

Title of Programme: Master of Business Administration (MBA)

First Year, Semester - I

Course Code-MBA-01

Course Name-Principles of Management

Credits-4

Course Objective- The objective of this course is to acquaint the student with the fundamental of management concepts its application in organization.

Block I Introduction to Management

- Concept and Nature of Management
- Development of Management Thoughts
- Management Functions and Skills

Block II Organisation

- Meaning and Nature of Organisation
- Organisation as System, Principles, Formal and Informal Organisation,
- Organisational Structure and Organisational Charts,
- Change Management, Perception, Attitude and Values, Personality Theories.

Block III Leadership and Decision Making

- Conflict and Conflict Management
- Managerial Decision Making and Process
- Leadership.

Block IV Delegation and Work Groups

- Delegation: Meaning, Importance, Process, Principles
- Motivation and its Theories;
- Work Groups: Characteristics, Formation and Types of Groups,
- Group Cohesiveness; Team: Characteristics, Types, Team Effectiveness;
- Training and Development.

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Course Code-MBA-02

Course Name-Accounting for Managers

Course Credits-4

Course Objective- To enable Learners to Acquire the skills necessary to use, interpret and analyse accounting data and to make them acquainted with decision making capability for effective financial control in an organization.

Block I Introduction to Accounting

- Introduction to Accounting
- Accounting Principles
- Forms and Type of Accounting
- Classification of Accounts
- Journal and Ledger

Block II Book of Account and Trial Balance

- Special Journals, Sales Book, Purchase Book
- Books of Account
- Trial Balance
- Depreciation

Block III Final Account and Balance Sheet

- Provision
- Final Accounts
- Preparation of Various Types of Accounts
- Balance Sheet
- Accounts of Non-Trading Institution

Block IV Shares and Debentures

- Shares and Share Capital
- Issue of Debentures

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Course Code-MBA-03

Course Name- Managerial Economics

Course Credits-4

Course Objective- The objective is to give Learner's grounding in the basic understanding of economic environment and tools for better analysis of economic situations and thus helping in decision making.

Block I Introduction to Managerial Economics

- Nature and Scope of Managerial Economics
- Demand Function
- Demand Forecasting and Sales Forecasting

Block II Utility Concept and Supply-Side Economics

- Concept of Utility
- Marginal, Equi-Marginal and Diminishing Marginal Utility
- Consumer Surplus and Indifference Curve Analysis
- Supply Analysis
- Law and Elasticity of Supply

Block III Market System

- Meaning and Characteristics of Market
- Perfect Competition
- Pure Competition
- Monopoly, Oligopoly, Duopoly
- Cost Concept and Concept of Revenue

Block IV Basics of Macro Economics

- National Income Concept
- Indian Economy
- Unemployment, Inflation, Budget
- Business Cycle

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Course Code-MBA-04

Course Name- Organisational Behaviour

Course Credits-4

Course Objective- The objective of this course is to provide the learners insight on the importance of individual and group behaviour in organisation.

Block I Introduction to Organisational Behaviour

- Introduction to Organisational Behaviour
- Understanding Human Behaviour
- Concept and Foundations of Individual Behaviour

Block II Decision Making and Group Behaviour

- Group and Group Dynamics
- Process of Decision Making
- Power and Politics
- Leadership

Block III Conflict and Change Management

- Organisational Conflict and Resolution Process
- Organisational Change
- Effective Implementation of Change and Change Process

Block IV Organisational Development

- Introduction to Organisational Development
- Effective Implementation of OD Programmes
- Team Building
- Stress and Stress Management

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Course Code-MBA-05

Course Name- Marketing Management

Course Credits-4

Course Objective- The objective of this course is to provide the learners insight on various marketing practices in organisation. It will orient them to have an understanding on the core of marketing theme, aligned with the practices in the existing job market.

Block I Introduction to Marketing

- Introduction to Marketing and Selling
- Marketing Environment
- Marketing Information System
- Market Segmentation
- Targeting and Positioning
- Consumer Behaviour
- Market Demand and Forecasting
- Product Planning and Product Life Cycle

Block II Branding and Pricing Decision

- Branding and Strategies
- Packaging
- Pricing Decision
- Channel of Distribution
- Marketing Communication and Promotion Mix
- Advertising and Sales Promotion.

Block III Direct Marketing and Consumer Protection

- Personnel Selling
- Direct Marketing;
- Consumer Protection
- Service Marketing and Service Quality

Block IV Customer Relations and Green Marketing

- Customer Relationship Management
- Green Marketing
- Environmental Standards
- Logistics and Supply Chain Management.

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First Year, Semester - II

Course Name Human Resource Management

Course Code MBA-06

Course Credit: 4

Course Objective: The objective of this course is to sensitize students to the various facts of managing people, to an understanding of the various policies and practices of human resource management, to facilitate learning and application in organizational context.

Block I Introduction to HRM

- Introduction to HRM
- HRM-Significance and Objectives
- Human Resource Planning
- Job Analysis and Job Design

Block II- Recruitment and Selection

- Recruitment and Sources of Recruitment
- Selection-Process and Methods of Selection
- Induction and Placement
- Promotions and Transfers
- Human Resource Development

Block III- Training and Performance Management

- Training —Need and Objectives
- Training Methods and Techniques
- Evaluation of Training Programmes
- Performance Appraisal
- Compensation Management

Block IV-Industrial and Labour Relations

- Industrial Relations
- Trade Unions
- Collective Bargaining
- Management of Grievances and Industrial Disputes
- International Human Resource Management
- Contemporary Issues in Human Resource Management

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Course Name: Financial Management

Course Code. MBA-07

Course Credit: 4

Course Objective: The objective of this course is to sensitize learners to financial functioning including risk, return, decision making etc.

Block I Introduction to Financial Management

- Introduction to Financial Management
- The Mathematics of Finance
- Risk and Return
- Indian Financial System
- Sources of Long-Term Finance and Short-Term Finance
- Valuation of Securities

Block II-Financing Decisions

- Cost of Capital
- Capital Structure
- Theories of Capital Structure
- EBIT- EPS analysis and Leverage

Block III- Long-Term Investment Decisions

- Capital Budgeting Concept & Process-An Overview
- Estimating Project after Tax Incremental Operating Cash Flows
- Capital Budgeting Techniques
- Issues in Capital Budgeting

Block IV Current Assets Management and Dividend Decisions

- An Overview of Working Capital Management
- Cash Management
- Inventory Management
- Receivables Management
- Dividend Policy-An Introduction
- Dividends-Issues and Types
- Dividend Theories
- Contemporary Issues in Finance

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Course Name: Research Methodology

Course Code-MBA-08

Course Credits: 4

Course Objective: The objective of the course is to provide students the fundamentals of research are business situation and its application. Also, this paper acquaints the students with latest tools and techniques of analysis and its presentation.

Block I Introduction to Research Methodology

- Research and its Relevance for Management
- Nature and Scope of Research Methodology
- Research Process and Review of Literature
- Problem Formulation and statement of Research Objective
- Research Designs
- Hypothesis — Formulation and Testing

Block II Methods of Data Collection

- Types and Sources of Data
- Methods of Data Collection
- Research Designs
- Attitude Measurement and Motivational Research Techniques
- Survey Research-Scaling Techniques
- Sampling and Sampling Distributions
- Sampling Types and Errors

Block III Analysis of Data

- Data Analysis and Interpretation
- Statistical Tools in Data Analysis
- Multivariate Data Analysis
- Factor Analysis
- Use of Statistical Software

Block IV -Report Writing and Presentation

- Intricacies of Report Writing-I
- Intricacies of Report Writing-II
- Presentation of a Report

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Course Name: Business Environment

Course Code-MBA-09

Course Credits: 4

Course Objective: This course aims at providing students the knowledge of basic framework and intricacies of Indian and international environment.

Block I Macro Economic Concepts and Macro Environment

- Contemporary Global and Indian Environment
- Consumerism and Business
- Macro-Economic Environment and Modern Theories of Economic Growth
- Aggregate Demand and Supply
- Inflation
- Unemployment

Block II Economic Reforms and Industrial Policy

- Economic Reforms in India
- Economic Planning in India and New Economic Policy
- Industrial Policy and Industry Licensing

Block III Industrial Financial Institutions

- Public Sector Enterprises and Small and Medium Enterprises
- Industrial Financial Institutions: IDBI, IFCI, ICICI, IRBI, SFC
- Institutions for Investment and small Industry: UTI, LIC, GIC, SSIDC, SIDBI and Commercial Banks

Block IV Foreign Policies and Globalization

- Foreign Trade: Theories, Issues and Modern Context
- FDI and FII
- Foreign Exchange Rates and Foreign Exchange Markets
- Globalization, Liberalization and Privatization
- Regional Trading Blocks
- World Trade and Emerging Environment

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Course Name: Quantitative Techniques in Management

Course Code-MBA-10

Course Credits: 4

Course Objective: The objective of this course is to provide students the knowledge of quantitative tools and their application in various making situations.

Block I Introduction to Statistics

- Introduction to Statistics
- Data-Types and classification
- Frequency Distribution and Graphical Representations
- Measures of Central Tendency
- Measures of Dispersion

Block II Measurement of Variation, Correlation & Regression

- Measures of Skewness, Kurtosis and Moments
- Correlation
- Regression Analysis and Properties of Regression Coefficients
- Times Series Analysis

Block III Probability & Distribution

- Probability-Definition and Classification
- Laws of Probability
- Probability Distribution
- Binomial Distribution
- Normal and Poisson Distribution

Block IV Operations Research

- Linear Programming
- Transportation Problem
- Assignment Problem
- Queuing Theory and Decision Theory
- Replacement Theory and Sequencing Problems
- PERT CPM

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Course Name- IT and Management Information System

Course Code-MBA-10

Course Credit -4

Course Objective- The objective of the course is to familiarize the students with the basics of computer, its operations, processing and storage and utility of information technology in managerial applications.

Block I Introduction to Computers

- Computers — An introduction
- Components of Computer System and Indian Computing Environment
- Generation of Computer
- Number System and Computer Arithmetic

Block II Hardware and Software

- Types of Computers
- Input/ Output Units
- Hardware Troubleshooting
- Operating System Concepts
- Software —Languages and Package
- Data Files

Block III Software Packages and Networking

- MS Office
- MS Excel
- MS Power point and MS Access
- Management of Data Processing Systems in Business Organisations
- Introduction to Networking
- Internet and Intranet
- Basis of Information Security

Block IV Management Information System

- Introduction to MIS
- Structure of MIS
- MIS Master Men — Content and Description
- Organizational Information Requirements Analysis and Resource Allocation stage
- Limitations of MIS
- Development and Implementation of MIS
- Decision Support System
- Management Information System —Problem and Suggestion

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Second Year, Semester - III

Course Name: Business Policy and Strategic Management

Course code-MBA-11

Course Credits: 4

Course Objective: The objective of the course is to provide the students the conceptual understanding of strategy, its formulation and implementation as an important aspect of modern business organization.

Block I Introduction to Business Policy and Strategic Management

- Introduction to Business Policy
- Understanding Strategy and Strategic Management
- Strategic Intent
- Strategic Planning and Strategic Management

Block II Strategy Formulation

- Environment Appraisal
- Organizational Appraisal
- Industry, Competitive & Internal Analysis
- Corporate Level Strategies-I
- Corporate Level Strategies-II
- Business Level Strategies

Block III- Strategy Choice and Implementation

- Strategic Analysis: Corporate, Business and Industry
- Strategic Choice
- Strategy Implementation
- Structural Implementation
- Behavioural Implementation
- Functional and Operational Implementation

Block IV Strategic Evaluation and Control

- Strategic Evaluation
- Strategic Control
- Strategy and Technology Management
- Blue Ocean Strategy
- New Approaches to Strategic Management

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Course Name: Entrepreneurship Development

Course Code-MBA-12

Course Credits: 4

Course objective: The objective of the course is to impart knowledge to the learners about entrepreneurship and its importance in socio—economic development of the nation and to create interest among them for starting their own business.

Block I An overview of Entrepreneurship

- Entrepreneurship: Need, Scope and Philosophy
- Entrepreneurial traits and Types
- Development of Entrepreneurship

Block II Entrepreneurial process

- Creativity, Idea Generation, Screening and Project Identification
- Social Determinants of Entrepreneurial Growth
- Issues in new enterprise management: Locational, environment and Managerial

Block III Theories and Legal Issues

- Theories of Entrepreneurship
- Legal Issues for the entrepreneur
- Small and Medium Enterprises

Block IV Entrepreneurship Planning and Development

- Enterprise Planning Process
- Family and Non-Family Entrepreneur: Professionalism vs Family Entrepreneur
- Women Entrepreneurs: Challenges and Achievements
- Entrepreneurship Development Programmes
- Role of various Institutions in Developing Entrepreneurship in India
- Growth and Transition through Entrepreneurship

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Course Name: Business Ethics & Corporate Governance

Course Code-MBA-13

Course Credits: 4

Course Objective: This paper aims at providing the Learners the understanding of ethical issues related to business and good governance for long term survival of business.

Block I Business Ethics

- Business Ethics: Nature and Scopes
- Ethics & Moral Standards
- Ethics and Business System
- Personal Growth and Lessons from Ancient Indian Educational System
- Indian Ethos: Need, Purpose & Relevance
- Holistic Approach for Managers in Decision Making

Block II Values for Managers

- Values Impact in Business, Indian Value System
- Values and Teachings from Scriptures and Traditions-I
- Values and Teaching from Scriptures and Traditions-II
- Values Teaching of Saints and Thinkers
- Trans-Cultural Human Values in Management Education Unit XII Human Values

Block III Corporate Governance

- Corporate Governance and Code of Corporate Practices
- Social Responsibility of Corporate
- Corporate Governance System
- Corporate Governance and Professional Ethics

Block IV Issues in Business Ethics and Corporate Governance

- Ethical Issues related to Advertisements, Finance, Investment and Technology
- Gandhian Approach in Management & Trusteeship
- Balanced Global Environment
- Problems Relating to Stress in Corporate Management and Protection of Stakeholders

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Specialization-Marketing

Course Name: Advertising and Sales Promotion

Course Code-MM-14

Course Credits: 4

Course Objective: This course aims at providing the students the understanding of advertising and sales promotion techniques for their effective application.

Block I Introduction to Advertising Concepts

- Introduction to Advertising
- Advertising and Society
- Advertising & the Marketing Process
- Various forms of Advertising
- Advertising: Curse or Catalyst

Block II Advertising Planning and Strategy

- Advertising Business: Agencies and Client Relationship
- Advertising Planning and Strategy
- Media Planning and Buying
- Creative side of Advertising
- Consumer Behaviour and Advertising
- Evaluation of Advertising Effectiveness

Block III Issues in Advertising

- Advertising Budgeting
- Outdoor, Transit Local and Non-Commercial Advertising
- Campaign Planning and Globalisation in Advertising
- Media Evaluation

Block IV Sales Promotion

- Sales Promotion
- Types and Technique of Sales Promotion
- Relationships between Sales Promotion and Advertising
- Promotional Strategies
- Sales Promotion Budget
- Public Relations and Personal Selling in context to Advertising and Sales Promotion
- Sale Promotion Design Issues

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Course Name: CONSUMER BEHAVIOUR

Course Code: MM-15

Course Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Block I: Understanding of Consumer Behaviour.

- Consumer Behaviour- An Introduction
- Consumer Behaviour: Concept, Scope, Application and Evolution
- Consumer Behaviour and Marketing Strategy
- Market Segmentation in context of Consumer Behaviour
- Consumer Research: Types and Process
- Consumer Behaviour Practices in India

Block II: Individual Determinant of Consumer Behaviour.

- Consumer Motivation and Values
- Personality and Consumer Behaviour
- Consumer perception
- Consumer Learning
- Consumer Attitude Formation and Change
- Psychological Influences on Consumer Behaviour

Block III: External Determinant of Consumer Behaviour

- Social Class influence on Consumer Behaviour
- Communication and Persuasion
- Cultural Influence
- Sub-Cultural and Cross-Cultural influence
- Public Policy and Consumer Advocacy in context of Consumer Behaviour
- Models of Consumer Behaviour: Industrial Buying and Individual Buying

Block IV: CRM and Consumer Decision Making.

- Consumer Behaviour Audit
- Diffusion of Innovation and Opinion Leadership
- Consumer Decision Process
- CRM and e-CRM
- Developing CRM Strategy
- CRM Building: Infrastructure, Information Process and Technology

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Specialization-Human Resource Management

Course Name: Human Resource Planning

Course Code-HR-14

Course Credits: 4

Course Objective: The main aim of the course is to give the student understanding of how planning is done for better long-term requirement of human resources in the organization.

Block I Introduction to Human Resource Planning

- Human Resource Planning-Concepts, Objectives and Significance
- Macro and Micro Human Resource Planning
- Process of Human Resource Planning
- Demand Forecasting in HRP- Methods and Techniques
- Supply Forecasting in HRP- Methods and Techniques
- Productivity, Technology and Human Resource Planning

Block II Job Evaluation and Analysis

- Job Evaluation
- Job Analysis
- Job Assessment
- Performance Appraisal and Management

Block III Human Resource Planning: Recruitment, Selection and Induction

- Recruitment Function
- Selection Function
- Induction and Placement
- Career manning, Development and Succession Planning
- Manpower Training and Retraining
- Transfer and Promotion and Job rotation

Block IV Trends and Issues in Human Resource Planning

- Human Resource Information System
- Human Resource costs
- Human Resource Accounting and Costs
- Emerging Trends in Human Resource Planning

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Course Name Organisational Change and Development

Course Code-HR-15

Course Credits: 4

Course Objective: In the fast-changing world of business the organizations have to be ready for the changes and should facilitate in adopting these changes. This course aims to give a broad theoretical and practical understanding of key concepts and issues in managing organisational changes.

Block I Organisational Change

- An Overview of Organizational Change
- Models of Change Management
- Change and its Impact
- Diagnosis and Resistance to Change
- Implementing Change
- Strategies and Skills for Communicating Change
- Consolidating Change

Block II Organisational Development

- Introduction to Organizational Development
- Process of Organizational Development
- Diagnostic Strategies and Skills
- Power, Politic and Ethics in OD
- Evaluating change and future of Organizational Development
- OD Change Agents

Block III Organisation Development Interventions

- Types and Process of OD Interventions
- Team Interventions
- Structural and Miscellaneous OD Interventions
- IT and OD
- TQM and OD
- Organizational Creativity
- OD in International Context

Block IV Perspectives of Organisation Development

- Learning Organization
- Knowledge Management and OD
- Organizational Design and Work Culture
- Organization Restructuring

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Specialization-Finance

Course Name: Indian Financial System

Course code-FN-14

Course Credits: 4

Course Objective: This course aims at providing the students the intricacies of Indian financial system for financial decision making.

Block I Structure of Indian Financial System

- Financial System: An Introduction
- Evolution of Financial System in India
- Structure of Indian Financial System
- Money Markets
- Money Market Organisation

Block II Regulators of Financial System

- Regulations in Financial System
- Financial Markets
- Primary Market
- Secondary Market
- Stock Exchanges in India

Block III Financial Intermediaries

- Role of Financial Intermediaries
- Reserve Bank of India
- Commercial Banks
- Development Banks
- Non-Banking Financial Companies
- Regional Rural Banks
- Insurance Organisations

Block IV Financial Instruments/Assets

- Financial Instruments
- Derivatives
- Foreign Capital
- International Operations in the Securities Market
- Indian Financial Sector Reforms: A Corporate Perspective
- Current Developments in the Indian Financial System

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Course Name: Project Finance

Course Code-FN-15

Course Credit: 4

Course Objective: This course aims at making the student learn the tools and techniques for effective planning and management of projects.

Block I Project Finance: An Introduction

- Project Management: An Introduction
- The Project Finance Markets
- Role of Advisors in Project Finance
- Project Development and Management
- Valuing the Project and Project Cash Flow Analysis
- Project Feasibility Studies

Block II Assessing Risks in Project Finance

- Project Finance and Commercial Risks
- Project Finance and Macroeconomic Risks
- Regulatory and Political Risks
- Risk Mitigation Methodologies for projects

Block III Financing of Projects

- Means of Financing Projects
- Working Capital Finance for Projects
- Project Finance: Taxation and Incentives
- Export Credit Agencies and Development Finance Institutions
- Novel Means of Financing Projects

Block-IV Legal Aspects in Project Finance

- Legal Aspects in Project Finance
- Project Agreements
- Sub-Contracts and Other Related Agreements
- Project Finance Loan Documentation
- Contemporary Issues in Project Finance

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Second Year, Semester - IV

Electives in Marketing

Course Name: International Marketing

Course Code- MM-17

Course Credit: 4

Course Objective: The markets have now crossed the national boundaries it is has become important specially for a developing country like India. The major objective of this course is to provide an exposure to the students to the area of Marketing in the International perspective.

BLOCK I CONCEPTS OF INTERNATIONAL MARKETING

- International Marketing: Concept and Process
Nature, Scope, Dimension, Foreign Market Entry and Benefits of IM
- Theories of International Trade and their application in IM
- International Marketing Environment
- International Market Intelligence
- Potential Market Assessment and Entry Strategies.

BLOCK II INTERNATIONAL MARKETING MIX

- International Product Policy
- International Pricing Strategy
- Global Distribution
- International Branding Strategy
- International Promotion Strategies and Packaging Policies
- International Market Segmentation

BLOCK III INTERNATIONAL ORGANIZATION & POLICIES

- International Organizations: WTO, IMF, UNCTAD, ASEAN
- International Marketing Issues and Dispute Settlement Body
- International Logistics and Emerging Issues
- Export Promotion policies of India
- SEZ their Implications
- Tariff and Non-Tariff Barriers and Emerging Issues

BLOCK IV INTERNATIONAL MARKETNG AND FOREIGN TRDAE

- India Foreign Trade Policy
- India's Foreign Trade and its Composition
- Globalization and India - Post Liberalization, India's Competitive Advantage
- Exports Procedures and Documentation
- International Sales Contract
- International Commercial Terms & Trade in Services
- The Future or Global Marketing

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Course Name: Service Marketing

Course Code- MM-18

Course Credit: 4

Course Objective: The emergence of tertiary sector calls for better understanding of services development and delivery. This paper aims at providing the students the intricacies process of service marketing.

BLOCK I SERVICE MARKETING

- Marketing of Services: An Introduction
- Managing Demand for Services
- Different Aspects of Yield Management
- Understanding the Framework for Services Marketing Management.
- Positioning and Focusing

BLOCK II STRATEGIC ISSUES OF SERVICES MARKETING

- Knowledge of Buyer Behaviour in Services
- Customer Expectation and Customer Groups
- Customer Perception and the Service Quality
- Customer Relationship
- Services Guarantee and Service Recovery

BLOCK III TOOLS FOR SERVICE MARKETERS

- Creating, Delivering Service Development Design
- Understanding the Customer Defined Services Standards
- Physical Evidence and Process in Services Marketing
- Focus on Employees' role and Empowerment of Services
- Customer's Role in Service Delivery

BLOCK IV MARKETING OF FINANCIAL SERVICES

- Marketing of financial services, Banking, Financial Institutions
- Communication & Information Service Marketing-Telecom, Computer, Courier
- Globalization or Marketing of Services
- Marketing of Health Services, Hospitality Services including Travel, Hotels and Tourism
- Internal marketing management for services
- Internal Marketing of Service - External versus Internal Orientation of Service Strategy
- Service Quality and Issues
- Emerging Trends of Service marketing role of internet

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Course Name- Rural Marketing

Course Code- MM-19

Course Credits: 4

Course Objective: The strong emergence of rural markets has made every company to focus there. This course aims at providing the students the understanding of rural markets and consumers so that they can exploit them in a better way.

BLOCK I INTRODUCTION TO RURAL MARKETING

- Rural Marketing (Concept, Scope, Significance)
- Classification of rural markets
- Rural marketing environment
- Rural Market Profile
- Constraints in Rural Marketing and Strategy
- Rural Market Behaviour

BLOCK II RURAL MARKETING MIX & SEGMENTATION

- Demand and Supply in Rural Market
- Rural Market Segmentation
- Product Classification in rural market and Segmentation
- Marketing Mix for Rural Marketing
- Branding Strategy in Rural Marketing
- Product Lifecycle in Rural Market and New Product Development

BLOCK III-CONSUMER BEHAVIOUR AND DISTRIBUTION

- Consumer Behaviour in Rural Markets
- Consumer Behaviour Theories and their Application in rural market
- Channels of Distribution
- Channels Management in rural Market
- Sales Management in rural Market
- Sales force management in rural markets

BLOCK IV COMMUNICATION IN RURAL MARKET

- Marketing Communication in Rural Markets
- Advertising and Sales promotion
- SHG Linkage
- Rural Industry
- Issues in Rural Markets
- Role of Government NGOs in Rural Marketing
- The Future of Rural Marketing

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Course Name- Sales and Distribution Management

Course code- MM-20

Course Credit: 4

Course Objective: The objective of this course is to provide an extensive knowledge about sales function as well as the intricacies of the distribution mechanics of goods and services to the students.

BLOCK I SALES MANAGEMENT

- Introduction to Sales Management
- Personal Selling
- Goals and Process of Sales Management
- Sale Forecasting
- Sales Territories and Sales Quota
- Sales Force Management

BLOCK II SALES ORGANIZATION

- Sales Organization and its Types
- Recruitment and Selection & Training of Sales Force
- Motivating the Sales Force and Compensation
- Sales Meetings
- Sales Contents, Evaluation and Analysis
- Sales control and cost analysis
- Marketing Intermediaries

BLOCK III DISTRIBUTION

- Distribution Channel
- Kinds of Channels
- Selection of Channels & Distributors
- Wholesalers: Classification, Distributors/Dealers/Stockiest-Trends
- Channels Conflicts and Resolution
- Management of Marketing Channels

BLOCK IV MANAGEMENT OF CHANNELS

- Warehousing
- Channel Profitability Analysis
- Rural Distribution
- Retailing
- Inventory Management in Sales and Distribution
- Market Logistics

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Course Name- Brand Management

Course code-MM-21

Course Credits-4

Course Objective: To acquaint the students with playing, technique and branding of the organization.

BLOCK I BRAND MANAGEMENT

- Product Management
- Product Development
- New product development
- Market potential & Sale Forecasting
- Brand Management & Brand v/s Product

BLOCK II BRAND EVOLUTION

- Brand Evolution
- Brand and Consumers
- Brand Equity
- Brand Positioning & Brand Building
- Brand portfolios
- Brand Inside and Brand outside

BLOCK III BRANDING DECISIONS

- Brand Extension
- Brand and Firms
- Branding Strategies
- Brand Value chain
- Brand Personality and Brand Imitation
- Corporate Branding

BLOCK IV GLOBAL BRANDING

- Brand Reinforcement Brand Revitalization and Brand Crisis
- Brand Over the time and Brand Performance
- Brand Valuation, Brand Audit and Brand Tracking
- Global Branding
- Consumer Brand Knowledge
- New trends in Brand Management in India

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Electives in Human Resource Management

Course Name: Strategic Human Resource Management

Course Code-HR-17

Course Credits: 4

Course Objective: It is designed to acquaint the learners with the tools & techniques essential as a strategic contribution of HRM to organizational growth.

Block I Understanding Strategic HRM

- Introduction to Strategic HRM
- Investment perspective of human resources
- Planning and Implementing Strategic HR policies
- Linkage of Corporate Strategy, Core Competencies and Competitive Advantage with HRM
- Aligning HRM with Business Strategy

Block II Aligning HR Systems with business strategy

- Strategic Role of HRM
- Alternative HR systems
- Linking HRM practices to organizational outcomes
- Human Resource Strategy Formulation
- HR Strategy in workforce utilization
- Strategic Performance Management
- HR Strategy for Training and Development

Block III International and Comparative Strategic Human Resource Management

- Managing Global Human Resources
- Evaluating HR functions in International Context
- Multinational, Global, and Transnational Strategies HRM
- Expatriation and repatriation management in global HRM
- High Performance Work Practices

Block IV Emerging Issues in Strategic HRM

- Multi Source Feedback and Competency Development
- HR Strategy in workforce diversity
- HR Strategy for Corporations of Tomorrow
- HR Scorecard
- Employee Engagement Strategies

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Course Name: Industrial Relations

Course Code-HR-18

Course Credits: 4

Course Objective: This course aims at providing the students the intricacies of industrial relations so that a healthy environment is developed for functioning of employees.

Block I INTRODUCTION TO INDUSTRIAL RELATIONS

- Background to Industrial Relations
- Evolution of Industrial Relations in India
- Approaches to Industrial Relations
- Legal Frame Work of Industrial Relations
- Industrialization Strategy and Industrial Relations
- Human Resource Management and Industrial Relations

Block II Trade Unions

- Theoretical Foundations and Legal Framework
- Trade Union Structures
- Management of Trade Unions in India
- Negotiation and Collective settlements
- Tripartism and Social Dialogue
- New Role or Trade Unions

Block III Industrial Disputes

- Industrial Disputes
- Classification and Impact of Industrial Disputes
- Dispute Resolution and Industrial Harmony
- Grievance handling procedure — Labour Management
- Labour Administration and Social Security
- Workers Participation in Management

Block IV Contemporary Issues in Industrial Relations

- Employee Participation and Labour Management
- Alignment labour policy with economic policies und Industrialization Strategies
- Industrial relations and Technological Change
- Management of Industrial Relations
- New Paradigms of Industrial Relations

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Course Name: Compensation Management

Course Code- HR-19

Course Credits: 4

Course Objective: This course aims at providing the student the basic understanding of performance appraisal and development of good compensation plan in organizational setting.

Block-I An Overview of Compensation Management

- Job Evaluation
- Introduction to Compensation
- Strategic Perspective in Compensation Management
- Performance Appraisal
- Defining Internal Alignment
- Compensation and Organisational Strategy

Block II Wage and Salary Administration

- Job Analysis and Job Descriptions
- Job Evaluation/Person-based Structures
- Determining External Competitiveness
- Wage and Salary Administration
- Incentives and Fringe Benefits
- Employee Contributions: Pay for Performance (PFP)

Block III Managing Employee Benefits

- Benefits and Administration
- Employee benefits programs and Designing e benefits package
- Compensation of Special Groups
- Elements of executive compensation and its management
- Legal & Administrative Issues in Compensation
- Wage Boards -Pay Commissions

Block IV OTHER ASPECTS OF COMPENSATION MANAGEMENT

- Global Compensation
- Statutory Provisions Related to Compensation
- Pay Structure Architecture
- Compensation Management in Multi-National organizations
- Future trends in Compensation Management

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Course Name: International Human Resource Management

Course Code-HR-20

Course Credits: 4

Course Objective: Due to the movement of human resource across the borders there is a need to understand the problems and find solutions to it. This paper aims at providing the student the basic understanding of such aspects to deal with.

Block I International Human Resource Management-An Overview

- Introduction and Concepts in International Human Resource Management
- Developments leading to International HRM Perspectives
- International Human Resource Management: Role and Distinguishing Activities
- Organisational Structure and HRM
- International Human Resource manning

Block II Staffing Practices in International Human Resource Management

- Recruitment and Selection for Overseas Assignments
- Global Staffing Practices
- International Transfers and Repatriation Strategies
- Training and Development in International Context
- International Performance Management
- Global Compensation Practices

Block III Industrial Relations and Strategic HRM

- International Practices in Industrial Relations
- Shifts in IHRM and IR
- International Strategic Human Resource Management
- International Labour Standards
- Global Unions, Regional Integration and Framework Agreements
- HR/IR issues in MNCs and Corporate social Responsibility

Block IV Emerging trends in International HRM

- Sensitivity to Cultural Diversity
- Global Organisation Structures
- Emerging Trends in Employee Relations and Employee Involvement
- Convergence or divergence in personnel management in developed and developing economies
- International HRM nod Strategic Research

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Course Name: Management of Training and Development

Course Code-HR-21

Course Credits: 4

Course Objective: The course aims at making the student understand the area of training and development to develop better employees for the organizations.

Block I AN OVERVIEW OF TRAINING AND DEVELOPMENT

- Conceptual Framework of Training and Development
- Role of Training in Organizations
- Nature and Scope of Training and Development
- Systematic Approach to Training
- Training Needs Analysis and Action Research

Block II TRAINING DESIGN

- Training Design
- Determining Training Objectives
- Training Methods and Aids
- Training Climate and Training Techniques
- Selecting Training Strategies
- Training Instruments/Tests

Block III EVALUATION OF TRAINING

- Evaluation of Training
- Different Methods of Training
- Follow-up in Training
- Technology in Training
- Mentoring, Assessment and Development Centre

Block IV INTEGRATING TRAINING AND DEVELOPMENT

- Approaches to Executive Development
- Organisational Behaviour and Development
- Management Trainees and their Expectations
- Training for Team Building
- News Concepts of Training

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Electives in Finance

Course Name: Security Analysis und Portfolio Management

Course Code-FN-17

Course Credits: 4

Course Objective: The objective of the course is to provide the student the understanding of financial market environment and manage the investments for maximum returns.

Block I Introduction to Investment and Securities

- Introduction to Investments and Securities
- Investment Alternatives
- Investment Attributes
- Securities Market
- Listing of securities
- Stock Exchanges and Their Mechanics
- The Securities and Exchange Board of India

Block II Security Analysis

- Market Indexes
- Economic Analysis
- Industry Analysis
- Company Analysis
- Bond Analysis and Management Strategies

Block III Portfolio Analysis

- Mutual Funds
- Derivatives
- Options, Rights Warrants and Convertibles
- Futures and Swaps
- Technical Analysis
- Efficient Market Theory
- Portfolio Analysis
- Portfolio Selection

Block IV Portfolio Management

- Capital Asset Pricing Model
- Portfolio Revision and Portfolio Investment Process
- Portfolio Evaluation and Performance Management
- Value at Risk and Risk Management
- SAP-An Introduction

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Course Name: International Finance

Course Code-FN-18

Course Credits: 4

Course Objective: This course aims at providing the students the fundamental of international finance and its intricacies.

Block-I International Financial Environment

- An Introduction to International Finance
- International Financial Environment
- The Foreign Exchange Markets
- The Balance of Payments
- Exchange Rate System

Block II International Parity Conditions and Exchange Rate Determination

- Interest Rate Parity
- Speculation and Risk in the Foreign Exchange Market
- Purchasing Power Parity and Real Exchange Rates
- Measuring and Managing Real Exchange Risk
- Exchange Rate Determination and Reporting

Block III International Securities Market

- International Debt Financing
- International Equity Financing
- International Capital Market
- International Bond Market
- International Banking and Money Market

Block IV International Corporate Finance

- International Project Appraisal
- Financing International Trade
- Managing Net Working Capital
- Risk Management and Foreign Currency Hedging Decisions
- Foreign Currency Futures and Options
- Interest Rates and Foreign Currency Swaps
- International Financial Instruments
- Contemporary Issues in International Finance

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Course Name: Working Capital Management

Course Code-FN-19

Course Credits: 4

Course Objective: To provide expert knowledge on concepts, methods and procedures involved in using Working Capital Management for managerial decision-making.

Block I Introduction to Working Capital

- Working Capital: An Introduction
- Working Capital Planning and Management
- Working Capital Estimation
- Analysis of Solvency, Liquidity and Financial Flexibility

Block II Management of Current Assets

- Management of Cash and Marketable Securities-I
- Management of Cash and Marketable Securities—II
- Receivables Management
- Inventory Management

Block III Working Capital Financing and policies

- Financing of Working Capital
- Working Capital Control and Banking Policy in India
- Working Capital Policies
- Integrating Working Capital and Capital Investment Process

Block IV Functional Issues in Working Capital Management

- Working Capital Management in Public Sector
- Working Capital Management for Small and Medium-Sized Enterprises
- Working Capital management for Seasonal Industries, Sick Industries and Cooperatives
- Working Capital Management for MNCs

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Course Name: Management of Financial Services

Course Code-FN-20

Course Credits: 4

Course Objective: This course aims at acquainting the students the understanding the nature of various financial services and managing them.

Block-I Financial System and Markets

- Overview of Indian Financial System
- Money Market
- Capital Markets
- New Issues Market
- Govt. Securities Market
- Foreign Exchange Market

Block II Nature and Scope of Financial Services

- Nature and scope of Financial Service
- Regulatory Framework for Financial Service,
- Management of Risk in Financial Service
- Pricing of Financial Services
- Marketing of Financial Services

Block III Financial Intermediaries

- Mutual Funds
- Merchant Banking
- Leasing and Hire Purchase
- Debt Securitization
- Housing Finance
- Credit Rating
- Strategic Issues in the Management of Financial Intermediaries

Block IV Latest Concepts in the Management of Financial Services

- Venture Capital
- Factoring and forfeiting
- Asset Liability Management
- Insurance Services, Banc assurance and Reinsurance
- Securitization and Asset Reconstruction Companies
- Indian and Global Perspective — managing new challenges
- Non-Banking Financial Companies
Scope and meaning — importance of NBFC's in India and their growth

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Course Name: Micro Finance

Course Code-FN-21

Course Credits: 4

Course Objective: The course will to give an understanding on aspects of microfinance management to learners and will help them in identifying the role of micro-finance institutions in economic and social development.

Block-I Micro Finance: An introduction

- Introduction to concepts in Microfinance
- Micro finance as a tool for development
- Evolution and Character of Micro Finance in India
- Models of Micro Finance
- Micro Finance delivery methodologies
- Micro Finance: Legal and Regulatory Framework

Block II Perspectives or Microfinance

- Informal financial markets
- Poverty and Microfinance
- Gender and Microfinance
- Social capital and non-financial services
- The Environment and Microfinance
- Present Status of Microfinance in India
- International Trends in Micro Finance

Block III Financial and Social Performance Indicators

- Financial and social performance indicators for Microfinance
- Methodological issues in Microfinance
- Self Help Groups
- Micro Enterprises
- Development of Microfinance Products

Block IV Micro Finance Institutions

- Microfinance Institutions
- Rural Banking in India
- Micro finance and Marketing
- Emerging Issues in Micro Finance

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