

## **Semester IV**

### **MPM125 Corporate Governance and Business Ethics Credits 4 (4-0-0)**

**Objectives:** To orient students into the ethical orientation in various functional areas of management decision making with following objectives

1. To develop critical reading and critical analysis skills.
2. To understand the fundamental ethical principles necessary to evaluate and analyze contemporary issues in business ethics.
3. To encourage the synthesis of this new understanding with a participant's moral perspective in the consideration of contemporary issues in business ethics.
4. To examine the consequences of unethical and ethical business decisions.

#### **Unit I: Theories of Ethics**

Ethical Theories and Approaches – Teleological, Deontological, Virtue and System Development Theories; Conflict Between Moral Demands and Interest. Roots of Unethical Behavior.

#### **Unit II: Ethics and Ethical Dilemmas at the Workplace**

Ethics in Marketing, Finance, HRM, and Global Business. Institutionalization of Business Ethics. Ethical Dilemmas at the Workplace and their Solutions. Ethical Decision-Making and Leadership. Ethical Issues in Pharmaceutical Industry.

#### **Unit III: Indian Ethos in Management**

**Indian Ethos:** Indian Values & Value System. Teaching from scriptures and traditions (Geeta, Ramayana, Mahabharata, Upanishads, Vedas, Bible, and Quran). Business Ethics in Indian Context.

#### **Unit IV: Corporate Governance**

What is Corporate Governance – Definition, Market Model of Governance, OECD Emphasis, Issues in Corporate Governance, Need for and Importance of Corporate Governance, and Benefits of Good Governance to Companies. Ethics in Corporate Governance, How Ethics can Make Corporate Governance More Meaning Full.

Corporate Governance Code, Transparency & Disclosure, The Role Of Auditors, Board Of Directors, and Shareholders; Global Issues of Governance, Accounting, and Regulatory Framework, Corporate Scams; Committees of Corporate Governance in India; SEBI and Government; Growth Of Corporate Governance In India; Corporate Social Responsibility

### **Suggested Readings**

1. Fernando A.C - Corporate Governance: Principles, Policies, and Practices – Pearson.
2. Murty CSV – Business Ethics, Himalaya.
3. Velasquez – Business Ethics: Concepts and Cases – Pearson/PHI.
4. Hartman - Perspectives in Business Ethics, Tata-McGraw Hill Publishing Company, New Delhi.

## **MBA 126 Legal Aspects of Pharmaceutical BusinessCredits 4 (4-0-0)**

**Objective:** The course is designed to assist the students in understanding basic laws affecting the operations of pharmaceutical business enterprise.

### **Unit I: The Indian Contract Act, 1872:**

Offer and Acceptance, Consideration, Free consent, Legality of object and consideration, Performance and Discharge of contract, quasi-contract, Contract of Guarantee,

### **Unit II: Sale of Goods Act, 1930:**

Sale and Agreement to sell, Conditions and Warranties, Transfer of property, Finder of goods. Performance of the contract of sale, Rights of an unpaid seller.

### **Unit III: Competition Act, 2002:**

Definition, Prohibition and regulation of combinations, Duties, Powers, and Functions of Competition Commission, Penalties, unfair trade practices. Consumer Protection Act and Cyber Laws.

### **Unit IV: Companies Act, 2013:**

Salient Features of Companies, Classification and Formation of Companies, Memorandum and Articles of Association, Doctrine of Indoor Management, Appointment of Directors, Meetings of Directors & Shareholders of Companies

### **Unit V: The Indian Partnership Act, 1932:**

Introduction-covering nature and scope, Essential features, characteristics of LLP, Incorporation, and differences with other forms of organizations.

### **Unit VI: Drugs and Cosmetics Act, 1940 :**

Objective, definitions, Legal definitions of Schedules to the Act and Rules

Import of Drugs- Classes of Drugs and Cosmetics Prohibited from Import, Import under license or Permit, Offences and Penalties

Manufacture of Drugs- Prohibition of manufacture and sale of certain Drugs

Condition for grant of license and conditions of license for manufacture of Drugs,

Manufacture of Drugs for test, examination and analysis, Manufacture of new drug, Loan license and repacking of license

**Unit VII: Occupational Safety, Health, and Working Conditions Code 2020:** Concept of "factory", "manufacturing process" "worker" and "occupier" B, General duties of occupier, Measures to be taken in factories for health, safety and welfare of workers, Working hours of adults, Employment of young. person and children, Annual leave with wages, Additional provisions regulating employment of women in factor.

**Unit VIII: Code On Wages- 2019 :** Concept of minimum wage, fair wage, living wage and needed-based minimum wage, Procedure for fixation and revision of minimum wages , Fixation of minimum rates of wage by time rate or by piece rate ,Procedure for hearing and deciding claims, Definition of wage and Responsibility for payment of wages, Fixation of wage period and Time of payment of wage, Deductions which may be made from wages and Maximum amount of deduction, Concept of Bonus and payment of Bonus.

### **Suggested Readings**

1. S.S.Gulson, Marcantile Law, Excel Books.
2. N.D. Kapoor – Business Law, Sultan Chand & Sons
3. M.C. Kuchhal - Business Law, Vikas Publishing House Pvt. Ltd
4. Bulchandani - Business Law for Management, Himalaya Publishing House
5. Palle Krishna Rao- WTO Text & Cases, PSG, Excel Books
6. Bainbridge – Introduction to Computer Law – Pearson
7. A. Pathak - Legal Aspects of Business, Tata-McGraw Hill Co. Ltd
8. Pillai and Bhagabati- Business Law, S.Chand& Co.
9. Billai&Bagavathi, Business Law, S. Chand.
10. Drugs and Cosmetics Act / Rules by Government of India Publications
11. Medicinal and Toilet Preparations Act 1955 by Government of India Publications

**Objective** The objective of this course is to impart industry ready excel and power point skills such that students can easily navigate their demands and rigours of these skills in any job profile environment.

**MS Excel Skills-** The Excel Environment / Opening a Workbook / The Excel 2007 Ribbon / The Quick Access Toolbar / Worksheets / Moving Around a Worksheet and Workbook / Printing a Worksheet / Saving a Workbook File / Working with Data: Basic Techniques / Cells and Ranges / Selecting Ranges / Selecting All Cells in a Dataset Using Shortcut Keys / Selecting All Cells on a Worksheet / Selecting Noncontiguous Ranges / Selecting Cells and Named Ranges / Selecting Otherwise Difficult to Select Cells with Go To Special / Filling Series / Copying and Moving Cell Entries / The Undo Command / Increasing Spreadsheet Readability / Working with Rows and Columns / Making Better Use of Screen Space / Basic Cell Formatting / Basic Number Formats / Conditional Formatting / Formatting and Other Options with Paste Special / Setting Up a Worksheet for Printing / Excel Formulas / Copying Formulas / The AutoComplete Formula Option / Entering Formulas by Pointing / Other Ways to Copy Formulas / Absolute Addressing / Using the F4 Key / Hierarchy of Mathematical Operations / Summation Icon / Editing or Correcting Formulas / Showing the Actual Formula in a Cell / Charts / Creating Charts / Resizing and Moving Charts / Basic Formatting of Charts / Formatting Axes and Data Series / Customizing Charts.

**MS Power Point**      Using Power Point to make Business Presentations, effective Tips for business presentations, Choosing right templates, using Infographics, navigating between excel and powerpoint

## **MPM128 International Pharmaceutical Management Credits 4 (4-0-0)**

**Objective:** The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of International Marketing.

### **Unit I Growth of international business**

Globalisation, its Effects, Benefits & Costs, Multinationals; Firm-specific and location-specific advantages, Role of MNC's in developing countries. Environment of international business: economic, political, legal and cultural environment, Scenario analysis & country-wide-risks of investments decisions. International Trade: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Heckscher-Ohlin Theory, Vernon's Theory of International Product Life Cycle.

### **Unit II**

#### **International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G.-Approach**

An overview of the International Marketing Management Process; International Marketing Environment. International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Abroad, Strategic Alliances. International business Competitive strategies: Porter's model; Prahalad and Doz's strategy model.

### **Unit III International Product and Pricing Strategies**

Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale. Managing International Distribution

### **Unit IV Balance of trade and balance of payments**

Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment. Convertibility of Capital Account. Foreign exchange; Theories of Foreign Exchange rate determination- Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory, Interest Rate Parity Theory, Role of world bodies like World Bank, IMF, IBRD and WTO in International Trade, Critical issues in trade.

## **UnitV ImportandExport**

IndiaandWorldTrade,ImportandExportPolicy,DirectionandQuantumofIndia'sExports,Instituti  
onalInfrastructureforExportPromotion,ExportPromotionCouncils,PublicSectorTradingAgenci  
es,ECGC,CommodityBoards.ProcedureandDocuments-  
RegistrationofExporters,ExportQuotations,ProductionandClearance of Goods for Exports,  
Shipping and Transportation, Insurance, Negotiation of Documents, Instruments ofPayments-  
OpenAccount,BillsofExchange, Letterof Credits-ExportFinance.

## *UnitVI Research Project*

***Each student will write a research paper on a specific International Business related issue  
oftheirchoice.Thispapermayinclude thefollowing:***

- HistoricDevelopment
- ExaminationofCurrentIssues
- ExplorationoftheActualorExpectedImpactonEmployees,Business,Ind  
ustryorGovernment,Presentationof availableAlternativesifApplicable
- References

## **Suggestedreadings**

- 1. Onkvisit,SakandShaw,J.J-InternationalMarketing:AnalysisandStrategy(PHI).**
- 2. Aswathappa-InternationalBusiness(TataMcGraw-Hill,2002)**
- 3. Daniels-InternationalBusiness(PearsonEducation)2004.**
- 4. PaulJ-InternationalBusiness(Prentice-Hall,2004)**
- 5. DereskyH-InternationalBusiness(PHI,2003)**
- 6. HillCW-InternationalBusiness(TataMcGraw-Hill,2002.)**
- 7. VarmaML-InternationalTrade(Vikas,2003)**
- 8. Taggart-TheEssenceofInternationalBusiness(PHI)**
- 9. Thakur,M.,Burton&Gene,E-InternationalManagement(TataMcGrawHill).**
- 10. Hodgetts,R.andLuthens,F-InternationalManagement(McGrawHillInc2003).**

## **MPM 129 Elective II ( 1. Project Planning and Control) Credits 4 (4-0-0)**

### **1. Project Planning and Control**

**Objectives:** The basic purpose of this course is to understand the framework for evaluation of capital expenditure proposals, their planning and management in the review of the projects undertaken.

#### **Unit I Basic Concepts**

Concept of a Project; Categories of projects; Project Life Cycle Phases; Role and responsibility of project managers; Project organization; Team building; Contract tendering and Selection of Contractors.

#### **Unit II Project Formulation**

Feasibility report – areas of study; Project selection models – Non-numeric and Numeric; preparation of cost estimates; Time estimation; Project evaluation under high uncertainty – preliminary ideas.

#### **Unit III Project Planning and Scheduling**

Design of project management system; project work system; work breakdown structure, project execution plan, work packaging plan, project procedure manual; project scheduling; bar charts, line of balance (LOB) and Network Techniques (PERT / CPM), Resource allocation.

#### **Unit IV Project Monitoring and Control: Planning, Monitoring and Control**

Design of monitoring system; Computerized PMIS (Project Management Information System). Coordination; Procedures, Meetings, Control; Scope/Progress control, Performance control, Schedule control, Cost control. Project Performance: Performance Indicators; Project Audit; Project Audit Life Cycle, Responsibilities of Evaluator/ Auditor.

#### **Suggested readings**

1. Meredith & Mantel, “Project Management – A Managerial Approach”, John Wiley.
2. S Choudhury, “Project Management”, Tata McGraw Hill.
3. H. A. Levine, “Project Management – Using Micro Computer”, McGraw Hill.
4. Desai Vasant, “Project Management”, Himalaya Publishing House



**Objective**

Addressing the quality aspect in everything products, services, processes, people, resources and interactions. Improving profits, as well as generating new business for the future. Involving everyone in the organization in the attainment of the said objective

**Unit I Introduction to quality management**

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

**Unit II Principles and Philosophies of Quality Management**

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

**Unit III Statistical Process Control and Process Capability**

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed.

Process capability – meaning, significance and measurement – Six sigma concepts of process capability.

Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

**Unit IV Tools and Techniques for Quality Management**

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and

documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

### **Unit V Quality Systems Organizing and Implementation**

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

### **Suggested readings**

- 1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).**
- 2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.**

## **MPM129 Elective -II (3.Integrated Marketing Communication) Credits 4 (4-0-0)**

**Objective:** To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and promotional programme.

### **Unit I Introduction to IMC, IMC programme situation analysis**

Objectives for IMC programme. Definition, objectives, functions and classification of advertising, direct marketing, sales promotion, public relation, publicity and personal selling. Advertising Agency: functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

### **Unit II Communication Process**

Advertising versus other forms of mass communication, planning the communication program, the communication mix, building of IMC program: Creative strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

### **Unit III General and special characteristics of different media**

Media planning, selection and evaluation. Measuring advertising effectiveness: The rationale of testing- pretesting, concurrent testing & post testing, opinion recognition and recall, inquiries and sales measures, measurement of print media, E-Advertising.

### **Unit IV Advertising Budget**

Approach and procedures for determining the size of the budget character of items to be charged to advertising, Administration and control of budget. Regulation of Advertising - Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, E-advertising.

### **Suggested readings**

1. **Kazmi & Batra, - Advertising and Sales Promotion, Excel Books**
2. **Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI**
3. **Clow & Baack, Integrated advertising, Promotion, Marketing communication and IMC plan, Pearson Education/PHI**