Evans. Quality & Performance Excellence (6th Ed.). Cengage Learning.

Reference Book:

James R Evans & William M Lindsay. The Management and control of Quality (8th Ed.). Cengage Learning.

SERVICE OPERATIONS MANAGEMENT

Course Code : 2506-R4ND	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

To provide the students with a detailed understanding of the concepts and tools necessary to effectively manage diversified service operations. Also the students are exposed to analysis, decision making and implementation issues of managing the operational aspects of a service.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1. Explain different concepts, theories and techniques of service operations management.
- CO2. Develop strategic positioning and service strategy for the service industry.
- CO3. Analyze the importance of Service Design & Service Quality.
- CO4. Measure the effectiveness of service operations.

Course Content:

Unit – I : Introduction

Service, importance of the Service Sector, importance of studying operations in Services & opportunities in service operations, Service Operations Management, Classification & Types of Services, Challenges in Managing Service Operations and Opportunities in Service, Sources of Service Sector Growth.

Unit – II : Strategic Positioning and Service Strategy

Strategic Planning Process for Services, Defining the Strategic positioning, Competitive Service Strategies, Strategic Analysis, Service Strategy, Tactical Execution, Formulation of Service Strategies for the delivery of the Service Concept: Location Strategy, Layout Strategy, Process Strategy and Capacity Strategy.

Unit – III : Service Delivery Design

Service Process Design, Service Blue Printing, Designing the Service Experience, Designing the Front-Office & Back Office Interface: Theory in Service Decoupling, Linking Decoupling to Service Concept, Linking Decoupling & Firm Strategy, Operational Implementation, Managing Capacity for Optimal Service Delivery. Queuing and waiting line concept and problems, pay-off matrix.

Unit – IV : Service Quality

Service Quality: Service Quality, Measuring Service Quality, Gaps in Service Quality, Service Quality Design, Achieving Service Quality, Developing a culture of Service Quality, Implementing Quality Service, Service Recovery, Six Sigma for Service Process Improvements.

Unit – V : Service Operations

Select any service industry and give a brief on industry profile, Identify the key operational problems in that industry and how various firms have managed these operating problems, etc., Select a single firm from the particular industry, describe its service concept, competitive position in the market, The key operational choices it has made, operational policies followed, etc. to succeed in the market, How the company is measuring/improving the performance?

Service Industry may include the following: Hospitality including Tourism, Hotels and Restaurants; Health care; Transportation including Rail, Road, Water and Air Transport; Telecom and Related Services; IT Services; Storage Services; Consultancy Services; Real Estate Services and Construction. Some of them are listed below for your reference.

Recommended Text:

R.Metters & K.Metters. Successful Service Operations Management (2nd ed.). Cengage Learning.

Reference Books:

Johnston & Clark. Service Operations Management-Improving Service Delivery (2nd ed.). Pearson.

Fitzsimmons and Fitzsimmons. Service Management (7th Ed.).

MACHINE LEARNING –I

Course Code : 2505-R4NA	CREDITS: 3
Batch: 2022-24	Term:V

Course Description

This course is intended as an introduction to the basics of machine learning. Its main goal is to provide students with an understanding of the methodologies, technologies, statistical pattern recognition, mathematics and algorithms currently used in the area of Machine Learning. By the end of the course students should be able to apply a variety of machine learning methods to a given target problem. Topics include: supervised learning (generative/discriminative learning, parametric/non-parametric learning, Regression, Classification models, KNN, Decision trees, Random forest models, SVM);

Course outcomes:

On successful completion of the course students should be able to:

CO1: Define and explain the fundamental concepts and terminology of machine Learning

CO2: Explain and propose ways of dealing with the issues involved in the use of machine learning methods.

CO3: Analyse and discuss a range of machine learning techniques and their theoretical background

CO4: Evaluate and select an appropriate learning algorithm to solve a business problem

Course content:

Unit I : Introduction to Machine Learning and Preparing to Model

Introduction o R, Human learning and its types, ML and its types, Well-posed learning problem, Application of machine learning Issues in Machine learning, Basic data types, exploring numerical data, exploring relationship between variables, data issues and remediation, Data pre-processing, exploring data in R, Linear Algebra for Machine Learning-, Algorithms for Learning-Learning Classifiers-Learning from heterogeneous- distributed-data and knowledge-Gradient Descent

Unit – II : Modelling and evaluation & Feature Engineering

Selecting a model, Training a model – holdout, k-fold cross validation, bootstrap sampling, model representation and interpretability – under-fitting, over – fitting, bias-variance trade-off, model performance evaluation – classification, regression clustering evaluating model performance

Unit – III : Bayesian concept learning and supervised learning - Regression

Supervised Learning; Regression: Simple Linear Regression, Multiple linear Regression, Assumptions of Regression analysis, Logistic regression. Classification learning steps, common classification algorithms. Classification model,

Unit – IV : Supervised learning – Classification

MLE, Dummy variable, Regression, Linear Probability Model, KNN, Decision Tree, Random forest model, Support vector machine.

Unit – V : Supervised learning techniques in practice

Application of supervised machine learning techniques in Banks, Health care industry, Sales Forecasting, Customer churn, Hospitality industry, Employ retention etc.

Recommended Text book:

Machine learning, Saikat Dutt, Subrmanian Chandramouli & Amithkumar Das. Pearson publications

Reference Books/ suggested readings:

Machine learning for hackers, Drew Conway and John Myles White 2nd edition –O'Reilly Media, Format – Kindle/Paperback.

Machine Learning, Tom M. Mitchell, First, McGraw Hill Education, Format – Paperback.

Pattern Recognition and Machine Learning, Christopher M. Bishop, 2nd Edition,

Publisher – Springer, Format – Hardcover/Kindle/Paperback

Andrew NG “Machine Learning Yearning” ISBN-10: 199957950X, ISBN-13: 978-1999579500

5. Andriy Burkov “The Hundred-Page Machine Learning Book” ISBN-10 : 1999579542, ISBN-13 : 978-1999579548

Supplementary References

NPTEL Courses :

<https://nptel.ac.in/courses/106/105/106105152/>

<https://nptel.ac.in/courses/106/106/106106202/>

<https://nptel.ac.in/courses/106/106/106106213/>

Coursera

<https://www.coursera.org/learn/machine-learning>

<https://www.coursera.org/learn/uol-machine-learning-for-all>

MACHINE LEARNING –II

Course Code : 2506-R4NA	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

Data Analysis is the necessary skill for today manager. The course is on the use of Machine Learning approaches to drive business decisions applied across various domains. Its main topics include understanding data, preparation and model building using Unsupervised Machine Learning using Python. The emphasis is on building predictive models by extracting patterns from data sets that can be used in various business applications.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Understand characteristics of data and the process of analysing it.

CO2: Describe various Unsupervised Machine learning techniques for getting valuable insights from the data.

CO3: Apply various un supervised ML techniques using Python for Data analysis, Visualization & Model building.

CO4: Evaluate and select an appropriate learning algorithm to solve a business problem

Course Content

Unit – 1 : Introduction to Python and Feature Engineering

Introduction to Python, Variable types and characteristics, Missing data imputation, Character variable encoding, Variable transformation, Outlier handing, Feature scaling. Python for data analysis: Objects & Data structures, Data analysis using Numpy and Pandas, Data visualization using Matplotlib and Seaborn, Introduction to Scikit-learn library.

Unit – 2 : Feature Selection & Extraction

Introduction- Overview & Methods, Feature Selection evaluation: Filter constants & duplicate features, Filter correlation, Filter statistical measures. Introduction to Wrapper and Embedded methods. Feature Extraction: Principal Component Analysis

Unit – 3 : Clustering

Introduction- Basic Concept & Statistics associated. Conducting Cluster analysis- Formulating the problem, select a distance or similarity measure, Select a Clustering procedure, Decide on the number of clusters, Interpret and profile the clusters. Non Hierarchical clustering- K-Means. Hierarchical clustering- Agglomerative.

Unit – 4 : Recommendation

Introduction, Simple Recommendation Systems using Associations. Content Based Recommendation using Cosine and K-Nearest Neighbour. Collaborative Filtering using User based filtering and Item based filtering.

Unit – V : Supervised learning techniques in practice

Application of supervised machine learning techniques in Banks, Health care industry, Sales Forecasting, Customer chum, Hospitality industry, Employ retention etc.

Recommended Text:

Machine Learning, Saikat Dutt, Subrmanian Chandramouli & Amithkumar Das.

Reference Books:

Machine learning for hackers, Drew Conway and John Myles White Edition –O'Reilly Media, Format – Kindle/Paperback.

Machine Learning, Tom M. Mitchell, First, McGraw Hill Education, Format – Paperback.

Pattern Recognition and Machine Learning, Christopher M. Bishop, 2nd Edition, Publisher – Springer, Format – Hardcover/Kindle/Paperback

Andrew NG “Machine Learning Yearning” ISBN-10: 199957950X, ISBN-13: 978-1999579500

Andriy Burkov “The Hundred-Page Machine Learning Book” ISBN-10 : 1999579542, ISBN-13 : 978-1999579548

Supplementary References

NPTEL Courses :

<https://nptel.ac.in/courses/106/105/106105152/>

<https://nptel.ac.in/courses/106/106/106106202/>

<https://nptel.ac.in/courses/106/106/106106213/>

Coursera

<https://www.coursera.org/learn/machine-learning>

<https://www.coursera.org/learn/uol-machine-learning-for-all>

BANK CREDIT MANAGEMENT

Course Code : 2507-R4SF	CREDITS: 3
Batch: 2022-24	Term:V

Course Description:

This course is intended to provide an understanding of “Credit Management in Banking”, in all the sectors like Retail, Industry, Service, Business, Personal, Agriculture and Rural segments.

The student will be able to understand the subject in the bankers' perspective with reference to Credit Policies of a Bank, Classification of Financial Statements, Working Capital Assessment (Fund & Non-Fund), Long Term Finance Assessment (Fund & Non Fund), Trade and Agriculture credit, Personal Credit, Credit Disbursement, Documentation, Monitoring, Recovery Management.

Course outcomes:

On successful completion of the course students should be able to:

CO-1 : Describe principles and techniques of bank lending

CO-2 : Understand credit policy, credit rating, selection of a borrower

CO-3 : Apply conceptual frameworks, theories and techniques to study the credit requirement (Appraisal – Retail and wholesale banking) sanction, Disbursal, Recovery management, Credit monitoring and follow up)

CO-4 : Evaluating the government promotional schemes, poverty alleviation and rural development programs

Course Content:

Unit I : Principles of Lending

Overview of Lending Activity, Principles and Objectives of Credit Management, Credit Policies in Banks, Types of Borrowers, Types of Credit facilities (Fund-based and Non-Fund Based)

Unit II : Business Lending

Analysis of financial statements, ratio analysis, Term Loan and Working Capital Assessment (Funded and Non-Funded limits- Assessment methods), Internal and External Rating, Post-shipment and Pre-Shipment Credit. Types of security: Lien, Hypothecation. Mortgage, Pledge.

Unit III : Retail Lending

Appraisal and Management of Retail Loans (Home loans, Education loans, Personal loans), Card Products (Debit cards, Credit cards, Pre-paid cards), CIBIL, other rating techniques. Verification of documents. CIBIL, Internal and External rating techniques.

Unit IV : Micro-lending, Security, & Documentation

Microfinance, CGTMSE and Pradhan Mantri Mudra Yojana, Types of Charges, Documentation, Credit Monitoring and Recovery Management. Cases and Issues related to recovery of different types of security offered.

Unit – V : Analysis and Preparation of Loan Proposals

Preparation of Loan Proposals and a Credit Analysis, Rating and Loan Portfolio construction –Project on Equity Levers.

Recommended Text:

IIBF - Bankers' Handbook on Credit Management

SOCIAL MEDIA AND CONTENT MARKETING

Course Code: 2507 – R4SM	Credits: 3
Batch: 2022-24	Term: V

Course Description:

This course provides an insight into the concepts used in social marketing and evaluation of the communication strategies used for social media impact and assessing the campaign effectiveness by using appropriate metrics.

Course outcomes:

On successful completion of the course students should be able to:

- CO1. Describe the key terms, definitions and concepts used in Social Media Marketing and its relation to Digital Marketing.
- CO2. Understand the characteristics of social media and how four zones of social media impact on firm performance and customer relationship.
- CO3. Appraise social media strategies used by companies and learn why some marketing communication strategies succeed but others fail.
- CO4. Build a social media marketing plan for a Company/Brand/NGO.

Course Contents

Unit 1 : Introduction to Social Media Marketing

Introduction, Evolution, Social Media Zones, Types of Media, Web 2.0, 5th P of Social Media Marketing, Psychic Income, Characteristics of Social Media Marketer, Careers in Social Media Marketing. Digital natives, Digital Identity, Social footprints, Different types of Segmentation, Social Media Marketing Planning Cycle, Social Media Marketing Plan

Unit 2 : Social Networking Platform

Creating Social Profile, Social Networking sites, Sharing, Stickiness, Characteristics of Social Networking sites, Social Networking Fatigue, Social lock-in, Open Source Model, Marketing tools for Social Community-Paid Media & Earned Media tools, User Generated Content

Unit 3 : Content Marketing

Social Publishing, Content, Types of Content, Channels for Content Distribution–Blogs, Microblogs, Press Releases, Podcasts, Webinars, Presentations, Photos, Articles, Newsletters, Videos, White Papers, case studies, e-books etc. Content Value ladder, Social Publishing Strategies-Social Media Optimization & Search Engine Optimization

Unit 4 : Social Entertainment & Social Commerce

Social games, Game based marketing -Display ads, Static ads & Dynamic ads and Product Placement in gaming, Advergaming, Social commerce, Rating, Reviewing, Recommendations, Referrals, Referral tools marketers can use, Psychology of Social shopping

Unit 5 : Social Media marketing practice

Social Media measurement, Qualitative & Quantitative KPI's (Key Performance Indicators), Future of Social Media marketing, Creating a social media campaign, execute and measure the effectiveness to social media metrics.

Recommended Text

Social Media Marketing – Michael R Solomon & Tracy Tuten – 3rd Edition, Sage Publishing

References

Social Media Marketing (2013) – A Strategic Approach – Melissa Barker, Donald Barker et.al -Cengage Learning.

Websites

- TechCrunch : <http://www.techcrunch.com>
- Mashable : <http://www.mashable.com>
- Groundswell blog : <http://blogs.forrester.com/groundswell>
- Fastcompany : <http://www.fastcompany.com>
- Social samosa : <http://www.socialsamosa.com/>
- Social Bakers : <http://www.socialbakers.com/>
- Forrester : <http://www.forrester.com/rb/research>
- Hubspot : <https://blog.hubspot.com/marketing>
- SM Hoax Slayer : <http://smhoaxslayer.com/>
- <http://blog.sumall.com/journal/10-powerful-social-media-infographics-resources-build-following.html>
- <http://www.rediff.com/getahead/report/career-9-social-media-mistakes-job-seekers-must-avoid/20170814.htm>
- <https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/free-digital-marketing-tools-for-smes-and-startups/articleshow/57093385.cms>
- https://blog.hubspot.com/marketing/100k-on-facebook-ads?utm_campaign=Marketing%20Blog%20Weekly%20Email%20Sends&utm_source=hs_email&utm_medium=email&utm_content=53663595

VISUAL MERCHANDISING

Course Code: 2507 – R4SR	Credits: 3
Batch: 2022-24	Term: V

Course Description

Visual Merchandising course has been specifically created to impart the knowledge to become a Visual Merchandising expert, transform your existing or new retail business and enables the participants to upskill them using current Visual Merchandising techniques. This course will enable students to develop decision making skills related to Visual communication, merchandising, pricing, and retailing (merchandise planning, assortment and buying).

Course Outcomes (COs)

On successful completion of the course students should be able to:

CO1: Describe the concepts of visual merchandising (VM) & visual communication (VC).

CO2: Identify the nature of the store fixtures and the store atmospherics.

CO3: Explain the concept of retail pricing and evaluate the merchandise performance.

CO4: Examine the process of procuring and planning of merchandise to manage merchandise inventories.

Course Content

Unit I: Basics Of Retail Merchandising

The Concept of Merchandising, The Evolution of the Function of Merchandising, The Role of Merchandiser and Buyer, The Function of Buying for Different Types of Organizations, Concept of Lifestyle Merchandising, Merchandising in Multi-Channel World, Principles of Merchandising.

Unit II: Visual Merchandising and Visual Communication

Concepts of Visual Merchandising, Introduction, Role & Influence of Visual Merchandising. Current Developments in Fixtures – Recent Developments in Visual Materials, Different types of Fixtures, Guidelines for setting up fixtures at stores. Introduction to Visual Communication, Nature and Visual Communication Tools. Merchandise Presentation & Techniques – Introduction, Various Categories of Merchandise Items, Principles of Designing Displays, Common Errors in Displaying Merchandise, Methods of Merchandise Display, Store Atmospherics, Key Components of Retail Atmospherics, Effective Retail Space Management, Planograms

Unit III: Merchandise Pricing and Evaluation Of Merchandise Performance

Concept of retail price, factors affecting the pricing, elements of retail price, the methods of determining the price, Retail pricing strategies- Mark-up and Markdown, Merchandising Mathematics- Cash Discount, Customer returns, Book Inventory, Methods of merchandise allocation, the criteria used to evaluate merchandise performance- GMROI, GMROF, GMROL.

Unit IV: Merchandise Planning & Procurement

Concept of merchandise planning, Implication of merchandise planning, Key indicators of merchandise performance, Merchandise planning process, Technology and merchandise planning, Sources of merchandise, Types of resident buying offices, Concept of merchandise sourcing, Merchandise Management Process Overview, Forecasting Sales, developing an Assortment Plan, Setting Inventory and Product Availability Levels.

Unit V: Industry Practices

Prepare Visual merchandising for occasions of any product category- style item presentation, colour presentation, display calendar, Sales tracking, Handling mannequin, Props, Lighting, Organizing In-Store event, Explain the VM tool kit, Creating charts for merchandise performance measures and interpret, actions that need to be taken by the retailer.

Recommended Text:

Swapna Pradhan (2020). Retailing Management Text and Cases. Mc Graw Hill Education (6th edition)

Reference Books:

Michael Levy, Barton A Weitz, Ajay Pandit Retailing Management. Tata McGraw Hill Education (8th edition), New Delhi.

PREDICTIVE ANALYTICS USING R

Course Code: 2507 – R4SD	Credits: 3
Batch: 2022-24	Term: V

Course Description:

This course will introduce some of the most widely used predictive modelling techniques and their core principles. By taking this course, student will form a solid foundation of predictive analytics, which refers to tools and techniques for building statistical models to make predictions using data. This course unleashes the power of R as a statistical data analytics tool and introduces the student to the basic syntax and several predictive analytic tools. The expected prerequisites for this course include a prior working knowledge of Excel, introductory level algebra, and basic statistics. The use of analytics across industries for decision making, automation of business process, products and solution driven analytics makes it an essential skill for every student graduating from management discipline.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Understand and appreciate the importance of predictive analytics in managerial decision-making.

CO2: Describe various predictive models and the existence of uncertainty in all estimates of the predictive models.

CO3: Apply various predictive models on data and can forecast future trends using R.

CO4: Identify appropriate predictive model for the data and also evaluate its precision.

Course Content:

Unit – I : Data Cleaning & Data Visualization

Organizing and processing of data with R, Data Cleaning – Missing values, Outlier treatment, Pre-processing and cleaning. Data visualization Basic high-level plots, Modifications of scatter plots, Modifications of histograms, parallel box plots.

Unit II : Regression Analysis

Application of Simple Linear and Multiple Linear Regression models, Method of least squares and its assumptions, Heteroscedasticity, Multicollinearity, Detection of Heteroscedasticity, detection of Multicollinearity and Consequences, remedial measures.

Unit III : Qualitative response regression models

Linear Probability Model, Probit model, Logit model, Tobit model, Dummy vs. Proxy, Dummy variable techniques. ANOVA and ANCOVA models. Discriminant analysis.

Unit IV : Decision trees

Introduction to Decision tree, Decision tree representation in R, Appropriate problems for decision tree learning, Basic decision tree learning algorithm, measuring features.

Hypothesis space search in decision tree learning, why prefer short hypotheses, and issues in decision tree learning.

Unit – V : Predictive Analytics in Practice

Applications of predictive analytics in different domains – Sales forecasting – Predicting customer churn – Manpower planning – employee turnover – bank loan defaults – service quality and manufacturing quality prediction.

Data Sources:

<https://www.kaggle.com/>

<https://data.world/>

<https://data.gov.in/>

Research Databases:

<https://www.ebsco.com/academic-libraries>

<https://jgateplus.com/>

www.jstor.org

Text Books

Evans, J. R. (2013). Business Analytics: Methods, Models, and Decisions. Second edition, Pearson.

Robert Stine and Dean Foster (2013). Statistics for Business: Decision Making and Analysis. 2nd edition, Pearson Education.

Turban, E., Aronson, J. E., Liang, T. P., & Sharda, R. (2010). Decision support and business intelligence systems. 9th edition, Prentice-Hall.

Berson, A., Smith, S. J., & F. (1997). Data Warehousing, Data Mining and OLAP. McGraw-Hill.

Reference Books

Han, J., & Kamber, M. (2000). Data Mining: Concepts and Techniques. 1st edition. Morgan Kaufmann

Robert Kabacoff (2015). R in Action Data analysis and graphics with R. Second Edition. Manning publications.

U Dinesh Kumar (2017). "Business Analytics" Wiley India Pvt. Ltd.,

Umesh R. Hodeghatta and Umesha Nayak (2016), Business Analytics Using R - A Practical Approach. Apress publication.

Jeffrey S. Strickland (2014). Predictive Analytics using R. Simulation Educators

Subhashini Sharma Tripathi (2016). Learn Business Analytics in Six Steps Using SAS and R. Apress publication.

R – Programming Books

Wickham H., Grolemund G. (2016). R for Data Science: Import, Tidy, Transform, Visualize, and Model Data. O'Reilly Media.

Cotton, R. (2013). Learning R: A Step-by-Step Function Guide to Data Analysis 1st Edition [Kindle Version]. Retrieved from <http://www.amazon.in>.

Knell, R. (2013). Introductory R: A Beginner's Guide to Data Visualisation, Statistical Analysis and Programming in R. [Kindle Version]. Retrieved from <http://www.amazon.in>.

Murray, S. (2013). Learn R in a Day. [Kindle Version]. Retrieved from <http://www.amazon.in>.

FAMILY SMALL AND SOCIAL ENTREPRENEURSHIP

Course Code: 2507 – R4SG	Credits: 3
Batch: 2022-24	Term: V

Course Description:

Main objective of designing the course is to impart knowledge amongst students on various aspects of social, family and small businesses. Throw light on opportunities and challenges of entrepreneurship through various activities.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Analyze the importance of social entrepreneurial initiatives, further providing the opportunities by developing their prospective initiatives.

CO2: Comprehend the mechanism of setting up a family business and sustaining for a longer period.

CO3: Apply knowledge among them so as to convert their small business ideas into viable.

CO4: Appraise the understanding and commitment towards the societal contribution as an entrepreneur.

Course content:

Unit – I : Introduction to Family Business

Definition and Characteristics and importance of family business. Types of Family Business: Family owned business, Family owned and managed business and Family owned and led business. Responsibilities and Rights of Family shareholders. Success stories.

Unit – II : Managing the Family Business

First Leadership Imperative: The Mandate to Build Institutions of Governance and Manage the Transfer of Power, Second Leadership Imperative: Promoting Trust Among Family Members, Third Leadership Imperative: The Next Generation. Succession in family business. Demerits of family business. Approached to avoid conflicts in family business. Strategies for improving of family business.

Unit – III : Small Business

Small business owner: Definition and meaning. Managing the business: Planning, organizing and managing the resources. Financial resources to start small business. Develop a viable and feasible approach to market your idea based on the SWOT analysis and the five forces.

Unit – IV : Social Entrepreneurship

Characteristics of social entrepreneur. Difference between business and social entrepreneurs. Importance and role of social entrepreneur in society. Forms of social enterprise: NGOs, Profit and Non-profit organizations, Society and Trust. Disruptive innovation leading to social change. Significance of social entrepreneurs across the globe with examples. Creating a Social Business Model: Importance and elements of model. Strategies for scaling up of social business.

Unit – V : Entrepreneurship Lessons

Success stories discussion - Social business idea presentation - Dissemination of family business experiences - NIRMAAN

Recommended Text:

Strategies for scaling up social enterprise: Lessons from early years' providers

Lyon, F., & Fernandez, H. (2012). Strategies for scaling up social enterprise: lessons from early years providers. Social Enterprise Journal.

Changing the world without Losing Your Mind: Leadership Lessons from Three Decades of Social Entrepreneurship by Alex Counts

Feel Good and Do Well by Doing Good: A Proposition That Social Entrepreneurship and Corporate Social Responsibility Can Be the Model for Business Success and Personal Happiness by Peter Milewski

The Unfinished Social Entrepreneur, Jonathan Lewis

Additional Sources for Certification:

NPTEL – SWAYAM and ARPIT

Coursera

Udemy

TERM - VI TERM THEMATIC: CORPORATE ACE

Term - VI Term Thematic: Corporate Ace			
Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CG	International Business	3
3	2603-R4CG	Corporate Governance and Sustainability	3
		Total Credits	9

PROJECT MANAGEMENT

Course Code: 2601 – R4CG	Credits: 3
Batch: 2022-24	Term: VI

Course Description:

This course is introduced to the management students in SSIM and aims to determine and develop basic conceptual knowledge and analytical skills of participants in Managing Projects. It seeks to achieve this by developing a thorough understanding of Project Life Cycle. This course inculcates the necessary skills required for a Manager, i.e., Initiation, Planning, Executing and Closure with Control in a systematic approach in participants, and help in any field they enter later on. This course also aims in achieving all the agreed upon goals within the set scope, time, quality and budget standards.

Course Outcomes:

On successful completion of the course students should be able to:

- CO 1: Describe formation and appraisal of the project
- CO 2: Examine project planning and scheduling
- CO 3: Conduct project implementation and control.
- CO 4: Evaluation and Project completion

Content:

Unit – I : Project Management - An Overview

Project Management Its Role & Scope, Need for Project Management Tools & Techniques in Project Management Success Factors in Project Management. - Life cycle of a project Implications of global project management, Benefits of project management. - Difference between Scrum/Agile and Program management vs Project management

Unit – II : Project Selection and Proposals

Identifying needs, etc, Project selection Criteria, Select projects, Develop RFPs Elements of a proposal, The development of winning proposals, Pricing considerations, The evaluation of proposals, Types of contracts, Measuring success of proposal efforts

Unit – III : Project Implementation & Control and techniques

Planning, Scheduling, Schedule Control - Resource Considerations, Cost Planning and Performance, Probability Consideration, Project Crashing - WBS/PERT/CPM Model

Unit – IV : Project Manager, Team, Communication:

Responsibilities of Project Manager, Characteristics of effective project teams, Project Communication and Documentation, Types of Project Organizations

Unit – V : Project Management In Practice

Business plan & Budget allocation - Resource allocation - How to go about attaining financial help

Risk – SWOT - Planning, Execution, Monitoring/Reviewing and Closure of the Project

Recommended Text:

Chandra, P. (2009). Projects 7/E. India: McGraw-Hill Education (India) Pvt Limited.

Clements, J. P., Gido, J. (2012). Effective Project Management. Singapore: South-Western

Reference Books:

Verzuh, E. (2021). The Fast Forward MBA in Project Management: The Comprehensive, Easy-to-Read Handbook for Beginners and Pros. United Kingdom: Wiley.

Verzuh, E (2003). The Portable MBA in Project Management. New Jersey :Wiley.

INTERNATIONAL BUSINESS

Course Code: 2602 – R4CG	Credits: 3
Batch: 2022-24	Term: VI

Course Description:

World over companies' activities are involved in more than one country and Globalization has become a buzz word. This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation on international business.

Course Outcomes (COs):

On successful completion of the course students should be able to:

CO1. Explain different concepts of International Business

CO2. Understand the theories of International Trade and development

CO3. Analyse the international economic problems /business challenges at international and national level.

CO4. Evaluate the role of international organizations (WB, IMF, WTO etc.) in different macroeconomic policies/strategies and their significance in maintaining the economic stability

Course Content:

Unit-I: International Business and Emerging Global Scenario

Concept of International Business, Reasons and the need for the Expansion of International Business, Domestic Business Versus International Business, Advantages and Problems of International Business, Concept of Globalization, Various types of Globalization, Factors Influencing Globalization and various Dimensions of it, Support and Criticism against Globalization

Unit-II: International Trade-Theories, Policies and Integration

Theories of International Trade; Theory of Mercantilism, Absolute advantage and Comparative advantage theories and Factor Endowment (H-O) Theory. Gains from trade, Balance of Payments, India's Sluggish Export Performance.

Unit-III: International Business Environment

Cultural Environment, Economic, Political and Legal Environment, Risks in International

Business, International Business Competitiveness, Global Competitiveness Report (GCR) and its components, measurements, Human Development Index (HDI)- measurement, Network Readiness Index (NRI) and its components, measurements, Country Analysis across Emerging Economies, country Analysis across Emerging Economies.

Unit-IV: Strategy of International Finance &Banking

Foreign Direct Investment (FDI)-Trends in FDI, Make in India as the New Strategy, GATT and WTO, World Trade Organisation (WTO)-Evolution, WTO and agreements, International Monetary Fund (IMF) and its functions, International Bank for Reconstruction and Development (IBRD) and its functions.

Unit-V: International Business Practices in Indian Corporations

International Business Practices in Indian Corporations: Mahindra and Mahindra, Bajaj auto limited, Marico industries, Dabur international, Nestle, Hindustan Unilever Limited (HUL), Serum Institute.

Recommended Text Book:

Rakesh Mohan Joshi (2018), International Business, Oxford University Press.

Other References:

Subba Rao. P (2008), International Business, Himalaya Publishing House.

Anant K Sundaram & J Stewart Black, The International Business Environment, PHI Learning,2009

Chael R Czinkota, Likka A. Ronkainen & Michael H Moffett, International Business, South-Western ,Cengage Learning,2008

K. Aswathappa, International Business, 5th Ed. McGraw Hill Education(India)Private Limited,2013

Websites –

www.rbi.org

www.unctad.org

[http://data.worldbank.org,](http://data.worldbank.org)

<http://globaledge.msu.edu>

<http://hdr.undp.org/en/data>

<http://www.doingbusiness.org/custom-query>

CORPORATE GOVERNANCE AND SUSTAINABILITY

Course Code: 2603 – R4CG	Credits: 3
Batch: 2022-24	Term: VI

Course Description

This course will help you to explore, recognize and understand the multiple paradoxes related to the study and application of corporate governance in organizations. The course will use practical examples and approaches both from within India and abroad. The course will help you to relate the corporate government practices of an organization to its performance, a vital interest to professionals such as senior managers, consultants, and investment bankers, recruiters of these positions and others ranging from entrepreneurs to potential investors.

Course Outcomes (COs)

After completion of the course the students are able to:

CO1: Explain basic conceptual and theoretical foundations of corporate governance

CO2: Understand the practical problems associated with the interaction of the board, CEO and other layers of management, shareholders and various stakeholders of a corporation

CO3: Apply the technical skills required to evaluate the governance of a company from the perspective of an investor (individual or organizational capacity)

CO4: Analyze the corporate governance in business organizations, enterprises.

Course Content:

Unit 1 : Introduction to Corporate Governance:

Concept of corporations:Concept of extended view of corporate citizenship, Owners and stakeholders Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance

Unit II : Issues concern in Corporate Governance:

Issues of corporate control and cash flow rights Examples from restructure proposals of Vedanta group Need for investor protection

Unit III : Perspectives on Corporate Governance:

Theoretical background Market and control model of governance chain, 5. Global Corporate Governance Practices Anglo-American Model German Model Japanese Model, Landmarks in Emergence of Corporate Governance,

Unit IV : Board of Directors:

Powerful Instrument of Governance, Types of Directors Importance of Independent Directors, Board Committees and Chairman, Separation OF CEO & Board Chairman post, Nomination Committee, Board Selection, Boards Performance Evaluation

Unit V : Corporate Governance in Practice:

Studying specific business houses Corporate Governance Practices.

Recommended book :

Daniel Albuquerque (2015). Business Ethics : Principles and Practices, New Delhi : Oxford

Suggested Readings

S.K. Bhatia (2004). Business Ethics and Corporate Governance, Deep and Deep Publications,

Brink, Alexander (2011). Corporate Governance and Business Ethics, Nederlands:Springer

PGDM
BANKING INSURANCE
FINANCIAL SERVICES (BIFS)
SYLLABUS
2022-24

Program Outcomes (POs) for all Programs

The following are the program outcomes of PGDM program at our institute.

1. PO 1: Apply integrated knowledge of management to business decisions
2. PO 2: Demonstrate analytical, critical thinking and problem solving abilities.
3. PO 3: Able to work individually and lead teams.
4. PO 4: Communicate effectively with all stakeholders.
5. PO 5: Demonstrate entrepreneurial competencies.
6. PO 6: Apply ethical principles in making decisions.
7. PO 7: Engage in independent and life-long learning

PGDM BIFS- PSOs:

On successful completion of the program, graduates will:

1. Exhibit the functional knowledge of Banking, Insurance, Finance and Allied services.
2. Analyse various aspects of Banking, Insurance and Finance domains.
3. Generate solutions to different challenges in Banking, Insurance, Finance and Allied sectors.

COURSE STRUCTURE

PGDM-BIFS			
Term - I Term Thematic: Corporate Impellent			
Sl.No	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
		Managerial Competency Development:	
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
		Total Credits	18
Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CF	Banking Law and Operations	3
2	1202-R4CF	Insurance and Risk Management	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
		Managerial Competency Development:	
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
		Total Credits	18
Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CF	Credit Appraisal and Monitoring	3
2	1302-R4CF	Principles and Practice of Life and General Insurance	3
3	1303-R4CM	Marketing Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
		Managerial Competency Development:	
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
		Total Credits	18
Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3

2	2402-R4CF	Financial Modelling	3
3	2403-R4CF	Investment Analysis and Portfolio Management	3
4	2404-R4CF	Risk and Treasury Management	3
5	2405-R4CF	Management of Insurance Operations	3
6	2406-R4CF	Financial Planning and Wealth Management	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
		Managerial Competency Development:	
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
		Total Credits	35

Term - V Term Thematic: Corporate Astute

Sl.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2	2502-R4CF	Fixed Income Securities	3
3	2503-R4CF	Financial Derivatives	3
4	2504-R4CF	Investment Banking	3
5	2505-R4CF	Asset Liability Management	3
6	2506-R4CF	Principles of Actuarial Science	3
7	2507-R4CF	Management of Financial Services	3
		Managerial Competency Development:	
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
		Total Credits	27

Term - VI Term Thematic: Corporate Ace

Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CF	Forex Management	3
3	2603-R4CG	Corporate Governance and Sustainability	3
		Total Credits	9

TERM – I

Term - I Term Thematic: Corporate Impellent			
Sl.No	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
		Managerial Competency Development:	
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
		Total Credits	18

MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOUR

Course Code: 1101-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

At the end of this course, the students will learn to be able to comprehend management as a profession, particularly, the philosophy of management, the functions, the roles, tasks performed by the manager. Besides, they will also learn to understand the behaviours of people in organisations and to learn to modify peoples' behaviours within the norms and expectations of the organisations, eventually enhancing them in their problem solving abilities.

Course Outcomes:

On successful completion of the course students should be able to:

1. Explain the process of management and its functions: Planning organizing, leading, controlling
2. Utilize the process of planning and organizing in various business context
3. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
4. Demonstrate the difficulties associated with the management of individual behaviour in the organization.

Content:

UNIT-I: Foundations of Management

Overview of the management, Evolution of Management Thoughts – classifications of schools of management thought - Classical, Neoclassical, Behavioral and Modern Schools. Managerial roles, tasks, skills, Levels of management, Problem Solving and Decision Making.

UNIT-II: Functions of Management

Planning – Types, Levels and process, Organising – Types of organization, Organization Structure and process, Line and Staff concepts, Departmentation, Centralization and Decentralization. , directing – Assumptions in human behaviour and controlling – Nature and importance, Techniques of Controlling.

UNIT-III: Organizational Behaviour

Concept, Models of OB, Dynamics of Individual behaviour - Personality- Theories, learning – classical and operant conditioning and principles of learning; perception- Model of perception, perceptual principles and errors. Motivation – Content and Process theories: Maslow's need hierarchy, Herzberg's two-factor theory, theory X, theory Y, theory Z, ERG theory, Mc Clelland's need's theory, Vroom's expectancy theory - Porter Lawler theory, equity theory.

UNIT-IV: Interpersonal Process and Organizational improvements

Dynamics of groups and teams: - group dynamics, dynamics of teams and team building, Leadership: fundamentals of leadership, leadership theories- Transactional and Transformational leadership and implications. Organizational Culture and Climate, Organizational Development and Organizational Effectiveness.

UNIT-V: Management in Practice

Learnings about organization evolution, structure, its departments / functions, recent planning, Organizational culture and demonstration of leadership

Recommended Text:

Management and Organizational Behavior (2012), By Laurie Mullins, Pearson

Stephen P. Robbins (2018) Organizational Behaviour, Pearson Publications

Reference Books:

7. Black, Jr. Kenneth and Harold Skipper Jr. (2005), *Life and Health Insurance*, (13th Edition), Pearson Education, Delhi.
8. Mc Gill. B, Haley and Schieber (1996), *Fundamentals of Private Pensions* (7th Edition), University of Pennsylvania Press, Phila, Pa.
9. Trieschmann, James S., Sandra G. Gustavson, and Robert E. Hoyt (2005), *Risk Management and Insurance*, South-western college Publishing, Cincinnati, Ohio.
10. Rejda, George. E (2008), *Principles of Risk Management and Insurance*, International Edition, 10th edition, Pearson Education, Delhi.
11. IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.
12. IC 11 Practice of General Insurance, Insurance Institute of India Publication, Mumbai

MANAGERIAL ECONOMICS

Course Code: 1102-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This Course is designed with a specific objective of orienting the students from a management perspective on Managerial economics as a concept, profession and business. The course focusses on the Decision making through the integration of economic theories (Micro & macro) with decision making tools like numerical analysis, statistics, and game theory and optimisation techniques. The student will also get insights in making appropriate decisions for optimisation of personal, professional and societal needs at large. The focus of the subject would be to imbibe in the students the required theoretical and in-depth knowledge of Managerial economic decision making. The Course also focuses on the monetary policy and fiscal policy of government.

Course Outcomes (COs):

On successful completion of the course students should be able to:

1. Understand concepts of managerial economics principles.
2. Understand the microeconomic theories and apply the same to various business decisions.
3. Analyse the macroeconomic situation and estimate the implications on business decisions.
4. Examine the need for the government role to play in market economies.

Course Content /Syllabus

Unit – I: Nature and Scope of Economics

Subject matter of Economics – Microeconomics, Macroeconomics and Managerial Economics, Different Economic Decisions, Development economics – an overview, Fundamental Concepts- Opportunity Cost, Compounding Principle, Incremental principle. Economic Profit and Accounting Profit, Objectives and Constraints of business firms. Difference between commercial project appraisal and social project appraisal.

Unit – II: Demand & Supply Analysis

Law of Demand – Demand Function - Types of Demand – Change in Demand vs. Change in Quantity Demanded. Indifference curve analysis. Types of Elasticity of Demand - Price Elasticity, Income Elasticity, Cross Elasticity and Promotional Elasticity. Law of Supply – Supply Function - Elasticity of Supply – Managerial application of Elasticity of Supply. Equilibrium Price. Demand forecasting techniques.

Unit III: production & cost theories, Market Structures and Pricing

Production functions- law of variable proportion, Law of returns to scale, ISO QUANT, Economies of scope and economies of scale. Cost Classification, Cost Behaviour, Break- even analysis. Types of Market Structures – Importance of Understanding Market Structures –Pricing Concepts.

Unit – IV: Overview of Macro Economics

Introduction to Macro-Economics, National income concepts- qualitative and quantitative metrics for cross country comparison, Overview of Balance of Payments, Basics of Forex – Meaning of Exchange Rate - Direct Quote vs. Indirect - Rates, Brief understanding of Fiscal Policy and Monetary Policy.

UNIT V- Business Cycles & Unemployment: Macroeconomic Policies for Stabilization

Business cycles and different phases, 1930's global depression, Controlling Measures, impact of business cycles on stock markets. Reasons for Unemployment and different types of it, Measures to control unemployment, Inflation Nature & Causes- Measurement of Inflation- CPI & WPI, Types of Inflation –Demand Pull Inflation, Cost Push Inflation- Inflation in Developing Countries- Effects of Inflation- Measures to Control Inflation.

Application of Managerial Economics for Decision Making

Activity 1 – Using Excel sheet for drawing Demand and Supply Curves.

Activity 2 – Demonstrating Elasticity using MS-EXCEL.

Activity 3 – Computing BEP (units and sales) using MS-EXCEL.

Recommended Text Book:

Geethika, Piyali Ghosh& Purba Roy Choudhury- MANAGERIAL ECONOMICS, 2014, 2nd Edition, Tata Mc Graw Hill Education Private Limited, New Delhi.

Suggested readings:

1. Dominick Salvatore, Managerial Economics. Seventh Edition, Oxford University Press,2012
2. Managerial Economics Theory, Applications, and Cases by W. Bruce Allen Neil A. Doherty
3. Keith Wiegert. 8th Edition, 2013
4. Microeconomics. Paul Krugman, Robin Wells 4th Edition, 2015, Worth Publishers
5. Samuelson P A & Nordhaus W D, 2003, Economics, Tata Mc Graw-Hill Publishing Co. Ltd., (Eighteenth Edition), New Delhi

Additional Reading:

6. Dwivedi D. N, Managerial Economics, Vikas Publishing House Pvt Ltd, Noida,7th Edition,2014
7. Microeconomics, Daron Acemoglu, David Laibson, John A. List, Pearson Education Limited 2016

MANAGERIAL ACCOUNTING

Course Code: 1103-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Managerial accounting. This course develops a thorough understanding of corporate financial reports and their narratives. This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. The course focuses on the basic accounting concepts, different tools of financial analysis, Cost analysis and budgeting for efficient and effective managerial decisions.

The topics include accounting concepts and conventions, financial reports and statements, tools of financial analysis, cost analysis, concepts of budgeting and budgetary control and variance analysis. Besides, this course also lays the foundation as a pre-requisite for other subjects (core as well as specialization in finance) **offered in subsequent terms.**

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Gain knowledge on concepts of accounting, major components of financial reports and statements.

CO2: Demonstrate the ability of understanding corporate narratives in Annual Reports and analyse the same using various financial analysis tools.

CO3: Understands the concepts of cost analysis and its role in various managerial decisions.

CO4: Demonstrate the ability of preparing budgets and computing variances of overheads to analyse and report..

Course Content /Syllabus:

UNIT- I: Introduction to Accounting

Define accounting, Branches of Accounting - Management Accounting vs. Financial Accounting, Accounting Information Users, GAAP, Accounting Concepts and Conventions, Accounting Cycle, Accounting equation, Golden Rules of Accounting.

UNIT – II: Financial reports and Statements

Overview of major components of annual reports of listed companies, Narrative analysis of annual reports: Letter to shareholders, Auditor's report, Director's report, Ethical considerations in financial reporting. The financial statements: Balance sheet, statement of stakeholder's Equity, Income Statement and cash flow statement (Use the Listed Entities statements for reference), financial statement variation by type of industry.

Unit –III: Financial Analysis

Basic tools of financial analysis (horizontal vs vertical analysis, comparative and common size statement analysis), Ratio Analysis: Liquidity Ratios: Leverage Ratios: Profitability Ratios: Efficiency Ratios- Introduction to firm valuation and contemporary financial analysis: F-score, Z-score.

Unit – IV: Cost analysis and managerial decisions

Introduction to Cost classification, Job costing- cost sheet preparation - CVP analysis in Pricing Decision – Make or Buy Decision- lease or buy- Dropping Loss Making Product, continue or shutdown- Cost Indifference Point.

Unit – V: Budgetary Control and Variance Analysis

Need and Importance of Budgeting and Budgetary Control – Preparation of Functional and Master Budgets- Overview of Using Spreadsheet for Budget Preparation. Variance- Types of Variances- Computation of variances of each of the elements of cost - Variance Reports.

Essential Readings:

1. Charles T Horngren, Gart L Sundem, John A Elliott and Donna R. Philbrick , “Introduction to Financial Accounting” , Eleventh Edition, Pearson Education.
2. Horngren , Sundem et al, “ Introduction to Management Accounting,” 16e, Pearson Education, New Delhi.

Suggested Readings:

1. Financial Accounting: Reporting & Analysis, Earl K. Stice, James D. Stice, 7th Edition, Thomson / South-Western, 2006, ISBN 0324227329, 9780324227321.
2. “Financial Accounting: An Integrated Approach”, by K. Trotman, M.Gibbins and E.Carson, 5th Edition (2013). The textbook is published by Cengage Learning.
3. Accounting text and cases: Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant, 13th Edition, McGrawHill.
4. Hansen and Mowen, “Management Accounting ”, 7th Edition, Cengage Learning, New Delhi, 2005.
5. Khan and Jain, “Management Accounting ”, TMH Publications, New Delhi.
6. Blocher, “Cost Management ”, TMH Publications.
7. M.N. Arora, “Cost and Management Accounting”, Vikas Publications Ltd., New Delhi
8. Jain and Narang, “Cost Accounting ”, Sultan Chand.

STATISTICS FOR DECISION MAKING

Course Code: 1104-R4CD	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Decision-making is one of the crucial components of manager's activities. Managerial statistics allows to understand the sample data, analyse it and draw conclusions. This course introduces statistical concepts and probability theory that are most widely used in business contexts. This course begins with basic descriptive statistics and progresses towards inferential statistics, design of experiments and regression analysis. Students will be taught to identify the right tools and techniques for the business situation at hand, summarize and display the data, compute the appropriate statistics, interpret and present the results for data-driven decision making. Throughout this course, emphasis would be on applying statistical concepts to real-world managerial problems. Students will be using software packages like MS Excel Analytics toolpak, and SPSS on the datasets to learn and apply the statistical concepts.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Understand and appreciate the importance of statistics in managerial decision-making.

CO2: Explain various descriptive and inferential statistical tools and their applications in decision making.

CO3: Apply various descriptive and inferential statistical tools on real-world data for decision making.

CO4: Analyse, interpret, write inferences and present the results for making better managerial decisions.

Course Content

Chapter – 1 Introduction to Statistics and Descriptive Techniques

Introduction to Statistics – Statistical applications in business – Data – Elements, Variables, and Observations – Scales of Measurement – Categorical and Quantitative Data – Cross-Sectional and Time Series Data – Descriptive vs. inferential statistics.

Descriptive statistics: Tabular and Graphical displays – Summarizing Data for a Categorical Variable – Summarizing Data for a Quantitative Variable.

Descriptive statistics: Numerical measures – Measures of Location – Measures of Variability – Measures of Distribution Shape, Relative Location, and Detecting Outliers – Five-Number Summaries and Box Plots – Measures of Association Between Two Variables.

Chapter – 2 Probability and Probability Distributions

Introduction to probability – Random Experiments, Counting Rules, and Assigning Probabilities – Events and their Probabilities – Some Basic Relationships of Probability – Conditional Probability – Bayes' Theorem.

Probability distribution – Discrete Probability Distributions – Random Variables – Developing Discrete Probability Distributions – Expected Value and Variance – Binomial Probability Distribution – Poisson Probability Distribution – Hypergeometric distribution.

Continuous probability distribution – Uniform Probability Distribution – Normal Probability Distribution – Normal Approximation of Binomial Probabilities – Exponential Probability Distribution.

Chapter – 3 Estimation and Hypothesis testing

Sampling distribution – Selecting a sample – Point estimation – Sampling Distribution of x – Sampling Distribution of p – Properties of point estimation – Other sampling methods.

Interval estimation – Population Mean: σ Known – Population Mean: σ Unknown – Determining the Sample Size – Population Proportion – Determining the Sample Size.

Hypothesis testing – Developing Null and Alternate hypothesis – Type I and Type II Errors – Population Mean: σ Known – Population Mean: σ Unknown – Population Proportion – Hypothesis Testing and Decision Making

Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Known – Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Unknown – Inferences About the Difference Between Two Population Means: Matched Samples – Inferences About the Difference Between Two Population Proportions – Inferences About a Population Variance – Inferences About Two Population Variances.

Experimental Design and Analysis of Variance - Analysis of Variance and the Completely Randomized Design - Multiple Comparison Procedures - Randomized Block Design - Factorial Experiment.

Chapter – 4 Correlation and Regression Analysis

Correlation – Types of correlation – Interpreting correlation coefficient.

Simple Linear Regression Model – Least Squares Method – Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Residual Analysis – Validating Model Assumptions, Outliers and Influential Observations.

Multiple Regression Model – Least Squares Method – Multiple Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Categorical Independent Variables – Residual Analysis

Chapter – 5 Nonparametric Statistics

Introduction to Nonparametric Statistics – Sign Test – Wilcoxon Signed-Rank Test – Mann-Whitney-Wilcoxon Test – Kruskal-Wallis Test – Rank Correlation.

Chi-Square tests – Chi-Square Test of Independence – Chi-Square Goodness-of-Fit Test. Recommended Text Book:

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran (2021). Statistics for Business and Economics, 13th Revised Edition, Cengage Learning

Reference Books:

Books

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui and Sanjay Rastogi (2017). Statistics for Management, 8e, Pearson India Education Services Pvt. Ltd.
2. Gerald Keller (2018). Statistics for Management and Economics, 11e, Cengage Learning.
3. Ken Black (2019). Business Statistics: For Contemporary Decision Making, 10e, Wiley.
4. James T. McClave, P. George Benson and Terry Sincich (2017). Statistics for Business and Economics, 13e, Pearson.
5. U Dinesh Kumar (2017). Business Analytics: The Science of Data - Driven Decision Making, 1e, Wiley India
6. S. Christian Albright and Wayne L. Winston (2020) Business Analytics: Data Analysis and Decision Making, 7e, Cengage Learning.

Massive Open Online Courses (MOOCS):

1. <https://nptel.ac.in/courses/110107114/>
2. <https://www.mooc-list.com/course/business-applications-hypothesis-testing-and-confidence-interval-estimation-coursera>
3. <https://www.edx.org/course/statistics-for-business-ii>
4. <https://www.edx.org/course/foundations-of-data-science>

Journals Relevant for this Course:

1. Journal of the American Statistical Association (JASA)
2. Journal of Business and Economic Statistics (JBES)
3. Applied Stochastic Models in Business and Industry (ASMBI)
4. Journal of Statistics and Data Science Education (JSDSE)
5. Journal of Statistical Planning and Inference (JSPI)

Websites of Interest:

<http://onlinestatbook.com/rvls/index.html>

<https://www.statisticshowto.com/>

<https://www.khanacademy.org/math/statistics-probability>

ADVANCED EXCEL FOR MANAGERS

Course Code: 1107-R4CD	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Students will gain basic hands on experience using the integrated program of Microsoft Excel 2016. This course is designed to use the basic features of Excel. It helps to perform calculations, analysis and visualization of Data. This course addresses how to use basic and advanced Excel functions and create visual representations of data with charts and graphs. This also covers optimizing the worksheets using templates, summarizing and consolidating the data.

Course outcomes:

CO 1: To understand the basic features of Excel, formatting, understanding cell references,

CO 2: Writing formulas, apply the conditional formatting options, data validation, and consolidation, analyse the data and how to use the name ranges.

CO 3: Demonstrate how to use the different function in various categories like, Mathematical, Logical, Text, Date and Time areas.

CO 4: Ability to analyse the data using the options like pivot tables, and ability to work with charts, graphs and different objects

Content:

Unit 1: Introduction to Ms Excel –

Tabs & Ribbons, Navigation Tips, Office Button & Save. Entering, Editing and Formatting Data – Entering Data, Fonts, Fills, and Alignment, Cut, Copy, and Paste, Paste Special, Undo and Redo, Moving, Finding, and Replacing a Value, Cell Styles. Formatting Numbers – Currency Format, Format Painter, Formatting Dates, Custom and Special Formats. Managing Worksheets – Naming, Moving, copying, hiding and deleting of Worksheet. Modifying Rows and Columns – Inserting and Deleting Columns and Rows, Inserting & Deleting Cells, Inserting Multiple Columns & Rows, Modifying Cell Width and Height, Hiding and Unhiding Rows and Columns. Printing – Page Orientation, Page Breaks, Print Area, margins, Print Titles, Headers & Footers. Saving a workbook.

Unit 2: Understanding Formulas –

Introduction to a formula, Using Operations, Creating Formulas, AutoSum, Common Formulas, searching for Formulas, Copying Formulas, Using Relative and Absolute References. AutoFill and Custom Lists - AutoFill a Series, AutoFill Non-Adjacent Cells, AutoFill on Multiple Sheets, Creating Custom Lists, Series Formatting. Conditional Formatting – Highlight Cells Rules, Top/Bottom Rules, Data Bars, colour Scales, Custom Formatting Rule. Tables - Insert a Table and Style Options, Add Rows and Columns, perform a Function in a Table. Formatting Charts - Chart Styles, Chart Layouts, Add Labels, Axis Options, Chart Title, Legends, Data Labels.

Unit 3: Data Tools –

Data Validation, Drop-Down Lists, Removing Duplicates, Text to Columns, What-if Analysis, Goal Seek, Data Analysis. Referencing Formulas - Multiple Sheet References, Consolidating Data - With or Without Links, Trace the Precedents and Dependents. Ranges and Dates - Cell Names, Named Ranges, Formulas with Cell Names, Date Formulas, Lookups – VLOOKUP and HLOOKUP with exact match, Conditional Logic – IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF & SUMIFS, AVERAGEIF & AVERAGEIFS, COUNTF & COUNTIFS. Text Formulas – Case Formulas, Fix Number Fields, Trim Spaces, Substitute Text.

Unit 4: Sort, Filter, and Subtotal –

Group & Ungroup, Sort Data, Sort Multiple Levels, Filter Data, Advanced Filter, Conditional Sorting and Filtering, sorting with Custom Lists, Subtotals, Pivot Tables - Creating PivotTables, Choosing Fields, Pivot Table Layout, Filtering Pivot Tables, Modifying Pivot Table Data, Pivot Charts. Collaboration - Inserting Hyperlinks, sharing a Workbook, Track Changes,

Accept/Reject Changes. Protecting Data - Workbook Passwords, Protecting Workbooks, Unlocking Cells. Macros, Types of Macros, VBA and VBA Macros.

Unit 5: IT Lab: Students has to download data sets from different sources and perform the following:

- Data Analysis
- Graphical Representation of Data
- Creating the Dashboards

Recommended Text:

1. Curtis D Fyre - Microsoft Excel 2016 - Step by Step, Microsoft, PHI Publications, 2017.

Reference Books:

- Excel 2016 Bible, by John Walkenbach.
- Excel 2016 for Dummies, by Greg Harvey.
- Excel: Quick Start Guide from Beginner to Expert, by William Fischer.
- Excel 2016 from Scratch, by Peter Kalmstrom.
- Wayne L Winston, Microsoft Excel 2016—Data Analysis and Business Modeling, Microsoft, PHI Publications, 2017.
- Bernd Held, Theodor Richardson, Excel Functions and Formulas, 3rd Edition, BPB Publications.

TERM-II

Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CF	Banking Law and Operations	3
2	1202-R4CF	Insurance and Risk Management	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
Managerial Competency Development:			
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
Total Credits			18

BANKING LAW AND OPERATIONS

Course Code: 1201-R4CF	CREDITS: 3
Batch: 2022-24	Term: II

Course Description:

The course intends to give a broad overview of the Indian Banking System with an understanding of the operational aspects involved in banking, contemporary issues, and developments in the industry, regulatory aspects governing the banking system and marketing aspects of the banking institutions.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1 Understand Banking System in India.
- CO2 Describe Various Banking laws applicable to Banking operations.
- CO3 Understand Technology-enabled Banking Operations and Services.
- CO4 Analyse the marketing-mix for bank products/services.

Unit – I Banking System-An Overview

Banking system in India, Structure of Banks in India, RBI and its role and functions, Monetary Policy and instruments of monetary policy, Banking Regulation Act 1949, Banking Sector reforms, Basel Norms.

Unit – II Banking Operations

Bank-Customer Relationship, Bankers' Special Relationship, Types of customers, Types of accounts and deposits – term and demand deposits, Cash Operations- Cash Management Services and its importance, Ancillary Services, KYC/AML/CFT Norms- PMLA Act, KYC norms, NI ACT – Role and Duties of Paying & Collecting Banks, Endorsements, Forged Instruments, Bouncing of Cheques & Its Implications, Return Of Cheques, Cheque Truncation System, SARFAESI Act, Banking Ombudsman Scheme.

Unit – III Banking Technology

CBS, Alternate Delivery Channels, Digital Payment Systems – NFS, NACH, IMPS, UPI, BHIM, BBPS, Bharat QR, RuPay, Automated Clearing Systems – CHIPS, CHAPS, CHATS, Electronic Payment Systems in India – ECS, NEFT System, RTGS System, Trends in banking technology - Block Chain Use Cases, Use cases of RPA in Banking, Cyber Security and frauds – Customer Education, Safety Checks & Precautions.

Unit – IV Marketing Of Banking Products/Services

Importance of Marketing for Indian Banks, Marketing of Banking Services, Importance of Social Media Marketing for Banks, Importance of Pricing, Pricing of Bank Products, Distribution Channels for Banking Products/Services, Role of DSA/DMA in a Bank.

Unit – V Banking Operations In Practice

Practical Aspects of Banking – New Account Opening, KYC Documents, Cheque Deposits and Clearance, Real time understanding on AML/KYC.

Recommended Text:

- Principles and Practices of Banking, 5th Edition, Indian Institute of Banking & Finance, Macmillan Education.
- Banking Law and Practice – P.N. Varshney, S Chand 2017.
- Banking & Finance, Theory & Practices by K C Shekar and Lekshmy Shekar- Vikas publications 21st edition.

INSURANCE AND RISK MANAGEMENT

Course Code: 1202-R4CF	CREDITS: 3
Batch: 2022-24	Term: II

Course Description:

This module is designed with a specific objective of orienting the students regarding the role of Insurance from a risk management perspective. Risk management deals with minimizing the impact of those risks whose outcomes are uncontrollable and maximizing the impacts of those risks whose outcomes are under control. This subject gives the students the basic conceptual and theoretical background of risk management as a concept and process to manage personal, property and liability risks. The focus of the subject would be to imbibe in the students the required theoretical and in-depth knowledge of Life and General insurance business as an integral part of risk management to secure family financial security.

Course Outcomes:

On completion of the course students should be able to:

CO1: Understand the concepts of risk and uncertainty from individual and business perspectives.

CO2: Explain the process of risk management and role of insurance in managing risks.

CO3: Evaluate risk management for individual, corporate and societal risk exposures and the role of insurance in risk mitigation.

CO4: Describe the functions of reinsurance in managing risks of insurance companies.

Unit – I : Introduction to Risk

Introduction to Risk and uncertainty - classification of risks – sources of risks – measurement of risks – probability, sampling, frequency and severity of risks – management of risk – essence of risk management – process of risk management.

Unit – II : Insurance and Risk Management

Role of Insurance in Risk management - Classifications of Insurance - Operation of Insurance Companies – Risk sharing, pooling, transfer and law of large numbers – Principles of Insurance - Insurable Exposures

Unit – III : Individual Risk Management

Individual Risk Management - Types of Individual Risks - Operational - Financial - Strategic Risks – loss of life, loss of health, retirement, property and liability loss exposures - Risk Assessment - Risk Control - Risk Financing - Decision making under uncertainty – expected value, expected utility, loss aversion.

Unit – IV : Business and Societal Risk Management

Business Risk Management - Commercial Property and Business Liability loss exposures - Risk Assessment - Risk Control - Risk Financing - Decision Factors, Societal Risk Management - Government's Role in Providing Economic Security and financial Services - Providers of Risk Management Services

Unit – V : Risk Management & Insurance in Practice

Risk Management Practices in real time scenarios in various industries (Manufacturing and Service industries) – interactions with Chief Risk Officers – Understanding suitability of Life and general insurance policies for risk mitigation – Learnings from Corporate experiences.

Recommended Text:

Gupta, P.K., (2011): Insurance and Risk Management, Himalaya Publication New Delhi.

Suggested Readings:

Skipper, Harold D. and W.J.Kwon (2007), Risk Management and Insurance:

- Rejda, George. E. (2008), *Principles of Risk Management and Insurance*, (International edition, 10th Edition), Pearson Education, Delhi.
- Trieschmann, James S., R.E.Hoyt and D. Sommer, *Risk Management and Insurance*, (2005), South-western college Publishing, Cincinnati, Ohio.
- Bernstein, Peter L, (1996), *Against the Gods*, John Wiley and Sons, New York.
- Harrington & Niehaus, (2004), *Risk Management & Insurance*, 2nd Edition, McGraw-Hill/Irwin.

CORPORATE FINANCE – I

Course Code: 1203-R4CF	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Every decision made in a business has financial implications, and any decision that involves the use of money is a corporate financial decision. Corporate finance is the division of finance that deals with how business entities such as companies deal with investment decisions, financing decisions and dividend decisions. It is primarily concerned with maximizing shareholder wealth through long and short-term financial planning and the implementation of various financial strategies. It also involves managing the required finances and its sources. This course presents the foundations of finance with an emphasis on applications vital for corporate managers. Besides, this course also lays the foundation, which serves as a building block, for participants who want to make a career in financial services and investment banking or equity analysis. At the end of the course the student should be familiar with the theory, tools and techniques necessary for efficient management and utilization of financial resources.

Course Outcomes (COs)

On successful completion of the course students should be able to:

- CO1 – Explain and outline the major concepts of investment, financing and dividend decisions.
- CO2 – Understand and evaluate the inter-relationship between investment, financing and dividend decisions.
- CO3 – Choose and apply the appropriate corporate finance concepts, principles and theories for making financial decisions.
- CO4 – Develop strategies to measure and manage the working capital needs.

Course Content /Syllabus:

Unit – I: Introduction to Corporate Finance and Time Value of Money

Objectives of the firm – Profit Maximization vs. Wealth Maximization – Agency Problem -Overview of investment and financing decisions – Overview of Long-Term and Short-Term Financial Decisions – Introduction to Time Value of Money – Nature of Cash Flows – Annuities – Present and Future Value Computation – Discounting and Compounding – Introduction to Cost of Capital and Return on Investment – Basics of Valuation – Earning Per Share (EPS).

Unit – II: Capital Investment Decisions

Long-Term Assets vs. Short-Term Assets – Profits vs. Cash Flows – Non-Cash Expenses (Depreciation) – Types of Capital Investment Decisions – New Asset Purchase vs. Replacement Decision – Mutually Exclusive Decisions – Capital Rationing Decisions – Methods of Capital Budgeting – Pay Back Method – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index.

Unit III: Financing Decisions and Dividend Decisions

Sources of Finance – Debt vs. Equity – Benefits and Issues in Using Debt – Leverage – Operating Leverage and Financial Leverage – Capital Structure Theories – Introduction to Weighted Average Cost of Capital (WACC) –

Introduction to Dividend Decisions – Types of Dividends – Stock Dividends vs. Cash Dividends – Share Repurchase – Stock Splits vs. Reverse Stock Splits – Introduction to Dividend Theories – Signalling Theory.

Unit – IV: Short-Term Financial Planning

Concept of Working Capital – Positive Working Capital vs. Negative Working Capital – Forecasting Short-Term Financing Needs – The Matching Principle – Sources of Short-Term Finance – Trade Credit vs. Bank Credit – Accruals – Deferred Incomes – Commercial Papers – Corporate Deposits – Liquidity vs. Profitability – Operating Cycle vs. Cash Cycle.

Unit -V: Inventory, Receivables, Payables and Cash Management

Benefits and Costs of Holding Inventory – ABC Analysis – EOQ – FIFO vs. LIFO – Credit Policy – Speeding Up Cash Collection from Receivables – Invoice Discounting – Trade Credit Policy – Motivation to Hold Cash – Cash Management Techniques.

Recommended Text Book:

IM Pandey Financial Management, Vikas Publishing House, 2011

Reference Books:

4. Khan & Jain, Financial Management –Text & Cases, TMH Private Ltd, New Delhi
5. Brigham, E. F and Huston J. F. Fundamentals of Financial Management, Concise 7th edition, South Western, 2011.
6. Brealey, R., Myers, S.,and Allen, F., Principles of Corporate Finance, McGraw-Hill, 10th edition, 2011

OPERATIONS RESEARCH

Course Code: 1204-R4CD	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Decision-making is a fundamental part of the management process and it pervades the activities of every business manager. In fact it is the manager's competence as a decision-maker that enables us to distinguish a good manager and a bad one. Modern management is adopting and applying quantitative techniques to aid the process of decision-making in ever increasing measure. This is due to the fact that an intelligent application of the appropriate tools can reduce an otherwise unwieldy and complex problems to one of the manageable dimensions. This course introduces student to the fundamentals of Operations Research Models including linear programming and applications. Students will learn how to construct models appropriate to particular applications, develop optimal solutions, understand the theory behind solutions and translate solutions into directives for decision making.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained..

CO2: Determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible and optimal solution of the Transportation problems

CO3: Model competitive real-world phenomena using concepts from game theory. Analyse pure and mixed strategy games

CO4: Formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems

Course Content /Syllabus:

UNIT I : Introduction to OR & LPP: Decision making and quantitative techniques, Origin and scope of Operations Research, Methodology of Operations Research, introduction to Linear Programming Problem (LPP), General statement of LPP, Assumptions underlying LPP, Formulation of LPP, Solution to LPPs – Graphical method, Simplex method, LPP using Integer Programming Duality and Sensitivity Analysis.

UNIT II : Transportation Problem & Assignment Problem: Introduction to TP, Formulation of TP, Obtaining Initial Basic Feasible Solution to Transportation problem- North West Corner rule, Least Cost method, and Vogel's approximation method. Obtaining optimum solution by MODI method. Travelling Salesmen Problem, Introduction to Assignment Problem, Formulation of Assignment problem and solving it by Hungarian method.

UNIT III : Theory Of Games: Introduction, Game Models, Two Person Zero Sum game and their solution, Principle of Maxima and Minima, Saddle point, Dominance Rule, Solution of $2 \times n$, $m \times 2$ games by graphical method.

UNIT IV: Decision Theory: Decision-making environments: different decision environments, One Stage Decision-making Problems, Multi stage Decision making Problems - Uses of Decision tree, utility as base for decision making.

UNIT V : PERT & CPM: Introduction, PERT/CPM Networks, Construction of a network diagram, Critical path method, Project Evaluation and Review Technique, Difference between PERT & CPM

Recommended Text Book:

Quantitative Techniques in management- N.D.Vohra, TATA McGrawHill publications.

Reference Books:

Quantitative Techniques - Theory and Problems, Tulsian Pandey, Pearson publications.

Operation research, S.D. Sharma, Kedarnath-Ramnath Publication.

Operations Research, J.K. Sharma

MANAGERIAL COMMUNICATION - I

Course Code: 1205 – R4CG	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Communication occupies a pivotal role in the success of organisational endeavours. It is the fundamental building block of meaningful strategies, inspires people through vibrant vision and mission statements and strengthens relationships through a synergistic blend of people and technological aids. It is imperative for students of management to learn to communicate effectively and meaningfully. The course intends to develop a holistic personality in the process of learning to communicate effectively. Communication today is not merely the ability to speak effectively in a language of choice, rather it requires one to master the art of creatively driving business results through impactful presentations and discussions through self-confidence and poise.

Course Outcomes (COs):

On completion of the course, students should be able to:

1. *Explore the significance of business communication in today's corporate workplace and Exhibit the various business communication environments for students to excel.*
2. *Explain the importance of Language Skills and other essential tools for effective business communication: LSRW skills would build good workplace relationships.*
3. *Develop proper letter and email writing skills with appropriate writing hacks.*
4. *Identify the opportunities and challenges in the corporate environment, and illustrate the practices in managerial communication that are in vogue.*

Course Content /Syllabus:

Unit I : Introduction to Business Environment and Communication

Business Communication Vs General Communication - Features of Business Communication - Importance of Business Communication – Flow of Communication within an organisation - Barriers in Business Communication - Employers of today - Expectations of Employers- Being valuable to Prospective Employers – Impact of Technology on Communication.

Unit II : Receptive Skills

Listening – Hearing vs Listening – Types and Process of Listening – Active vs Passive Listening – Developing Listening Skills Speaking – Conversational Skill – Extempore Speaking session – Perception and Conception - Principles of Communication (7Cs and 4Ss) – Non-Verbal Communication – Importance of Non-Verbal Communication

Unit III : Productive Skills

Reading – Types of Reading - Importance of Reading – Skimming and Scanning – SQ3R

Unit IV : Letter Writing and Email Etiquette

Letter Writing – Formal Vs Informal Letter - Introduction to Emails – Email writing –Function of Email writing – Common Email Pitfalls – guiding principles for composition-maintaining standard Email etiquettes.

Unit V : Corporate Interview and Resume Writing

Students have to contact a corporate manager and conduct an interview with him/her based on the suggestions received in class.

Resume Writing – Resume Writing Tips - Resume and CV

Recommended Text book:

Business Communication, Connecting at Work, Mukerjee H.S 2013 B Oxford University Press

Additional Reading:

1. Communication Skills, Sanjay Kumar & Pushpa Latha 2015 Oxford University Press.
2. Laurie Mullins 'Management and Organizational Behaviour', Seventh / Tenth Edition, Pearson Publication, Fifth Impression 2013
3. Koontz Weihrich 'Essentials of Management' Ninth Edition. Mc Graw Hill

Suggested readings (add/ remove as necessary)

Business Communication, Sethi & Adhikari, 2011, Tata McGraw Hill Education Private limited.

TERM-III

Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CF	Credit Appraisal and Monitoring	3
2	1302-R4CF	Principles and Practice of Life and General Insurance	3
3	1303-R4CM	Marketing Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
		Managerial Competency Development:	
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
Total Credits			18

CREDIT APPRAISAL AND MONITORING

Course Code: 1301-R4CF	CREDITS: 3
Batch: 2022-24	Term: III

Course Description:

This course is intended to provide an understanding of "Credit Management in Banking", in all the sectors like Retail, Industry, Service, Business, Personal, Agriculture and Rural segments.

The student will be able to understand the subject in the bankers' perspective with reference to Credit Policies of a Bank, Classification of Financial Statements, Working Capital Assessment (Fund & Non-Fund), Long Term Finance Assessment (Fund & Non Fund), Trade and Agriculture credit, Personal Credit, Credit Disbursement, Documentation, Monitoring, Recovery Management.

Course Outcomes:

On successful completion of the course students should be able to:

1. Describe principles and techniques of bank lending
2. Understand credit policy, credit rating, selection of a borrower
3. Apply conceptual frameworks, theories and techniques to study the credit requirement (Appraisal – Retail and wholesale banking) sanction, Disbursal, Recovery management, Credit monitoring and follow up)
4. Evaluating the government promotional schemes, poverty alleviation and rural development programs

Course Content /Syllabus:

Unit I : Principles of Lending

Overview of Lending Activity, Principles and Objectives of Credit Management, Credit Policies in Banks, Types of Borrowers, Types of Credit facilities (Fund-based and Non-Fund Based)

Unit II : Business Lending

Analysis of financial statements, ratio analysis, Term Loan and Working Capital Assessment (Funded and Non-Funded limits- Assessment methods), Internal and External Rating, Post-shipment and Pre-Shipment Credit.

Unit III : Retail Lending

Appraisal and Management of Retail Loans (Home loans, Education loans, Personal loans), Card Products (Debit cards, Credit cards, Pre-paid cards), CIBIL, other rating techniques.

Unit IV : Micro-lending, Security, & Documentation

Microfinance, CGTMSE and Pradhan Mantri Mudra Yojana, Types of Securities and Charges, Documentation, Credit Monitoring and Recovery Management

Unit – V : Analysis and Preparation of Loan Proposals

Preparation of Loan Proposals and a Credit Analysis, Rating and Loan Portfolio construction –Project on Equity Levers.

Recommended Text:

IIBF - Bankers' Handbook on Credit Management

PRINCIPLES AND PRACTICE OF LIFE AND GENERAL INSURANCE

Course Code: 1302-R4CF	CREDITS: 3
Batch: 2022-24	term: III

Course Description:

This Course is designed with a specific objective of orienting the students from a management perspective on insurance as a concept, profession and business. The course focusses on the importance, evolution and understanding the insurance needs of the people and business organizations to protect from contingencies. The student will also get insights into the various policies in Life, General and Liability insurance products available in India. The Course also focuses on the regulatory provisions governing life insurance and general insurance business in India as laid down by the Regulator IRDAI.

Course Outcomes:

On successful completion of the course students should be able to:

1. Explain the governing principles applicable to Life insurance and general insurance as an integral component of financial planning.
2. Examine the provisions of Indian Contract Act and other governing legislations protecting the rights of all stakeholders in insurance business.
3. Analyse the life insurance needs of individuals and families and suggest suitable plans.
4. Evaluate the general insurance policies required by Individuals, and business organizations to protect from property, casualty and liability loss exposures.

Course Content /Syllabus:

Unit – I : History and Evolution of Insurance

History and evolution of Insurance – Global Insurance Market - Indian Insurance Market - Insurance Contract - Characteristics – Principles of Insurance – Principle of Utmost Good faith- Insurable Interest – Indemnity - Proximate Cause - Contribution and Subrogation – Insurance Classification – Life, General and Liability insurance.

Unit – II : Insurance Regulations

Insurance Act, 1938 – IRDAI Act, 1999 – Insurance (Amendment) Act, 2015, LIC Act, 1956, GIBNA Act, 1972, Motor Vehicles Act, 1939 & 2018 - Marine Insurance Act, 1963 – Public Liability Act, 1991- Consumer Protection Act, 2018, Insurance Councils, Insurance Information Bureau (IIB) Insurance Ombudsman Regulations, IGMS - Insurance Documentation - Proposal - Life Insurance Policy - General Insurance Policy – Conditions & Warranties – Cover note – Renewal notice – Certificate of Insurance.

Unit – III : Life Insurance Products

Life Insurance Products – Term - Whole life - Endowment - Unit linked – Underwriting life insurance contracts - factors affecting insurability – methods of risk classification – life insurance pricing elements- HLV - Annuities and Pensions - Insurance and Pension Planning - Annuities plans - Types – optional benefits and riders - methods of financing –Pension plans in India - Group Life Insurance Policies – Characteristic features - Keyman Insurance – Combi Plans.

Unit – IV : general Insurance Products

Fire Insurance Contract – Types of Fire Insurance Policies – Fire Losses; Marine Insurance – Types of Marine Insurance Policies - Marine Losses - Motor Insurance - Types of Motor Insurance Policies – Motor Insurance losses – Miscellaneous Insurance - Health Insurance – Personal Accident Insurance - Engineering Insurance - Rural Insurance policies- Micro insurance - Concept of Liability - Public Liability Policy (Industrial / Non - Industrial Risks) - Products Liability Policy - Third Party Liability Insurance - Professional Indemnity Insurance Policy - Directors and Officers Liability policy - Exclusions and Employees State Insurance Act, 1948.

Unit – V : Life & General Insurance in Practice

Life insurance and General Insurance market studies through analysis of IRDAI Annual Reports and market survey. (penetration, density, awareness and perception studies across all geographical areas) - Life and General Insurance Legal Cases from Indiakanooon.com & IRDAI Ombudsman.

Recommended Text:

P K. Gupta (2013) Insurance and Risk Management, Himalaya Publications. New Delhi.

Reference Books:

Black, Jr. Kenneth and Harold Skipper Jr. (2005), Life and Health Insurance, (13th Edition), Pearson Education, Delhi.

Mc Gill. B , Haley and Schieber (1996), Fundamentals of Private Pensions (7th Edition), University of Pennsylvania Press, Phila, Pa.

Trieschmann, James S., Sandra G. Gustavson, and Robert E. Hoyt (2005), Risk Management and Insurance, South-western college Publishing, Cincinnati, Ohio.

Rejda, George. E. (2008), Principles of Risk Management and Insurance, International Edition, 10th edition, Pearson Education, Delhi.

IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.

IC 11 Practice of General Insurance, Insurance Institute of India Publication, Mumbai.

MARKETING MANAGEMENT

Course Code: 1303-R4CM	CREDITS: 3
Batch: 2022-24	Term: I

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of marketing. It seeks to achieve this by developing a thorough understanding of strategic market planning process, which is a sequence of activities and decisions aimed at creating value for the customer as well as the firm.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Describe key marketing concepts, discuss market planning process, and the influence of environment on the firm's strategic market planning.

CO2: Identify different constituents of the environment (including competition) and interpret their influence on the firm's marketing processes and decisions.

CO3: Interpret and illustrate key marketing strategies (segmentation, targeting, differentiation, and positioning) and how lead to marketing mix decisions.

CO4: Develop decision making abilities for designing marketing strategy and marketing program.

Course Content /Syllabus:

UNIT – I : Marketing Concept, Process, Function

Introduction to marketing and definition - Marketing process and concepts. Situation Analysis, formulating marketing strategy and developing marketing program. Influence of Micro and macro environments on marketing.

UNIT – II : Marketing Environment & Strategy

Consumer markets and consumer behaviour - Factors influencing consumer behaviour. Consumer's buying decision process. Business markets and business buying process. Consumer driven marketing strategies - Market segmentation and targeting, product differentiation and positioning.

UNIT – III : Marketing Mix – Product & Price

Elements of Marketing mix: Product & Price - Product and service differences. Pricing - Factors to be considered before setting prices. Pricing adjustments and changes.

UNIT – IV : Marketing Mix – Place & Promotion

Elements of Marketing mix: Place & Promotion - Value delivery network and importance of marketing channels. Channel design decisions. Personal selling - process, measuring performance; Direct and online marketing - tools of direct marketing, setting up online presence.

UNIT – V : Marketing Practices

Preparing a Marketing Plan – Product Life Cycle - Brands and Brand Management - Marketing Communications – Advertising – Personal Selling - Digital Marketing

Summing up – An Integrated perspective to Market Oriented Business.

Recommended Text:

Philip Kotler, Keven Lane Keller, Marketing Management, Pearson, 15th Edition, 2016.

Reference Books:

Lamb, Charles., Hair, Joseph., McDanial., Sharma, Dheeraj. MKTG - A South Asian Perspective. New Delhi: Cengage Learning Pvt. Ltd., 2016.

Baines, Paul., Fill, Chris., Sinha, Piyush. Marketing - Asian Edition. New Delhi: Oxford University Press, 2013.

This is Marketing: You Can't Be Seen Until You Learn To See- Seth Godin- Penguin Publisher-2018.

RESEARCH METHODOLOGY

Course Code: 1304-R4CD	CREDITS: 3
Batch: 2022-24	Term: III

Course Description:

The objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on Basic and Applied research, research designs Descriptive research, Exploratory research and Causal research designs, Questionnaire design, sampling techniques, Statistical tools for analysis, presenting findings and report writing. This course focuses on primary and secondary research methods with business applications.

Course Outcomes:

1. On successful completion of the course students should be able to:
2. Understand the utility and importance of business research methods.
3. Describe the various concepts of business research methods and types of research.
4. Apply various Quantitative and qualitative statistical tools by using SPSS in Business Research and present the findings.
5. Demonstrate problem solving skills and analytical skills in developing a research design and proposal for addressing a real time business problem.

Course Content /Syllabus:

Unit – I : Introduction to Business Research

Introduction – Definitions - Arbitrary Method vs. Scientific Method - Characteristics and Objectives of research - Research in Management, Applications – Types of Research – Fundamental Research – Applied Research - Exploratory – Quantitative, Qualitative, Mixed method and experimental designs.

Unit – II : Research Design – Problem Formulation, Research Design Types

Scales of measurement: Nominal, Ordinal, Interval, Ratio scales. Criteria for Good Measurement: Validity, Reliability, Sensitivity and Generalizability.

Measurement scales: Single – Item scales, Multi – Item scales, Continuous Rating Scales.

Factors in selecting an appropriate measurement scale. Questionnaire Design Process, Sampling and Sampling Distributions.

Unit – III : Sources and Collection of Data

Secondary Data Sources, classification of secondary data sources, road map to use secondary data, Benefits and limitations. Primary data and its collection procedures, experimentation, surveys, field work their advantages and limitations. Extracting data from social media platforms.

Data preparation: Preliminary questionnaire screening, Editing, coding, Data entry & Data cleaning. Assumptions checking.

Unit – IV : Analysis and interpretation of data

Statistical inference: Hypothesis Testing for Single Population, Two Populations, ANOVA, Chi-Square Test, Correlation and Simple Linear regression, Multiple Linear Regression Analysis – Factor Analysis. Introduction to Text-analysis and Social-media analysis.

Non parametric test procedures. Overview of advanced statistical tools.

Unit – V Presentation of results and Report writing

Presentation of results: Tabular, Graphical, and diagrammatic representation.

Reporting of statistical tests.

Report Writing: Organisation of the Written report, Report layout, Title page, Letter of Transmittal, Letter of Authorisation, Table of contents, Executive summary, Body, Appendix, and Bibliography.

Recommended Text:

Naval Bajpai (2016), Business Research Methods, 10th Edition, Pearson Education, New Delhi

Prahlad Mishra (2015), "Business Research Methods", Oxford University Press, New Delhi

Reference Books:

Cooper and Schindler (2018), Business Research Methods, 12th Edition, McGraw Hill Publications, New Delhi

William G. Zikmund and Barry J. Babin (2016), Business Research Methods, Cengage Learning India

Naresh K Malhotra and Sathyabhushan Dash (2019), Marketing research: An Applied Orientation, 7th edition Pearson Publication, New Delhi.

Rajendra Nargundkar (2019), Marketing Research: Text and Cases, 4th edition, Tata McGraw Hill

Saunders, Lewis & Thornhill (2015), Research Methods for Business Students, 7th Edition. Pearson.

MANAGERIAL COMMUNICATION – II

Course Code: 1305-R4CG	CREDITS: 3
Batch: 2022-24	TERM: III

Course Description:

This course along with other courses of Managerial Communications, which will be offered in subsequent terms, aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal spoken and written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. This course intends the learners to aware about the cross-cultural communication differences across the globe. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation of resumes, and group discussions. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course Outcomes:

On Successful completion of the course students should be able to

- CO1: Understand the cross cultural communication differences across the global business context
- CO2: Exhibit reflective thinking and persuasive speaking that emphasize exploration, comprehension & expressive inquiry.
- CO3: Demonstrate the ability to perform formally in Group Discussion using effective non-verbal components and communication effectively along with their impactful resume.
- CO4: Exhibit to write and prepare impactful blog and vlog

Course Content /Syllabus:

Unit 1 : Cross Cultural Communication (CCC)

Introduction – What is Culture – Communication across different Culture – Culture and Writing skills -Culture and Non-Verbal Communication – Erin Mayer's – 8 Scales of Cross cultural communication.

Unit 2 : Professional Presentations

Introduction – combating stage fright – preparing power point slides for presentation using different online sources CANVA – describing objects/situations and people – individual and group presentation – Visual Communication using different tools.

Unit 3 :Jam & Public Speaking

Introduction- Just a minutes - choosing an appropriate pattern-selecting an appropriate method-art of persuasion – Making speeches interesting- Delivering different types of speeches.

Unit 4 : Group Discussion and Resume

Introduction to GD- Definition-Difference between a GD and Debate-Number and Duration-Personality traits to be evaluated.

Introduction to Resume preparation – types of resume – important features of selling a resume.

Unit 5 : Blog and Vlog

Introduction to Blog and Vlog – Writing Etiquettes for Blog - Speaking Etiquettes for Vlog – Publishing Vlog and Blog.

Recommended Text:

Latha, Pushpa & Kumar Sanjay (2015). Communication Skills, New Delhi: Oxford University Press.

Mukerjee, H S. (2016). Business Communication: Connecting at Work. New Delhi: Oxford University Press

Reference Books:

Sethi & Adhikari, (2011). Business Communication, New Delhi: Tata McGraw Hill Education Private limited.

TERM-IV

Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3
2	2402-R4CF	Financial Modelling	3
3	2403-R4CF	Investment Analysis and Portfolio Management	3
4	2404-R4CF	Risk and Treasury Management	3
5	2405-R4CF	Management of Insurance Operations	3
6	2406-R4CF	Financial Planning and Wealth Management	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
		Managerial Competency Development:	
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
		Total Credits	35

STRATEGIC MANAGEMENT

Course Code: 2401-R4CG	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

Management decisions of long term significance are studied in the subject Strategic Management. It entails three ongoing processes: analysis, decisions and actions. Good strategy formulation and its execution are the most trustworthy signs of good management. Corporate world is in the process of transformation driven by management and technology. Strategic management takes a panoramic view of this changing corporate terrain and attempts to show large and small firms can be more effective and efficient not only today but in the future also.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO2: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO3: Apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO4: Analyse real time company situations and developing Innovation thinking.

Course Content /Syllabus:

UNIT - I : Introduction

What is Strategic Management -Why it matters -Definition of Strategy – Strategic Planning Process- Mission, Business definition, Objectives

UNIT - II : Environmental Analysis

Environmental Analysis is important Constituents of Environment-The External Environment: Opportunities, threats, competition and Competitive Analysis. Internal Environment: Resources, Capabilities, Competencies and Competitive Advantage.

UNIT - III : Formulation of Strategic Actions

Corporate level Strategy, Levels of Diversification, Reasons for diversification, Business-level Strategies, Customer relationship with Business Level Strategies. Purpose of Business- Level Strategy.

UNIT - IV : Structure and Control with Organizations

Strategic Leadership concerns, Turnaround Management and Strategic Evaluation and Control.

UNIT - V: : Strategic Management in Practice

Strategic Management Practices at Corporate level selected industries.

Essential Readings:

1. Strategic Management: Hitt, Ireland, Hoskisson and Manikutty, 9th edition, Cengage Publication
2. Crafting and Designing Strategy: Thompson, Strickland, Gamble and Arun K. Jain : TMH
3. Essentials of Strategic Management: Martyn R Pitt and Dimitrios Koufopoulos, The South Asia edition published in-2012 edition, Sage Publication, New Delhi.
4. Strategic Management by Professor Krishna Kumar study material and <https://www.in/prof-krishna-kumar-21771b75/?originalSubdomain=in>

FINANCIAL MODELLING

COURSE CODE: 2402-R4CF	CREDITS: 3
BATCH: 2022-24	TERM: IV

Course Description:

This course covers the frameworks and tools necessary to build advanced spreadsheet models for financial decision making. The course is suitable for students seeking a career in finance, and also for students with broader interests who wish to strengthen their spreadsheet modelling skills. Financial models are used in many areas of finance, such as corporate finance, valuation, investment and portfolio management, risk management, derivatives, project finance and the like. Basic financial concepts necessary to understand these models will be reviewed. Useful spreadsheet features such as data tables, scenario manager, database operations, pivot tables and charts, data analysis add-in, and other statistical built-in functions will be reviewed.

The skills that will be obtained will assist the individual to plan and develop Excel spreadsheets that can analyze - manipulate and provide solutions to the types of questions that arise within the working environment from a variety of data sources. The objective is to groom the candidates for entry level jobs in the finance sector which require financial analysis and modelling skills.

Course Outcomes:

On successful completion of the course students should be able to:

CO-1 Comprehend the basic and advanced features of excel

CO-2 Apply how to build models in excel to suit one's purpose

CO-3 Apply models in different areas of finance including investments, corporate finance and derivatives

CO-4 (Choose) Identifying and controlling the key sensitivities with advanced spreadsheet simulation

Course Content /Syllabus:

UNIT - I :Excel Proficiency for Modeling

Formatting of Excel Sheets, Use of Excel Formulae Function. Data Filter and Sort, Charts and Graphs. Scenario building, pivot tables and Advanced Modeling Techniques.

UNIT - II : Project Finance Modelling

Project evaluation. Stages of project. Initial & development phase. Funding during investment phase; Costs during investment phase; life of project. Decision making. Cash flow waterfall & resolve circular reference problem in interest during construction.

UNIT - III : Equity Research Modelling

Understanding & Forecasting Business Drivers. Understanding & Forecasting Revenue Drivers

Understanding & Forecasting Cost Drivers. Understanding & Forecasting Working Capital Drivers

Depreciation Schedule (SLM). Loan Amortization Schedule. Preparation of Cash Flow Statements. Dividend, Bonus Shares. Steps of Financial Statement Analysis. Financial Ratios. Profitability Ratios. Activity Ratios. Solvency Ratios. Cash Flow Ratios. Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart) Valuation - Assumptions for Valuation Model, Prepare Valuation Model, Prepare Presentation Sheet, Prepare Company Overview, Sector Overview.

UNIT - IV : M &A Modelling

Completing a merger model. DCF valuation for the combined business, Combined WACC.

UNIT - V : Financial Modeling in Practice

4 capstone projects on financial modeling;

1. Cash Flow Statement Preparation and Analysis

2. Financial Modeling Part 1 - With detailed schedules and set of assumptions
3. Financial Modeling Part 2 - Input your own assumptions
4. Valuation Practical Examples - ICICI Bank and Chennai Super Kings

Recommended Text: *Simon Benninga, Financial Modeling, Third Edition, MIT Press, 2008*

Reference Books:

Chandan Sengupta - "Financial Modeling Using Excel and VBA"- Second Edition- John Wiley & Sons - 2004.

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code: 2403-R4CF	CREDITS: 3
Batch: 2022-24	Term: Iv

Course Description:

Investment is an important means for channelizing the savings into the development of the economy. It is an essential process in the economy. With changes taking place at a fast pace in this field, investing has become a specialized activity. This has become so, irrespective of the magnitude of funds involved. Availability of many innovative products alternatives has further added complexity to the process. One is, therefore, required to master the art and science of investing in order to generate the highest possible returns on investments. The focus of this course is on financial theory and empirical evidence for making investment decisions. Topics include portfolio theory; capital asset pricing model and the arbitrage pricing theory; the empirical behaviour of security prices; market efficiency; performance evaluation; and behavioural finance.

This course is about investing in securities. It is aimed at providing a comprehensive introduction to the areas of security analysis and portfolio management. The course emphasizes the “how-to” aspects of the subject by using detailed real world examples throughout. In the past several decades, the fields of security analysis and portfolio management have changed from a completely descriptive institutional body of literature to a highly formalized quantitative area of study.

Course Outcomes:

On successful completion of the course students should be able to:

CO 1 : Describe basics of stock markets, various asset classes including characteristics and asset allocation decisions and portfolio management process.

CO 2 : Explain market efficiency and asset pricing models including bonds.

CO 3 : Compute value of a stock/company using approaches like fundamental analysis and technical analysis.

CO 4 : Examine the portfolio performance using measurement techniques.

UNIT – I : The Investment Background, Securities Markets and Trading

Introduction to Investments: Investment objective - Measures of return and risk - Determinants of required rates of return. The investment setting and the asset allocation decision: Individual investor life cycle - Portfolio management process. Need and input for policy statement - Importance of asset allocation. Markets: Markets segments; Primary and Secondary markets - Participants in the securities market - Stock market Index construction

UNIT – II : Asset Pricing Models

Efficient Capital Markets: Random walk - Alternative Efficient Market Hypotheses. Portfolio management: Markowitz Portfolio Theory. Asset Pricing Models: CAPM Model

UNIT – III : Equity Analysis

Fundamental Analysis: An introduction, Understanding Financial Statements, projected financial statements, Valuation Methodologies

Technical Analysis: Introduction to Technical Analysis, Candle Charts, Pattern Study, Major Indicators & Oscillators, Trading Strategies, Dow Theory and Elliot Wave Theory.

UNIT – IV : Portfolio Evaluation

Evaluation of portfolio performance: Early performance measurement techniques - Composite portfolio performance measures. Application of portfolio performance measures - Portfolio performance evaluation.

UNIT – V : Investment Management in Practice

Investment gurus and their strategies, Types of financial assets - Alternative asset classes, Capital Markets trading, Stock market indices - Bond market indices, Valuation of a company using Fundamental Analysis and trading strategies using technical analysis, Equity Portfolio

Recommended Text:

Frank K Reilly and Keith C Brown, Investment Analysis and Portfolio Management, Thomson Publishers.

Reference Books:

Fisher .E.Donald & Jordon .J.Ronald, Investment Analysis and Portfolio Management, Sixth Edition, PHI, New Delhi, 2008.

Yogesh Maheshwari, Investment Management, First Edition, PHI Learning Private Limited, New Delhi, 2008.

RISK AND TREASURY MANAGEMENT

Course Code: 2404-R4CF	CREDITS: 3
Batch: 2022-24	Term: iv

Course Description

This course aims to develop conceptual knowledge and analytical skills of participants in the area of Treasury and forex Management. The course helps the students to acquire proficiency in the areas of treasury and forex management, implementation and analyse to gain in-depth knowledge of Risks involved in treasury operations, to discuss the various types of accounts in International Banking, export import process and the uniform codes practices of documentary credit (UCPDC-600)

Besides, this course also lays the foundation which serves as a building block, for participants who are interested in pursuing advanced program in forex risk management as there are many opportunities in international Banking

Course Outcomes

On successful completion of the course students should be able to:

CO 1: Understand the overview of financial markets, Forex markets, Exchange rate mechanism & factors influencing the rates such as Money market/ fiscal policy/ inflation etc

CO 2: Analyze the concepts of Treasury management, Treasury operations, Functions of treasury manager and comprehend the various aspects of ALM

CO 3: Analyze the essential aspects of treasury and forex risks such as Exchange rate risk, Interest rate risk and apply the mitigating techniques

CO 4: Evaluate the various factors of International Banking, Euro Currency Markets, offshore financial centers, international remittances.

Unit- I : Fundamentals of Treasury management

Introduction to Treasury and Forex and International banking: Fixed income securities, Introduction, clean price, dirty price, types of bonds, SDL, non SLR securities, Exchange rate mechanism & factors influencing the rates, Bond Dynamics ,Yield, fixed & floating rates

Unit II : Treasury operations

Treasury Operations and roles and functions of Treasury manager, Global scenario, de-regulation of interest, scope and functions of T M, treasury products, Functions of Treasury Manager, Front, Mid & Back office functions, responsibilities of treasurer Assets- Liabilities Management, Integrated treasury

Unit III : Risk analysis in TM

Risk Analysis and Risk Control, Factors effecting exchange rates, Operational risks & mitigation, Financial/ credit & Market risks, interest rate risks, V A R, open position Risk Management Process Sources of risks, risk indicators, categorization of risk profile, measures for risk identification, Forex Valuation – Regulations, Supervision and Compliance of Treasury Operations., FEDAI regulations

Unit IV : International Banking

Globalization and its impact, Globalisation and Liberalisation, Brief History of International Banking, Organizational features of International Banking- International Banking Department, International Remittances- Nostro, Vostro, Loro and Mirror Accounts – Correspondent Banking, N R accounts, Role of EXIM Bank & ECGC, ECGC – ECGC Policies and Guarantees, Trade Finance – Financing Imports through Letter of Credit and related case studies, UCPDC 600 – Financing the Exports – Pre Shipment Finance – Post Shipment Finance.

Unit V : RTM in Practice

Identification of structure of risk management in banks, recognising various money market services offered by banks, Case-studies on implementing UCPDC towards issuance of LCs.

Recommended Text Book

Theory and Practice of Treasury and Risk management: IIBF by Taxman publication

Suggested readings:

International Banking operations by IIBF

International Banking by R Bose of Macmillan Publications.

Other learning Resources

Newspapers, Economic Times Daily, Business Standard Daily, RBI Websites

Journals- on forex exchange related topics

MANAGEMENT OF INSURANCE OPERATIONS

Course Code: 2405-R4CF	CREDITS: 3
Batch: 2022-24	Term: Iv

Course Description:

This module is designed with a specific objective of orienting the students from a management perspective of understanding the Operations of Insurance Company. Insurance business inherently differs from other businesses in its cash flow patterns, product design, investments, business strategy, marketing, customer relations, regulations, distribution channels. Insurance business is essentially a social business based on trust and faith. The focus of the subject would be to imbibe in the students the required theoretical and in-depth knowledge of Life and General insurance business operations.

Course Outcomes:

On successful completion of the course students should be able to:

CO 1: Explain the special functions of insurance companies as financial intermediaries contributing to the economic growth of the nation.

CO 2: Describe the intricacies involved in insurance business operations pertaining to Underwriting, Claims, Capital and Cash flow management.

CO3: Evaluate the regulatory framework and compliance norms for insurance business procurement, Investments and Solvency margins.

CO 4: Understand the rationale and process of reinsurance as a risk transfer mechanism.

Unit – I : Insurance Company Organization

Insurance Company Organization and Management - Organizational Structure in Insurance industry – Various Departments in an Insurance Company – Insurance Company as Financial Intermediary – special functions of insurers as financial intermediaries - Risks exposures in financial intermediation – Actuarial view of risk – Financial view of risk – Reconciliation of actuarial and financial views of risk – Risk Management by Insurers - Enterprise risk management – Theory of the Firm – Agency problems - Corporate Governance guidelines of IRDAI.

Unit – II : Underwriting Management

Underwriting (New Business) - Underwriting activities – Underwriting process – Underwriting Personnel – Underwriting manuals – Underwriting audit – Life insurance underwriting – General insurance underwriting – Insurance Marketing and CRM – New Product development - Product Life cycle - segmentation, targeting - Distribution channels in marketing of insurance - Customers' expectations, perception, satisfaction - influencing factors - Customer Lifetime Value - Customer retention strategies – Financial Management – Financial Statement Analysis – Solvency & Capital Management.

Unit – III : Claims Management

Claims Management - Preliminary Procedure - Investigation and Assessment - Surveyors and Loss Assessors - Claims Documents - Settlement - Loss Minimization and Salvage - Life Insurance Claims – death – early, non-early claims, Maturity claims- survival benefits

Unit – IV : Capital Management & Reinsurance

Capital Management – Economic capital – Book value of capital – capital and interest rate risk – capital and credit risk – growth capital – target capital – Investment Management – types of Investments – IRDAI Investment Regulations - Financial Management – Cash flow Management - Financial Statement Analysis – Critical ratios – Solvency Regulations - Solvency Margins. Reinsurance as Risk-Transfer – Rationale of Risk Transfer - Reinsurance Types – Treaty Reinsurance – Facultative Reinsurance – Retrocession Contracts – Reinsurance Pools

Unit – V : Insurance Operations In Practice

Experiential Learning in Insurance Operations in functional departments of insurance companies and Allied Institutions – Documentation for KYC, Life and General Claims settlement process -

Recommended Text:

K C Misra and Mangala Bakshi., NIA., Insurance Business Environment and Insurance Company Operations, Cengage Learning,2009.

Reference Books:

Suggested Readings:

IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.

IC 12 Insurance Business Environment, Insurance Institute of India Publication, Mumbai.

IC 85 Reinsurance Management, Insurance Institute of India Publication, Mumbai.

IC 86 Risk Management, Insurance Institute of India Publication, Mumbai.

Webb, Bernard L.etal. (1997) Insurance Operations (2nd Edition), American Institute for CPCU, Malvern,Pa.

Black Jr. Kenneth and Skipper, Jr. Harold, D, (2000), Life and Health Insurance, (13th Edition), Prentice-Hall India, New Delhi.

IRDA Act, 1999, Insurance Amendment Act, 2015 Insurance Act, 1938, Marine Insurance Act, 1963.

FINANCIAL PLANNING AND WEALTH MANAGEMENT

Course Code: 2406-R4CF	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

This course examines investment and financial issues arising from personal wealth management activities. The course commences with an introduction of the financial planning industry and the regulatory framework. It then goes through topics required for the construction of a comprehensive financial plan including the identification of client financial status and goals, asset allocation, securities trading, managed funds, tax planning, risk management and insurance, superannuation, estate planning and social security. Further, this course focuses on understanding the nature, usage and regulations of financial products and the process and regulations of providing personal financial advice. The application, regulatory and advisory focus at the individual investor level differentiates this course from other investment and portfolio management courses. Prior knowledge of securities valuation and portfolio management is assumed. This course does not focus on portfolio or trading strategies. In-depth coverage of investment and portfolio strategies are covered in other courses offered for the students.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1 – Explain the major steps and components of personal financial planning.
- CO2 – Analyze personal financial statements.
- CO3 – Create financial plans based on the personal financial goals.
- CO4 – Elaborate on the legal and tax implications of estate planning through Wills or Trusts.

Unit – I : Introduction To Personal Financial Planning

Corporate Finance vs. Personal Finance – Financial Well-Being – Financial Literacy – Personal Financial Goals – S.M.A.R.T Goals – Inflation – Rate of Return – Simple Interest vs. Compound Interest – Stated Rate of Return vs. Effective Rate of Return - Importance of Compounding – Time Value of Money – Amortization Schedule – Annuities – Rules of Thumb – Asset Classes.

Unit – II : Personal Financial Statement And Analysis

Assessing present financial position – Revenue vs. Capital Items – Discretionary vs. Non-Discretionary Expenses – Income Statement – Position Statement – Cash Budget – Personal Financial Ratios.

Unit – III : Tax And Retirement Planning

Basics concepts of Income Tax – Residential Status - Gross Total Income – Deductions – Taxable Income – Filing of Returns – TDS & Advance Tax Payment – ITR filing and Assessment Procedure.

Financial Products Used for Retirement Planning – Estimating the Retirement Corpus – Understanding Annuities & Pension Products – Financial products for health and wellness protection.

Unit – IV : Estate Planning

Need for Estate Planning – Power of Attorney - Wills vs. Trusts – Testamentary and Probate – Types of Trusts - Legal Implications of using Wills vis-à-vis Trusts – Tax Aspects of using Wills vis-à-vis Trusts.

Unit – V : Personal Financial Planning In Practice

Activity 1 - Assessing the present financial position and preparation of financial plan.

Activity 2 – Creating a road-map for retirement planning.

Recommended Text Book

Joehnk et.al , Planning Your Personal Finances, 12th Edition, Cengage Learning

Suggested Readings:

Financial Planning Journal , FPSB India, Mumbai (www.fpsbindia.org)

Other Learning Resources

1. Jack R Kapoor etal, Personal Finance, The McGraw-Hill Companies
2. K.C. Mishra and Steward Doss , Basics of Personal Financial Planning , Cengage Learning, New Delhi
3. Dun & Bradstreet, Wealth Management , Tata McGraw-Hill Publishing Company Limited , New Delhi
4. Mint, Business Line and Economic Times news papers
5. <http://www.fpsbindia.org/Scripts/Home.aspx>
6. <https://in.finance.yahoo.com/personal-finance/>
7. <http://www.jagoinvestor.com/>
8. <https://www.personalfn.com/>

DESIGN THINKING

Course Code: 2407-R4CG	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

Design thinking is a systematic approach for solving business problems. The fact that this strategy begins and finishes with humans makes it special. To begin, design thinkers observe, interview, or just experience a situation. They then go on to better the human situation by solving difficulties for them.

Course Outcomes:

On successful completion of the course students should be able to:

CO 1: Describe new product development, discuss new product strategy, and examine the challenges in relation to the firm's business level strategy.

CO 2: Illustrate the design thinking process for solving business problem.

CO 3: Explain key design thinking tools for value creation and accelerating innovation.

CO 4: Analyze the design thinking and innovation practices in translating opportunities into action.

Unit – I : Introduction To Design Thinking

7 stages of thinking, Definition- Design Thinking, Critical thinking, Lean thinking, Lateral thinking, Design thinking, how design thinking works, Key tenets of design thinking.

Unit – II : New Product Strategy

Business Models for New Products, Managing product development, New product strategy, Product Architecture, Design for manufacturing and Prototyping, Developing Services, Building Markets, Demand creation for new products,

Unit – III : Design Thinking Process

Empathize- Learn from your audience about the real concern, Define- Focus on the most important problems to be solved, Ideate- Generate high volume of ideas, Prototype- Convert ideas into quick and dirty mock-ups, Test- Subject your prototypes to real-world validation

Unit – IV : Design Thinking Tools

Customer journey mapping, Value chain analysis, Mind mapping, Brainstorming, Rapid Concept Development, Prototyping

Unit – V : Design Thinking In Action

Design Thinking for New Products and for Emerging markets, Leveraging Design Thinking for Innovation (Examples and Stories) Designing User Experience, Strategies for learning from failure, Engineering reverse innovations

Recommended Text:

Change by Design by Tim Brown.

Karmic Design Thinking by Prof. BalaRamasundari

Reference Books:

Design: Creation of Artifacts in Society by Prof. Karl Ulrich, U. Penn

Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving- by PavanSoni

HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

MANAGERIAL COMMUNICATION – III

Course Code: 2408-R4CG	CREDITS: 3
Batch: 2022-24	TERM: IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation for business etiquettes, business meeting, video resumes, group discussions and job interviews. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course Outcomes:

On Successful completion of the course students should be able to

CO1: Explain and demonstrate the business etiquettes and help them practice appropriate business etiquettes in corporate workplace.

CO2: Exhibit the strategies of persuasive business writing.

CO3: Demonstrate the skills and functions of business meeting and case based group discussion practice.

CO4: Apply the principles of writing a video resume for projecting a positive image of themselves and develop confidence to attend GDPI.

Unit – I : Business Etiquettes

Introduction – Good etiquettes – Business Etiquettes and Modern Technology – Business Etiquettes in India

Unit – II : Writing Persuasive Message

Introduction – Steps writing process for persuasive messages – Developing persuasive business messages

Unit – III : Business Meeting Essentials and GD:

Meeting Basics – Planning and conducting meetings – Agenda – MOM - Definition-Difference between a GD and Debate - Dynamics of group behaviour / group etiquettes and Mannerisms – Types – opening of a GD –Summarizing a Discussion- Some tips for GD.

Unit – IV : Video Resume and Job Interview

Introduction to Video Resume preparation – Important features of selling yourself in a video resume.

Job Interview – Introduction – Definition – process- Stages in Job interview – Types – Desirable Qualities – Preparation – Using proper verbal and non-verbal cues – Exhibit confidence – Tips for success.

Unit – V : GDPI with Corporate

Student will undergo a complete GDPI process with faculty mentor and corporate

Recommended Text:

Business Communication, Connecting at Work, Mukerjee H.S 2013, Oxford University Press. Business Communication Today, Courtland L. Bovee, Joh V. Thill, Roshan Lal Raina, (2019), Person

Reference Books:

Paul A. Argenti (2007). Strategic Corporate Communication, Tata McGraw-Hill Publishing Company Ltd.

Gangadhar Joshi (2015). Campus to Corporate, Sage Publications.

Meenakshi Raman & Prakash Singh (2013). Business Communication, Oxford University Press.

TERM-V

Term - V Term Thematic: Corporate Astute			
Sl.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2	2502-R4CF	Fixed Income Securities	3
3	2503-R4CF	Financial Derivatives	3
4	2504-R4CF	Investment Banking	3
5	2505-R4CF	Asset Liability Management	3
6	2506-R4CF	Principles of Actuarial Science	3
7	2507-R4CF	Management of Financial Services	3
		Managerial Competency Development:	
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
		Total Credits	27

ENTREPRENEURSHIP DEVELOPMENT

Course Code: 2501-R4CG	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

Main objective of designing the course is to: understand the importance of entrepreneurship, identifying opportunities and build the business model and Business Plan. Finally, to be aware about the support given by government to the potential entrepreneurs.

Course Outcomes:

On successful completion of the course students should be able to:

- CO1: Create the value of self-employment needs and favourable outlook to entrepreneurial possibilities
- CO2: Appraise the knowledge enhancement towards new firm creation or renewing the existing firm
- CO3: Demonstrate the roadway towards Transforming creative ideas into commercially viable business
- CO4: Comprehend the institutional support in setting up a business.

Unit – I – Introduction to Entrepreneurship

Understanding the importance of entrepreneurship: Definition, characteristics, entrepreneurial process and role of entrepreneurship in economic development. Types and Myths of entrepreneurship. Dark side of entrepreneurship. Entrepreneurial mindset and culture: role of younger generation and the sources to develop entrepreneurial mindset. Corporate entrepreneurship.

Unit – II : Business Opportunity Identification

Identifying and evaluating business opportunities: steps involved the process. Difference between MSME and startups. Business Model Canvas: importance, elements and advantages of the canvas. Importance of entrepreneurial team.

Unit – III : Business Plan

Business Plan: Elements, importance and rules for pitching. Principles of Effectuation: Bird in hand, Affordable loss, Lemonade, Patchwork quilt and Pilot-in-the-plane. Implementing the principles to business. Legal Forms of Ownership: Sole Proprietorship, Partnership, Limited Liability Company, One-person Company, Limited Liability Partnership, Private Limited Company, Public Limited Company, Joint Hindu, Subsidiary and Cooperatives. Process of registration.

Unit – IV : Intellectual Property Rights And Institutional Support

Introduction to IPR (Intellectual Property Rights): Copy Rights, Trade Marks, Patents and Trade Secrets. Institutional support to entrepreneurs: Startup India, Make in India, AIM, STEP, JAM, BIRAC, DST and PMKVY.

Unit – V : Entrepreneurship Practical Aspects

Business Idea generation with the given resources - Boot Strapping - Pitching your idea - Challenges faced by the entrepreneurs in their success journey (Indian examples) - Learnings from failure stories (Indian cases)

Recommended Text:

Rajeev Roy, Entrepreneurship, 2nd edition, Oxford Press

D F Kuratko and T V Rao, Entrepreneurship, 2012, Cengage

<https://msme.gov.in/all-schemes>

<https://doi.org/10.1177/0266242618796145>

FIXED INCOME SECURITIES

COURSE CODE: 2502-R4CF	CREDITS: 3
BATCH: 2022-24	TERM: V

Course Description:

This course examines the valuation of fixed-income securities, the market operations and management of risk. Topics include: valuation of bonds, term structure of interest rate, measuring and managing interest rate risk, corporate bond market, passive and active bond portfolio management, performance measurement, securitization and interest rate derivatives.

Course Outcomes:

On successful completion of the course students should be able to:

- CO-1 : Explain the different types of fixed income securities and their characteristics
- CO-2 : Analyze the value of fixed income securities
- CO-3 : Measure and manage interest rate and credit risk
- CO-4 : Explain the passive and active fixed income portfolio management techniques

Unit - I : Fixed-Income Securities: Defining Elements

Overview of a Fixed-Income Security - Basic Features of a Bond - Yield Measures - Legal, Regulatory, and Tax Considerations - Bond Indenture - Legal and Regulatory Considerations - Tax Considerations - Structure of a Bond's Cash Flows - Principal Repayment Structures - Coupon Payment Structures - Bonds with Contingency Provisions - Callable Bonds - Putable Bonds - Convertible Bonds

Unit - II : Fixed-Income Markets: Issuance, Trading, and Funding

Introduction - Classification of Fixed-Income - Indexes - Investors in Fixed Income Markets - Primary Bond Markets - Secondary Bond Markets - Characteristics of- Sovereign Bonds - Credit Quality of Sovereign Bonds - Types of Sovereign Bonds - Non-Sovereign Government - Corporate Debt - Bank Loans and Syndicated Loans - Commercial Paper - Corporate Notes and Bonds - Structured Financial Instruments - Capital Protected Instruments - Yield Enhancement Instruments - Participation Instruments - Leveraged Instruments - Short-Term Funding Alternatives Available to Banks - Retail Deposits - Short-Term Wholesale Funds - Repurchase and Reverse Repurchase Agreements.

Unit - III : Introduction to Fixed-Income Valuation

Introduction - Bond Pricing with a Market Discount Rate - Yield-to-Maturity - Relationships between the Bond Price and Bond Characteristics - Pricing Bonds with Spot Rates - Prices and Yields: Conventions for Quotes and Calculations - Flat Price, Accrued Interest, and the Full Price - Matrix Pricing - Yield Measures for Fixed-Rate Bonds Yield Measures for Floating-Rate Notes - Yield Measures for Money Market Instruments - The Maturity Structure of Interest Rates - Yield Spreads - Yield Spreads over Benchmark Rates - Yield Spreads over the Benchmark Yield Curve.

Unit - IV : Introduction to Asset-Backed Securities

Introduction - Benefits Of Securitization For Economies And Financial Markets - How Securitization Works - Structure Of A Securitization - Key Role Of The Special Purpose Entity - Residential Mortgage Loans - Interest Rate Determination - Amortization Schedule - Residential Mortgage-Backed Securities - Mortgage Pass-Through Securities - Collateralized Mortgage Obligations - Commercial Mortgage-Backed Securities - Credit Risk - CMBS Structure - Non-Mortgage Asset-Backed Securities - Auto Loan ABS - Credit Card Receivable ABS - Collateralized Debt Obligations - CDO Structure.

Unit - V : Fixed Income Securities in Practice

- 4 capstone projects on fixed income securities
- Fixed Income - Basics of Bond and Yield Computation
- Fixed Income Practical Examples
- Fixed Income - Interest Rate Measures and Bond Duration

Gold and Tax Free Bonds

Recommended Text:

Moorad Choudhry, Fixed-Income Securities and Derivatives Handbook, Wiley Publication. 2014.

Reference Books:

Frank Fabozzi, Bond Markets, Analysis, And Strategies, Pearson.

FINANCIAL DERIVATIVES

Course Code: 2503-R4CF	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

Derivatives have become increasingly important in the world of finance. Futures and Options are being traded actively on many stock exchanges around the world including India. Forwards and Swaps are traded other than stock exchanges called OTC products. Financial Institutions, fund managers and corporate treasurers called this as OTC market where forwards and Swaps are being traded. Futures and Options are standardized contracts traded in stock exchange. Derivatives can be used to mitigate the risk of economic loss arising from changes in the value of the underlying. This activity is known as hedging. Alternatively, derivatives can be used by investors to increase the profit arising if the value of the underlying moves in the direction they expect.

Course Outcomes:

On successful completion of the course students should be able to:

- CO 1 : Describe derivative markets and its functioning
- CO 2 : Explain Derivatives products like forwards, futures, options and swaps and their usage.
- CO 3 : Compute pricing of derivative products like forwards, futures, options and swaps
- CO 4 : Design risk management strategy using derivatives products to manage risk.

Unit – I : Introduction to Derivatives

Introduction to Derivatives, derivative products, participants in derivatives market, functions of derivative markets and criticism of derivatives.

Unit – II : Forward Contracts and Future Contracts

Introduction to forward contracts, Introduction to futures, cash flows under forward and futures contracts, stock index futures, determining forward prices and future prices, using forward contracts to manage risk, and Risk Management with futures contracts.

Unit – III : Options

Introduction to options, types of options, intrinsic value and time value, put-call parity, Option Strategies and profit diagrams, factors affecting option price and option pricing models and Using options for risk management- Hedging.

Unit – IV : Swaps

An introduction to swaps, interest rate swaps, need for swap intermediary, currency swaps, Pricing and valuing swaps and using swaps to manage risk.

Unit – V : Derivatives Trading in India

Derivatives trading, Derivative Disasters, Option Strategies, Market Risk Management of Equity Option Greeks and Portfolio Risk and VaR and Implied Volatility.

Recommended Text:

Rajiv Srivastava, Derivatives and Risk Management, Oxford University Press

Reference Books:

John C Hull, Options, Futures and Other Derivatives, Pearson Education

David A Dubofsky and Thomas W Miller,Jr, Derivatives : Valuation and Risk Management, Oxford University Press.

Howard Corb, Interest Rate Swaps and Other Derivatives, Columbia Business School Publishing

M. Chisholm, Derivatives Demystified, Wiley

Sundaram Das, Derivatives : Principles and Practice, Mcgraw Higher Ed

INVESTMENT BANKING

COURSE CODE: 2504-R4CF	CREDITS: 3
BATCH: 2022-24	ERM: V

Course Description:

This is a course on investment banking designed to introduce students to the world of investment banks. The course will help students to understand the various business activities investment banks typically undertake and the various financial instruments created and used by investment banks. This course introduces the student to a career in investment banking and provides specific modelling skills necessary and important during the first phase of such a career. Students will learn and develop knowledge and skills in the following areas:

- i) Pricing of securities, market and underwrite those issues, both initial public offerings (IPOs) and seasoned issues.
- ii) Designing of hybrid instruments including convertibles, bonds with warrants, and other exotic securities to meet a firm's specific financing need or to appeal to particular investor desires or niches.
- iii) IB advisory activities like: leverage buyouts (LBOs) and management buyouts (MBOs).
- iv) Valuation skills including real-world estimations.

Course Outcomes:

On successful completion of the course students should be able to:

CO-1 Explain investment Banking and its activities and how is it differ from other types of banking activities.

CO-2 Explain alternative investment funds like hedge funds, Private equity and venture capital funds.

CO-3 Compute the value of the firm using tools like comparable company analysis, Precedent

Transaction analysis and discounted cash flow analysis.

CO-4 Appraise leverage buyouts, Mergers and Acquisitions and LBO financing.

Unit - I : Introduction to Investment Banking

Introduction to Investment Banking; Bank Structure: Divisions & Services; Investment Banking and allied activities; Organization Models of Banks - Universal Bank and Banking Group; Commercial Banks vs. Investment Banks; Investment Banks and its Activities.

Unit - II : Alternative Investment Funds

Alternative Investment Funds - Hedge Funds and Private Equity; Purpose of a hedge fund; How Do Hedge Funds Work?; Benefits of Hedge Fund Strategies/Hedge Funds; Hedge funds styles - Domestic hedge funds, Offshore hedge funds, Fund of Funds; Hedge Funds by Strategy Types-Event driven – funds, Global macro – funds, Market neutral – funds; Mutual Funds Vs Hedge Funds; Hedge Funds Vs Private Equity; Hedge Fund Fee structures-Management Fee, Incentive Fee, Surrender Fee, Hurdle Rate, High-Water Mark, Lookback and Miscellaneous Fees; Private Equity-Private Equity Vs Public Equity (Shares); Private Equity, Venture Capital, Angel Investing; General Partner; Limited partner; Private Equity Vs Hedge Funds; Common Investment Strategies- Growth funds, Leveraged Buyout, Mezzanine and merchant banking funds; forms of exit by Private equity firms.

Unit - III : Valuation

Comparable company analysis- steps for comparable company analysis, select the universe of comparable companies, locate the necessary financial information, spread key statistics, ratios, and trading multiples, benchmark the comparable companies and determine valuation. Precedent Transaction analysis – select the universe of comparable acquisitions, locate the necessary deal related and financial information, spread key statistics, ratios, and transaction multiples, benchmark the comparable acquisitions and determine valuation. Discounted cash flow analysis- study the target and

determine key performance drivers, project free cash flows, calculate weighted average cost of capital, determine terminal value and calculate present value and determine valuation.

Unit - IV : Leveraged Buyouts and Mergers & Acquisitions

Leverage buyouts, key participants, economics of LBOs, Characteristics of a strong LBO, Primary Exit or Monetization strategies, LBO financing.

Sell side and buy side Mergers & Acquisitions, auctions, organization and preparation, first round and second round negotiations and closing. Buy side merger and acquisition, buyer motivations, acquisition strategies, form of financing, deal structure, buy side valuation.

Unit – V : Investment Banking in Practice

3 capstone projects on valuation;

1. Cash Flow Statement Preparation and Analysis
2. Company Valuation: DCF, DDM, Relative Valuation
3. Valuation Practical Examples - ICICI Bank and Chennai Super Kings

Recommended Text:

Joshua Rosenbaum and Joshua Pearl, Investment Banking, University Edition, Second Edition Wiley, 2013

Reference Books:

David Stowell, Investment Banks, Hedge Funds, and Private Equity, 2nd Edition, Academic Press.

ASSET LIABILITY MANAGEMENT

Course Code: 2505-R4CF	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

The objective of the course is to make students understand the importance of Asset-Liability Management as a tool to manage risks in banks and lending institutions. The major focus is on interest rate risk, liquidity risk and credit risk and make the students understand the maturities mismatch of assets and liabilities.

Course Outcomes:

On successful completion of the course, the students should be able to:

CO1: Understand types and levels of risks involved in Banks and Lending Institutions.

CO2: Demonstrate the importance of ALM in banks and working of ALCO.

CO3: Analyse the level of risks of banks.

CO4: Evaluate the mismatch of assets and liabilities and the role of securitization of assets in ALM.

Unit – I : Introduction

Overview of ALM in banks, Concept of ALCO – Composition of ALCO-Scope of ALCO-ALCO meetings, Understanding Bank's balance sheet, Understanding NBFC's balance sheet.

Unit – II : Types of risks

Types of risks-liquidity risk, interest rate risk, operational risk, credit risk, foreign exchange risk, Pre-emptive risk assessment (Internal & External)

Unit – III : levels of risk

Levels of Risk- branch level, treasury level, region level and Related Committees, Maturity buckets, Addressing the mismatches in A&L.

Unit – IV : Tools For Alm

Gap Analysis, Duration Analysis, Securitization of Assets and associated risks

Unit – V : Alm In Practice

Practicing ALM with ALM tools.

Recommended Text:

Asset Liability Management – T Ravi Kumar, 2nd Edition, 2017, Vision Books Publishing

PRINCIPLES OF ACTUARIAL SCIENCE

Course Code: 2506-R4CF	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

The field of actuarial science is slowly gaining popularity and recognition in India. This course is aimed at introducing to the student community a career opportunity involving his or her applicative skills using mathematics, statistical knowledge in risk assessment and evaluation of financial products such as insurance and investments. This course is introduced in this program, for students who have basic *understanding of economic, financial, demographic and insurance risks and thereby they can be motivated to pursue a career in Actuarial Science and get to work for life Insurance, General Insurance, Health Insurance, Reinsurance Companies, Pension Funds and Investments*. The role that an actuary can perform in each of these sectors can be quite varied, such as product pricing, financial modelling, valuations, risk management, carrying out peer reviews, designing social security schemes, advise on the premium to be charged, reserving and provisioning for liabilities and setting capital requirements for uncertain future events.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Understand the significant role of an Actuary in the efficient functioning of the insurance company.

CO2: Explain the application of time value of money and compounding interest theories in mortality risk calculations.

CO3: Describe methods for determination of Life Reserves and special reserves for life assurance and annuity products.

CO4: Explain the risk theory using statistical and financial applications for casualty and property insurance.

Unit – I : Introduction To Actuarial Science

Actuaries vs. Underwriters, Role of an Actuary in Life & General Insurance – Theory of Risk – Risk Financing options of an insurer – Need and Importance of National and Regional Demographic Statistics - Mortality and Longevity risk – Mortality tables - Concepts and methods in Rate making and Loss Reserving.

Unit – II : Time Value Of Money In Actuarial Science

Application of TVM in Actuary – Level of Interest Rates - Accumulated Value and Present Value – Compounding Interest fundamentals – Application of Probability theory in Actuaries – Mortality Table - Construction of Mortality Tables.

Unit – III : Premium Formulation

The Process of Premium Formulation - General considerations in Life Assurance Premiums – Net Premiums for Assurance Plans – Office Premiums – The Principle of Equivalence - Policy Values – Determination of Life Reserves - Terminal - Initial and Mean Reserves

Unit – IV : Rate Making & Annuities

Assurance Benefits for Life Annuities and Temporary Annuities – Net Premiums for Annuities Annuity – Present Value of Ordinary Annuity – Annuity Due –Deferred Annuity – Feature of Pension Products – Design of Pension Products, Ratemaking process – Trending – Expense provisioning – profit and contingencies - Loss Reserving principles – loss reserving process in casualty and property insurance - Interpretation and monitoring results for decision making.

Unit – V : Actuarial Science In Practice

Evaluation of Performance of a Company. [Financial & Operational Performance] – Interpretation of Actuarial Valuation report of an Insurance Company.

Recommended Text:

IC-28 Foundation of Actuarial Science – Part-I, Insurance Institute of India Publication, Mumbai.

Reference Books:

- Insurance and Risk Management, P K Gupta, Himalaya Publications.
- IC-47 Foundation of Casualty Actuarial Science-Part-I
- IC-81 Mathematical Basis of Life Insurance.
- IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.
- IC 12 Insurance Business Environment, Insurance Institute of India Publication, Mumbai.
- IC 85 Reinsurance Management, Insurance Institute of India Publication, Mumbai.
- IC 86 Risk Management, Insurance Institute of India Publication, Mumbai.
- Webb, Bernard L.etal. (1997) Insurance Operations (2nd Edition), American Institute for CPCU, Malvern, Pa.
- Black Jr. Kenneth and Skipper, Jr. Harold, D, (2000), Life and Health Insurance, (13th Edition), Prentice-Hall India, New Delhi.
- IRDA Act, 1999, Insurance Amendment Act, 2015 Insurance Act, 1938, Marine Insurance Act, 1963.

MANAGEMENT OF FINANCIAL SERVICES

Course Code: 2507-R4CF	CREDITS: 3
Batch: 2022-24	Term: V

Course Description:

This course provides an analytical framework for a range of financial products and services offered by various financial institutions and agencies in India. The course has been designed to impart the knowledge through an analysis of the functioning of financial services companies. Through combining theoretical perspectives with case studies, the course aims to allow students to develop critical and contextualized understanding of the variety of financial services, practical financial service business situations or cases and the strategic nature of demands within the financial sector.

Course Outcomes:

On successful completion of the course students should be able to:

CO1-Understand the constituents of Indian Financial System.

CO2-Demonstrate basic understanding of the various fee based services offered by financial institutions and intermediaries

CO3- Demonstrate understanding of various fund based services that can be used by the companies for their funding needs.

CO4-Summarize recent technological changes in the financial services industry.

Unit - 1 : Introduction to Financial Services

An Overview of Financial System, Constituents of financial system, Financial Markets – Capital Market and Money Market Instruments, Regulatory framework, Introduction to Financial Services – types of services provided by banks, insurance companies, etc.

Unit - 2 : Fee based Services

Merchant Banking – Concept – Nature – Role – Functions – Pre – issue and Post Issue Formalities – Underwriting – Project Advisory Services –Intermediaries in capital issues-Credit Rating Services –Rating methodology, rating process, Credit Rating Agencies in India and in world- Factoring – Forfaiting– meaning, types of factoring, process, Factoring Vs Bill Discounting- Ethical issues, Mutual funds-concept, types of schemes, advantages and limitations, performance.

Unit - 3 : Fund based Services

Leasing and Hire Purchase-Leasing concepts, types of lease, Advantages and limitations of leasing, Valuation Issues-Buy or lease, Hire purchase and Evaluation of Hire purchase- Debt Securitization-concept, process, types of certificates – Venture Capital Financing – Concept – Nature – Importance – Venture Capital Schemes – Public Sector – Private Sector – Phases of Investment – Exit Options, Private Equity –PE Vs VC, structure of a PE fund, Current Scenario of PE in India.

Unit - 4 : Emerging Technologies in Financial Services Industry (Fintech Innovation)

Introduction to usage of technology in financial services industry, Cryptocurrency-introduction, digital assets, legality of crypto currencies trading, crypto currency exchanges in India, Block chain technology-Introduction, usage in banking, insurance and capital markets, Chatbot and AI in financial services-introduction, uses of chatbot, Automation in Financial services-introduction to Robotic Process Automation (RPA), use of RPA for customer servicing, claim processing etc., in financial service industry.

Unit 5 : Management of Financial Services in practice

Role and functions of Regulatory authorities –RBI, IRDAI and SEBI. Process and methodology involved in financial services provided by an institute in real time. Analysis of corporate reports on technological advancements in financial services (World Wealth Report 2020 by Capgemini, Financial Technologies Report 2020 by PWC). Performance measurement of the products /schemes of financial institutions through simulation.

Recommended Text:

Khan M.Y., Financial services, TMH Publications, 10th edition, New Delhi, 2019.

Additional Material for emerging technologies in financial services industry

Reference Books:

- Thummuluri Siddaiah: Financial Services, Pearson ,2013
Khan M.Y., Indian Financial System, TMH Publications, 5th edition, New Delhi, 2011.
Pathak: Indian Financial System, Pearson, 2009
Nalini Parva Tripathy: Financial Services, Prentice Hall, 2009
L.M.Bhole: Financial Institutions and Markets, TMH, 2009.

TERM-VI

Term - VI Term Thematic: Corporate Ace			
Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CF	Forex Management	3
3	2603-R4CG	Corporate Governance and Sustainability	3
		Total Credits	9

PROJECT MANAGEMENT

COURSE CODE: 2601 – R4CG	CREDITS: 3
BATCH: 2022-24	TERM: VI

Course Description:

This course is introduced to the management students in SSIM and aims to determine and develop basic conceptual knowledge and analytical skills of participants in Managing Projects. It seeks to achieve this by developing a thorough understanding of Project Life Cycle. This course inculcates the necessary skills required for a Manager, i.e., Initiation, Planning, Executing and Closure with Control in a systematic approach in participants, and help in any field they enter later on. This course also aims in achieving all the agreed upon goals within the set scope, time, quality and budget standards.

Course Outcomes:

On successful completion of the course students should be able to:

- CO 1: Describe formation and appraisal of the project
- CO 2: Examine project planning and scheduling
- CO 3: Conduct project implementation and control.
- CO 4: Evaluation and Project completion

Unit – I : Project Management - An Overview

Project Management Its Role & Scope, Need for Project Management Tools & Techniques in Project Management Success Factors in Project Management. - Life cycle of a project Implications of global project management, Benefits of project management. - Difference between Scrum/Agile and Program management vs Project management

Unit – II : Project Selection And Proposals

Identifying needs, etc, Project selection Criteria, Select projects, Develop RFPs

Elements of a proposal, The development of winning proposals, Pricing considerations, The evaluation of proposals, Types of contracts, Measuring success of proposal efforts

Unit – III : Project Implementation & Control And Techniques

Planning, Scheduling, Schedule Control - Resource Considerations, Cost Planning and Performance, Probability Consideration, Project Crashing - WBS/PERT/CPM Model

Unit – IV : Project Manager, Team, Communication:

Responsibilities of Project Manager, Characteristics of effective project teams, Project Communication and Documentation, Types of Project Organizations

Unit – V : Project Management In Practice

Business plan & Budget allocation - Resource allocation - How to go about attaining financial help Risk – SWOT - Planning, Execution, Monitoring/Reviewing and Closure of the Project

Recommended Text:

Chandra, P. (2009). Projects 7/E. India: McGraw-Hill Education (India) Pvt Limited.

Clements, J. P., Gido, J. (2012). Effective Project Management. Singapore: South-Western

Reference Books:

Verzuh, E. (2021). The Fast Forward MBA in Project Management: The Comprehensive, Easy-to-Read Handbook for Beginners and Pros. United Kingdom: Wiley.

Verzuh, E (2003). The Portable MBA in Project Management. New Jersey :Wiley.

FOREX MANAGEMENT

Course Code: 2602-R4CF	CREDITS: 3
Batch: 2022-24	Term: Vi

Course Description:

This course is intended to provide an understanding of Foreign Exchange Markets and management of foreign exchange. This course aims at giving an overview of broad understanding of what is International Finance, what are the factors that can affect the financial results of a firm doing business internationally and what can the firm do to diminish its exposure to these factors. The course also aims at providing students with a comprehensive view of how international corporate financial markets work and how Multi National Enterprises (MNEs) tap international markets for raising capital, hedging risks and defining their investment decisions

Course Outcomes:

On successful completion of the course students should be able to:

CO 1 : Describe international financial management concepts and its environment.

CO 2 : Identify risk relating to exchange rate fluctuations and develop strategies to deal with them

CO 3 : Demonstrate the understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.

CO 4 : Apply evaluation methods to select multinational capital budgeting projects

Unit - I : Introduction to International finance and Foreign Exchange Markets

An overview of International Finance, International Business Activities, International Business Methods, Motivation for International Business, International Financial Institutions, Balance of Payments (BoP), Capital Account Convertibility (CAC), Introduction to Foreign Exchange Market, evolution of foreign exchange market, functions of the foreign exchange market, participants in the foreign exchange market, Arbitrage, Bid price, ask price and spread in foreign exchange quotation, covered interest arbitrage(CIA) and International purchase power parity(IPP),International Fischer effect (IFE) theories.

Unit-II: Managing Foreign Exchange Exposure

Introduction to foreign exchange risk, types of exposure, tools and techniques of foreign exchange risk management, Concept of Translation Exposure, Translation methods, Functional Vs reporting currency, comparison of four translation methods, calculation of translation loss or gain, Concept of transaction exposure, Measurement of transaction exposure, what risk management products do firms use? Currency correlation and Variability as Hedging Tools, measurement of Currency Variability , Concept of Economic Exposure, comparison between the exposures, Foreign Currency Hedging Strategies, Marketing management of exchange risk, production management of exchange risk, corporate philosophy for exposure management.

Unit-III: Financial Management of Multinational firms

Introduction to FDI, Growth of FDI, Government Initiatives, Investment scenario in India. Introduction to multinational capital budgeting, problems and issues in Foreign Investment Analysis, Techniques of Capital Budgeting. Introduction to International Cash Management, Effective international cash management system, Techniques to optimize cash flow, minimizing the tax on cash flows through 'transfer pricing strategy', investing excess cash.

Unit - IV: Managing Foreign Operations

Characteristics of the Euro currency Market, Instruments and Rates of Eurocurrency Markets, Domestic Issues Vs Euro Issues, International Bond Market, International Equity Market, Special features and Innovations in the International bond market, External Commercial Borrowings (ECBs), Why ECBs, Sources of ECBs, Risks involved in ECBs, Managing exposure arising from ECBs, Euro Debt, Foreign Currency Convertible Bonds (FCCBs), Performance of Indian Euro Issues. Characteristics of euro debt, advantages of euro debt

Unit- V: Foreign Exchange Management in Practice

Risk management strategies used by MNCs for managing their foreign exchange currencies, NSE/BSE currency trading terminals for analysing the mechanism of trading in currency derivatives segment.

Recommended Text Book

Madhu Vij, 'International Financial Management', Third Edition, Excel Books, New Delhi.

Reference Text Books:

C Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & sons 2020.

Jeff Madura, International Corporate Finance, Cengage Learning 2011.

Eun/ Resnick, 'International Financial Management', Fourth Edition, Tata McGrawhill Publication, Delhi, 2008. Vyuptakesh Sharan, 'International Financial Management', Sixth Edition, PHI Learning Private limited, New Delhi.

Vyuptakesh Sharan, 'International Financial Management', Sixth Edition, PHI Learning Private limited, New Delhi.

CORPORATE GOVERNANCE AND SUSTAINABILITY

COURSE CODE: 2603-R4CG	CREDITS: 3
BATCH: 2022-24	TERM:VI

Course Description

This course will help you to explore, recognize and understand the multiple paradoxes related to the study and application of corporate governance in organizations. The course will use practical examples and approaches both from within India and abroad. The course will help you to relate the corporate government practices of an organization to its performance, a vital interest to professionals such as senior managers, consultants, and investment bankers, recruiters of these positions and others ranging from entrepreneurs to potential investors.

Course Outcomes

On successful completion of the course students should be able to:

- CO 1: Explain basic conceptual and theoretical foundations of corporate governance
- CO 2: Understand the practical problems associated with the interaction of the board, CEO and other layers of management, shareholders and various stakeholders of a corporation
- CO 3: Apply the technical skills required to evaluate the governance of a company from the perspective of an investor (individual or organizational capacity)
- CO 4: Analyze the corporate governance in business organizations, enterprises.

Unit 1: Introduction to Corporate Governance: Concept of corporations

Concept of extended view of corporate citizenship, Owners and stakeholders Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance

Unit II: Issues concern in Corporate Governance:

Issues of corporate control and cash flow rights Examples from restructure proposals of Vedanta group Need for investor protection

Unit III : Perspectives on Corporate Governance:

theoretical background Market and control model of governance chain, 5. Global Corporate Governance Practices Anglo-American Model German Model Japanese Model, Landmarks in Emergence of Corporate Governance,

Unit IV : Board of Directors:

Powerful Instrument of Governance, Types of Directors Importance of Independent Directors, Board Committees and Chairman, ***Separation OF CEO & Board Chairman post, Nomination Committee, Board Selection, Boards Performance Evaluation***

Unit V: Corporate Governance in Practice:

Studying specific business houses Corporate Governance Practices.

Recommended book :

Daniel Albuquerque (2015). Business Ethics : Principles and Practices, New Delhi : Oxford

Suggested Readings

S.K. Bhatia (2004). Business Ethics and Corporate Governance, Deep and Deep Publications,

Brink, Alexander (2011). Corporate Governance and Business Ethics, Nederlands:Springer

PGDM
BUSINESS ANALYTICS (BA)
SYLLABUS
2022-24

Program Outcomes (POs) for all Programs

The following are the program outcomes of PGDM program at our institute.

8. PO 1: Apply integrated knowledge of management to business decisions
9. PO 2: Demonstrate analytical, critical thinking and problem solving abilities.
10. PO 3: Able to work individually and lead teams.
11. PO 4: Communicate effectively with all stakeholders.
12. PO 5: Demonstrate entrepreneurial competencies.
13. PO 6: Apply ethical principles in making decisions.
14. PO 7: Engage in independent and life-long learning

PGDM BA- PSOs

On successful completion of the program, graduates will:

1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. Build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.
3. Provide scholars with leading-edge analytical skills in various functional areas of business.

COURSE STRUCTURE

PGDM-BA			
Term - I Term Thematic: Corporate Impellent			
Sl.No	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
Managerial Competency Development:			
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
Total Credits			18
Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CD	R & Python for Analytics	3
2	1202-R4CD	Visual Analytics Using Tableau	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
Managerial Competency Development:			
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
Total Credits			18
Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CD	HR Analytics	3
2	1302-R4CF	Financial Analytics	3
3	1303-R4CD	Operations Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
Managerial Competency Development:			
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
Total Credits			18
Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3
2	2402-R4CD	Predictive Analytics	3

3	2403-R4CD	Fraud and Risk Analytics	3
4	2404-R4CD	Product Analytics	3
5	2405-R4CD	Marketing Analytics	3
6	2406-R4CD	Supply Chain Analytics	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
		Managerial Competency Development:	
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
		Total Credits	35
Term - V Term Thematic: Corporate Astute			
Sl.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2	2502-R4CD	Fintech	3
3	2503-R4CD	Big Data Analytics	3
4	2504-R4CD	Artificial Intelligence & Deep Learning	3
5	2505-R4CD	Applications of Blockchain Technology	3
6	2506-R4CD	Social Media Analytics	3
7	2507-R4CD	Digital Marketing	3
		Managerial Competency Development:	
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
		Total Credits	27
Term - VI Term Thematic: Corporate Ace			
Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CD	Decision Making and Competing with Analytics	3
3	2603-R4CG	Corporate Governance and Sustainability	3
		Total Credits	9

TERM - I TERM THEMATIC: CORPORATE IMPELLENT

Term - I Term Thematic: Corporate Impellent			
Sl.No	Code. No	Subject Name	Credits
1	1101-R4CG	Management Theory and Organizational Behaviour	3
2	1102-R4CF	Managerial Economics	3
3	1103-R4CF	Managerial Accounting	3
4	1104-R4CD	Statistics for Decision Making	3
5	1105-R4CD	Advanced Excel for Managers	3
		Managerial Competency Development:	
6	1106-R4CG	Experience Learning	1
7	1107-R4CG	Company Fact Presentation	1
8	1108-R4CG	Term End Viva - I	1
Total Credits			18

MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOUR

Course Code: 1101-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

At the end of this course, the students will learn to be able to comprehend management as a profession, particularly, the philosophy of management, the functions, the roles, tasks performed by the manager. Besides, they will also learn to understand the behaviours of people in organisations and to learn to modify peoples' behaviours within the norms and expectations of the organisations, eventually enhancing them in their problem solving abilities.

Course Outcomes:

On successful completion of the course students should be able to:

1. Explain the process of management and its functions: Planning organizing, leading, controlling
2. Utilize the process of planning and organizing in various business context
3. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
4. Demonstrate the difficulties associated with the management of individual behaviour in the organization.

Content:

UNIT-I: Foundations of Management

Overview of the management, Evolution of Management Thoughts – classifications of schools of management thought - Classical, Neoclassical, Behavioral and Modern Schools. Managerial roles, tasks, skills, Levels of management, Problem Solving and Decision Making.

UNIT-II: Functions of Management

Planning – Types, Levels and process, Organising – Types of organization, Organization Structure and process, Line and Staff concepts, Departmentation, Centralization and Decentralization. , directing – Assumptions in human behaviour and controlling – Nature and importance, Techniques of Controlling.

UNIT-III: Organizational Behaviour

Concept, Models of OB, Dynamics of Individual behaviour - Personality- Theories, learning – classical and operant conditioning and principles of learning; perception- Model of perception, perceptual principles and errors. Motivation – Content and Process theories: Maslow's need hierarchy, Herzberg's two-factor theory, theory X, theory Y, theory Z, ERG theory, Mc Clelland's need's theory, Vroom's expectancy theory - Porter Lawler theory, equity theory.

UNIT-IV: Interpersonal Process and Organizational improvements

Dynamics of groups and teams: - group dynamics, dynamics of teams and team building, Leadership: fundamentals of leadership, leadership theories- Transactional and Transformational leadership and implications. Organizational Culture and Climate, Organizational Development and Organizational Effectiveness.

UNIT-V: Management in Practice

Learnings about organization evolution, structure, its departments / functions, recent planning, Organizational culture and demonstration of leadership

Recommended Text:

Management and Organizational Behavior (2012), By Laurie Mullins, Pearson

Stephen P. Robbins (2018) Organizational Behaviour, Pearson Publications

Reference Books:

- Black, Jr. Kenneth and Harold Skipper Jr. (2005), *Life and Health Insurance*, (13th Edition), Pearson Education, Delhi.
- Mc Gill, B, Haley and Schieber (1996), *Fundamentals of Private Pensions* (7th Edition), University of Pennsylvania Press, Phila, Pa.
- Trieschmann, James S., Sandra G. Gustavson, and Robert E. Hoyt (2005), *Risk Management and Insurance*, Southwestern college Publishing, Cincinnati, Ohio.
- Rejda, George. E (2008), *Principles of Risk Management and Insurance*, International Edition, 10th edition, Pearson Education, Delhi.
- IC 01 Principles of Insurance, Insurance Institute of India Publication, Mumbai.
- IC 11 Practice of General Insurance, Insurance Institute of India Publication, Mumbai

MANAGERIAL ECONOMICS

Course Code: 1102-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This Course is designed with a specific objective of orienting the students from a management perspective on Managerial economics as a concept, profession and business. The course focusses on the Decision making through the integration of economic theories (Micro & macro) with decision making tools like numerical analysis, statistics, and game theory and optimisation techniques. The student will also get insights in making appropriate decisions for optimisation of personal, professional and societal needs at large. The focus of the subject would be to imbibe in the students the required theoretical and in-depth knowledge of Managerial economic decision making. The Course also focuses on the monetary policy and fiscal policy of government.

Course Outcomes (COs):

On successful completion of the course students should be able to:

1. Understand concepts of managerial economics principles.
2. Understand the microeconomic theories and apply the same to various business decisions.
3. Analyse the macroeconomic situation and estimate the implications on business decisions.
4. Examine the need for the government role to play in market economies.

Course Content /Syllabus

Unit – I: Nature and Scope of Economics

Subject matter of Economics – Microeconomics, Macroeconomics and Managerial Economics, Different Economic Decisions, Development economics – an overview, Fundamental Concepts- Opportunity Cost, Compounding Principle, Incremental principle. Economic Profit and Accounting Profit, Objectives and Constraints of business firms. Difference between commercial project appraisal and social project appraisal.

Unit – II: Demand & Supply Analysis

Law of Demand – Demand Function - Types of Demand – Change in Demand vs. Change in Quantity Demanded. Indifference curve analysis. Types of Elasticity of Demand - Price Elasticity, Income Elasticity, Cross Elasticity and Promotional Elasticity. Law of Supply – Supply Function - Elasticity of Supply – Managerial application of Elasticity of Supply. Equilibrium Price. Demand forecasting techniques.

Unit III: production & cost theories, Market Structures and Pricing

Production functions- law of variable proportion, Law of returns to scale, ISO QUANT, Economies of scope and economies of scale. Cost Classification, Cost Behaviour, Break- even analysis. Types of Market Structures – Importance of Understanding Market Structures –Pricing Concepts.

Unit – IV: Overview of Macro Economics

Introduction to Macro-Economics, National income concepts- qualitative and quantitative metrics for cross country comparison, Overview of Balance of Payments, Basics of Forex – Meaning of Exchange Rate - Direct Quote vs. Indirect - Rates, Brief understanding of Fiscal Policy and Monetary Policy.

UNIT V- Business Cycles & Unemployment: Macroeconomic Policies for Stabilization

Business cycles and different phases, 1930's global depression, Controlling Measures, impact of business cycles on stock markets. Reasons for Unemployment and different types of it, Measures to control unemployment, Inflation Nature & Causes- Measurement of Inflation- CPI & WPI, Types of Inflation –Demand Pull Inflation, Cost Push Inflation- Inflation in Developing Countries- Effects of Inflation- Measures to Control Inflation.

Application of Managerial Economics for Decision Making

Activity 1 – Using Excel sheet for drawing Demand and Supply Curves.

Activity 2 – Demonstrating Elasticity using MS-EXCEL.

Activity 3 – Computing BEP (units and sales) using MS-EXCEL.

Recommended Text Book:

Geethika, Piyali Ghosh& Purba Roy Choudhury- MANAGERIAL ECONOMICS, 2014, 2nd Edition, Tata Mc Graw Hill Education Private Limited, New Delhi.

Suggested readings:

1. Dominick Salvatore, Managerial Economics. Seventh Edition, Oxford University Press,2012
2. Managerial Economics Theory, Applications, and Cases by W. Bruce Allen Neil A. Doherty
3. Keith Wiegert. 8th Edition, 2013
4. Microeconomics. Paul Krugman, Robin Wells 4th Edition, 2015, Worth Publishers
5. Samuelson P A & Nordhaus W D, 2003, Economics, Tata Mc Graw-Hill Publishing Co. Ltd., (Eighteenth Edition), New Delhi

Additional Reading:

6. Dwivedi D. N, Managerial Economics, Vikas Publishing House Pvt Ltd, Noida,7th Edition,2014
7. Microeconomics, Daron Acemoglu, David Laibson, John A. List, Pearson Education Limited 2016

MANAGERIAL ACCOUNTING

Course Code: 1103-R4CG	Credits: 3
Batch: 2022-24	Term: I

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Managerial accounting. This course develops a thorough understanding of corporate financial reports and their narratives. This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. The course focuses on the basic accounting concepts, different tools of financial analysis, Cost analysis and budgeting for efficient and effective managerial decisions.

The topics include accounting concepts and conventions, financial reports and statements, tools of financial analysis, cost analysis, concepts of budgeting and budgetary control and variance analysis. Besides, this course also lays the foundation as a pre-requisite for other subjects (core as well as specialization in finance) offered in subsequent terms.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Gain knowledge on concepts of accounting, major components of financial reports and statements.

CO2: Demonstrate the ability of understanding corporate narratives in Annual Reports and analyse the same using various financial analysis tools.

CO3: Understands the concepts of cost analysis and its role in various managerial decisions.

CO4: Demonstrate the ability of preparing budgets and computing variances of overheads to analyse and report..

Course Content /Syllabus:

UNIT- I: Introduction to Accounting

Define accounting, Branches of Accounting - Management Accounting vs. Financial Accounting, Accounting Information Users, GAAP, Accounting Concepts and Conventions, Accounting Cycle, Accounting equation, Golden Rules of Accounting.

UNIT – II: Financial reports and Statements

Overview of major components of annual reports of listed companies, Narrative analysis of annual reports: Letter to shareholders, Auditor's report, Director's report, Ethical considerations in financial reporting. The financial statements: Balance sheet, statement of stakeholder's Equity, Income Statement and cash flow statement (Use the Listed Entities statements for reference), financial statement variation by type of industry.

Unit –III: Financial Analysis

Basic tools of financial analysis (horizontal vs vertical analysis, comparative and common size statement analysis), Ratio Analysis: Liquidity Ratios: Leverage Ratios: Profitability Ratios: Efficiency Ratios- Introduction to firm valuation and contemporary financial analysis: F-score, Z-score.

Unit – IV: Cost analysis and managerial decisions

Introduction to Cost classification, Job costing- cost sheet preparation - CVP analysis in Pricing Decision – Make or Buy Decision- lease or buy- Dropping Loss Making Product, continue or shutdown- Cost Indifference Point.

Unit – V: Budgetary Control and Variance Analysis

Need and Importance of Budgeting and Budgetary Control – Preparation of Functional and Master Budgets- Overview of Using Spreadsheet for Budget Preparation. Variance- Types of Variances- Computation of variances of each of the elements of cost - Variance Reports.

Essential Readings:

1. Charles T Horngren, Gart L Sundem, John A Elliott and Donna R. Philbrick , "Introduction to Financial Accounting" , Eleventh Edition, Pearson Education.
2. Horngren , Sundem et al, " Introduction to Management Accounting," 16e, Pearson Education, New Delhi.

Suggested Readings:

1. Financial Accounting: Reporting & Analysis, Earl K. Stice, James D. Stice, 7th Edition, Thomson / South-Western, 2006, ISBN 0324227329, 9780324227321.
2. "Financial Accounting: An Integrated Approach", by K. Trotman, M.Gibbins and E.Carson, 5th Edition (2013). The textbook is published by Cengage Learning.
3. Accounting text and cases: Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant, 13th Edition, McGrawHill.
4. Hansen and Mowen, "Management Accounting ", 7th Edition, Cengage Learning, New Delhi, 2005.
5. Khan and Jain, "Management Accounting", TMH Publications, New Delhi.
6. Blocher, "Cost Management ", TMH Publications.
7. M.N. Arora, " Cost and Management Accounting", Vikas Publications Ltd., New Delhi
8. Jain and Narang, "Cost Accounting ", Sultan Chand.

STATISTICS FOR DECISION MAKING

Course Code: 1104-R4CF	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Decision-making is one of the crucial components of manager's activities. Managerial statistics allows to understand the sample data, analyse it and draw conclusions. This course introduces statistical concepts and probability theory that are most widely used in business contexts. This course begins with basic descriptive statistics and progresses towards inferential statistics, design of experiments and regression analysis. Students will be taught to identify the right tools and techniques for the business situation at hand, summarize and display the data, compute the appropriate statistics, interpret and present the results for data-driven decision making. Throughout this course, emphasis would be on applying statistical concepts to real-world managerial problems. Students will be using software packages like MS Excel Analytics toolpak, and SPSS on the datasets to learn and apply the statistical concepts.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

CO1: Understand and appreciate the importance of statistics in managerial decision-making.

CO2: Explain various descriptive and inferential statistical tools and their applications in decision making.

CO3: Apply various descriptive and inferential statistical tools on real-world data for decision making.

CO4: Analyse, interpret, write inferences and present the results for making better managerial decisions.

Course Content

Chapter – 1 Introduction to Statistics and Descriptive Techniques

Introduction to Statistics – Statistical applications in business – Data – Elements, Variables, and Observations – Scales of Measurement – Categorical and Quantitative Data – Cross-Sectional and Time Series Data – Descriptive vs. inferential statistics.

Descriptive statistics: Tabular and Graphical displays – Summarizing Data for a Categorical Variable – Summarizing Data for a Quantitative Variable.

Descriptive statistics: Numerical measures – Measures of Location – Measures of Variability – Measures of Distribution Shape, Relative Location, and Detecting Outliers – Five-Number Summaries and Box Plots – Measures of Association Between Two Variables.

Chapter – 2 Probability and Probability Distributions

Introduction to probability – Random Experiments, Counting Rules, and Assigning Probabilities – Events and their Probabilities – Some Basic Relationships of Probability – Conditional Probability – Bayes' Theorem.

Probability distribution – Discrete Probability Distributions – Random Variables – Developing Discrete Probability Distributions – Expected Value and Variance – Binomial Probability Distribution – Poisson Probability Distribution – Hypergeometric distribution.

Continuous probability distribution – Uniform Probability Distribution – Normal Probability Distribution – Normal Approximation of Binomial Probabilities – Exponential Probability Distribution.

Chapter – 3 Estimation and Hypothesis testing

Sampling distribution – Selecting a sample – Point estimation – Sampling Distribution of x – Sampling Distribution of p – Properties of point estimation – Other sampling methods.

Interval estimation – Population Mean: σ Known – Population Mean: σ Unknown – Determining the Sample Size – Population Proportion – Determining the Sample Size.

Hypothesis testing – Developing Null and Alternate hypothesis – Type I and Type II Errors – Population Mean: σ Known – Population Mean: σ Unknown – Population Proportion – Hypothesis Testing and Decision Making

Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Known – Inferences About the Difference Between Two Population Means: σ_1 and σ_2 Unknown – Inferences About the Difference Between Two Population Means: Matched Samples – Inferences About the Difference Between Two Population Proportions – Inferences About a Population Variance – Inferences About Two Population Variances.

Experimental Design and Analysis of Variance - Analysis of Variance and the Completely Randomized Design - Multiple Comparison Procedures - Randomized Block Design - Factorial Experiment.

Chapter – 4 Correlation and Regression Analysis

Correlation – Types of correlation – Interpreting correlation coefficient.

Simple Linear Regression Model – Least Squares Method – Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Residual Analysis – Validating Model Assumptions, Outliers and Influential Observations.

Multiple Regression Model – Least Squares Method – Multiple Coefficient of Determination – Model Assumptions – Testing for Significance – Using the Estimated Regression Equation for Estimation and Prediction – Categorical Independent Variables – Residual Analysis

Chapter – 5 Nonparametric Statistics

Introduction to Nonparametric Statistics – Sign Test – Wilcoxon Signed-Rank Test – Mann-Whitney-Wilcoxon Test – Kruskal-Wallis Test – Rank Correlation.

Chi-Square tests – Chi-Square Test of Independence – Chi-Square Goodness-of-Fit Test.

Recommended Text Book:
David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran (2021). Statistics for Business and Economics, 13th Revised Edition, Cengage Learning

Reference Books:

Books

Richard I. Levin, David S. Rubin, Masood H. Siddiqui and Sanjay Rastogi (2017). Statistics for Management, 8e, Pearson India Education Services Pvt. Ltd.

Gerald Keller (2018). Statistics for Management and Economics, 11e, Cengage Learning.

Ken Black (2019). Business Statistics: For Contemporary Decision Making, 10e, Wiley.

James T. McClave, P. George Benson and Terry Sincich (2017). Statistics for Business and Economics, 13e, Pearson.

U Dinesh Kumar (2017). Business Analytics: The Science of Data - Driven Decision Making, 1e, Wiley India

S. Christian Albright and Wayne L. Winston (2020) Business Analytics: Data Analysis and Decision Making, 7e, Cengage Learning.

Massive Open Online Courses (MOOCS):

<https://nptel.ac.in/courses/110107114/>

<https://www.mooc-list.com/course/business-applications-hypothesis-testing-and-confidence-interval-estimation-coursera>

<https://www.edx.org/course/statistics-for-business-ii>

<https://www.edx.org/course/foundations-of-data-science>

Journals Relevant for this Course:

Journal of the American Statistical Association (JASA)

Journal of Business and Economic Statistics (JBES)

Applied Stochastic Models in Business and Industry (ASMBI)

Journal of Statistics and Data Science Education (JSDSE)

Journal of Statistical Planning and Inference (JSPI)

Websites of Interest:

<http://onlinestatbook.com/rvls/index.html>

<https://www.statisticshowto.com/>

<https://www.khanacademy.org/math/statistics-probability>

ADVANCED EXCEL FOR MANAGERS

Course Code: 1105-R4CD	Credits: 3
Batch: 2022-24	Term: I

Course Description:

Students will gain basic hands on experience using the integrated program of Microsoft Excel 2016. This course is designed to use the basic features of Excel. It helps to perform calculations, analysis and visualization of Data. This course addresses how to use basic and advanced Excel functions and create visual representations of data with charts and graphs. This also covers optimizing the worksheets using templates, summarizing and consolidating the data.

Course outcomes:

- CO 1: To understand the basic features of Excel, formatting, understanding cell references,
- CO 2: Writing formulas, apply the conditional formatting options, data validation, and consolidation, analyse the data and how to use the name ranges.
- CO 3: Demonstrate how to use the different function in various categories like, Mathematical, Logical, Text, Date and Time areas.
- CO 4: Ability to analyse the data using the options like pivot tables, and ability to work with charts, graphs and different objects

Content:

Unit 1: Introduction to Ms Excel

Tabs & Ribbons, Navigation Tips, Office Button & Save. Entering, Editing and Formatting Data – Entering Data, Fonts, Fills, and Alignment, Cut, Copy, and Paste, Paste Special, Undo and Redo, Moving, Finding, and Replacing a Value, Cell Styles. Formatting Numbers – Currency Format, Format Painter, Formatting Dates, Custom and Special Formats. Managing Worksheets – Naming, Moving, copying, hiding and deleting of Worksheet. Modifying Rows and Columns – Inserting and Deleting Columns and Rows, Inserting & Deleting Cells, Inserting Multiple Columns & Rows, Modifying Cell Width and Height, Hiding and Unhiding Rows and Columns. Printing – Page Orientation, Page Breaks, Print Area, margins, Print Titles, Headers & Footers. Saving a workbook.

Unit 2: Understanding Formulas

Introduction to a formula, Using Operations, Creating Formulas, AutoSum, Common Formulas, searching for Formulas, Copying Formulas, Using Relative and Absolute References. AutoFill and Custom Lists - AutoFill a Series, AutoFill Non-Adjacent Cells, AutoFill on Multiple Sheets, Creating Custom Lists, Series Formatting. Conditional Formatting – Highlight Cells Rules, Top/Bottom Rules, Data Bars, colour Scales, Custom Formatting Rule. Tables - Insert a Table and Style Options, Add Rows and Columns, perform a Function in a Table. Formatting Charts - Chart Styles, Chart Layouts, Add Labels, Axis Options, Chart Title, Legends, Data Labels.

Unit 3: Data Tools

Data Validation, Drop-Down Lists, Removing Duplicates, Text to Columns, What-if Analysis, Goal Seek, Data Analysis. Referencing Formulas - Multiple Sheet References, Consolidating Data - With or Without Links, Trace the Precedents and Dependents. Ranges and Dates - Cell Names, Named Ranges, Formulas with Cell Names, Date Formulas, Lookups – VLOOKUP and HLOOKUP with exact match, Conditional Logic – IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF & SUMIFS, AVERAGEIF & AVERAGEIFS, COUNTF & COUNTIFS. Text Formulas – Case Formulas, Fix Number Fields, Trim Spaces, Substitute Text.

Unit 4: Sort, Filter, and Subtotal

Group & Ungroup, Sort Data, Sort Multiple Levels, Filter Data, Advanced Filter, Conditional Sorting and Filtering, sorting with Custom Lists, Subtotals, Pivot Tables - Creating PivotTables, Choosing Fields, Pivot Table Layout, Filtering Pivot Tables, Modifying Pivot Table Data, Pivot Charts. Collaboration - Inserting Hyperlinks, sharing a Workbook, Track Changes,

Accept/Reject Changes. Protecting Data - Workbook Passwords, Protecting Workbooks, Unlocking Cells. Macros, Types of Macros, VBA and VBA Macros.

Unit 5: IT Lab: Students has to download data sets from different sources and perform the following:

- Data Analysis
- Graphical Representation of Data
- Creating the Dashboards

Recommended Text:

1. Curtis D Fyre - Microsoft Excel 2016 - Step by Step, Microsoft, PHI Publications, 2017.

Reference Books:

- Excel 2016 Bible, by John Walkenbach.
- Excel 2016 for Dummies, by Greg Harvey.
- Excel: Quick Start Guide from Beginner to Expert, by William Fischer.
- Excel 2016 from Scratch, by Peter Kalmstrom.
- Wayne L Winston, Microsoft Excel 2016—Data Analysis and Business Modeling, Microsoft, PHI Publications, 2017.
- Bernd Held, Theodor Richardson, Excel Functions and Formulas, 3rd Edition, BPB Publications.

II TERM THEMATIC: CORPORATE INTRINSIC

Term - II Term Thematic: Corporate Intrinsic			
Sl.No	Code. No	Subject Name	Credits
1	1201-R4CD	R & Python for Analytics	3
2	1202-R4CD	Visual Analytics Using Tableau	3
3	1203-R4CF	Corporate Finance	3
4	1204-R4CD	Operations Research	3
5	1205-R4CG	Managerial Communication - I	3
Managerial Competency Development:			
6	1206-R4CG	Book Review Session	1
7	1207-R4CG	Social Project	1
8	1208-R4CG	Term End Viva - II	1
Total Credits			18

R & PYTHON FOR ANALYTICS

Course Code: 1201-R4CA	Credits: 3
Batch: 2022-24	Term: II

Description of the course

Introduction to programming basics (what it is and how it works), binary computation, problem-solving methods and algorithm development. Includes procedural and data abstractions, program design, debugging, testing, and documentation. Covers data types, control structures, functions, parameter passing, library functions, arrays, inheritance and object oriented design. Laboratory exercises in Python..

Course Outcomes:

- CO1: To acquire programming skills and Object Oriented skills in core Python
- CO2: Apply various data types and control structure. Understand class inheritance and polymorphism.
- CO3: To develop the skill of designing Graphical user Interfaces in Python. To develop the ability to write database applications in Python.
- CO4: Explain critical R programming concepts, Demonstrate how to install and configure RStudio, Apply OOP concepts in R programming, Explain the use of data structure and loop functions

Syllabus:

Unit 1: Introduction to Programming in Python: Introduction to Python? Features of Python, Python environment set up: Installing Python, Running Python, Python Documentation, Structure of a Python Program Basics of Programming in Python: Input statement, output statement, variables, operators, numbers, Literals, strings, lists and tuples, dictionaries..

Unit 2: Conditionals and Loops: if statement, else Statement, elif Statement, while Statement, for Statement break Statement, continue Statement, pass Statement. Functions: Built-in Functions, User defined functions: Defining a Function, Calling a Function, Various Function Arguments..

Unit 3: Files, Modules and Introduction to Advanced Python. Files: File Objects, File Built-in Methods, File Built-in Attributes, Standard Files, Command-line Arguments Modules: Modules and Files, Namespaces, Importing Modules, Importing Module Attributes, Module Built-in Functions, Packages. Introduction to Advanced Python: Classes and objects declaration, Inheritance, Regular Expressions.

Unit 4: Data Visualization: What is Data Visualization, Data Visualization in Python, Python Packages, Creating packages, Importing packages, Numpy, Pandas, Matplotlib and Seaborn, Line Charts, Bar Graphs, scatter diagrams, Box Plots, Histograms, Pie charts, Heat Maps,

Unit 5: Exploring R Language, Setting Up R Environment with RStudio, Implementing Expressions, Essentials Data Structure in R, Implementing Strings in R, Performing Statistics with R, Visualizing and Analysing Data in R.

Text Books:

A Text Book on Python Programming, Ms. M. Leelavathi Dr. V. Kavitha Dr. A. Syed Musthafa, Notion Press, 1st Edition 2022.

Cotton, R., Learning R: a step by step function guide to data analysis. 1st edition. O'reilly Media Inc

SUGGESTED READINGS

1. Computer Science With Python Textbook And Practical Book , Sumita Arora, Dhanpat Rai & Co, 2021.
2. Learning with Python, Allen Downey, Dreamtech Press, 2015

WEB RESOURCES:

- <https://learnpython.org/>
- <https://jrnold.github.io/r4ds-exercise-solutions/index.html>
- <https://www.r-project.org/>
- <https://cran.r-project.org/>

DATA VISUALIZATION USING TABLEAU AND POWER BI

Course Code: 1202-R4CD	Credits: 3
Batch: 2022-24	Term: II

Course Description:

This course is intended to provide latest business intelligence (BI) and data visualisation tools that enables quickly develop stunning interactive dashboards that bring data to life, and enable us to monitor business on every day. In this course student will learn Tableau and Power BI.

Course outcomes:

After successful completion of this course student will be able to

CO 1: Understanding the concepts of visualization and introduction to Tableau.

CO 2: Creating different visualizations, dashboard and storytelling using Tableau

CO 3: Applying various data visualization tools using Power BI

CO 4: Creating queries, power pivot, dashboards, DAX using Power BI. Content:

Unit 1: Introduction to Business Analytics

An historical prospective on visual analytics, Application of visual analytics, the visual analytics process, building blocks of visual analytics research. Tableau – Introduction, environment setup, get started, navigation, design flow, file types, data types, show me, data terminology. Tableau data sources – custom data view, extracting data data, fields operations, data joining, data blending. Tableau worksheets – add worksheets, rename, save and delete worksheets, reorder worksheets. Tableau – operators, functions, numeric calculations, string calculations, date calculations, table calculations, sorting, basic filters, quick filters, condition filters.

Unit 2: Tableau charts

Bar chart, line chart, pie chart, crosstab, scatter plot, bubble chart, bullet graph, box plot, tree map, bump chart, Gantt chart, histogram, motion charts, waterfall charts, dashboards, formatting, forecasting, trend lines. Story Telling

Unit 3: Power BI

Introduction, Data Visualization, Reporting, Business Intelligence(BI), Traditional BI, Self-Serviced BI, Cloud Based BI, On Premise BI, Power BI Products, Power BI Desktop (Power Query, Power Pivot, Power View), Flow of Work in Power BI Desktop, Power BI Report Server, Power BI Service, Power BI Mobile, Flow of Work in Power BI / Power BI Architecture, A Brief History of Power BI, Power BI Desktop Installation, Building Blocks of Power BI, Power BI Desktop User Interface, Fields Pane, Visualizations pane, Ribbon, Views, Pages Tab, Canvas, Overview of Power Query / Query Editor – Extract, Transform & Load Data, Connecting to Data Sources, Establish connection to the Excel source, Importing Data into Power BI or Query Editor, Transforming the Data using Power Query, Model the Data using Power Pivot – Relationship View, Creating New Measures and New Columns using DAX – Data View, Visualizing the Data using Power View and Power Maps – Report View, Saving and Publishing the Visuals or Reports, Logon to Power BI Service, View the Reports in PBI Service and Share the reports

Unit – IV: Power Query: Data Transformation

Benefits of Data Transformation, Shape or Transform Data using Power Query, Overview of Power Query / Query Editor, Query Editor User Interface, The Ribbon (Home, Transform, Add Column, View Tabs), The Queries Pane, The Data View / Results Pane, The Query Settings Pane, Formula Bar, Advanced Editor – Complete ETL Code, Saving Your Work – Applying ETL Changes – Loading into Power Pivot Model, Power Query Conceptually, Datatypes and Filters in Power Query, Inbuilt Column Transformations, In built Row Transformations, Combine queries, Append queries, Merge queries.

Unit – V: Power Pivot, Enhancing the data model

DAX, DAX Functions Categories, Report View / Power View, Filters in Power View, Hierarchies and Drill-Down Reports, Power BI Visualizations, Visuals for Filtering, Dashboards Development, Visual Analytics & Industry practices.

Recommended Text:

Text Book:

Daniel G. Murrey (2018) – Tableau Your Data – 2nd Edition – Wiley

Mastering Microsoft Power BI. Expert techniques for effective data analytics and business intelligence

Additional Reading:

1. David Baldwin (2016) - Mastering Tableau 2nd Edition, Packt Publications
2. Ashley, Ohman & MattFlyod (2015) Creating Data Stories With Tableau Public Packet publications
3. Ben Jones (2014) - Communication data with Tableau 2nd edition, O'Reilly
4. Microsoft Power BI Quick Start Guide: Build dashboards and visualizations to make your data come to life

CORPORATE FINANCE – I

Course Code: 1203-R4CF	Credits: 3
Batch: 2022-24	Term: II

Course Description:

Every decision made in a business has financial implications, and any decision that involves the use of money is a corporate financial decision. Corporate finance is the division of finance that deals with how business entities such as companies deal with investment decisions, financing decisions and dividend decisions. It is primarily concerned with maximizing shareholder wealth through long and short-term financial planning and the implementation of various financial strategies. It also involves managing the required finances and its sources. This course presents the foundations of finance with an emphasis on applications vital for corporate managers. Besides, this course also lays the foundation, which serves as a building block, for participants who want to make a career in financial services and investment banking or equity analysis. At the end of the course the student should be familiar with the theory, tools and techniques necessary for efficient management and utilization of financial resources.

Course Outcomes (COs)

On successful completion of the course students should be able to:

CO1 – Explain and outline the major concepts of investment, financing and dividend decisions.

CO2 – Understand and evaluate the inter-relationship between investment, financing and dividend decisions.

CO3 – Choose and apply the appropriate corporate finance concepts, principles and theories for making financial decisions.

CO4 – Develop strategies to measure and manage the working capital needs.

Course Content /Syllabus:

Unit – I: Introduction to Corporate Finance and Time Value of Money

Objectives of the firm – Profit Maximization vs. Wealth Maximization – Agency Problem -Overview of investment and financing decisions – Overview of Long-Term and Short-Term Financial Decisions – Introduction to Time Value of Money – Nature of Cash Flows – Annuities – Present and Future Value Computation – Discounting and Compounding – Introduction to Cost of Capital and Return on Investment – Basics of Valuation – Earnings Per Share (EPS).

Unit – II: Capital Investment Decisions

Long-Term Assets vs. Short-Term Assets – Profits vs. Cash Flows – Non-Cash Expenses (Depreciation) – Types of Capital Investment Decisions – New Asset Purchase vs. Replacement Decision – Mutually Exclusive Decisions – Capital Rationing Decisions – Methods of Capital Budgeting – Pay Back Method – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index.

Unit III: Financing Decisions and Dividend Decisions

Sources of Finance – Debt vs. Equity – Benefits and Issues in Using Debt – Leverage – Operating Leverage and Financial Leverage – Capital Structure Theories – Introduction to Weighted Average Cost of Capital (WACC) –

Introduction to Dividend Decisions – Types of Dividends – Stock Dividends vs. Cash Dividends – Share Repurchase – Stock Splits vs. Reverse Stock Splits – Introduction to Dividend Theories – Signalling Theory.

Unit – IV: Short-Term Financial Planning

Concept of Working Capital – Positive Working Capital vs. Negative Working Capital – Forecasting Short-Term Financing Needs – The Matching Principle – Sources of Short-Term Finance – Trade Credit vs. Bank Credit – Accruals – Deferred Incomes – Commercial Papers – Corporate Deposits – Liquidity vs. Profitability – Operating Cycle vs. Cash Cycle.

Unit -V: Inventory, Receivables, Payables and Cash Management

Benefits and Costs of Holding Inventory – ABC Analysis – EOQ – FIFO vs. LIFO – Credit Policy – Speeding Up Cash Collection from Receivables – Invoice Discounting – Trade Credit Policy – Motivation to Hold Cash – Cash Management Techniques.

Recommended Text Book:

IM Pandey Financial Management, Vikas Publishing House, 2011

Reference Books:

7. Khan & Jain, Financial Management –Text & Cases, TMH Private Ltd, New Delhi
8. Brigham, E. F and Huston J. F. Fundamentals of Financial Management, Concise 7th edition, South Western, 2011.
9. Brealey, R., Myers, S.,and Allen, F., Principles of Corporate Finance, McGraw-Hill, 10th edition, 2011

OPERATIONS RESEARCH

Course Code: 1204-R4CD	Credits: 3
Batch: 2022-24	Term: I0049

Course Description:

Decision-making is a fundamental part of the management process and it pervades the activities of every business manager. In fact it is the manager's competence as a decision-maker that enables us to distinguish a good manager and a bad one. Modern management is adopting and applying quantitative techniques to aid the process of decision-making in ever increasing measure. This is due to the fact that an intelligent application of the appropriate tools can reduce an otherwise unwieldy and complex problems to one of the manageable dimensions. This course introduces student to the fundamentals of Operations Research Models including linear programming and applications. Students will learn how to construct models appropriate to particular applications, develop optimal solutions, understand the theory behind solutions and translate solutions into directives for decision making.

Course Outcomes (Cos):

On successful completion of the course students should be able to:

- CO1: Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained
- CO2: Determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible and optimal solution of the Transportation problems
- CO3: Model competitive real-world phenomena using concepts from game theory. Analyse pure and mixed strategy games
- CO4: Formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems

Course Content /Syllabus:

UNIT I : INTRODUCTION TO OR & LPP: Decision making and quantitative techniques, Origin and scope of Operations Research, Methodology of Operations Research, introduction to Linear Programming Problem (LPP), General statement of LPP, Assumptions underlying LPP, Formulation of LPP, Solution to LPPs – Graphical method, Simplex method, LPP using Integer Programming Duality and Sensitivity Analysis.

UNIT II : TRANSPORTATION PROBLEM & ASSIGNMENT PROBLEM: Introduction to TP, Formulation of TP, Obtaining Initial Basic Feasible Solution to Transportation problem- North West Corner rule, Least Cost method, and Vogel's approximation method. Obtaining optimum solution by MODI method. Travelling Salesmen Problem, Introduction to Assignment Problem, Formulation of Assignment problem and solving it by Hungarian method.

UNIT III : THEORY OF GAMES: Introduction, Game Models, Two Person Zero Sum game and their solution, Principle of Maxima and Minima, Saddle point, Dominance Rule, Solution of $2 \times n$, $m \times 2$ games by graphical method.

UNIT IV: DECISION THEORY: Decision-making environments: different decision environments, One Stage Decision-making Problems, Multi stage Decision making Problems - Uses of Decision tree, utility as base for decision making.

UNIT V PERT & CPM: Introduction, PERT/CPM Networks, Construction of a network diagram, Critical path method, Project Evaluation and Review Technique, Difference between PERT & CPM

Recommended Text Book:

Quantitative Techniques in management - N.D.Vohra, TATA McGrawHill publications.

Reference Books:

Quantitative Techniques -Theory and Problems, TulsianPandey, Pearson publications.

Operation Research, S.D. Sharma, Kedarnath-Ramnath Publication.

Operations Research, J.K.Sharma

MANAGERIAL COMMUNICATION - I

Course Code: 1205 – R4CG	Credits: 2
Batch: 2022-24	Term: II

Course Description:

Communication occupies a pivotal role in the success of organisational endeavours. It is the fundamental building block of meaningful strategies, inspires people through vibrant vision and mission statements and strengthens relationships through a synergistic blend of people and technological aids. It is imperative for students of management to learn to communicate effectively and meaningfully. The course intends to develop a holistic personality in the process of learning to communicate effectively. Communication today is not merely the ability to speak effectively in a language of choice, rather it requires one to master the art of creatively driving business results through impactful presentations and discussions through self-confidence and poise.

Course Outcomes (COs):

On completion of the course, students should be able to:

1. Explore the significance of business communication in today's corporate workplace and Exhibit the various business communication environments for students to excel.
2. Explain the importance of Language Skills and other essential tools for effective business communication: LSRW skills would build good workplace relationships.
3. Develop proper letter and email writing skills with appropriate writing hacks.
4. Identify the opportunities and challenges in the corporate environment, and illustrate the practices in managerial communication that are in vogue.

Course Content /Syllabus:

Unit 1 - Introduction to Business Environment and Communication

Business Communication Vs General Communication - Features of Business Communication - Importance of Business Communication – Flow of Communication within an organisation - Barriers in Business Communication - Employers of today - Expectations of Employers- Being valuable to Prospective Employers – Impact of Technology on Communication.

Unit 2 - Receptive Skills

Listening – Hearing vs Listening – Types and Process of Listening – Active vs Passive Listening – Developing Listening Skills Speaking – Conversational Skill – Extempore Speaking session – Perception and Conception - Principles of Communication (7Cs and 4Ss) – Non-Verbal Communication – Importance of Non-Verbal Communication

Unit 3 - Productive Skills

Reading – Types of Reading - Importance of Reading – Skimming and Scanning – SQ3R

Unit 4 - Letter Writing and Email Etiquette

Letter Writing – Formal Vs Informal Letter - Introduction to Emails – Email writing –Function of Email writing – Common Email Pitfalls – guiding principles for composition-maintaining standard Email etiquettes.

Unit 5 - Corporate Interview and Resume Writing

Students have to contact a corporate manager and conduct an interview with him/her based on the suggestions received in class.

Resume Writing – Resume Writing Tips - Resume and CV

Recommended Text book: *Business Communication, Connecting at Work, Mukerjee H.S 2013 B Oxford University Press*

Additional Reading:

1. Communication Skills, Sanjay Kumar & Pushpa Latha 2015 Oxford University Press.
2. Laurie Mullins 'Management and Organizational Behaviour', Seventh/Tenth Edition, Pearson Publication, Fifth Impression 2013

3. Koontz Wehrich 'Essentials of Management' Ninth Edition. Mc Graw Hill

Suggested readings (add/ remove as necessary)

Business Communication, Sethi & Adhikari , 2011, Tata McGraw Hill Education Private limited

TERM - III TERM THEMATIC: CORPORATE INTEGRAL

Term - III Term Thematic: Corporate Integral			
Sl.No	Code. No	Subject Name	Credits
1	1301-R4CD	HR Analytics	3
2	1302-R4CA	Financial Analytics	3
3	1303-R4CD	Operations Management	3
4	1304-R4CD	Research Methodology	3
5	1305-R4CG	Managerial Communication - II	3
		Managerial Competency Development:	
6	1306-R4CG	Industry Review Session	1
7	1307-R4CG	Term End Viva - III	2
Total Credits			18

HR ANALYTICS

COURSE CODE : 1301-R4CD	CREDITS: 3
BATCH: 2021-23	TERM:IV

Course Description:

"People are definitely a company's greatest asset. A company is only as good as the people it keeps", says successful American businesswoman Mary Kay Ash. This course is designed to make the students understand the importance of data-driven approach to managing the people at work. Students will be exposed to how data and sophisticated analysis can be used to take people-related decisions in recruitment, engagement, training, performance evaluation, and retention. The course is designed in such a way that the learners get hands-on experience.

Course Outcome

On successful completion of the course students should be able to:

CO1: Understand the importance of HRM and data-driven approach to managing people at work.

CO2: Identify the right metrics to measure and track different HRM functions.

CO3: Apply the right analytics algorithm on the metrics and derive insights.

CO4: Build advanced predictive analytics models that enable the HR professional to position as a strategic partner in company's talent management decisions.

Course Content

Unit – I: Introduction to Human Resource Management

Human Resource Management – Importance of HRM – Changing work force and Demographic trends – Evolution of HRM. HR and the Internationalization of the Business – Staffing the Global Organization – Training and Maintaining Expatriate Employees.

Unit – II: HR Functions and Metrics

HR Functions – Building HR Functions Metrics – HR Efficiency, Effectiveness and Value/Impact Measures – Workforce Planning Metrics – Recruitment Metrics – Training & Development Metrics – Succession Planning metrics – Compensation & Benefits Metrics – Employee Relations & Retention Metrics.

Unit – III: Workforce Diversity & Employee Engagement Analytics

Fundamentals of HR Analytics – HR/Workforce/People Analytics – HR Analytics Continuum – Equality, Diversity & Inclusion – Approaches to Measure and Manage Diversity & Inclusion – Predict Diversity Variation across Teams – Testing the Impact of Diversity.

Employee Engagement – Measuring Employee Engagement – Individual Level Engagement – Group Level Engagement – Predicting Engagement – Employee happiness index.

Unit – IV: Talent acquisition and Talent Development Analytics

Employee life time value (ELTV) – Reliability and Validity of Selection Methods – Human Bias in Recruitment & Selection – Validating Selection Techniques as Predictors of Performance – Predicting Performance from Selection Data – Employee Value Proposition.

Data Analytics in Training & Development – Learning Analytics in the context of T&D – Modeling the Potential Impact of Training Programme.

Unit –V : HR Analytics Business applications

Individual Activity

Activity – 1 Based on the web research identify 5 case studies/real world examples that highlight the successful adoption of HR Analytics in to business. Identify the common characteristics of such companies/organizations.

Activity – 2 Create a LinkedIn account and connect with at least 10 HR Analytics professionals who are associated with the companies/organizations identified in activity 1. List down their skills/core competencies. Interact with them and look for potential collaboration for a project/internship etc.,

Activity – 3 Visit job portals like naukri.com/freshersworld.com/linkedin.com/indeed.com etc., and collect 10 different job descriptions and required skill set for HR Analyst/Human Resource Analyst/People Advisor Analyst etc., Compare them and prepare a list of key responsibilities and key skill sets. How HR Managers are using Analytics in their organization? What kind of software they use, who are the vendors, etc.?

Group Activity

Activity – 1 Build an analytics model to review resume using text mining.

Activity – 2 Build an analytics model using recommendation system for recruitment and selection.

Activity – 3 Build an analytics model to evaluate employee reviews using sentiment analysis.

References:

1. Jonathan Ferrar and David Green (2021). *Excellence in People Analytics: How to use workforce data to create business value*. Kogan Page Limited.
2. Fermin Diez, Mark Bussin and Venessa Lee (2020). *Fundamentals of HR Analytics: A Manual on Becoming HR Analytical*. First Edition. Emerald Publishing Limited.
3. Talya Bauer, Berrin Erdogan, David Caughlin, and Donald Truxillo (2020). *Human Resource Management: People, Data, and Analytics*. SAGE Publications, Inc.
4. Martin R. Edwards and Kirsten Edwards (2016). *Predictive HR analytics: Mastering the HR metric*. Kogan Page.
5. Bharti Motwani (2021). *HR Analytics: Practical Approach Using Python*, Wiley India
6. Ramesh Soundararajan and Kuldeep Singh (2016). *Winning on HR Analytics: Leveraging Data for Competitive Advantage*. Sage
7. Indranil Gupta (2020). *User Guide: HR Metrics & Analytics*. Meritt Publishers.
8. Mike West (2019). *People Analytics for Dummies*. John Wiley & Sons, Inc.
9. Jean Paul Isson and Jesse S. Harriott (2016). *People analytics in the era of big data: Changing the way you attract, acquire, develop, and retain talent*. John Wiley & Sons, Inc.
10. Gene Pease, Boyce Byerly, and Jac Fitz-enz (2013). *Human capital analytics: How to harness the potential of your organization's greatest asset*. John Wiley & Sons, Inc.
11. Jac Fitz-enz (2010). *The new HR analytics: Predicting the economic value of your company's human capital investments*. AMACOM Books.

FINANCIAL ANALYTICS

COURSE CODE : 1302-R4CA	CREDITS: 3
BATCH: 2022-24	TERM: III

COURSE DESCRIPTION

In this course, we will introduce a number of financial analytic techniques. You will learn why, when, and how to apply financial analytics in real-world situations. We will explore techniques to analyze time series data and how to evaluate the risk-reward trade off expounded in modern portfolio theory. While most of the focus will be on the prices, returns, and risks of corporate stocks, the analytical techniques can be leveraged in other domains. Finally, a short introduction to algorithmic trading concludes the course.

COURSE CONTENT (SYLLABUS)

UNIT I - Introduction to Financial Analytics

Introduction to financial analytics - importance of financial analytics - features of financial analytics - financial analytics and data analysis - application of financial analytics - corporate and investment financial analytics - financial analytics and current financial challenges: i.e. Fraud - risk - profitability - portfolio management. Data collection from various financial resources (yahoo finance, quandl, intrinio). Identifying and managing missing data and outliers.

UNIT II - Introduction to Financial Analytics and Time Series Data

Algorithmic trading financial data and their properties: asset returns - bond yields and prices - r packages and demonstrations - the quantmod package - examples of financial data - distributional properties of returns - risk - implied volatility.

UNIT III - Performance Measures and Holt-winters Model

Analytical methods to analyze time series data, forecasting models and support decision-making. Analysis of financial data that is usually presented as time series data. Topics include forecasting performance measures, moving average, exponential smoothing methods, and the holt-winters method.

UNIT IV - Prediction using Fundamentals and Derivatives

Reformatting income statement growth figures - obtaining price statistics - combining the income statement with price statistics - prediction using classification trees and recursive partitioning - comparing prediction rates among classifiers. Forward - futures - options - binomial model for options - applying computational finance - risk-neutral pricing and no arbitrage - high risk-free rate environment - convergence of binomial model for option data - put-call parity - from binomial to log-normal.

UNIT V- Markowitz Mean-variance Optimization and Intro to Algorithmic Trading/ High Frequency Financial Data

Markowitz mean-variance optimization, understand about risk and returns, how to balance them, and how to evaluate an investment portfolio. Algorithmic trading/ high frequency financial data

Course Outcomes (COS)

- CO 1 understanding about financial analytics, definition and specific application in finance.
- CO 2 calculate the performance measures and volatility
- CO 3 analyse forecasting performance measures and derivative products.
- CO 4 calculate basic measurements of markowitz mean-variance optimization theory and algorithmic trading.

Program Specific Outcomes (PSOs)

To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

PSO1 build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions.

PSO2 provide students with leading-edge analytical skills in various functional areas of business.

PSO3 to gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

Essential & suggested readings/ references

Essential readings (add/ remove as necessary)

1. An introduction to analysis of financial data with R, Ruey S. Tsay, John Wiley & Sons, Inc. 2013
2. Financial Analytics with R building a laptop laboratory for Data Science, Mark J. Bennett and Dirk I. Hugen, Cambridge University Press. 2016

Suggested Readings (add/ remove as necessary)

1. Hyndman, r. J., & Athanasopoulos, G. (2019). Forecasting: Principles and Practice. Otexts. Chapters 3.2, 3.3, & 8.3
2. Basic R for Finance, Diethelmwürtz, Rmetrics Association & Finance Online

Massive open online courses (moocs) (add/ remove as necessary)

1. [Https://in.coursera.org/learn/applying-data-analytics-business-in-finance#syllabus](https://in.coursera.org/learn/applying-data-analytics-business-in-finance#syllabus)

OPERATIONS MANAGEMENT

Course Code: 1303-R4CD	Credits: 3
Batch: 2022-24	Term: III

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of Operations. This course develops a thorough understanding of Strategic and Operational decisions involved in understanding and fulfilling the needs of a customer by providing value added products / services. The course focuses on the basic concepts, issues, and techniques adopted worldwide for efficient and effective operations. The topics include operations strategy, facility planning and layout, aggregate production planning, production control, maintenance management, quality control and inventory.

Besides, this course also lays the foundation as a pre-requisite for other subjects (core as well as specialization in operations) offered in subsequent terms

Course Outcomes:

On successful completion of the course students should be able to:

- CO1: Identify and integrate different components of operations management in manufacturing / service organizations.
- CO2: Differentiate between various facilities used for diversified operations.
- CO3: Implement technologies for product – process mix.
- CO4: Evaluate time & cost related operational activities quantitatively.

Content:

Unit I: Introduction to OM

Introduction, Definition, Objectives and Functions of OM, Manufacturing and Service Sector Trends in India, Services as a part of OM, Operations as a key functional area, OM – a systems perspective, Challenges in OM, Operations strategy, Measures for Operational Excellence, Options for Strategic Decisions.

Unit II: Operations and the Value Chain (Location, Layout and sourcing)

Facility Location: Globalization of Operations, Factors affecting Location, Concepts/overview of Location planning methods. Layout planning, Types of layouts. Sourcing: Strategic Sourcing, Procurement Process, Developing Reliable Vendors, The Make-or-Buy Decision, Concept of E-Procurement.

Unit III: Planning, Control and Scheduling of Operations

Inventory Planning & Control: Types of inventory, Inventory costs, Economic Order Quantity (EOQ), Inventory control systems, Selective control of inventory. Production Planning & Control: Functions of Production Planning and Control (PPC). Operations Planning: Aggregate Production Planning (POP), Master Production Scheduling (MPS). Resources Planning: Capacity Planning, Materials Requirement Planning (MRP), Manufacturing Resources Planning (MRP II), Concept of Bill of Material (BOM), Distribution Requirement Planning (DRP). Operations Scheduling: The Scheduling Context, Scheduling of flow shops, Scheduling on job shops.

Unit IV: Designing Operations & Quality

Design of Manufacturing Process: Determinants of Process Characteristics in Operations, Types of Processes & Operations Systems, The Process-Product Matrix. Operations Quality Management: Nature of Quality- Dimensions of Quality, Determinants of Quality, Costs of Quality, Concept of quality in a manufacturing unit – Process control, Product control.

Unit V: Practical Orientation

Several cities have now chain stores that sell a variety of goods. These chain stores may be like Bajaj Electronics (selling household appliances and white goods), Garment Retail Outlets (such as Raymonds, Louis Philippe, and Arrow), Super

markets (such as Spencer's, Reliance Fresh, Food World, D Mart and Big Bazaar), high-end malls (such as Shoppers Stop, Central and Life Style) and eating outlets (such as Barbeque Nation, Paradise Restaurant, Chutneys, Gufaa, and Olive).

Select two (should be combination of two: garment retail outlet + super market) such categories of chain stores for the study. Visit the chosen chain stores, interview the operations manager and the owner of the franchisee and elicit information on the various factors that are important for choosing an appropriate site for locating their retail outlet. For the important factors identified, obtain the relative importance of the factors as perceived by them. Based on this exercise prepare a final report that covers the following aspects of the location decision making framework

What are the important factors that drive the choice of location in each of the two examples that you have studied? How important are they to these examples?

Are there significant differences between the importance of the factors in the two examples that you have studied? Explain why these differences occur?

If a new player wants to setup an operation in the same area as the one that you have looked at explain how you will advise the new player on its choice of an appropriate location for their operation.

A Retail Outlet and a Super Market

A High-end Mall and an Eating Outlet

A Hospital and an Electronic Outlet

A Bank and a Super Market

II. Visit Metro and IKEA outlets. Interact with the operations manager and answer the following questions:

- a. Prepare a report highlighting your understanding of the performance of the companies with respect to inventory planning & control.
- b. Which outlet is better in managing the inventory?
- c. What are your key inferences from this exercise?

Recommended Text:

B.Mahadevan. *Operations Management Theory & Practice*. New Delhi: Pearson, 2nd Edition.

Reference Books:

Norman Gaither, Greg Frazier. *Operations Management*. New Delhi: Cengage Learning, 2007, 9th Edition.

R.B.Chase, F.R.Jacobs, N.J.Aquilano, N.K.Agarwal. *Operations Management for competitive Advantage*. New Delhi: Tata McGraw Hill, 2006, 11th Edition.

James R.Evans, David A.Collier. *Operations Management Concepts, Techniques, and Applications*. New Delhi: Cengage Learning India Pvt. Ltd., 2007.

RESEARCH METHODOLOGY

Course Code: 1304-R4CD	Credits: 3
Batch: 2022-24	Term: III

Course Description:

The objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on Basic and Applied research, research designs Descriptive research, Exploratory research and Causal research designs, Questionnaire design, sampling techniques, Statistical tools for analysis, presenting findings and report writing. This course focuses on primary and secondary research methods with business applications.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand the utility and importance of business research methods.

CO2: Describe the various concepts of business research methods and types of research.

CO3: Apply various Quantitative and qualitative statistical tools by using SPSS in Business Research and present the findings.

CO4: Demonstrate problem solving skills and analytical skills in developing a research design and proposal for addressing a real time business problem.

Content:

Unit – 1 : Introduction to Business Research

Introduction – Definitions - Arbitrary Method vs. Scientific Method - Characteristics and Objectives of research - Research in Management, Applications – Types of Research – Fundamental Research – Applied Research - Exploratory – Quantitative, Qualitative, Mixed method and experimental designs.

Unit – 2 : Research Design – Problem Formulation, Research Design Types

Scales of measurement: Nominal, Ordinal, Interval, Ratio scales. Criteria for Good Measurement: Validity, Reliability, Sensitivity and Generalizability. Measurement scales: Single – Item scales, Multi – Item scales, Continuous Rating Scales. Factors in selecting an appropriate measurement scale. Questionnaire Design Process, Sampling and Sampling Distributions.

Unit – 3 : Sources and Collection of Data

Secondary Data Sources, classification of secondary data sources, road map to use secondary data, Benefits and limitations. Primary data and its collection procedures, experimentation, surveys, field work their advantages and limitations. Extracting data from social media platforms. Data preparation: Preliminary questionnaire screening, Editing, coding, Data entry & Data cleaning. Assumptions checking.

Unit – 4 : Analysis and interpretation of data

Statistical inference: Hypothesis Testing for Single Population, Two Populations, ANOVA, Chi-Square Test, Correlation and Simple Linear regression, Multiple Linear Regression Analysis – Factor Analysis. Introduction to Text-analysis and Social-media analysis. Non parametric test procedures. Overview of advanced statistical tools.

Unit – 5 : Presentation of results and Report writing

Presentation of results: Tabular, Graphical, and diagrammatic representation. Reporting of statistical tests. Report Writing: Organisation of the Written report, Report layout, Title page, Letter of Transmittal, Letter of Authorisation, Table of contents, Executive summary, Body, Appendix, and Bibliography.

Recommended Text:

Naval Bajpai (2016), Business Research Methods, 10th Edition, Pearson Education, New Delhi

Prahlad Mishra (2015), "Business Research Methods", Oxford University Press, New Delhi

MANAGERIAL COMMUNICATION – II

Course Code: 1305-R4CG	Credits: 3
Batch: 2022-24	Term: III

Course Description:

This course along with other courses of Managerial Communications, which will be offered in subsequent terms, aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal spoken and written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. This course intends the learners to aware about the cross-cultural communication differences across the globe. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation of resumes, and group discussions. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course outcomes:

On Successful completion of the course students should be able to

CO1: Understand the cross cultural communication differences across the global business context

CO2: Exhibit reflective thinking and persuasive speaking that emphasize exploration, comprehension & expressive inquiry.

CO3: Demonstrate the ability to perform formally in Group Discussion using effective non-verbal components and communication effectively along with their impactful resume.

CO4: Exhibit to write and prepare impactful blog and vlog

Course Content

Unit 1: Cross Cultural Communication (CCC)

Introduction – What is Culture – Communication across different Culture – Culture and

Writing skills -Culture and Non-Verbal Communication – Erin Mayer’s – 8 Scales of Cross

cultural communication.

Unit 2: Professional Presentations

Introduction – combating stage fright – preparing power point slides for presentation using different online sources CANVA – describing objects/situations and people – individual and group presentation – Visual Communication using different tools.

Unit 3: Jam & Public Speaking

Introduction- Just a minutes - choosing an appropriate pattern-selecting an appropriate method-art of persuasion – Making speeches interesting- Delivering different types of speeches.

Unit 4: Group Discussion and Resume

Introduction to GD- Definition-Difference between a GD and Debate-Number and Duration-Personality traits to be evaluated.

Introduction to Resume preparation – types of resume – important features of selling a resume.

Unit 5: Blog and Vlog

Introduction to Blog and Vlog – Writing Etiquettes for Blog - Speaking Etiquettes for Vlog – Publishing Vlog and Blog.

Recommended Text:

Latha, Pushpa & Kumar Sanjay (2015). *Communication Skills*, New Delhi: Oxford University Press.

Mukerjee, H S. (2016). *Business Communication: Connecting at Work*. New Delhi: Oxford University Press

Reference Books:

Sethi & Adhikari, (2011). *Business Communication*, New Delhi: Tata McGraw Hill Education Private limited.

TERM - IV TERM THEMATIC: CORPORATE ADEPT

Term - IV Term Thematic: Corporate Adept			
Sl.No	Code. No	Subject Name	Credits
1	2401-R4CG	Strategic Management	3
2	2402-R4CD	Predictive Analytics	3
3	2403-R4CD	Fraud and Risk Analytics	3
4	2404-R4CD	Product Analytics	3
5	2405-R4CD	Marketing Analytics	3
6	2406-R4CD	Supply Chain Analytics	3
7	2407-R4CG	Design Thinking	3
8	2408-R4CG	Managerial Communication - III	3
		Managerial Competency Development:	
9	2409-R4CG	Company Review Session	1
10	2410-R4CG	Industry Internship Project	5
11	2411-R4CG	Course of Independent Study/MOOC/Certificate Course	3
12	2412-R4CG	Term End Viva - IV	2
		Total Credits	35

STRATEGIC MANAGEMENT

Course Code: 2401-R4CG	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

Management decisions of long term significance are studied in the subject Strategic Management. It entails three ongoing processes: analysis, decisions and actions. Good strategy formulation and its execution are the most trustworthy signs of good management. Corporate world is in the process of transformation driven by management and technology. Strategic management takes a panoramic view of this changing corporate terrain and attempts to show large and small firms can be more effective and efficient not only today but in the future also.

Course Outcomes:

On successful completion of the course students should be able to:

CO1: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO2: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO3: Apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO4: Analyse real time company situations and developing Innovation thinking.

UNIT - I : Introduction

What is Strategic Management -Why it matters -Definition of Strategy – Strategic Planning Process- Mission, Business definition, Objectives

UNIT - II : Environmental Analysis

Environmental Analysis is important Constituents of Environment-The External Environment: Opportunities, threats, competition and Competitive Analysis. Internal Environment: Resources, Capabilities, Competencies and Competitive Advantage.

UNIT - III : Formulation of Strategic Actions

Corporate level Strategy, Levels of Diversification, Reasons for diversification, Business-level Strategies, Customer relationship with Business Level Strategies. Purpose of Business- Level Strategy.

UNIT - IV : Structure and Control with Organizations

Strategic Leadership concerns, Turnaround Management and Strategic Evaluation and Control.

UNIT -V: : Strategic Management in Practice

Strategic Management Practices at Corporate level selected industries.

Essential Readings:

1. Strategic Management: Hitt, Ireland, Hoskisson and Manikutty, 9th edition, Cengage Publication
2. Crafting and Designing Strategy: Thompson, Strickland, Gamble and Arun K. Jain : TMH
3. Essentials of Strategic Management: Martyn R Pitt and Dimitrios Koufopoulos, The South Asia edition published in- 2012 edition, Sage Publication, New Delhi.
4. Strategic Management by Professor Krishna Kumar study material and <https://www.in/prof-krishna-kumar-21771b75/?originalSubdomain=in>

PREDICTIVE ANALYTICS

COURSE CODE : 2402-R4CD	CREDITS: 3
BATCH: 2022-24	TERM:IV

COURSE DESCRIPTION

This course will introduce some of the most widely used predictive modelling techniques and their core principles. By taking this course, student will form a solid foundation of predictive analytics, which refers to tools and techniques for building statistical models to make predictions using data. This course unleashes the power of R as a statistical data analytics tool and introduces the student to the basic syntax and several predictive analytic tools. The expected prerequisites for this course include a prior working knowledge of Excel, introductory level algebra, and basic statistics. The use of analytics across industries for decision making, automation of business process, products and solution driven analytics makes it an essential skill for every student graduating from management discipline.

COURSE CONTENT (SYLLABUS)

Unit – I Data Cleaning & Data Visualization

Organizing and processing of data with R, Data Cleaning – Missing values, Outlier treatment, Pre-processing and cleaning.

Data visualization - Basic high-level plots, Modifications of scatter plots, Modifications of histograms, parallel box plots.

Unit II Regression Analysis

Application of Simple Linear and Multiple Linear Regression models, Method of least squares and its assumptions, Heteroscedasticity, Multicollinearity, Detection of Heteroscedasticity, detection of Multicollinearity and Consequences, remedial measures.

Unit III Qualitative response regression models

Linear Probability Model, Probit model, Logit model, Tobit model, Dummy vs. Proxy, Dummy variable techniques, ANOVA and ANCOVA models. Discriminant analysis.

Unit IV Decision trees

Introduction to Decision tree, Decision tree representation in R, Appropriate problems for decision tree learning, Basic decision tree learning algorithm, measuring features. Hypothesis space search in decision tree learning, why prefer short hypotheses, and issues in decision tree learning.

Unit – V Predictive Analytics in Practice

Business Applications of predictive analytics – Sales forecasting – Predicting customer churn – Manpower planning – employee turnover – bank loan defaults – service quality and manufacturing quality prediction.

COURSE OUTCOMES (COs)

By the end of this course, student will be able to:

CO1: Understand and appreciate the importance of predictive analytics in managerial decision-making.

CO2: Describe various predictive models and the existence of uncertainty in all estimates of the predictive models.

CO3: Apply various predictive models on data and can forecast future trends using R.

CO4: Identify appropriate predictive model for the data and also evaluate its precision.

TEACHING AND LEARNING ACTIVITIES

During this course, the student is exposed to the predictive analytics using R. Keeping this in mind, course design includes an appropriate mix of lectures, presentations, demonstrations, case discussions, hands-on exercises, group activities and assignments.

Essential readings:

1. Brett Lantz (2019). Machine Learning with R, 3e, Packt Publishing
2. Rob Kabacoff (2020). R in Action, 3e, Manning Publications
3. Karthik Ramasubramanian and Abhishek Singh (2019). Machine Learning Using R: With Time Series and Industry-Based Use Cases in R, 2e, Apress.
4. Hadley Wickham, Garrett Grolemund (2017). R for Data Science, O'Reilly Media, Inc.,
5. Richard Cotton (2013). Learning R Richard Cotton, O'Reilly Media, Inc.,
6. Subhashini Sharma Tripathi (2016). Learn Business Analytics in Six Steps Using SAS and R: A Practical, Step-by-Step Guide to Learning Business Analytics, Apress.
7. Umesh R. Hodeghatta Dr., Umesh Nayak (2017). Business Analytics Using R - A Practical Approach, Apress.
8. Knell, Robert J (2014). Introductory R: A Beginners Guide to Data Visualisation, Statistical Analysis and Programming in R, Publisher - Robert Knell, Hersham, Walton on Thames United Kingdom
9. Eric Mayor (2015). Learning Predictive Analytics with R Get to grips with key data visualization and predictive analytic skills using R, Packt Publishing.
10. Ajit C Tamhane (2020). Predictive Analytics: Parametric Models for Regression and Classification Using R, Wiley.

FRAUD AND RISK ANALYTICS

COURSE CODE : 2403-R4CD	CREDITS: 3
BATCH: 2021-23	TERM:IV

Course Description:

The explosion of data has raised the importance of Fraud and Risk systems. Detecting and learning fraud patterns from historical data and the use of descriptive analytics, predictive analytics.

Syllabus:

Unit - 1: The Schematics of Fraud and Fraud Analytics

How do we define Fraud Analytics, Mining the Field, Fraud Detection, Evolution of Fraud Analytics, Fraud Prevention and Detection in Fraud Analytics, The Analytical Process and the Fraud Analytical Approach.

Unit - II: Fraud Analytics versus Predictive Analytics

Overview of Fraud Analysis and Predictive Analysis, Comparing and Contrasting Methodologies, 13 Step Score Development versus Fraud Analysis, CRISP-DM versus Fraud Data Analysis, Conflicts within Methodologies.

Unit - III: CaseWare IDEA Data Analysis Software

Detecting Fraud with Idea, Fraud Analysis Points of Idea, Correlation, Trend Analysis and Time Series Analysis, Idea Purpose and Stages of using Idea

Unit - IV: Risk Analytics Landscape

Software and Solutions, Modeling, Deployment, Governance, Risks in Financial Institutions: Profiling what is ahead, External warning indicators, Operational concerns, Portfolio composition, Common Risk models and Analytics, Internal rating system

Unit - V: Understanding systems & Deployment

Risk data mart: Legacy system data – Overwrite mode, Record removal, Legal Priority; Enterprise Data Warehouse versus Specialized data mart, Deployment: Default and re-ageing, Through the Cycle(TTC) updating.

Risk Analytics:

From Concept to Deployment by Ng, Edward H K

Fraud Analytics:

Strategies and Methods for Detection and Prevention (Wiley Corporate F&A) by Delena D. Spann

PRODUCT ANALYTICS

COURSE CODE : 2404-R4CD	CREDITS: 3
BATCH: 2022-24	TERM:V

Course Description:

The course introduces Product Management function and the responsibilities of a Product Manager. The course takes through the complete Product Life Cycle and data driven decision that is taken along the way to reduce the risk and improve its performance and reach business goals.

Course Outcome

On successful completion of the course students should be able to:

- CO1. Understand Product Management function and responsibilities of a Product Manager.
- CO2. Identify data required and analysis to be done at different stages of Product Development.
- CO3. Measure the performance of Product features with experimentation and testing.
- CO4. Track product metrics and deduce actionable metrics to address the problem on-hand.

Course Content

Unit - I: Introduction to Product Analytics

Understanding the need for Product Management, Role of Product Management, Product life Cycle, Agile Methodologies, Product Manager Role & Responsibilities, Analytics Frameworks, Business Model Flip Book, New Product Failures - - Designing Failures, Pricing Failures, Messaging Failures.

Unit - II: Analytics for New Product Ideation

Traditional Approach versus Modern Approach, Big Data - external and internal, Text Analysis and Processing, Call Center Logs and Warranty Claims Analysis, Sentiment Analysis and Opinion Mining, Market Research: Competitive Assessment, Contextual Design.

Unit - III: Analytics for Product Development & Test

Product Design Optimization, Conjoint Analysis for Product Optimization: Conjoint Framework, Conjoint Design, Kansei Engineering for Product Optimization, Correspondence Analysis, Early Stage Pricing, Discrete Choice Analysis: Product Configurations versus Competitive Offerings, Market Segmentation, A/B Testing.

Unit - IV: Analytics for Product launch

Launch: Predicting versus Forecasting, Data Issues, Forecasting Methods: Naïve Methods, Sophisticated Methods, Forecast Error Analysis. Track: Business Intelligence versus Business Analytics, Tools to Build BI Dashboards and its Limits.

Unit - V: Analytics for Tracking Product

Key Metrics: Core Metrics, Leading versus Lagging Metrics. Transaction Analysis: Business Intelligence versus Business Analytics, Business Intelligence Dashboards, New Product Forecast Error Analysis, User Opinion Mining.

Reference:

Deep Data Analytics for New Product Development by Paczkowski, Walter R.

MARKETING ANALYTICS

COURSE CODE : 2405-R4CD	CREDITS: 3
BATCH: 2022-24	TERM:IV

Course Description:

The Marketing Analytics Course will essentially focus on the 4P- Marketing Mix concept, to help a Marketing Manager test an existing marketing strategy or help decide if and how to take new product to market. It later delves into Measuring and optimizing Retailing and advertising scenarios.

After completion of this course student will be able to

CO1: Understand and Discuss analytics to check if the product/service is addressing the needs and preferences of the market.

CO2: Understand and discuss analytics for New Product Introduction, forecasting Sales and consumer choices.

CO3: Identify various analytical concepts and Marketing Research tools that can be applied to various Marketing Scenarios.

CO4: Implement Analytical Techniques to measure and optimize Retailing and Advertising.

Syllabus:

Unit - 1: Consumer Analysis: Perceptual Mapping, Assessing Market Risk

Assessing product performance in primary target market, Evaluating Consumer needs, Consumer based Pricing, Brand Positioning by Perceptual Mapping: Multidimensional scaling and correspondence analysis, Latent Dimensions in consumer perceptions and market segmentation by Factor ANOVA and Cluster Analysis, Risk Assessment by Monte Carlo Simulation.

Unit - II: New Product Introduction: Logistics Regression & Forecast sales

Logistic Regression: Discussion on Multivariate logistic Regression and designing a new product according to customer preference, Using S-Curves to Forecast Sales of a New Product, The Bass Diffusion Model, Using the Copernican Principle to Predict Duration of Future Sales.

Unit - III: Consumer Choice: Conjoint Analysis and Structural Equation Modeling), RFM and CHAID

Conjoint Analysis: Products, Attributes and Levels, Full Profile Conjoint Analysis, Discrete Choice Analysis: Random Utility Theory, Dynamic Discrete Choice and Price Elasticity, SEM to find out Banking Customer Satisfaction, Reliability Analysis to measure customer satisfaction, RFM Analysis, CHAID Analysis to identify Brand Preference.

Unit - IV: Measuring & Optimizing Retailing

Market Basket Analysis and Lift: Computing Lift for Two Products and Three-Way Lifts, Using Lift to Optimize Store Layout; RFM Analysis and Optimizing Direct Mail Campaigns, Allocating Retail Space and Sales Resources, Forecasting Sales from Few Data Points.

Unit - V: Advertising

Measuring the Effectiveness of Advertising: The Adstock Model, Another Model for Estimating Ad Effectiveness, Optimizing Advertising, Media Selection Models: A Linear Media Allocation Model, Quality Discounts, A Monte Carlo Allocation Allocation Simulation, Profitability Model for PPC Advertising.

Reference:

Predictive Modelling for Strategic Marketing, by Purba H. Rao, PHI, New Delhi. Additional References: Marketing Research by Naresh Malhotra, Multivariate Data Analysis by Anderson, Sweeney, Tatham and Black.

SUPPLY CHAIN ANALYTICS

COURSE CODE : 2406-R4CD	CREDITS: 3
BATCH: 2022-24	TERM: IV

Course Description:

The course describes key drivers and metrics of Supply Chain Management. Analytical techniques to improve the Supply Chain performance is studied and how the insights are applied to improve its efficiency. Build advanced analytical models and deliver effective visualization product and comprehensive reports.

Course Outcome

On successful completion of the course students should be able to:

1. Understand and explain Supply Chain Management Phases, Its Drivers and Metrics.
2. Develop data driven rules to manage volatility and enhance supply chain visibility.
3. Forecast Demand and Optimize inventory flow of goods and services.
4. Planning, Optimizing and Monitoring Supply Chain activities.

Syllabus:

Unit - I: Basics of Supply Chain Management

Introduction and Importance of Supply Chain Management, Decision Phases in a Supply Chain, Overview of Advanced Planning systems, Supply Chain Drivers and Metrics - Financial Measures of Performance, Drivers of Supply Chain Performance.

Unit - II: Demand Forecasting

Role of Forecasting in Supply Chain, Characteristics of Forecast, Components of a Forecast and Forecasting Methods, Basic Approach to Demand Forecasting, Time-Series Forecasting Methods, Measures of Forecasting Error, The role of IT in Forecasting.

Unit - III: Inventory Planning & Analytics

The value and Impact of Inventory on Supply Chain, Role of Cycle Inventory in Supply Chain, Inventory Driving Financials: Estimating Cycle Inventory-Related Costs, Economies of Scale to Exploit Fixed Costs, Cycle Inventory Optimization, The Role of Safety Inventory in a Supply Chain, Determining the Appropriate Level of Safety Inventory, Multi-Echelon Inventory Optimization.

Unit - IV: Network Planning & Analytics

Introduction to Network Planning and its importance in Supply Chain, Network Optimization Problem, Uncertainty in Network Design, Network Design in Uncertain Environment and Flexibility, Evaluating Network Design using Decision Trees.

Unit - V: Aggregate Planning & Analytics

Role of Aggregate Planning in Supply Chain, Aggregate Planning Problem and Strategies, Aggregate Planning using Linear Programming. Sales and Operations Planning: Responding to Predictable Variability in the Supply Chain, Managing Supply and Demand.

Reference:

Supply Chain Planning and Analytics: The Right Product in the Right Place at the Right Time by Gerald Feigin

Supply Chain Management by Sunil Chopra (Author), Peter Meindl (Author), D.V. Kalra

DESIGN THINKING

Course Code: 2407-R4CG	CREDITS: 3
Batch: 2022-24	Term: IV

Course Description:

Design thinking is a systematic approach for solving business problems. The fact that this strategy begins and finishes with humans makes it special. To begin, design thinkers observe, interview, or just experience a situation. They then go on to better the human situation by solving difficulties for them.

Course Outcomes:

On successful completion of the course students should be able to:

CO 1: Describe new product development, discuss new product strategy, and examine the challenges in relation to the firm's business level strategy.

CO 2: Illustrate the design thinking process for solving business problem.

CO 3: Explain key design thinking tools for value creation and accelerating innovation.

CO 4: Analyze the design thinking and innovation practices in translating opportunities into action.

Unit – I : Introduction To Design Thinking

7 stages of thinking, Definition- Design Thinking, Critical thinking, Lean thinking, Lateral thinking, Design thinking, how design thinking works, Key tenets of design thinking.

Unit – II : New Product Strategy

Business Models for New Products, Managing product development, New product strategy, Product Architecture, Design for manufacturing and Prototyping, Developing Services, Building Markets, Demand creation for new products,

Unit – III : Design Thinking Process

Empathize- Learn from your audience about the real concern, Define- Focus on the most important problems to be solved, Ideate- Generate high volume of ideas, Prototype- Convert ideas into quick and dirty mock-ups, Test- Subject your prototypes to real-world validation

Unit – IV : Design Thinking Tools

Customer journey mapping, Value chain analysis, Mind mapping, Brainstorming, Rapid Concept Development, Prototyping

Unit – V : Design Thinking In Action

Design Thinking for New Products and for Emerging markets, Leveraging Design Thinking for Innovation (Examples and Stories) Designing User Experience, Strategies for learning from failure, Engineering reverse innovations

Recommended Text:

Change by Design by Tim Brown.

Karmic Design Thinking by Prof. BalaRamasundari

Reference Books:

Design: Creation of Artifacts in Society by Prof. Karl Ulrich, U. Penn

Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving- by PavanSoni

HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" By Tim Brown)

MANAGERIAL COMMUNICATION – III

Course Code: 2408-R4CG	CREDITS: 3
Batch: 2022-24	TERM: IV

Course Description:

This course aims to develop basic conceptual knowledge and analytical skills of participants in the area of communication skills. It aims to orient students to the right mix of art and science of formal and informal written communication that takes place within organizations and the skills which have to be imbibed to deliver outstanding results in the working environment. It seeks to achieve this by developing a thorough understanding of formal and informal writing techniques and also prepare them for the first step of corporate interaction through preparation for business etiquettes, business meeting, video resumes, group discussions and job interviews. Besides, this course also lays the foundation which serves as a building block, for participants to develop communication skills not only for professional communication but also develop effective communication style and interpersonal relation affecting work life balance.

Course Outcomes:

On Successful completion of the course students should be able to

- CO1: Explain and demonstrate the business etiquettes and help them practice appropriate business etiquettes in corporate workplace.
- CO2: Exhibit the strategies of persuasive business writing.
- CO3: Demonstrate the skills and functions of business meeting and case based group discussion practice.
- CO4: Apply the principles of writing a video resume for projecting a positive image of themselves and develop confidence to attend GDPI.

Unit – I : Business Etiquettes

Introduction – Good etiquettes – Business Etiquettes and Modern Technology – Business Etiquettes in India

Unit – II : Writing Persuasive Message

Introduction – Steps writing process for persuasive messages – Developing persuasive business messages

Unit – III : Business Meeting Essentials and GD:

Meeting Basics – Planning and conducting meetings – Agenda – MOM - Definition-Difference between a GD and Debate - Dynamics of group behaviour / group etiquettes and Mannerisms – Types – opening of a GD –Summarizing a Discussion- Some tips for GD.

Unit – IV : Video Resume and Job Interview

Introduction to Video Resume preparation – Important features of selling yourself in a video resume.

Job Interview – Introduction – Definition – process- Stages in Job interview – Types – Desirable Qualities – Preparation – Using proper verbal and non-verbal cues – Exhibit confidence – Tips for success.

Unit – V : GDPI with Corporate

Student will undergo a complete GDPI process with faculty mentor and corporate

Recommended Text:

Business Communication, Connecting at Work, Mukerjee H.S 2013, Oxford University Press. Business Communication Today, Courtland L. Bovee, Joh V. Thill, Roshan Lal Raina, (2019), Person

Reference Books:

Paul A. Argenti (2007). Strategic Corporate Communication, Tata McGraw-Hill Publishing Company Ltd.

Gangadhar Joshi (2015). Campus to Corporate, Sage Publications.

Meenakshi Raman & Prakash Singh (2013). Business Communication, Oxford University Press.

TERM - V TERM THEMATIC: CORPORATE ASTUTE

Term - V Term Thematic: Corporate Astute			
Sl.No	Code. No	Subject Name	Credits
1	2501-R4CG	Entrepreneurship Development	3
2	2502-R4CD	Fintech	3
3	2503-R4CD	Big Data Analytics	3
4	2504-R4CD	Artificial Intelligence & Deep Learning	3
5	2505-R4CD	Applications of Blockchain Technology	3
6	2506-R4CD	Social Media Analytics	3
7	2507-R4CD	Digital Marketing	3
		Managerial Competency Development:	
8	2508-R4CG	Specialization Project	3
9	2509-R4CG	Article Review Session	1
10	2510-R4CG	Term End Viva - V	2
		Total Credits	27

ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE : 2501-R4CG	CREDITS: 3
BATCH: 2022-24	TERM:V

Course DESCRIPTION:

Main objective of designing the course is to: understand the importance of entrepreneurship, identifying opportunities and build the business model and Business Plan. Finally, to be aware about the support given by government to the potential entrepreneurs.

Course outcomes:

On successful completion of the course students should be able to:

- CO1: Create the value of self employment needs and favourable outlook to entrepreneurial possibilities
- CO2: Appraise the knowledge enhancement towards new firm creation or renewing the existing firm
- CO3: Demonstrate the roadway towards Transforming creative ideas into commercially viable business
- CO4: Comprehend the institutional support in setting up a business.

Course Content:

Unit – I : Introduction to Entrepreneurship

Understanding the importance of entrepreneurship: Definition, characteristics, entrepreneurial process and role of entrepreneurship in economic development. Types and Myths of entrepreneurship. Dark side of entrepreneurship. Entrepreneurial mindset and culture: role of younger generation and the sources to develop entrepreneurial mindset. Corporate entrepreneurship.

Unit – II : Business Opportunity Identification

Identifying and evaluating business opportunities: steps involved the process. Difference between MSME and startups. Business Model Canvas: importance, elements and advantages of the canvas. Importance of entrepreneurial team.

Unit – III : Business Plan

Business Plan: Elements, importance and rules for pitching. Principles of Effectuation: Bird in hand, Affordable loss, Lemonade, Patchwork quilt and Pilot-in-the-plane. Implementing the principles to business. Legal Forms of Ownership: Sole Proprietorship, Partnership, Limited Liability Company, One-person Company, Limited Liability Partnership, Private Limited Company, Public Limited Company, Joint Hindu, Subsidiary and Cooperatives. Process of registration.

Unit – IV : Intellectual Property Rights and Institutional Support

Introduction to IPR (Intellectual Property Rights): Copy Rights, Trade Marks, Patents and Trade Secrets. Institutional support to entrepreneurs: Startup India, Make in India, AIM, STEP, JAM, BIRAC, DST and PMKVY.

Unit – V : Entrepreneurship Practical Aspects

Business Idea generation with the given resources - Boot Strapping - Pitching your idea - Challenges faced by the entrepreneurs in their success journey (Indian examples) - Learnings from failure stories (Indian cases)

Recommended Text:

Rajeev Roy, Entrepreneurship, 2nd edition, Oxford Press

D F Kuratko and T V Rao, Entrepreneurship, 2012, Cengage

<https://msme.gov.in/all-schemes>

<https://doi.org/10.1177/0266242618796145>

FINTECH

COURSE CODE : 2502-R4CD	CREDITS: 3
BATCH: 2022-24	TERM: IV

Course Description:

This course gives a firm understanding of the landscape of Fintech and its technologies along with their application/business in the Financial services. It delves into areas where innovations and disruptions are currently happening and discusses on deploying and implementing projects.

Course Outcome

1. Understand the evolution of Fintech and manner it is disrupting traditional finance.
2. Explain enablers of digital economy and requirements in this space that are showing gain.
3. Identify and be familiar with different technologies and systems and apply them in business models.
4. Working of Fintech in the Financial Service space and be at the cutting edge of Fintech innovation.

Course Content

Unit - 1: Overview and Evolution of Fintech

The ecosystem of Financial Intermediaries, evolution of Financial Services Activities, Fintech in the context of digital economy- Digital economy stacks, Policymaking, Challenges; Landscape and Trends of FinTech, Enablers of Digital Economy, The Impact of Fintech - Legal Implications, Talent Development and HR Implications of Fintech.

Unit - II: Crypto Currencies and Blockchain

History, Mining, Digital Signature and Cryptography, Block chain Technology Architecture, Private versus Public Block chain, Types of Block chain Platforms (Ethereum, Virtual Machine, Multi chain, Hyper Ledger); Introduction and History of Crypto Assets, The Crypto asset ecosystem, Drawbacks of Crypto Assets, Use case of Block chain Technology in Financial Services - Know Your Customer(KYC).

Unit - III: Open Banking and Payments

What is Open Banking, Essentials for Operating in the Open Banking Space, Levers - API Strategy, Collaboration and Aggregation, Open Banking Ecosystem, Working of Account Aggregators, An overview of Digital Payment mechanism, Core Payment Systems in India, Governing and Regulatory in Payments, Payment Infrastructure in India, compared to other countries.

Unit - IV: Online Marketplace Lending and Crowdfunding

Understanding Lending, Introduction to Digital Lending, Evolution of Alternate Lending, Digital Lending in India, Digital Lending Model, Requirements for Online Marketplace Lending: Borrower Data, Historical Default Rates, Risk Framework, Machine Learning Platform, Introduction and Importance of Crowdfunding, Digital Crowdfunding Technology.

Unit - V: Robo Advisory

Introduction to Robo Advisory and its Importance, Working of Robo Advisory: Technology, Digital Financial Advice, Automated Fund Management, Reduce cost and Improve Quality, Business models and Processes, Case study.

Reference:

Fintech: The New DNA of Financial Services by [Pranay Gupta](#) (Author), [T. Mandy Tham](#) (Author).

BIG DATA ANALYTICS

Course Code: 2503-R4CD	Credits: 3
Batch: 2022-24	Term: IV

Course Description:

This is a basic course on Big Data Analytics. This paper lays the foundation on understanding Big Data and uses parallel and distributed computing Hadoop Framework for analysis. The course introduces Big Data and its landscape and then delves into Hadoop stack that processes this kind of data to bring out insights.

This course is Driven by the combination of increased access to data, computational power, and improved sensors and algorithms, artificial intelligence (AI) technologies are entering the mainstream of technological innovation. These technologies include search, machine learning, natural language processing, robotics and image processing.

Course outcomes:

On successful completion of the course students should be able to:

CO1: Understand the evolution of Big Data in the current times and automation for its processing and computation.

CO2: Explain the Hadoop framework and various tools on top of it that interact with each other to process Big Data.

CO3: Identify system, network and data security issues and current practices that are been implemented to prevent them.

CO4: Create a solution using different off the shelf technologies available and arrange them to create a business value.

Course Content

Unit - 1: Foundation of Big Data

Big data Fundamentals: Understanding Big data and its evolution, Characteristics of Big Data, Analytics flow of Big Data, Big Data technology stack, Big Data business opportunity and its value proposition, Creating Big Data strategy while understanding its risks, limitations and ethics. Data Structures and Algorithms of Big Data: Sketching & Streaming, Dimensionality Reduction, Nonlinear data structures for Big Data.

Unit – II: Hadoop Framework

Introduction to Hadoop: Motivation and History of Hadoop , Hadoop components, Hadoop high level architecture, Hadoop life cycle management - Data wrangling, Data masking, Data security, Hadoop distributions - On Premise, Cloud distributions, Hadoop Distributed File Systems(HDFS) working, Installation and setup, Parallel computing: Resource management using Yarn, MapReduce workflow, Common MapReduce patterns.

Unit – III: Hadoop Ecosystem components

Data Analysis: Apache Hive architecture, Installing and running HIVE queries, Understanding ACID properties in HIVE, Apache PIG architecture, Interaction between Map Reduce, HIVE and PIG, Data modelling: HBase architecture and its operations, working with other NoSQL data clusters using Apache Cassandra.

Unit – IV: Processing Big Data

Data Ingestion: Batch, Macro and Real-time ingestion, Hadoop Data Compression techniques, Data Ingestion using Sqoop and Flume and their architectures, Data Processing: Batch, Micro and Real time processing , Building Robust ETL pipeline with Apache Spark, Installing and setup of Spark, Spark data structures, Spark Programming.

Unit – V: Hadoop Security & Monitoring

Hadoop security pillars: fundamentals of System and Network security, List of security features in Hadoop 3.0. Authentication versus Authorization, Kerberos authentication. Data Security: Encryption - Data in Transit and

Text Books:

Big Data: Understanding How Data Powers Big Business, Bill Schmarzo, Wiley Publishers

Big Data Strategies, Pambaker, First Edition, Cengage Learning

Big Data Science and Analytics, A Hands on Approach

Big Data Analytics and Methods, 2nd edition, Peter Ghavami, published by Walter de Gruyter Inc., Boston/Berlin

ARTIFICIAL INTELLIGENCE AND DEEP LEARNING

COURSE CODE : 2504-R4CD	CREDITS: 3
BATCH: 2022-24	TERM:V

Course Description:

The course begins by describing what the latest generation of artificial intelligence techniques can do. After an introduction of some basic concepts and techniques, the course illustrates both the potential and current limitations of these techniques with examples from a variety of applications.

Course Outcome

On successful completion of the course students should be able to:

Identify problems where artificial intelligence techniques are applicable

Understand and Explain Deep Learning Neural Networks Approach of Training and Computation.

Apply selected basic AI techniques; judge applicability of more advanced techniques.

Participate in the design of systems that act intelligently and learn from experience

Course Content:

Unit - 1: Artificial Intelligence Fundamentals

Introduction to Artificial Intelligence, History of AI, Proposing and evaluating AI applications, Problem spaces and search, Knowledge and Rationality, Heuristic search strategies, Search and Optimization (Gradient Descent), Adversarial search, Planning and scheduling, Logic and Inference, Ontologies, Bayesian Reasoning, Temporal Reasoning.

Unit - II: Deep Learning

Introduction to Perceptron and Neural Networks, Simple Feedforward Networks, Computation Graphs for Neural Networks and Back Propagation, Convolution Neural Networks, Learning Algorithms - Gradient Descent, Batch Normalization, Generalization: Network Architecture, Recurrent Neural Networks, TensorFlow & Keras for Neural Networks

Unit - III: Re-enforcement learning & Overview of Image Processing

Introduction to Re-enforcement Learning (RL), RL Framework, Applications of RL System, Types of RL System, Passive & Active Reinforcement Learning, Generalization in Reinforcement Learning, Introduction to Computer Vision, Image-Processing Operations (Segmentation), Object & Motion detection, Use of Pre-trained models (VGG16, Inception).

Unit - IV: Natural Language Interaction and Overview of Robotics

Introduction to Natural Language Interaction, Speech recognition, Hidden Markov Models, Chatbots, Natural Language Generalization, Speech synthesis, Introduction to Robotics, Robotic Perception, Sensing and Manipulation; Robotic Interaction, Planning and Control, Overview of Mobile Robot Navigation.

Unit - V: Smart Applications

Common designs for Smart Applications, Discuss Make or buy (writing your own RNN Architecture versus using cloud services); Development Platforms for Smart Objects(Brillio-IOT devices or Android TV), Cloud services for Smart Applications, Discuss development platforms for smart architectures(TensorFlow-server side RNN's or facial recognition on mobile), Deployment & Metrics.

Reference:

[Artificial Intelligence: A Modern Approach](#) by [Norvig, Peter, Russell, Stuart](#)

APPLICATIONS OF BLOCKCHAIN TECHNOLOGY

COURSE CODE : 2505-R4CD	CREDITS: 3
BATCH: 2022-24	TERM: V

COURSE DESCRIPTION

Blockchain is best known as the technology that drives Bitcoin and other digital currencies. Blockchain has more uses than just transactions and currencies. In simple terms, a Blockchain is a growing list of records, called blocks, which are linked using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. By design, a Blockchain is resistant to modification of the data. This allows everyone in the ecosystem to keep a copy of the common system of record while exchanging value.

COURSE CONTENT (SYLLABUS)

UNIT I : Fundamentals of Blockchain: Origin of Blockchain, components of blockchain, Block, Technology and the Future. Types of blockchain, introduction to cryptocurrency and types of cryptocurrency.

UNIT II : Blockchain Systems: Introduction to Public Blockchain system, popular public blockchain, Introduction to Private Blockchain system, key characteristics of Private Blockchain, why we need private blockchain, examples and open sources for private blockchain.

UNIT III : introduction to Consortium Blockchain, Hyperledger platform. Security Aspects in Bitcoin, Limitations and Challenges of Blockchain

UNIT IV: Blockchain Platforms using GoLanguage, Python , Hyperledger Fabric.

UNIT V : Applications of Blockchain in Business: Blockchain in banking and finance, education, energy, healthcare, Real estate and Supply Chain.

COURSE OUTCOMES (COs)

CO1: Understand fundamentals of Blockchain.

CO2: Explain different Blockchain Systems.

CO3: Identify different platforms used for Blockchain.

CO4: Discuss about different Applications of Blockchain in Business.

Essential readings

Blockchain Technology – Chandramouli Subramanian, Asha A George, Abhilash K A and Meena Karthikeyan. Universities Press.

Suggested readings

1. Blockchain enabled Applications , Vikram Dhillon, David Metcalf, Max Hooper, Apress. Massive Open Online Courses (MOOCs)
1. https://onlinecourses.nptel.ac.in/noc23_cs47/preview
2. https://onlinecourses.nptel.ac.in/noc20_cs01/preview

SOCIAL MEDIA ANALYTICS

Course Code: 2506-R4CD	Credits: 3
Batch: 2022-24	Term: V

Course Description

Social media not only provides marketers with a means of communicating with their customers but also a way to better understand their customers. Viewing consumers' social media activity as the "voice of the consumer," this course exposes learners to the analytic methods that can be used to convert social media data to marketing insights. In this course, students will be exposed to both the benefits and limitations of relying on social media data compared to traditional methods of marketing research.

Course Outcomes:

- CO1: Demonstrate cognitive knowledge of the skills required in conducting online search and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- CO2: Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- CO3: Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- CO4: Comprehend the importance of conversion and working with digital relationship marketing.

Syllabus:

UNIT I : Introduction to Social Media

The Role of Social Media Marketing, Identifying Target Audiences, Rules of Engagement for SMM, overview of Digital Marketing, Social media Channels: Types and models, Social media benefits and applications. Social media marketing framework. Consumer behavior on the Internet: Basics, evolution of the digital consumer, managing consumer demand & IMC

UNIT II : Web Analytics

Introduction to Web Analytics, Importance of Web Analytics, Web Analytics Process.

Google Analytics: Google Analytics, Audience Analysis, Acquisition Analysis, Behavior Analysis, Conversion Analysis.

UNIT III : Data collection architecture

Introduction to OLAP, Web data exploration and reporting. Data collection, key metrics, Making web Analytics Actionable, Multi-Channel Attribution, How to connect offline with online, types of tracking codes, mobile Analytics, Universal Analytics, Competitive Intelligence.

UNIT IV : Segmentation

Data Segmentation, Analysis Using Segmentation, Dashboards : Dashboard Implementation, Types of Dashboards, Metrics for Every Dashboard, Navigating google analytics-Basis Metrics, Main Sections of Google Analytics reports, Adobe Analytics

UNIT V : Social Media Analytics

E-commerce Analytics, Mobile Analytics, A/B Testing, Automated Reporting And Annotation, Actionable Reporting, Web Analytics Terminology, Referral marketing. Content marketing.

Text Books:

Avinash Kaushik, Web Analytics: An Hour a Day .

Justin Cutroni, Google Analytics

Alistair Croll & Benjamin Yoskovitz ,Lean Analytics Use Data to Build a Better Startup Faster

Dan Zarella, Social media marketing, O reilly.

R Solomon and Tracy , Social Media Marketing: Pearson New International Edition

Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.

The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.

Social Media Marketing: How to Use Social Media for Business Kindle Edition

DIGITAL MARKETING

COURSE CODE : 2507-R4CD	CREDITS: 3
BATCH: 2022-24	TERM: V

Introduction:

This course will acquaint the learners to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.

Course Outcomes:

CO-1 Develop a digital marketing plan that will address common marketing challenges.

CO-2 Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.

CO-3 Recognize Key Performance Indicators tied to any digital marketing program.

CO-4 Improve Return on Investment for any digital marketing program.

Syllabus:

Unit-1 : Introduction & origin of Digital Marketing.

Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

Unit-2 : Display Advertising

Concept of display Advertising, Types of Display Ads, Buying Models in Display Advertising, Creating Display Advertising Plan, Identifying target segments through Display Advertising, Programmatic Digital Advertising, Analytics tools in display Advertising.

Unit-3 : Search Engine Advertising

Why pay for search advertising, understand the Ad Placements, Keyword Search, understanding the Google AdRanks, Creating the First Ad Campaign, Enhance your Ad Campaign Generating Performance Reports

Unit-4 : Search Engine Optimisation

Importance of Search Engine, Concept of Search Engine Optimisation(SEO), Social media optimization (SMO) Difference between SEO and SMO, SEO phrases, On Page Optimisation, Off Page Optimisation, Social Media Reach, SEO Maintenance

Unit-5 : Mobile Marketing and Email Marketing

Creating an Email Campaign, Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation. Creating Campaign reports and Insights. Importance of Mobile Marketing, Mobile Advertising, Mobile Marketing toolkit, Mobile Marketing Features, Addressing the Diversity in India through mobile, Mobile Campaign Development Process, Tracking of Mobile Campaigns using Mobile Analytics.

Text Books:

- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley
- **Digital Marketing** by Seema Gupta, McGraw Hill Education

- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic**
- **Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher

TERM - VI TERM THEMATIC: CORPORATE ACE

Term - VI Term Thematic: Corporate Ace			
Sl.No	Code. No	Subject Name	Credits
1	2601-R4CG	Project Management	3
2	2602-R4CD	Decision Making and Competing with Analytics	3
3	2603-R4CG	Corporate Governance and Sustainability	3
		Total Credits	9

PROJECT MANAGEMENT

Course Code: 2601-R4CG	Credits: 3
Batch: 2022-24	Term: VI

Course Description:

This course is introduced to the management students in SSIM and aims to determine and develop basic conceptual knowledge and analytical skills of participants in Managing Projects. It seeks to achieve this by developing a thorough understanding of Project Life Cycle. This course inculcates the necessary skills required for a Manager, i.e., Initiation, Planning, Executing and Closure with Control in a systematic approach in participants, and help in any field they enter later on. This course also aims in achieving all the agreed upon goals within the set scope, time, quality and budget standards.

Course Outcomes:

On successful completion of the course students should be able to:

CO 1: Describe formation and appraisal of the project

CO 2: Examine project planning and scheduling

CO 3: Conduct project implementation and control.

CO 4: Evaluation and Project completion

Content:

Unit – I : Project Management - An Overview

Project Management Its Role & Scope, Need for Project Management Tools & Techniques in Project Management Success Factors in Project Management. - Life cycle of a project Implications of global project management, Benefits of project management. - Difference between Scrum/Agile and Program management vs Project management

Unit – II : Project Selection and Proposals

Identifying needs, etc, Project selection Criteria, Select projects, Develop RFPs

Elements of a proposal, The development of winning proposals, Pricing considerations, The evaluation of proposals, Types of contracts, Measuring success of proposal efforts

Unit – III : Project Implementation & Control and techniques

Planning, Scheduling, Schedule Control - Resource Considerations, Cost Planning and Performance, Probability Consideration, Project Crashing - WBS/PERT/CPM Model

Unit – IV : Project Manager, Team, Communication:

Responsibilities of Project Manager, Characteristics of effective project teams, Project Communication and Documentation, Types of Project Organizations

Unit – V : Project Management In Practice

Business plan & Budget allocation - Resource allocation - How to go about attaining financial help

Risk – SWOT - Planning, Execution, Monitoring/Reviewing and Closure of the Project

Recommended Text:

Chandra, P. (2009). Projects 7/E. India: McGraw-Hill Education (India) Pvt Limited.

Clements, J. P., Gido, J. (2012). Effective Project Management. Singapore: South-Western

Reference Books:

Verzuh, E. (2021). The Fast Forward MBA in Project Management: The Comprehensive, Easy-to-Read Handbook for Beginners and Pros. United Kingdom: Wiley.

Verzuh, E (2003). The Portable MBA in Project Management. New Jersey :Wiley.

DECISION MAKING AND COMPETING ON ANALYTICS

Course Code: 2602-R4CD	Credits: 3
Batch: 2022-24	Term: VI

Course Description

Leading companies are doing more than just collecting and storing information in large quantities. They are now building their analytical capabilities and transforming the ability to compete on analytics into a lasting competitive advantage. Competitive strategies around data-driven insights that are, in turn, generating impressive business results. This course aims at the nature of analytical competition, analytics and business performance, the decision process, building analytical capabilities towards more analytical decisions and better results

Course Outcomes:

On successful completion of the course students should be able to:

Understand the nature of business analytics and why organizations compete on analytics

Explain what makes an analytical competitor? and how to transform the ability to compete on analytics

Apply five step decision making process for better decisions on business problems

Evaluate various decision alternatives and can find the best alternative

Unit I : The Nature of Analytical Competition

Using Analytics to Build a Distinctive Capability, What makes an Analytical Competitor? Defining the common key Attributes of such Companies, Analytics and Business Performance: Transforming the Ability to compete on Analytics into a Lasting

Unit II : Competitive Advantage, Competing on Analytics with Internal Processes

Financial, Manufacturing, R & D, and Human Resource Applications Statistical tools required for this purpose, Competing on Analytics with External Processes: Customer and Supplier Applications, Statistical tools, A Road Map to Enhanced Analytical Capabilities: Progressing Through the Five Stages of Development

Unit III: Analytics at work, The analytical DELTA, Data

The prerequisite for Everything Analytical, Introduction to Data Ware Housing and Data Mining, Embed analytics in business processes, Enterprise: integrating across organizational Silos, Leadership: The deciding DELTA factor, Targets: Picking your spot for Analysis, Analysts: Managing scarce and valuable talent

Unit IV: Decision Making

The decision process, the context for success, framing challenges, Alternatives, Evaluate the alternatives, make the decision, the uncertainty problem, Human foibles, organizational traps, towards smarter organizations

Unit V: Managing Analytical People:

Cultivating the scarce Ingredient That makes Analytics Work, The Architecture of business Intelligence: Aligning a Robust Technical Environment with Business Strategies, Build analytical culture, The Future of Analytical Competition: Approaches Driven by Technology, Human Factors, and Business Strategy, Reviewing business comprehensively, meeting challenges along the way, towards more analytical decisions and better results

CORPORATE GOVERNANCE AND SUSTAINABILITY

Course Code: 2603 – R4CG	Credits: 3
Batch: 2022-24	Term: VI

COURSE DESCRIPTION

This course will help you to explore, recognize and understand the multiple paradoxes related to the study and application of corporate governance in organizations. The course will use practical examples and approaches both from within India and abroad. The course will help you to relate the corporate government practices of an organization to its performance, a vital interest to professionals such as senior managers, consultants, and investment bankers, recruiters of these positions and others ranging from entrepreneurs to potential investors.

COURSE OUTCOMES (COs)

On successful completion of the course students should be able to:

CO1: Explain basic conceptual and theoretical foundations of corporate governance

CO2: Understand the practical problems associated with the interaction of the board, CEO and other layers of management, shareholders and various stakeholders of a corporation

CO3: Apply the technical skills required to evaluate the governance of a company from the perspective of an investor (individual or organizational capacity)

CO4: Analyze the corporate governance in business organizations, enterprises.

COURSE CONTENT:

Unit 1 : Introduction to Corporate Governance: Concept of corporations

Concept of extended view of corporate citizenship, Owners and stakeholders Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance

Unit II : Issues concern in Corporate Governance

Issues of corporate control and cash flow rights Examples from restructure proposals of Vedanta group Need for investor protection

Unit III : Perspectives on Corporate Governance

Theoretical background Market and control model of governance chain, 5. Global Corporate Governance Practices Anglo-American Model German Model Japanese Model, Landmarks in Emergence of Corporate Governance,

Unit IV : Board of Directors:

Powerful Instrument of Governance, Types of Directors Importance of Independent Directors, Board Committees and Chairman, Separation OF CEO & Board Chairman post, Nomination Committee, Board Selection, Boards Performance Evaluation

Unit V : Corporate Governance in Practice

Studying specific business houses Corporate Governance Practices.

Recommended Book :

Daniel Albuquerque (2015). Business Ethics : Principles and Practices, New Delhi : Oxford

Suggested Readings

S.K. Bhatia (2004). Business Ethics and Corporate Governance, Deep and Deep Publications

Brink, Alexander (2011). Corporate Governance and Business Ethics, Nederlands:Springer

- Laboratory facilities exclusive to the Post Graduate Course : 60 Lab

- **Special Purpose**

- Software, all design tools in case : -- Not Applicable --

- Academic Calendar and framework :

**Academic Calendar for PGDM, PGDM - BIFS & PGDM - BA:
Academic Plan For The Year 2023 – 2024 (Ongoing)**

SI. No.	PARTICULARS	TIME LINES	SI. No.	PARTICULARS	TIME LINES
	First Year			Second Year	
	Commencement of induction for Juniors	03.08.2022			
	Closing of Induction	31.08.2022			
1	Trimester 1 Class work commencement	03.08.2022	13	Commencement of Trimester 4 Class work commencement	26.09.2022
2	Trimester 1 class work ending	24.12.2022	14	Trimester 4 class work ending	24.12.2022
3	Trimester End examinations	27.12.2022	15	Trimester End examinations	27.12.2022
4	Trimester 2 class work commencement	02.01.2023	16	Trimester 5 class work commencement	05.01.2023
5	Trimester 2 class work ending	10.03.2023	17	Trimester 5 class work ending	10.03.2023
6	Trimester Mid examinations	06.02.2023	18	Trimester Mid examinations	06.02.2023
7	Trimester End examinations	13.03.2023	19	Trimester End examinations	13.03.2023
8	Trimester 3 class work commencement	20.03.2023	20	Trimester 6 class work commencement	23.03.2023
9	Trimester 3 class work ending	13.05.2023	21	Trimester 6 class work ending	15.04.2023
10	Trimester Mid examinations	17.04.2023	22	Trimester Mid examinations	03.04.2023
11	Trimester End examinations	17.05.2023	23	Trimester End examinations	18.04.2023
12	Industry Internship Project (IIP) commencement	24.05.2023			

16. Enrolment and placement details of students in the last 3years

<https://www.ssim.ac.in/student-wise-placementreport-2021-22/>

<https://www.ssim.ac.in/student-wise-placement-report-2020-21/>

<https://www.ssim.ac.in/student-wise-placementreport-2019-20/>

17. List of Research Projects/ Consultancy Works

- Number of Projects carried out, funding agency, Grant received
- Publications (if any) out of research in last three years out of masters projects
- Industry Linkage

- MoUs with Industries (minimum 3 (10))



Memorandum of Understanding

This **Memorandum of Understanding (MOU)** is made on the 9th day of March (month), 2020 (year) at Hyderabad.

BY AND BETWEEN

Siva Sivani Institute of Management, NH 44, near Ruby Block, Kompally, Secunderabad, Telangana 500100 (herein referred to as "SSIM")

AND

Shriram Life Insurance Company Ltd, Ramky Selenium, plot No. 31 & 32, beside Andhra Bank Training Centre, Financial District, Gachibowli, Hyderabad, Telangana - 500032

Party 1:

Represented by Dr.S.V Ramana Rao in the capacity of Director, SSIM

Party 2:

Represented by Visak Surendran in the capacity of SM- Digital Business Shriram Life Insurance Company Ltd.,

Shriram Life Insurance Company Limited
Plot No. 31 & 32, 5th & 6th Floor, Ramky Selenium,
Beside Andhra bank Training Centre, Financial District,
Gachibowli, Hyderabad - 500 032. Telangana State.
Phone : 91 40 2300 9400 (Board) Web : www.shriramlife.com
CIN U66010TG2005PLC045616



associated with  Sanlam group



PREAMBLE:

Whereas both the parties have under this MOU agreed to collaborate with each other to promote interaction between Siva Sivani Institute of Management and Shriram Life Insurance Company Ltd.. and provide a mutually beneficial partnership response to the organizational mission and fiscal needs of both institutions; and whereas the following has been agreed to between the parties to this effect:

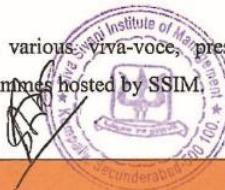
1. The Shriram Life Insurance Company Ltd.. is willing to offer Placements, Summer Internships, Live Projects, & other opportunities to the students enrolled at SSIM.
2. The Shriram Life Insurance Company Ltd.. is willing to participate and contribute to the initiatives taken up by SSIM to improve and incorporate industry requirements into academics; viz; course curriculum, guest lectures and trainings.
3. The Shriram Life Insurance Company Ltd.. is willing to partner with SSIM for all its training and consultancy needs.
4. There is no financial obligation from either parties to this agreement.

SHRIRAM LIFE INSURANCE COMPANY LTD.'S OBLIGATION:

1. To share the job description, job location, eligibility criteria, cost to company (CTC), interview rounds for the job role being offered to the students.
2. To acquire the list of applicants and the student resumes from the placement department, inform the campus drive dates.
3. To conduct the campus drive and share the list of selected students with the placement department for both placements & internship.
4. To roll out the offer letters to the selected candidates, share the same with the placement department. In case of internship, share the list of students selected for internship with the placement department.
5. To participate as Guest/Key note Speaker at relevant events organized by SSIM.
6. To be a part of various committees and contribute to the course structure by providing feedback and inputs.

Shriram Life Insurance Company Limited
Plot No. 31 & 32, 5th & 6th Floor, Ramky Selenium,
Beside Andhra bank Training Centre, Financial District,
Gachibowli, Hyderabad - 500 032, Telangana State.
Phone : 91 40 2300 9400 (Board) Web : www.shriramlife.com
CIN U66010TG2005PLC045616

To participate and engage in various viva-voce, presentations, workshops, seminars and motivational programmes hosted by SSIM.





8. To engage SSIM in training of Shriram Life Insurance Company Ltd.. personnel through Continuous Education Programs, Training workshops, Re-Engineering initiatives in areas of interest to Shriram Life Insurance Company Ltd..

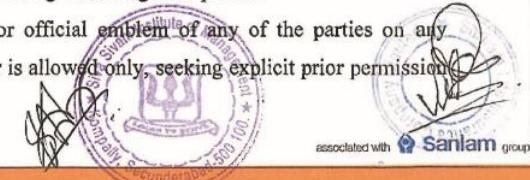
SSIM's OBLIGATION:

1. To share the job description, job location, eligibility criteria, cost to company (CTC), interview rounds for the job role with all the eligible students.
2. To ensure the campus drive dates are shared with the Shriram Life Insurance Company Ltd., students well in advance and ensure smooth coordination.
3. To share the list of selected students with the Shriram Life Insurance Company Ltd.. for both the Placements & Internship.
4. To extend an invitation to the Shriram Life Insurance Company Ltd.. to be a part of various committees/ events/ trainings/ workshops/ seminars/ meetings/ presentations/ motivational programmes/ viva-voce organized by SSIM.
5. To engage with the Shriram Life Insurance Company Ltd.. in identifying training needs of their employees/ personnel and provide Continuous Education Programs, Training workshops, Re-Engineering initiatives.

MISCELLANEOUS PROVISIONS:

- The Memorandum of Understanding (MOU) as outlined in this document is not intended to be a legally binding document. Rather, it is meant to describe the nature and cooperative intentions of SSIM and Shriram Life Insurance Company Ltd.. to suggest guidelines for cooperation. Nothing, therefore, shall diminish the full autonomy of either party, nor any constraints be imposed by either party upon each other.
- The Memorandum of Undertaking is not intended to create any legal relation of employer-employee or of principal and agent amongst the parties.

• The use of the name, logo and/ or official emblem of any of the parties on any Shriram Life Insurance Company Limited Plot No. 31 & 32, 5th & 6th floor, 10th Main Road, Beside Andhra bank Training Centre, Financial District, Gachibowli, Hyderabad - 500 030, India, is not permitted. Any such use is illegal and is prohibited by law. Any such use is illegal and is prohibited by law. Associated with Sanlam group





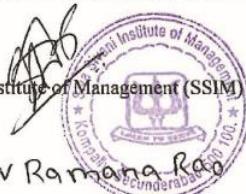
- The Memorandum of Understanding, unless extended by mutual written agreement of the parties, shall expire 3 years after the effective date specified in the opening paragraph.
- The Memorandum of Understanding or any part thereof may be amended at any time during its tenure only by consent in writing of the parties.

IN WITNESS WHEREOF, the Parties hereto have executed this MOU in their corporate names by their respective officers duly authorized, on the respective hereinafter mentioned.

For Siva Sivani Institute of Management (SSIM) Ltd..

Name: Dr. S. V. Rama Rao
Title: Director

Dated: 9-03-2020



For Shriram Life Insurance Company

Name: Visak Sureshwaran
Title: Senior Manager
Dated: 9th March 2020

Witness:

Signature:

Name: RAHUL JAIN

Designation: Corporate Relationship Officer
Date: 09/3/20

Signature:

Name: Visak Sureshwaran

Designation: Senior Manager
Date: 9th March 2020

Shriram Life Insurance Company Limited
Plot No. 31 & 32, 5th & 6th Floor, Ramky Selenium,
Beside Andhra Bank Training Centre, Financial District,
Gachibowli, Hyderabad - 500 032. Telangana State.
Phone : 91 40 2300 9400 (Board) Web : www.shriramlife.com
CIN U66010TG2005PLC045616

associated with Sanlam group



VIJAYA ENGINEERS

H.No. 1-24-373, Sri Sai Nagar Colony, Lothkunta, Secunderabad - 500 015, Telangana State
vijayaengineers@yahoo.com | vijayaengineers1@gmail.com | www.vijayaengineering.com
+91-9849038380 | +919949038380

Memorandum of Understanding

This Memorandum of Understanding (MOU) is made on the 10th day of March (month),
2021 (year) at Hyderabad.

BY AND BETWEEN

Siva Sivani Institute of Management, NH 44, near Ruby Block, Kompally, Secunderabad,
Telangana 500100 (herein referred to as "SSIM")

AND

Vijaya Engineers., 1-24-373, Sri Sai Nagar Colony, Lothkunta, Secunderabad, Telangana -
500015

Party 1:

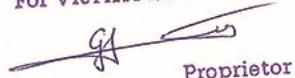
Represented by Dr. S.V Raman Rao in the capacity of Director, SSIM

Party 2:

Represented by G S R Murthy , in the capacity of Chief Executive, Vijaya Engineers.



For VIJAYA ENGINEERS


Proprietor

Memorandum of Understanding

This **Memorandum of Understanding (MOU)** is made on the 10th day of March (month),
2021 (year) at Hyderabad.

BY AND BETWEEN

Siva Sivani Institute of Management, NH 44, near Ruby Block, Kompally, Secunderabad,
Telangana 500100 (herein referred to as "SSIM")

AND

Vijaya Engineers., 1-24-373, Sri Sai Nagar Colony, Lothkunta, Secunderabad, Telangana -
500015

Party 1:

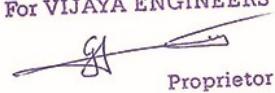
Represented by Dr. S.V Raman Rao in the capacity of Director, SSIM

Party 2:

Represented by G S R Murthy , in the capacity of Chief Executive, Vijaya Engineers.



For VIJAYA ENGINEERS



Proprietor

PREAMBLE:

Whereas both the parties have under this MOU agreed to collaborate with each other to promote interaction between Siva Sivani Institute of Management and Vijaya Engineers. and provide a mutually beneficial partnership response to the organizational mission and fiscal needs of both institutions; and whereas the following has been agreed to between the parties to this effect:

1. The Vijaya Engineers is willing to offer Placements, Summer Internships, Live Projects, &other opportunities to the students enrolled at SSIM.
2. The Vijaya Engineers is willing to participate and contribute to the initiatives taken up by SSIM to improve and incorporate industry requirements into academics; viz; course curriculum, guest lectures and trainings.
3. The Vijaya Engineers is willing to partner with SSIM for all its training and consultancy needs.
4. There is no financial obligation from either parties to this agreement.

VIJAYA ENGINEERS OBLIGATION:

1. To share the job description, job location, eligibility criteria, cost to company (CTC), interview rounds for the job role being offered to the students.
2. To acquire the list of applicants and the student resumes from the placement department, inform the campus drive dates.
3. To conduct the campus drive and share the list of selected students with the placement department for both placements & internship.
4. To roll out the offer letters to the selected candidates, share the same with the placement department. In case of internship, share the list of students selected for internship with the placement department.
5. To participate as Guest/Key note Speaker at relevant events organized by SSIM.
6. To be a part of various committees and contribute to the course structure by providing feedback and inputs.
7. To participate and engage in various viva-voce, presentations, workshops, seminars and motivational programmes hosted by SSIM.
8. To engage SSIM in training of Vijaya Engineers personnel through Continuous Education Programs, Training workshops, Re-Engineering initiatives in areas of interest to Vijaya Engineers.



For VIJAYA ENGINEERS

Proprietor

IN WITNESS WHEREOF, the Parties hereto have executed this MOU in their corporate names by their respective officers duly authorized, on the respective hereinafter mentioned.

For Siva Sivani Institute of Management (SSIM)

Name: S.V Ramana Rao

Title: Director

Dated: 10-3-2021

For Vijaya Engineers.

Name: G S R Murthy.

Title: Chief Executive

Dated: 10-3-2021

Witness:

Signature: *Rahul Jain*

Name: Rahul Jain

Designation: CRO

Date: 10-3-2021

Signature: *Muthukrishna*

Name: Muthukrishna

Designation: Manager

Date: 10-3-2021



For VIJAYA ENGINEERS

GS
Proprietor



Guttula

MARKETING PVT.LTD

103, Hallmark Residency, Aurora Colony
Road No 3, Banjara hills, Hyderabad 500034, Telangana State, India
Phone No +91-9849538480 | guttulamarketing@yahoo.com | www.guttulamarketing.com

Memorandum of Understanding

This **Memorandum of Understanding (MOU)** is made on the 16th day of June (month),
2021 (year) at Hyderabad.

BY AND BETWEEN

Siva Sivani Institute of Management, NH 44, near Ruby Block, Kompally, Secunderabad,
Telangana 500100 (herein referred to as "SSIM")

AND

Guttula Marketing Pvt. Ltd., 103, Hallmark Residency, Aurora Colony, Rd. No. 3.
Banjara hills, Hyderabad – 500034. Telangana, India.

Party I:

Represented by Dr. S.V Raman Rao in the capacity of Director, SSIM

Party 2:

Represented by GM Prashanth, in the capacity of Director & CEO, Guttula Marketing Pvt.
Ltd



For GUTTULA MARKETING PVT. LTD.


Managing Director/Director

Memorandum of Understanding

This **Memorandum of Understanding (MOU)** is made on the 16th day of June (month),
2021 (year) at Hyderabad.

BY AND BETWEEN

Siva Sivani Institute of Management, NH 44, near Ruby Block, Kompally, Secunderabad,
Telangana 500100 (herein referred to as "SSIM")

AND

Guttula Marketing Pvt. Ltd., 103, Hallmark Residency, Aurora Colony, Rd. No. 3.
Banjara hills, Hyderabad – 500034. Telangana, India.

Party 1:

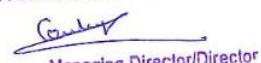
Represented by Dr. S.V Raman Rao in the capacity of Director, SSIM

Party 2:

Represented by GM Prashanth, in the capacity of Director & CEO, Guttula Marketing Pvt.
Ltd



For GUTTULA MARKETING PVT. LTD.


Managing Director/Director

PREAMBLE:

Whereas both the parties have under this MOU agreed to collaborate with each other to promote interaction between Siva Sivani Institute of Management and Guttula Marketing Pvt. Ltd. and provide a mutually beneficial partnership response to the organizational mission and fiscal needs of both institutions; and whereas the following has been agreed to between the parties to this effect:

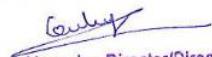
1. The Guttula Marketing Pvt. Ltd. is willing to offer Placements, Summer Internships, Live Projects, & other opportunities to the students enrolled at SSIM.
2. The Guttula Marketing Pvt. Ltd. is willing to participate and contribute to the initiatives taken up by SSIM to improve and incorporate industry requirements into academics; viz; course curriculum, guest lectures and trainings.
3. The Guttula Marketing Pvt. Ltd. is willing to partner with SSIM for all its training and consultancy needs.
4. There is no financial obligation from either parties to this agreement.

GUTTULA MARKETING PVT. LTD.'S OBLIGATION:

1. To share the job description, job location, eligibility criteria, cost to company (CTC), interview rounds for the job role being offered to the students.
2. To acquire the list of applicants and the student resumes from the placement department, inform the campus drive dates.
3. To conduct the campus drive and share the list of selected students with the placement department for both placements & internship.
4. To roll out the offer letters to the selected candidates, share the same with the placement department. In case of internship, share the list of students selected for internship with the placement department.
5. To participate as Guest/Key note Speaker at relevant events organized by SSIM.
6. To be a part of various committees and contribute to the course structure by providing feedback and inputs.
7. To participate and engage in various viva-voce, presentations, workshops, seminars and motivational programmes hosted by SSIM.
8. To engage SSIM in training of Guttula Marketing Pvt. Ltd. personnel through Continuous Education Programs, Training workshops, Re-Engineering initiatives in areas of interest to Guttula Marketing Pvt. Ltd..



For GUTTULA MARKETING PVT. LTD.


Managing Director/Director

SSIM's OBLIGATION:

1. To share the job description, job location, eligibility criteria, cost to company (CTC), interview rounds for the job role with all the eligible students.
2. To ensure the campus drive dates are shared with the Guttula Marketing Pvt. Ltd., students well in advance and ensure smooth coordination.
3. To share the list of selected students with the Guttula Marketing Pvt. Ltd. for both the Placements & Internship.
4. To extend an invitation to the Guttula Marketing Pvt. Ltd. to be a part of various committees/ events/trainings/ workshops/ seminars/ meetings/ presentations/ motivational programmes/viva-voce organized by SSIM.
5. To engage with the Guttula Marketing Pvt. Ltd. in identifying training needs of their employees/ personnel and provide Continuous Education Programs, Training workshops, Re-Engineering initiatives.

MISCELLANEOUS PROVISIONS:

- The Memorandum of Understanding (MOU) as outlined in this document is not intended to be a legally binding document. Rather, it is meant to describe the nature and cooperative intentions of SSIM and Guttula Marketing Pvt. Ltd. to suggest guidelines for cooperation. Nothing, therefore, shall diminish the full autonomy of either party, nor any constraints be imposed by either party upon each other.
- The Memorandum of Undertaking is not intended to create any legal relation of employer-employee or of principal and agent amongst the parties.
- The use of the name, logo and/ or official emblem of any of the parties on any publication, document and/or paper is allowed only, seeking explicit prior permission in writing by either party.
- The Memorandum of Understanding, unless extended by mutual written agreement of the parties, shall expire 3 years after the effective date specified in the opening paragraph.
- The Memorandum of Understanding or any part thereof may be amended at any time during its tenure only by consent in writing of the parties.



For GUTTULA MARKETING PVT. LTD.


Managing Director/Director

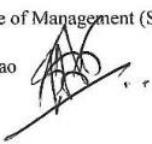
IN WITNESS WHEREOF, the Parties hereto have executed this MOU in their corporate names by their respective officers duly authorized, on the respective hereinafter mentioned.

For Siva Sivani Institute of Management (SSIM)

Name: S.V Ramana Rao

Title: Director

Dated: 16-6-2021



For Guttula Marketing Pvt. Ltd.

Name: G M Prashanth

Title: Director

Dated: 16-6-2021



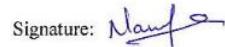
Witness:

Signature: 

Name: Rahul Jain

Designation: CRO

Date: 16-6-2021

Signature: 

Name: Navya. M

Designation: Manager

Date: 16-6-2021



For GUTTULA MARKETING PVT. LTD.


Managing Director/Director

18. LoA and subsequent EoA till the current Academic Year

[https://www.ssim.ac.in/assets/images/pdfs/AICTE-Approval-1992-2021-\(June\).pdf](https://www.ssim.ac.in/assets/images/pdfs/AICTE-Approval-1992-2021-(June).pdf)

19. Accounted audited statement for the last three years

MAHESH, VIRENDER & SRIRAM Chartered Accountants

"Bhade House" 6-3-788/36&37A, Ameerpet, Hyderabad - 500 016.

Tel: 040 - 23401738 Fax : 040 - 23401739 Email : mvshyd@yahoo.com

To,
The Members,
S.P. SAMPATHY'S SIVA SIVANI EDUCATIONAL SOCIETY,
Kompally, R.R District.

AUDIT REPORT

We have audited the attached Balance sheet of M/s. S.P. SAMPATHY'S SIVA SIVANI EDUCATIONAL SOCIETY, Kompally, R.R. District, as at 31st March' 2021 and also the annexed Income & Expenditure Account for the year ended on that date and report that:

1. We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit.
2. The Balance Sheet and the Income & Expenditure Account dealt with by the report are in agreement with the books of account.
3. The accounts of the following Division are incorporated in the Consolidated Accounts of the Society.
 - A) Siva Sivani Institute of Management.
 - B) Siva Sivani Degree College.
 - C) Siva Sivani Junior College.
 - D) SPS High School.
4. The balance of Various parties lying in Loans, Current Assets and Current Liabilities are subject of confirmation.

In our opinion and to the best of our information and according to the explanations given. The statements together with the schedules attached give a true and fair view.

i. In case of the Balance Sheet of the state of Affairs as at 31st March, 2021.

And

ii. In case of the Income and Expenditure Accounts, the Excess of Income over Expenditure for the year ended on that date.

For Mahesh, Virender & Sriram
Chartered Accountants


(B.R Mahesh)
Partner
M.No.18628



UDIN No. 22018628 AAUSSJS117

Place: Hyderabad
Date : 01.02.2022.

FORM NO. 10BB

[See rule 16CC]

Audit report under section 10(23C) of the Income-tax Act, 1961, in the case of any fund or trust or institution or any university or other educational institution or any hospital or other medical institution referred to in sub-clause (iv) or sub-clause (v) or sub-clause (vi) or sub-clause (via) of section 10(23C).

- (i) We have examined the Balance Sheet as at 31st March 2021 and the Income and Expenditure or Profit and Loss Account for the year ended on that date attached herewith of **M/s. S.P SAMPATHY'S SIVA SIVANI EDUCATIONAL SOCIETY** (name of fund or trust or institution or any university or other educational institution or any hospital or other medical institution).
- (ii) We certify that the Balance Sheet and the Income and Expenditure Account or Profit and Loss Account are in agreement with the books of account maintained by the head office at Kompally, via. Haimpet, Secunderabad – 500 014, and branches Nil.
- (iii) Subject to comments below
- (a) We have obtained all the information and explanations which to the best of *my/our knowledge and belief were necessary for the purpose of the audit.
- (b) In our opinion, proper books of account have been kept by the head office and branches of the above-named fund, or trust, or institution or any university or other educational institution or any hospital or other medical institution so far as appears from our examination of the books of account.
- (c) In our opinion and to the best of our information and according to the information given to me/us, the said accounts read with notes thereon, if any, give a true and fair view -
- (1) In the case of the Balance Sheet, of the state of affairs of the above-named fund, or trust, or institution or any university or other educational institution or any hospital or other medical institution as at 31st March, 2021 and
- (2) In the case of Income and Expenditure Account surplus for the year ended on that date.

The prescribed particulars are annexed herewith:

**For Mahesh, Virender & Sriram
Chartered Accountants**



(B.R Mahesh)

Partner

M.No.18628

UDIN No. 22018628AANSS JS117



Place: Hyderabad
Date : 01.02.2022.

ANNEXURE

Statement of particulars

PART A-GENERAL

- | | |
|---|--|
| 1. Name of the found or trust or institution or any university or other educational institution or any hospital or other medical institution. | M/s S.P. SAMPATHY'S SIVA SIVANI EDUCATIONAL SOCIETY |
| 2. Address | Kompally, Via. Hakimpet,
Secunderabad – 500 0014. |
| 3. Permanent Account Number | AACTS 4819 H |
| 4. Assessment Year | 2021-2022 |
| 5. Sub-clause of section 10(23C) under which the fond or trust or institution or any university or other educational institution or any hospital or other medical institution is seeking exemption. | Exempt U/S 10 (23C)(vi) |
| 6. Number and date of notification/approval of the fond or trust or institution or any university or other educational institution or any hospital or other medical institution. | NA |

PART B - APPLICATION OF INCOME FOR CHARITABLE OR RELIGIOUS OR EDUCATIONAL OR PHILANTHROPIC PURPOSES

- | | |
|---|---------------------------|
| 7. Nature of charitable/religious/educational/philanthropic activity [as referred to in sub-clauses (iv),(v),(vi) or (via) of section 10(23C)] | Educational |
| 8. Total income of the previous year of the fond or trust or institution or any university or other educational institution or any hospital or other medical institution | Rs 21,35,98,284.00 |
| 9. Amount of income of the previous year applied during the year wholly and exclusively to the objects for which it is established | Rs 19,88,76,199.00 |
| 10. Amount of income of the previous year accumulated for application, wholly and exclusively, to the objects for which it is established, to the extent it does not exceed 15% of income of that year. | Rs 1,47,22,085.00 |
| 11. Amount of income, exceeding 15% of income of the year, accumulated in accordance with clause (a) of the third proviso to section 10(23C). | NA |



12. (a) Whether, during the previous year, any part of the income, not exceeding 15% of income accumulated in any earlier year, was applied for purposes other than to the objects for which it is established or has ceased to be accumulated for application thereto? NA
- (b) If the answer to (a) above is 'yes', then give details of income so applied or ceased to be so accumulated NA
13. (a) Whether, during the previous year, any part of the income of any earlier year exceeding 15% of the income, that was accumulated in accordance with clause (a) of the third proviso to section 10(23C) in that year, was applied for purposes other than to the objects for which it is established or has ceased to be accumulated for application thereto? NA
- (b) If the answer to (a) above is 'yes', then give details of income so applied or ceased to be so accumulated NA
14. (a) Whether, during the previous year, any part of the income of any earlier year exceeding 15% of the income, that was accumulated in accordance with clause (a) of the third proviso to section 10(23C) in that year, was not utilised for purposes for which it was accumulated during the period for which it was to be accumulated? NA
- (b) If the answer to (a) above is 'yes', then give details thereof, together with amount of income not so utilised. NA



PART C- OTHER INFORMATION

15. (a) Whether any funds, other than the assets or NO voluntary contributions referred to in clause (b) of the third proviso to section 10(23C), were invested or deposited for any period during the previous year, otherwise than in the forms and modes specified in sub-section (5) of section 11.

(b) If the answer to (a) above is 'yes', then give details as under:

SI.No.	Nature of investment or deposit	Amount invested or deposited	Period of investment or deposit
		NA	

16. In relation to any income being profits and gains of NA business, -

(a) whether the business was incidental to the NA attainment of the objectives of the fund or trust or institution or university or other educational institution or hospital or other medical institution?

(b) whether separate books of account were NA maintained in respect of such business?

(c) if the answer to (a) and/or (b) above is 'no', then NA state the amount of such income.

17. (a) whether during the previous year, any part of the NA accumulated income was paid or credited to any trust or institution registered under section 12AA or to any fund or trust or institution or any university or other educational institution or any hospital or other medical institution referred to in sub-clause (iv) or sub-clause (v) or sub-clause (vi) or sub-clause (via) of clause (23C) of section 10?

(b) if the answer to (a) above is 'yes', then give details NA thereof, together with the amount of income so paid or credited.



18. (a) whether any voluntary contribution, other than voluntary contribution in cash or voluntary contribution of the nature referred to in clause (b) of the third proviso to section 10(23C), was held during the previous year, otherwise than in any of the forms or modes specified in sub-section (5) of section 11, after the expiry of one year from the end of the previous year in which such voluntary contribution was received?

(b) if the answer to (a) above is 'yes', then give details thereof, including the amount of such voluntary contribution.

19. (a) whether any anonymous donation referred to in section 115 BBC was received during the year?
(See notes 2 &3)

(b) if the answer to (a) above is 'yes', then state the amount of such anonymous donation.

For Mahesh, Virender & Sriram
Chartered Accountants



Place: Hyderabad
Date : 01.02.2022.

20. Best Practices adopted, if any

Note: Suppression and/or misrepresentation of information shall invite appropriate penal action. The Website shall be dynamically updated with regard to Mandatory Disclosures

Important Instructions:

- Avoid putting personal information in public domain.
- The mandatory disclosure should be available freely to view/download to the public without any restrictions.
- LoA/EoA letters (since inception) should form part of the mandatory disclosure and complete mandatory disclosure document should be converted into a single PDF file and the URL (web-link) to be entered in the AICTE portal (under attachments tab).