

**FACULTY OF COMMERCE  
&  
BUSINESS STUDIES**



**SYLLABUS**

Academic Session: 2022-23 Onwards

**MBA (EXECUTIVE) Programme  
Memorandum, Course Structure and Syllabus  
(OBE on Choice Based Credit System)**

**Motherhood University**

Roorkee-Dehradun Road, Vill. Karoundi,  
Roorkee-247667, Dist.-Haridwar (Uttarakhand) India

**DETAILED SYLLABUS**  
**OF**  
**MASTER OF BUSINESS ADMINISTRATION -**  
**EXECUTIVE**  
**(MBA – EXECUTIVE)**

[Academic Session 2022-23 onwards]

**SUMMARY**

<b>Programme</b>		MBA EXECUTIVE
<b>Duration</b>		Two-year (Four Semesters)
<b>Medium</b>		English
<b>Total Credits</b>	SEM - I	23
	SEM - II	24
	SEM - III	26
	SEM - IV	16
	<b>TOTAL</b>	<b>89</b>

## **MASTER OF BUSINESS ADMINISTRATION -EXECUTIVE**

The demand for skilled professionals is growing and everyone wants the best for their organisation and career. In such competitive times adding an MBA to one's resume is the best way to boost the one's way through the corporate ladder. But leaving a full time job may not be the ideal scenario and a viable option for many. Thus comes MBA - Executive which is a great way to enhance one's business education without compromising the existing career.

The MBA course aims at providing inputs to the executives so that they can take decisions in their organization and face the challenges. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the managerial personality of the executives. The structure of the course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory. Later on, specializations are offered in functional areas where the students can opt for one specialization out of the ten offered. The offered specializations include Marketing, Digital Marketing, Retail Management, Finance, Human Resource Management, International Business, Operations Management, Information Technology, Hospitality & Tourism Management and Hospital & Health care Management. Broadly, the course is of two years divided into four semesters, with the total marks of 2400 & 89 total credits. Every student has to prepare a detailed research project report in fourth semester which may be related to any exploratory or conclusive study. Seminar & Comprehensive Viva and Dissertation are part of the course. The case study shall be taught wherever required.

### **Comprehensive Viva voce**

The comprehensive viva voce is scheduled at the end of II and IV semester in order to judge the understanding as well as application of the knowledge gained by the students by the end of semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in that semester and see their relevance not only in the practical field but also their inter relationship.

### **Seminar**

Each student shall be required to present a seminar in II semester on the topics related to Subject matter, Trade, Industry, Commerce, Corporate world and Corporate Affairs lasting approximately for 10- 15 minutes followed by the question answer session. The marks shall be awarded by the Expert appointed by the Dean.

### **Research Project & Dissertation**

In III semester the students are required to submit a Research Project Dissertation on a problem/topic (from the specialization areas) under the supervision of a core faculty member of the department. The time schedule will be allotted by the designated teacher concerned to the students under their charge immediately at the beginning of a III Semester. The project report shall be in the form of Dissertation and one hard bound copy of the report shall be submitted by the students in the Department before the date specified of submission. The dissertation would be evaluated by Internal Expert appointed by the Dean. The evaluation of the dissertation will be through presentation followed by question answer session.

### **Research Project Report**

In IV semester the students are required to submit a Research Project report on a problem/topic of any particular organization or solutions of a live problem under the supervision of a core faculty member designated by the department. The objective is to equip the student with the knowledge of problems faced by organisations for exploring feasible solutions and suggestions. The report prepared by the student will be known as Research Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem. Relevant tables and bibliography should support it. The Research Project Report must be divided into five chapters namely Introduction, Review of Literature, Research Methodology, Analysis & Interpretation and Findings, discussion, conclusion, recommendations and scope for further research. One hard bound copy of the report shall be submitted by the students in the Department before the date specified of submission. Research Project Report would be evaluated by Expert Panel appointed by the Dean. It is mandatory that the student will make presentation in the presence of panel, teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

### **Pattern of Examination**

The maximum marks for each paper, except in case of Comprehensive viva voce Research Project Report, Dissertation, Seminar, shall be of 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of the external Examination and 30 (Thirty) marks shall be awarded on the basis of Internal Assessment. Internal assessment will consist of two components (1) Term Paper (20 marks) (2) Teacher assessment (10 marks) which includes class participation & class presentations etc.

Question papers in semester examination will be divided into the following three parts:

Part 1: 10 marks

Containing 10 objective questions (multiple choice, true/false, Fill in the blanks) of 1 mark each from the total syllabus. All of which are needed to attempt.

Part 2: 30 marks

Containing 8 short questions of 5 marks each from the total syllabus out of which 6 questions are needed to attempt.

Part 3: 30 marks

Containing five questions of 10 marks each, one from each unit, out of which 3 questions are needed to attempt.

### **Medium of Instructions**

The medium of Instruction of study and the examinations shall be English.

**Omnibus Clause:** This ordinance and the syllabus shall come into effect from the academic session 2019-2020 with effect from July, 2019. In case of any clarification on any points mentioned in the ordinances and the syllabus or for any dispute on any points the decision of the Vice- Chancellor would be final and binding on all concerned.

### MBA – EXECUTIVE (SEMESTER-I)

Sr. No.	Subject Code	Subject Name	Teaching Hours/week	Evaluation Scheme			Credits
				Internal Assessment	End Term	Total Marks	
1	MPMBAE22-101T	Principles & Practices of Management	3	30	70	100	4
2	MPMBAE22-102T	Financial & Management Accounting	4	30	70	100	4
3	MPMBAE22-103T	Quantitative Methods	4	30	70	100	4
4	MPMBAE22-104T	Managerial Economics	3	30	70	100	4
5	MPMBAE22-105T	Business Communication	3	30	70	100	3
6	MPMBAE22-106T	Constitution of India	2	30	70	100	2
7	MPMBAE22-151P	Seminar & viva – voce	-	30	70	100	2
<b>Total</b>			<b>19</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>23</b>

### MBA – EXECUTIVE (SEMESTER-II)

Sr. No.	Subject Code	Subject Name	Teaching Hours/week	Evaluation Scheme			Credits
				Internal Assessment	End Term	Total Marks	
1	MPMBAE22-201T	Human Resource Management	3	30	70	100	4
2	MPMBAE22-202T	Business Ethics & Corporate Governance	3	30	70	100	4
3	MPMBAE22-203T	Organisational Behaviour	3	30	70	100	4
4	MPMBAE22-204T	Marketing Management	3	30	70	100	4
5	MPMBAE22-205T	Management Information System	3	30	70	100	3
6	MPMBAE22-206T	Legal Aspects of Business	3	30	70	100	3
7	MPMBAE22-251P	Seminar & viva – voce	-	30	70	100	2
<b>Total</b>			<b>19</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>24</b>

### MBA – EXECUTIVE (SEMESTER-III)

Sr. No.	Subject Code	Subject Name	Teaching Hours/week	Evaluation Scheme			Credits
				Internal Assessment	End Term	Total Marks	
1	MPMBAE22-301T	Business Research Methods	3	30	70	100	4
2	MPMBAE22-302T	Strategic Management	3	30	70	100	4
3	MPMBAE22-303T	Production and Operations Management	3	30	70	100	4
4	MPMBAE22-304T	Financial Management	3	30	70	100	4
5	MPMBAE22-305	Specialization Group -1 Elective -1	3	30	70	100	3
6		Specialization Group -1 Elective -2	3	30	70	100	3
7	MPMBAE22-351P	Research Project & Dissertation	-	30	70	100	4
<b>Total</b>			<b>16</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>26</b>

### SPECIALIZATION GROUPS (SEMESTER-III)

<b><u>MARKETING</u></b>	
MPMBAE22-305M1	Consumer Behaviour
MPMBAE22-305M2	Advertising Management
MPMBAE22-305M3	Marketing of Services
MPMBAE22-305M4	Marketing Research
<b><u>DIGITAL MARKETING</u></b>	
MPMBAE22-305D1	Consumer Behaviour
MPMBAE22-305D2	Advertising Management
MPMBAE22-305D3	An Introduction to Digital Marketing
MPMBAE22-305D4	Marketing Research
<b><u>FINANCE</u></b>	
MPMBAE22-305F1	Security Analysis & Portfolio Management
MPMBAE22-305F2	Financial Markets & Institutions
MPMBAE22-305F3	International Financial Management
MPMBAE22-305F4	Corporate Tax Planning
<b><u>HUMAN RESOURCE MANAGEMENT</u></b>	
MPMBAE22-305H1	Industrial Relations & Labour Laws
MPMBAE22-305H2	Industrial Psychology
MPMBAE22-305H3	Human Resource Planning & Development
MPMBAE22-305H4	Performance Management
<b><u>INTERNATIONAL BUSINESS</u></b>	
MPMBAE22-305I1	International Logistics Management
MPMBAE22-305I2	Cross-Cultural Business Management
MPMBAE22-305I3	Management of Multinational Corporations
MPMBAE22-305I4	International Business Laws & Treaties
<b><u>OPERATIONS MANAGEMENT</u></b>	
MPMBAE22-305O1	Materials Management
MPMBAE22-305O2	Maintenance Management
MPMBAE22-305O3	Project Evaluation & Review Techniques
MPMBAE22-305O4	Aggregate Planning & Scheduling



<b><u>INFORMATION TECHNOLOGY</u></b>	
MPMBAE22-305IT1	Database Management System
MPMBAE22-305IT2	Enterprise Resource Planning
MPMBAE22-305IT3	Information System Management
MPMBAE22-305IT4	E-Governance & Framework of ICT
<b><u>RETAIL MANAGEMENT</u></b>	
MPMBAE22-305R1	Retail Management
MPMBAE22-305R2	Retail Business Environment
MPMBAE22-305R3	Retail Economics & Retail Formats
MPMBAE22-305R4	Retail Store Operations Management
<b><u>HOSPITAL &amp; HEALTH CARE MANAGEMENT</u></b>	
MPMBAE22-305HH1	Hospital & Patient Relation Management
MPMBAE22-305HH2	Hospital Architecture Management
MPMBAE22-305HH3	Clinical Services
MPMBAE22-305HH4	Health Care Laws & Ethics
<b><u>HOSPITALITY &amp; TOURISM MANAGEMENT</u></b>	
MPMBAE22-305HT1	Hospitality Marketing Management
MPMBAE22-305HT2	Tourism Principles & Practice
MPMBAE22-305HT3	Hospitality Laws
MPMBAE22-305HT4	Tourism & Tourism Products Fundamentals

**Note:-** A Student has to select two electives each from any two groups of specialization.

## MBA – EXECUTIVE (SEMESTER-IV)

Sr. No.	Subject Code	Subject Name	Teaching Hours/week	Evaluation Scheme			Credits
				Internal Assessment	End Term	Total Marks	
1	MPMBAE22-401T	Entrepreneurship Development	2	30	70	100	4
2	MPMBAE22-402	Specialization Group -1 Elective -3	3	30	70	100	3
		Specialization Group -1 Elective -4	3	30	70	100	3
3	MPMBAE22-451P	Comprehensive viva – voce	-	30	70	100	2
4	MPMBAE22-452P	Research Project Report	-	30	70	100	4
<b>Total</b>			<b>8</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>16</b>

## SPECIALIZATION GROUPS (SEMESTER-IV)

<b><u>MARKETING</u></b>	
MPMBAE22-402M1	International Marketing
MPMBAE22-402M2	Sales Management
MPMBAE22-402M3	Rural Marketing
MPMBAE22-402M4	Retail Management
<b><u>DIGITAL MARKETING</u></b>	
MPMBAE22-402D1	e-Business
MPMBAE22-402D2	Data Analytics
MPMBAE22-402D3	Social Media Marketing
MPMBAE22-402D3	Marketing of Services
<b><u>FINANCE</u></b>	
MPMBAE22-402F1	Financial Services
MPMBAE22-402F2	Mergers & Acquisitions
MPMBAE22-402F3	Financial Derivatives
MPMBAE22-402F4	Risk Management & Insurance
<b><u>HUMAN RESOURCE MANAGEMENT</u></b>	
MPMBAE22-402H1	International Human Resource Management
MPMBAE22-402H2	Compensation Management
MPMBAE22-402H3	Corporate Leadership
MPMBAE22-402H4	Organizational Structure & Change
<b><u>INTERNATIONAL BUSINESS</u></b>	
MPMBAE22-402I1	Exam Financing & Documentation
MPMBAE22-402I2	Global Financial Markets & Instruments
MPMBAE22-402I3	Foreign Exchange Management & Currency Derivatives
<b><u>OPERATIONS MANAGEMENT</u></b>	
MPMBAE22-402O1	Advanced Operations Research
MPMBAE22-402O2	Supply Chain Management
MPMBAE22-402O3	Enterprise Resource Planning
MPMBAE22-402O4	Logistics Management

<b><u>INFORMATION TECHNOLOGY</u></b>	
MPMBAE22-402IT1	Software Project Management
MPMBAE22-402IT2	Information Security
MPMBAE22-402IT3	Web Technologies
<b><u>RETAIL MANAGEMENT</u></b>	
MPMBAE22-402R1	Retail Store Location, Layout-Design & Visual Merchandising
MPMBAE22-402R2	Retail Buying & Merchandise Management
MPMBAE22-402R3	Retail Strategies
MPMBAE22-402R4	Retail Selling & Customer Service
<b><u>HOSPITAL &amp; HEALTH CARE MANAGEMENT</u></b>	
MPMBAE22-402HH1	Management of Super Specialty System
MPMBAE22-402HH2	Medical Records Management
MPMBAE22-402HH3	Patient Care Planning & Management
MPMBAE22-402HH4	Managing Quality in Health Care
<b><u>HOSPITALITY &amp; TOURISM MANAGEMENT</u></b>	
MPMBAE22-402HT1	Facility Management
MPMBAE22-402HT2	International Tourism Management
MPMBAE22-402HT3	Food & Beverages Control
MPMBAE22-402HT4	Travel Agency & Tour Operations Management

**Note:-** A Student has to select two electives each from any two groups of specialization.

## First Semester Syllabus

<b>MPMBAE22-101T</b>	<b>PRINCIPLES &amp; PRACTICES OF MANAGEMENT</b>			<b>L-3, T-0, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>30</b>
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• Students are taught the need of management in current aspect to bring effective and efficient results.</li> <li>• The difference in management, and administration and the skills is to incorporate for a managers and how to develop a manager to become a genuine leader</li> <li>• How planning is a fundamental process for to initiate a work, students here learn various stages of planning and the effectiveness on strategic timing in planning.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Assume the roles and responsibilities associated with managerial functions.				
<b>CO2</b>	Understanding the concept of Planning and various types of plans for decision making purpose.				
<b>CO3</b>	To Study the importance of Organizing and significance of organization structure for a business organization				
<b>CO4</b>	Overview of the concept of staffing including recruitment , selection ,performance appraisal etc.				
<b>CO5</b>	Significance of leading by learning the theories of motivation and to understand the importance of feed back				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	–	√
<b>CO2</b>	√	√	√	-	–
<b>CO3</b>	√	√	-	√	–
<b>CO4</b>	√	-	-	–	-
<b>CO5</b>	√	-	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Assume the roles and responsibilities associated with managerial functions.					
<b>CO2</b>	Understanding the concept of Planning and various types of plans for decision making purpose.					
<b>CO3</b>	To Study the importance of Organizing and significance of organization structure for a business organization.					
<b>CO4</b>	Overview of the concept of staffing including recruitment, selection, performance appraisal etc.					
<b>CO5</b>	Significance of leading by learning the theories of motivation and to understand the importance of feed-back.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	√
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	-

## **MPMBAE22-101T: PRINCIPLES & PRACTICES OF MANAGEMENT CREDITS: 4**

### **UNIT 1: Introduction of Management**

Meaning; Nature & Scope of Management; Management as an art as well as Science; Functions of Manager:-Planning, Organising, Directing, Staffing, Controlling; Different schools of Management Thoughts.

### **UNIT 2: Planning**

Concept, Importance and Objectives of Planning, Steps in Planning; Types of Planning, MBO, Strategic Planning Process, Presuming and Forecasting; Decision Making.

### **UNIT 3: Organizing**

Concept of Organising; Significance of Organizing, Structure & Process of Organization; Various types of Organization; Delegation of Authority; Decentralization of Authority; Organization Charts.

### **UNIT 4: Directing & Staffing**

Concept of Directing; Elements, Process of Directing; Principles of Directing; Definition of Staffing; Importance, Steps in the Process of Staffing; Recruitment, Selection; Placement, Promotion, Separation.

### **UNIT 5: Leading and Controlling**

**Motivation:** Concept and its relevance for Individual & Organisation.

**Theories:** Maslow, Herzberg, McClland and Vroom's.

**Controlling:** Concept & Process of Controlling, Major Controlling Techniques: - Traditional: Personal Observation, Statistical Reports, Break-Even Analysis, Budgetary Control. Modern: ROI; Ratio Analysis, Responsibility Accounting, Management Audit, PERT & CPM.

### **Suggested Readings**

- Weihrich Heinz, Cannice Mark V. and Koontz Harold, (2019), *Management: A Global, innovative and Entrepreneurial Perspective*, McGraw Hill Education (India) Pvt. Ltd.
- Stoner James A.F., Freeman A.Edward and Gilbert Jr. Daniel R., (1995), *Management*, Pearson Hall.
- Robbins Stephen, P., Coulter Mary and Vohra Neharika, (2007), *Management*, Pearson Prentice Hall.
- Tripathi P C & Reddy P N, (2012), *Principles of Management*, Tata McGraw Hill.
- Sherlerkar S A, (2016), *Modern Business Organization and Management*, Himalaya Publishing House.

<b>MPMBAE22-102T</b>	<b>FINANCIAL &amp; MANAGEMENT ACCOUNTING</b>			<b>L-4, T-0, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To acquaint students with role of Management Accounting in planning, control and decision-making and to acquaint students with the techniques of financial management and their applications for business decision making.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the role of the financial manager in growth of the firm by considering the agency relationship.				
<b>CO2</b>	Able to explain accounting statements and can analyze the financial statement with the help of Ratio analysis.				
<b>CO3</b>	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm.				
<b>CO4</b>	Apply methods of standard costing & techniques for better operation of management.				
<b>CO5</b>	Apply the concept of budget & budgetary control for any investment decision for taking proper management decisions for smooth functioning of an organization.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	-	√
<b>CO2</b>	√	-	-	√	-
<b>CO3</b>	√	-	√	-	√
<b>CO4</b>	√	√	-	-	-
<b>CO5</b>	√	-	√	√	-



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm.					
<b>CO2</b>	Treat direct and indirect costs as per the costing techniques and from control purposes.					
<b>CO3</b>	Treat direct and indirect costs as per the costing techniques and from control purposes.					
<b>CO4</b>	Able to explain accounting statements and can analyze the financial statement with the help of Ratio analysis.					
<b>CO5</b>	Apply the concept of time value of money for any investment decision.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	√
<b>CO5</b>	√	√	√	√	√	-

## **MPMBAE22-102T: FINANCIAL & MANAGEMENT ACCOUNTING CREDITS: 4**

### **UNIT 1: Financial Accounting**

Meaning, Need, Objectives, Concepts & Conventions. Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards. The Double Entry System – Its meaning and Scope, The Journal, Cash Book, Ledger, Trail Balance, Trading Account, Profit and Loss Account, Balance Sheet, Entries and Adjustments of different heads in different books and Accounts.

### **UNIT 2: Management Accounting**

Meaning, Function, Scope, Utility, Limitation and Tools of Management Accounting, Analysis of Financial Statements – Ratios, Comparative and Common size Statements, Cash Flow and Fund Flow Analysis, Management Audit and Financial Reporting.

### **UNIT 3: Cost Accounting**

Nature, Objectives, Significance of Cost Accounting, Classification of Cost, Costing of Material, Labour, and Overheads, Marginal Costing, and Cost Volume Profit Analysis – Its Significance, Uses and limitations.

### **UNIT 4: Standard Costing**

Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis – Material, Labour and Overheads. Responsibility Accounting – Its Meaning and Significance, Cost, Profit, and Investment Centers. Accounting for Price Level Changes – Concepts, CPP and CCA methods.

### **UNIT 5: Budget and Budgetary Control**

Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different types of Budget and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

### **Suggested Readings:**

- Prashna Chandra, (2007), *Financial Management*, McGraw Hill.
- Pandey, I.M., (2015), *Financial Management*, 9th Ed. Vikas Publishing.
- Khan and Jain, (1984), *Financial Management*, Tata McGraw Hill Publishing Company Limited.
- Chaudhary, A., (2007), *Fundamentals of Accounting and Financial Analysis*, Pearson Education India.
- Bhattacharyya Ashish K., (2017), *Essentials of Financial Accounting*, PHI Learning.
- Sehgal A & Sehgal D, (2015), *Fundamentals of Financial Accounting*, Taxmann.

<b>MPMBAE22-103T</b>	<b>QUANTITATIVE METHODS</b>			<b>L-4, T-0, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To Study applications of quantitative methods/techniques for decision making.				
<b>CO2</b>	Identify the specially structured programming of transportation and assignment.				
<b>CO3</b>	Analyze the decision making problems under uncertainty and competitive situations by linear programming etc.				
<b>CO4</b>	Understanding the concept of PERT and CPM techniques				
<b>CO5</b>	Study the theories of probability in business problems				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	-	√
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-
<b>CO4</b>	√	√	-	-	-
<b>CO5</b>	√	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To Study applications of quantitative methods/techniques for decision making.					
<b>CO2</b>	Identify the specially structured programming of transportation and assignment.					
<b>CO3</b>	Analyze the decision-making problems under uncertainty and competitive situations by linear programming etc.					
<b>CO4</b>	Understanding the concept of PERT and CPM techniques.					
<b>CO5</b>	Study the theories of probability in business problems.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	√	√
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	√
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Basic Statistics**

Meaning of Statistics, Scope and Importance of Statistics, Classification and Tabulation of Data, Presentation of Data, Graphical Presentation of Data by Frequency Curve, Frequency Polygon, Ogive, Histogram, Limitations of Statistics.

**UNIT 2: Measures of Central Tendency**

Mean: Arithmetic (simple & weighted), Combine, Geometric & Harmonic- Median- Mode- Merits and Demerits of Measures of Central Tendencies- inter- relationship amongst the measures of Central Tendencies.

**UNIT 3: Measures of variation**

Measures of Dispersion; Concepts, Types: Range, Quartile Deviation, Means Absolute Deviation, Standard Deviation, Variance, Coefficient of Variation.

**UNIT 4: Correlation and Regression Analysis**

Karl-Pearson's Coefficient of Correlation, Spearman's Rank Correlation-Coefficient, Regression, Regression Coefficients, Properties of Regression, Test of Hypothesis- t, z, f and chi-square test.

**UNIT 5: Probability**

Probability Theory and Probability Distribution, Binomial, Poisson, Normal Distribution.

**Suggested Readings**

- Agarwal D. R., (2016), *Quantitative Methods*, Vrinda Publications
- Srivastava U. K, Shenoy G V, & Sharma S. C., (1989), *Quantitative Techniques of Managerial Decisions*, New Age International.
- Gupta S P, (2012), *Statistical Methods*, Sultan Chand.
- Gupta S. C. & Kapoor V. K., (2020), *Fundamental of Mathematical Statistics*, S Chand.

<b>MPMBAE22-104T</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L-3, T-0, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>30</b>

**Course Objectives:**

The objective of the course is to acquaint the students with the concept of economics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firm. The coverage includes determination of and linkages between major economic variables; level of output and prices.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Understand the role of economics in decision making.
<b>CO2</b>	Analyze the demand determinants and measuring price elasticity of demand.
<b>CO3</b>	Analyze the peculiarities of factors of production.
<b>CO4</b>	Evaluate the supply and cost analysis of total, Average and marginal curve.
<b>CO5</b>	Identify equilibrium, price and output decisions in various market forms.

**Mapping of Course Outcomes with the program Outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	-
<b>CO2</b>	√	√	√	-	-
<b>CO3</b>	√	-	-	√	-
<b>CO4</b>	√	-	-	-	-
<b>CO5</b>	√	√	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the role of economics in decision making.					
<b>CO2</b>	Analyze the demand determinants and measuring price elasticity of demand.					
<b>CO3</b>	Analyze the peculiarities of factors of production.					
<b>CO4</b>	Evaluate the supply and cost analysis of total, Average and marginal curve.					
<b>CO5</b>	Identify equilibrium, price and output decisions in various market forms.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: The Nature & Scope of Managerial Economics**

Definition & Scope; Types of Managerial Decisions; Objectives of Business Firms- Profit maximization, Cost minimization, Sales maximization, Value maximization of the firm.

**UNIT 2: Market Forces**

Demand and Supply, Analysis of Individual Demand & Market Demand; Elasticity of Demand, Determinants of Demand, Law of Demand and Exceptions to the Law of Demand; Supply Analysis, Determinants of Supply, Law of Supply; Elasticity of Supply.

**UNIT 3: Theory of Production and Cost Analysis**

Production Functions- The Laws of Production and Returns, Optimal Input Combination, Iso-Product Curves; Cobb-Douglas Production Function; Cost-Concepts, Cost Output Relation, Economies of Scale, Break-Even Analysis; Application of the Concept in Financial and Marketing Decisions.

**UNIT 4: National Income: Concept & Measurement**

Basic Concepts and Definition of National Income- Measures of National Income, Income Determination- Keynes' Two- Sector Basic Model; Concept of Investment Multiplier- Assumptions, Leakages & Importance of the Concept.

**UNIT 5**

Balance of Payments, Money Supply, Monetary Policy, Fiscal Policy; Business Cycles; Phases of Business Cycles- Theories of Business Cycles.

**Suggested Readings:**

- Damodaran Seema, (2011), *Managerial Economics*, Oxford University Press.
- Agarwal Vinita, (2013), *Managerial Economics*, Pearson Education.
- Maheshwari Yogesh, (2012), *Managerial Economics*, PHI Learning Pvt. Ltd.
- Ahuja, H. L., (2008), *Managerial Economics: Analysis of Managerial Decision Making*, Based on UGC model curriculum for MBA, S Chand



<b>MPMBAE22-105T</b>	<b>BUSINESS COMMUNICATION</b>	<b>L-3, T-0, P-0</b>			<b>3 CREDITS</b>
		<b>Total Lecture</b>			<b>26</b>
<b>Course Objectives:</b>					
The objective of this paper is to equip students of the MBA course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To study the importance of communication skills in Business Management.				
<b>CO2</b>	Significance of verbal and non-verbal communications in business world.				
<b>CO3</b>	Develop essential communication skills required for managing a business.				
<b>CO4</b>	Learning to prepare effective way of drafting business reports.				
<b>CO5</b>	Understanding the ways to draft or prepare curriculum vitae and correspondence.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	-	√
<b>CO2</b>	√	-	-	-	√
<b>CO3</b>	√	√	√	√	√
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	-	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To study the importance of communication skills in Business Management					
<b>CO2</b>	Significance of verbal and non-verbal communications in business world.					
<b>CO3</b>	Develop essential communication skills required for managing a business.					
<b>CO4</b>	Learning to prepare effective way of drafting business reports.					
<b>CO5</b>	Understanding the ways to draft or prepare curriculum vitae and correspondence.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Introduction**

Importance, Role and Process of Business Communication. Types of Business Communication: The Media and Tools of Communication. Communication Process, Barriers and Gateways to Communication.

**UNIT 2: Verbal and Non-verbal Communication**

Personal language and body language. Types of managerial speeches: Occasional speech; Thematic speech. Group Communication in: Group Discussions, Meetings, Seminars and Conferences. Art of facing interviews in: Selection or Placement, Appraisal, Disciplinary Committees and Exit Interviews.

**UNIT 3: Written Communication Skills**

Formats for business letters and memos, inquires and replies, orders and their executions, complaints and adjustments, credit and status inquires, agency letters and sales letters, bill collection. Minutes, notices, circulars, business reports. Digital Communication - Power point preparation, Web use as a source of knowledge sharing. Job applications cover letter, follow-up messages and letters, disciplinary action, persuasive messages and negative messages.

**UNIT 4: Recruitment and Employment Correspondence**

Introduction, Drafting the Employment Notice, Job Application Letter, Curriculum Vitae/Resumes, Joining Interview, Group discussions. Interview skills Impact of Technological Advancement on Business Communication networks – Internet, e-mails, SMS, teleconferencing, video conferencing, Offer of Employment, Job Description- Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.

**UNIT 5**

Electronic Communication, Fax, Email, Internet & Multimedia, Office Administration & Management, Business Etiquette Case Studies.

**Suggested Readings:**

- Kitty O. Locker and Stephen Kyo Kaczmarck, (2007), *Business Communication: Building Critical Skills*, 3/e, TMH, New Delhi.
- Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz and Neeaja Pande, (2009), *Business Communication: Making Connections in a Digital World*, 11/e. TMH, New Delhi.
- Booher, Dianna (2001), *E-Writing: 21st Century Tools for Effective Communication*, New York: Pocket Books, Division of Simon & Schuster, Inc.
- Bezborah P, Mahanta K, (2008), *Business Communication*, Kalyani Publishers.
- Bovee, Thill and Schatzman, (2007), *Business Communication Today*, Pearson.

<b>MPMBAE22-106T</b>	<b>CONSTITUTION OF INDIA</b>	<b>L-2, T-0, P-0</b>			<b>2 CREDITS</b>
		<b>Total Lecture</b>			<b>20</b>
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• To provide basic information about Indian Constitution</li> <li>• To give knowledge on different dynamics of constitutional law.</li> <li>• To identify individual role and ethical responsibility towards society.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	The students shall be able to understand the definition, analyse the sources from which the different laws are formed.				
<b>CO2</b>	To understand the Fundamental Rights.				
<b>CO3</b>	To Study the composition of Parliament.				
<b>CO4</b>	Overview of principles & hierarchy of the judicial system of the country etc.				
<b>CO5</b>	To know the special power of the authority and amendments.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	√	-	√	√	√
<b>CO3</b>	√	-	√	√	-
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	The students shall be able to understand the definition, analyse the sources from which the different laws are formed.					
<b>CO2</b>	To understand the Fundamental Rights.					
<b>CO3</b>	To Study the composition of Parliament.					
<b>CO4</b>	Overview of principles & hierarchy of the judicial system of the country etc.					
<b>CO5</b>	To know the special power of the authority and amendments.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	√	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: History and Philosophy of the Indian Constitution**

History, Drafting Committee of Indian Constitution, Preamble, Salient Features, Definition of State, Directive Principles of State Policy, Fundamental Duties.

**UNIT 2: Fundamental Rights**

Rights of Equality, Rights of Freedom, Rights against Exploitation, Rights to Constitutional Remedies, Rights to Freedom of Religion, Cultural and Educational Rights, Rules of Law.

**UNIT 3: Organs of Governance: I**

**Parliament:** Composition, Qualification and Disqualification, Powers and Functions

**UNIT 4: Organs of Governance: II**

**1 Executive:** President, Governor, Council of Minister- Qualification and Disqualification, Powers and Functions

**2 Judiciary:** Appointment and Transfer of Judges, Qualifications, Powers and Function.

**UNIT 5: Amendment of Indian Constitution**

Some Major Amendment, Special Power of Parliament, President and Supreme Court.

**Suggested Readings**

- Bakshi, P. M. (2020), *The Constitution of India*, Lexis Nexis, 18<sup>th</sup> edition.
- Keshav Krishan, (2020), *Singhal's Constitutional Law-I*, Singhal Law Publications.
- Basu, D. D. (2021), *Introduction to the Constitution of India - 25/edition*, Lexis Nexis.
- Agarwal P. K. & Gupta V. (2022), *The Constitution of India Bare Act*, Prabhat Prakashan Pvt Ltd, 1<sup>st</sup> edition.

<b>MPMBAE22-151P</b>	<b>SEMINAR &amp; VIVA-VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDIT</b>		
<p><b>Course Objectives:</b></p> <p>To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project.</p> <p>Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.				
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.				
<b>CO3</b>	Assess their communication, presentation skills & overall impression				
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.				
<b>Mapping of Course Outcomes with the Program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	-
<b>CO2</b>	-	-	√	-	√
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	-	-	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring under going 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.



## SECOND SEMESTER SYLLABUS

<b>MPMBAE22-201T</b>	<b>HUMAN RESOURCE MANAGEMENT</b>		<b>L-3, T-0, P-0</b>	<b>4 CREDIT</b>	
			<b>Total Lecture</b>	<b>30</b>	
<b>Course Objectives:</b>					
The course aims at taking the student further into the functional area of HRM and into the domain of HRD.					
This paper is to give a conceptual idea of one of the important resource (asset) of the organization, Human Resource Management and its applicability in an organization.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To know about the objectives, functions and relevance of HRM.				
<b>CO2</b>	Purpose and process of acquisition of Human Resource Management.				
<b>CO3</b>	Developing human resources by developing effective training programmes.				
<b>CO4</b>	To know about the objectives and process of Performance Appraisal, Separation and Voluntary Retirement Scheme.				
<b>CO5</b>	Motivating human resources: an overview.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	-	√	-	√
<b>CO4</b>	√	-	-	-	√
<b>CO5</b>	√	√	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To know about the objectives, functions and relevance of HRM.					
<b>CO2</b>	Purpose and process of acquisition of Human Resource Management.					
<b>CO3</b>	Developing human resources by developing effective training programmes.					
<b>CO4</b>	To know about the objectives and process of Performance Appraisal, Separation and Voluntary Retirement Scheme.					
<b>CO5</b>	Motivating human resources: an overview.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Introduction to Human Resource Management**

Evolution of HRM; Objectives and Function of HRM; Role and Responsibilities of HR Manager; Relevance of HRM; Systems approach to HRM.

**UNIT 2: Acquisition of Human Resource Management**

Human Resource Planning: Purpose and Process; Recruitment and Selection: Source of Recruitment, Stages in Selection Process; Placement; Goals Analysis: Job Description and Job Specification.

**UNIT 3: Developing Human Resources**

Concept of HRD; Management Development Programmes; Training and Development: Training Needs, Training Methods, Application of Computers in Training, Developing Effective Training Programmes.

**UNIT 4: Performance Appraisal**

Concept, Objectives and Process of Performance Appraisal; Criteria for Performance Appraisal; Tools of Performance Appraisal.

Separation: Lay-Off, Resignation, Dismissal, Retrenchment, Voluntary Retirement Scheme.

**UNIT 5: Motivating Human Resources**

Motivation at Work, Major Motivation Theory: An overview; Participative Management; Compensation Management, Major Elements of Compensation Management; Incentives: Concepts, Types of Incentives; Incentives schemes in Indian Industries; Fringe Benefits; Discipline and Employees' Grievance Redressal.

**Suggested Readings**

- Dessler, Gray, and Biju Varkkey, (2009), *Human Resource Management*, 11th ed., Pearson Education, New Delhi.
- David S . Decenzo and Stephen P. Robbins, (2006), *Personnel/Human Resource Management*, 3<sup>rd</sup> edition, Prentice-Hall of India, New Delhi.
- K. Aswathappa, (2005), *Human Resource and Personnel Management*, Tata McGraw-Hill.
- RS Dwivedi, (1997), *Managing Human Resources in Indian Enterprises*, Galgotia Publishing Co., New Delhi, Latest ed.
- Biswajeet Pattanayak, (2005), *Human Resource Management*, 3rd ed., Prentice-Hall of India, New Delhi.

MPMBAE22-202T	<b>BUSINESS ETHICS &amp; CORPORATE GOVERNANCE</b>		<b>L-3, T-0, P-0</b>	<b>4 CREDIT</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b>					
To make students understand the values in business and ethics practiced. It will make the students well aware of corporate business practices so that students can adjust themselves accordingly.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the importance of ethics and corporate governance in the day-to-day working of organizations.				
<b>CO2</b>	Learn the issues involved in maintaining ethics and how to deal with such situations.				
<b>CO3</b>	Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.				
<b>CO4</b>	Critically apply understanding of ethics of real-world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.				
<b>CO5</b>	Critically analyze the reasons of systematic failure of corporate governance that could spread from individual firms to entire markets or economies.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	-	√	√	-	√
<b>CO2</b>	√	-	√	√	√
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	√	√	-	√
<b>CO5</b>	√	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance of ethics and corporate governance in the day-to-day working of organizations.					
<b>CO2</b>	Learn the issues involved in maintaining ethics and how to deal with such situations.					
<b>CO3</b>	Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.					
<b>CO4</b>	Critically apply understanding of ethics of real-world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.					
<b>CO5</b>	Critically analyze the reasons of systematic failure of corporate governance that could spread from individual firms to entire markets or economies.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	-	-	-	-
<b>CO4</b>	-	√	√	√	√	√
<b>CO5</b>	-	√	√	√	-	-

## **MPMBAE22-202T: BUSINESS ETHICS & CORPORATE GOVERNANCE CREDITS: 4**

### **UNIT 1: Introduction to Business Ethics**

Meaning, Nature & Scope, Morality & Ethics, Business Values & Ethics. Types of Ethics, Importance of Ethics in Business.

### **UNIT 2: The Ethical Value System**

Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Ethical dilemmas, whistle blowing.

### **UNIT 3: Introduction to Corporate Governance.**

Meaning & Conceptual Framework of Corporate Governance, Business Ethics & Corporate Governance, Fair & unfair practices of business, popular models of governance anglo-vercom etc. Theories of Governance- Stokholder's theory and stewardship theory, agency theory etc. Corporate Governance Mechanism: Process, Indian Model, Emphasis on corporate governance (transparency, accountability & empowerment)

### **UNIT 4: Corporate Social Responsibility (CSR)**

Introduction to CSR, advantages & Scope, Indian Scenario, CG & CSR, CSR & Business Ethics, Environmental aspect of CSR, CSR committees, CSR models, Drivers of CSR, Codes & Standards of CSR, Global reporting initiatives, ISO.

### **Suggested Readings**

- Nidhi Chandorkar & Tushar Agarwal (2013), *Business Ethics & Corporate Governance*, Himalaya Publishing House.
- Mathur UC, *Corporate Governance & Business Ethics* (MC Milan).
- John R. Beatrigh, *Ethics & The Conduct of Business*, Pearson Education.

MPMBAE22-203T	<b>ORGANISATIONAL BEHAVIOUR</b>		<b>L-3, T-0, P-0</b>	<b>4 CREDITS</b>	
			<b>Total Lecture</b>	<b>30</b>	
<b>Course Objectives:</b> This course intends at understanding the relationship between individuals in an organisation and its fallouts.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To know about the conceptual foundation of Organisational Behaviour.				
<b>CO2</b>	Students understand the theories of Perception, Attitude and Values.				
<b>CO3</b>	Students understand the various theories of Learning and Personality.				
<b>CO4</b>	To understand the concept, classification and Stages of Group Development; Group Structure; Group Decision-Making.				
<b>CO5</b>	To understand the organizational power, politics and the organizational change.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	√	-
<b>CO2</b>	√	√	-	√	√
<b>CO3</b>	√	√	-	-	√
<b>CO4</b>	-	√	√	-	-
<b>CO5</b>	√	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To know about the conceptual foundation of Organisational Behaviour.					
<b>CO2</b>	Students understand the theories of Perception, Attitude and Values.					
<b>CO3</b>	Students understand the various theories of Learning and Personality.					
<b>CO4</b>	To understand the concept, classification and Stages of Group Development; Group Structure; Group Decision-Making.					
<b>CO5</b>	To understand the organizational power, politics and the organizational change.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-



**UNIT 1: Introduction**

Conceptual Foundation of Organisational Behaviour; Nature and Characteristics; Determinants; Contributing Disciplines; Challenges and Opportunities for Organisational Behaviour, Models and Approaches of Organizational Behaviour, OB and Emotional Intelligence.

**UNIT 2: Perception, Attitude, and Values**

Nature, Process, Importance, Factors Influencing Perception; Attribution Theory of Perception; Issues Involved in Perception: Selective Perception, Halo Effect, Contrast Effect, Projection, Stereotyping; Concept of Pygmalion Effect; an overview of Emotions, Values, Beliefs and Attitudes with Managerial Implications.

**UNIT 3: Learning and Personality**

Learning: Concept; Theories of Learning: Conditioning, Social Learning, Managerial Implication of Learning Theories.

Personality: Concept and Determinates; Types and Traits; Major Personality Attributes Influencing Organisational Behaviour; Locus of Control; Machiavellianism; Self-Esteem; Self-Monitoring; Risk-Taking; Personality; Proactive Personality' Personality and National Culture; Holland's Typology of Personality and Congruent Occupations.

**UNIT 4: Group Behaviour**

Groups: Concept and Classification; Stages of Group Development; Group Structure; Roles and Norms; Premise and Issues; Group Decision-Making: Group vs Individual; Groupthink and Groups Shift; Group Decision Making Techniques and Process.

**Interpersonal Relationships:** Understanding Self and Others; Developing Interpersonal Relationships; Transactional Analysis; Johari Window.

**Conflict Management:** Concept; Causes; Types; Stages; Effects; Management of Conflicts.

**UNIT 5: Organisation Power and Politics**

Concept; Sources and Classification; Power Tactics; Coalitions; Organisational Politics: Concept and People's Response to Organisational Politics, The Concept of Impressing Management. **Organisational Culture:** Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture; Employees Learning of The Culture; Creating a Customer-Responsive Culture.

**Organisational Changes:** Concept and Forces for Change; Managing Planned Changes; Resistance to Change; Approaches to Manage Organisational Change; Organisational Development; Culture-Boundedness of Managing the Change.

### **Suggested Readings**

- Robbins, SP Stephen P., Timothy Judge and Nehasika Vohra, (2011), *Organisational Behaviour*, 12th ed., Pearson Education.
- Fred Luthans, (2009), *Organisational Behaviour*, 11th ed., Mc Graw Hill.
- W. Newstrom, John, (2009), *Organisational Behaviour*, 10th ed., Tata Mc Graw –Hill.
- Heresy, Paul, Kenneth H. Blanchard, and Dewey E. Johnson, (2006), *Management of Organisational Behaviour*, 8th ed., Prentice-Hall of India, Eastern Economy Edition.
- SS Khanka, (2008), *Organisational Behaviour*, S. Chand & Co., New Delhi
- Sanghi Seema, (2011), *Organisational Behaviour*, Pearson Publication.

<b>MPMBAE22-204T</b>	<b>MARKETING MANAGEMENT</b>	<b>L-3, T-0, P-0</b>			<b>4 CREDITS</b>
		<b>Total Lecture</b>			<b>30</b>
<b>Course Objectives:</b>					
Marketing is one of the core functional areas of management. The course explains the essentials of marketing in that context.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To understand the nature, scope, evolution of marketing and major elements and their Impact on marketing decisions.				
<b>CO2</b>	To know about the importance of understanding Consumer Behaviour.				
<b>CO3</b>	To understand the concept and classification of Products; Product Line and Product Mix.				
<b>CO4</b>	To understand the Pricing decisions, as a Marketing Variable-its Role and Importance.				
<b>CO5</b>	To understand the nature, objectives and importance of Promotion; Communication Process; Promotion Mix and Methods.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	-
<b>CO2</b>	-	-	√	-	√
<b>CO3</b>	-	√	√	√	-
<b>CO4</b>	-	-	√	√	-
<b>CO5</b>	√	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To understand the nature, scope, evolution of marketing and major elements and their Impact on marketing decisions.					
<b>CO2</b>	To know about the importance of understanding Consumer Behaviour.					
<b>CO3</b>	To understand the concept and classification of Products; Product Line and Product Mix.					
<b>CO4</b>	To understand the Pricing decisions, as a Marketing Variable-its Role and Importance.					
<b>CO5</b>	To understand the nature, objectives and importance of Promotion; Communication Process; Promotion Mix and Methods.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Marketing Concept**

Marketing Management; Nature and Scope; Evolution of Marketing; Selling vs Marketing; CRM; Emerging role of marketing; Marketing Mix. Marketing Environment: Concept; Need for Study; Major Elements and their Impact on Marketing Decisions.

**UNIT 2: Consumer Behaviour**

Consumer vs. Organizational/Industrial Buyer; Their Characteristics; Importance of understanding Consumer Behaviour; Determinants of Consumer Behaviour; Theories of Consumer Behaviour; Various Buying Roles in Family; Types of Buying Behaviour; Consumer Decision-Making Process in Buying.

Market Segmentation: Nature and Importance of Segmentation; Pre-requisites for Effective Segmentation; Bases of Segmenting Consumer Markets; Market Selection Strategies; Positioning, Consumer and Industrial Market.

**UNIT 3: Product Decisions**

Concept of Product; Classification of Products; Product Line and Product Mix; Branding, Product Support Packaging and Labeling; Customer Services; Development of New Product; Product Life Cycle; The New Product (Consumer); Adoption Process.

**UNIT 4: Price Decisions**

Pricing as a Marketing Variable-its Role and Importance; Price vs. Non-Price Competition; Factors Influencing Price Determination; Price Setting in Practice; Price Policies and Strategies. Distribution Channels and Physical Distribution Decisions: Why are Marketing Intermediaries Used? Marketing Channel Functions; Selecting Channels Distribution; Determining the Intensity of Distribution; Channel Management Decisions- Selection, Motivation and Evaluation of Individual Middlemen; Manufacturer-Distribution Relationship; Retailing and Wholesaling; Logistics of Distribution.

**UNIT 5: Promotion Decisions**

Nature; Objectives and Importance of Promotion; Communication Process; Promotion Mix and Methods; Advertising; Personal Selling; Public Relations and Sales Promotion. Legal, Ethical and Social Aspects of Marketing: Consumerism; Consumer Protection Measure in India; Recent Developments in Consumer Protection in India.

**Suggested Readings**

- Kotler Philip and Gray Armstrong, (2005), *Principles of Marketing*, Prentice Hall of India, New Delhi.
- Kotler Philip, (1997), *Marketing Management-Analysis, Planning, Implementation and Control*, Prentice Hall of India, New Delhi.
- Ramaswami, V.S and Namakumari, S, (2009), *Marketing Management*, Mac Millan India, New Delhi.
- Stanton, Shallian J. and Charles Futrell, (1987), *Fundamentals of Marketing*, Mc Graw Hill, New York.
- Rajan Saxena, (2005), *Marketing Management*, 3rd ed, Tata MC Graw Hill, New Delhi.

<b>MPMBAE22-205T</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDITS</b>
				<b>Total Lecture</b>	<b>30</b>
<b>Course Objectives:</b>					
The objective of this course is to introduce students to information systems of management that are part of every business organization.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students understand about the term management information System and the need for information and decision making.				
<b>CO2</b>	Understand the Database management systems, Commercial database and Computer Communication etc.				
<b>CO3</b>	To know about the Data system and System Analysis.				
<b>CO4</b>	Students will learn the role of Information and Technology, Business and technology Trends and role of MIS in Decision- making.				
<b>CO5</b>	Understand the structure of management information System.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	-
<b>CO2</b>	√	-	-	-	√
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	√	√	√	-
<b>CO5</b>	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students understand about the term management information System and the need for information and decision making.					
<b>CO2</b>	Understand the Database management systems, Commercial database and Computer Communication etc.					
<b>CO3</b>	To know about the Data system and System Analysis.					
<b>CO4</b>	Students will learn the role of Information and Technology, Business and technology Trends and role of MIS in Decision- making.					
<b>CO5</b>	Understand the structure of management information System.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Introduction**

Introduction to management information System, decision making and Its Process, need for information and decision making, Its elements, meaning and objectives.

**UNIT 2: Database management systems**

Database management systems, advantages of Data base approach, Queries, Designing of Database, Database Administration, Commercial database. Computer Communication- LAN, Wan, Internet, Peer- to- Peer network, Client – server network. Familiarity with Software packages – MS Office, MS Windows, LAN, UNIX etc.

**UNIT 3: Organization Data system**

Data system- Organization of System department, Physical facilities of system requirement Analysis, System Analysis, System design, System Implementation, System maintenance.

**UNIT 4: Role of Information and Technology**

Role of Information and Technology, Business and technology Trends, Definition of MIS, role of MIS in Decision- making, Number Systems, Computer Languages, Computer hardware, Computer Software and operating System. Systems Approach, object Oriented design, The value and cost of information, Decision levels, Data capture, Data Quality.

**UNIT 5: MIS – an overview**

Structure of management information System, Successful and Comprehensive Structure, Integration of structure, development of management information System, various MIS reports, making MIS efficient and Effective, Limitations of management information System.

**Suggested Readings**

- Laudon Kenneth C. and Laudon Jane P., (1999), *Management Information Systems: Organization and Technology*, Pearson, 6 Sub Edition.
- Chakrabarty, U. K., (2010), *Management Information System for Industrial Safety Health & Environment*, Macmillan Publisher.
- Jawadekar Waman, (2017), *Management Information Systems 5/e: A Global Digital Enterprise Perspective*, McGraw-Hill Education.



<b>MPMBAE22-206T</b>	<b>LEGAL ASPECTS OF BUSINESS</b>	<b>L-3, T-0, P-0</b>			<b>3 CREDITS</b>
		<b>Total Lecture</b>			<b>30</b>
<b>Course Objectives:</b>					
The course introduces students to the basics of Business Law and its importance					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students understand the basic terms of Agreement and contract.				
<b>CO2</b>	Students understand the law relating to Sale of Goods.				
<b>CO3</b>	They come to know the Laws Relating to Partnership and the Partnership Act				
<b>CO4</b>	Students understand the Laws Relating to Companies memorandum and articles of association and prospectus etc.				
<b>CO5</b>	Students understand the Laws Relating to Consumer Protection and Environment Protection				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	-
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	√	-	-
<b>CO5</b>	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students understand the basic terms of Agreement and contract.					
<b>CO2</b>	Students understand the law relating to Sale of Goods.					
<b>CO3</b>	They come to know the Laws Relating to Partnership and the Partnership Act					
<b>CO4</b>	Students understand the Laws Relating to Companies memorandum and articles of association and prospectus etc.					
<b>CO5</b>	Students understand the Laws Relating to Consumer Protection and Environment Protection					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**Unit I: The Law of Contract**

Agreement and contract; void and void-able contracts; Capacity of parties; free consent; legality of object and consideration; performance and discharge of contracts; indemnity and guarantee; bailment and agency.

**Unit II: The Law Relating to Sale of Goods**

Sale and agreement to sell, conditions and warranties, transfer of property doctrine of caveat emptor, auction sale; unpaid seller; The Laws Relating to Carriage of Goods – Introduction, carriage of goods by land; carriage by sea; carriage by air.

**Unit III: The Laws Relating to Partnership**

The Partnership Act; Nature, test and types of partnership; partnership deed, right and liabilities of partners; registration; dissolution

**Unit IV: The Laws Relating to Companies**

The Companies – Definition and types of companies, promotion and incorporation; memorandum and articles of association and prospectus; Shares and debentures, borrowing powers, directors, meeting and resolutions, Winding up

**Unit V: The Laws Relating to Consumer Protection and Environment Protection**

Consumer Protection Act, 1986; Environment Protection Act, 1986

**Suggested Readings:**

- Maheswari S K and Maheswari S N, (2014), *Principles of Business Law*, Himalaya Publishing House, New Delhi.
- Shukla M C, (1974), *A Manual of Mercantile Law*, S Chand.

<b>MPMBAE22-251P</b>	<b>SEMINAR &amp; VIVA-VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDIT</b>		
<p><b>Course Objectives:</b></p> <p>To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project.</p> <p>Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.				
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.				
<b>CO3</b>	Assess their communication, presentation skills & overall impression				
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.				
<b>Mapping of Course Outcomes with the Program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	-
<b>CO2</b>	-	-	√	-	√
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	-	-	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, Especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester The topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.

### THIRD SEMESTER SYLLABUS

<b>MPMBAE22-301T</b>	<b>BUSINESS RESEARCH METHODS</b>		<b>L-3, T-0, P-0</b>	<b>4 CREDITS</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b> To understand the importance, types and process of Research and Research Design.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To understand the importance of Research- an overview.				
<b>CO2</b>	To know about the types and process of Research Design.				
<b>CO3</b>	Students understand the concept and designing of questionnaire and Schedule.				
<b>CO4</b>	Students understand the concept, need and importance of Sampling.				
<b>CO5</b>	To know about the tabulation and processing of data, basic aspects of Statistical Inference Theory.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	√	√
<b>CO2</b>	√	√	-	√	√
<b>CO3</b>	-	√	√	√	-
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	√	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To understand the importance of Research- an overview.					
<b>CO2</b>	To know about the types and process of Research Design.					
<b>CO3</b>	Students understand the concept and designing of questionnaire and Schedule.					
<b>CO4</b>	Students understand the concept, need and importance of Sampling.					
<b>CO5</b>	To know about the tabulation and processing of data, basic aspects of Statistical Inference Theory.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT 1: Introduction**

Concept, Nature, Scope, Need and Role of Business Research, Characteristic of Research, Types of Research, the Research Process: An overview.

**UNIT 2: Research Design**

Concept, Types of Research Design, Including Exploratory, Descriptive and Experimental, Research Design Process.

**UNIT 3: Questionnaire Design and Schedule**

Concept of Questionnaire and Schedule, Principles of Designing Questionnaire and Schedule, Limitations of Questionnaire, Reliability Validity of Questionnaire.

**UNIT 4: Sampling Theory**

Concept, Need and Importance of Sampling, Types of Sampling Methods, Sampling and Non Sampling Errors, Sample Design, Determinants of Sample Size, Steps in Designing the Sample.

**UNIT 5: Data Analysis**

Tabulation and Processing of Data, Basic Aspects of Statistical Inference Theory including Hypothesis Testing, Type I and Type II Errors, Applications of T- Test, Z Test, F-Test, Chi-square Test and ANOVA, Introduction to Computerized Statistical Packages.

**Suggested Readings**

- Zikmund, (2011-12), *Business Research Methods*, Cengage Learning.
- Cooper and Schindler, (2011), *Business Research Methods*, Tata Mc Graw Hill.
- Saunders, (2010), *Research Methods for Business*, Pearson Education.
- Bryman and Bell, (2015), *Business Research Methods*, Oxford University Press.



<b>MPMBAE22-303T</b>	<b>STRATEGIC MANAGEMENT</b>	<b>L-3, T-0, P-0</b>			<b>4 CREDIT</b>
		<b>Total Lecture</b>			<b>30</b>
<b>Course Objectives:</b>					
The course aims to develop an understanding of strategic management and equip learners with the knowledge and skills necessary for effective strategy formulation, implementation, and evaluation in the context of business policy.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Develop an understanding of the nature, scope, and importance of strategic management in business policy.				
<b>CO2</b>	Gain knowledge of the strategic management process, including strategy formulation, environmental appraisal, strategic analysis and choice, and strategy implementation and evaluation.				
<b>CO3</b>	Learn to conduct industry analysis, remote environment analysis, competitive analysis, global environment analysis, and internal analysis using various frameworks and tools.				
<b>CO4</b>	Acquire the ability to formulate corporate, business, and functional level strategies, and evaluate and choose among different strategic options.				
<b>CO5</b>	Develop skills to implement and evaluate strategies, including resource allocation, budgeting, organizational structure, and performance measurement, and to address issues related to social responsibility and ethics.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	√	√	√	-	-
<b>CO3</b>	√	-	-	√	√
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	√	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the nature, scope, and importance of strategic management in business policy.					
<b>CO2</b>	Gain knowledge of the strategic management process, including strategy formulation, environmental appraisal, strategic analysis and choice, and strategy implementation and evaluation.					
<b>CO3</b>	Learn to conduct industry analysis, remote environment analysis, competitive analysis, global environment analysis, and internal analysis using various frameworks and tools.					
<b>CO4</b>	Acquire the ability to formulate corporate, business, and functional level strategies, and evaluate and choose among different strategic options.					
<b>CO5</b>	Develop skills to implement and evaluate strategies, including resource allocation, budgeting, organizational structure, and performance measurement, and to address issues related to social responsibility and ethics.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	√

**UNIT I: Introduction**

Meaning, Scope and Importance of Strategic Management, Nature of Strategic Management, Characteristics, Strategic Management Process, Strategic Management Model. Dimension and Levels of Strategy. Role of strategists in business Policy

**UNIT II: Strategy Formulation**

Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Vision, mission and purpose, objectives and goals of a business organisation - Types of strategies - Guidelines for crafting successful business strategies.

**UNIT II: Environmental Appraisal**

External Analysis: Industry analysis, remote environment analysis, competitive analysis, global environment analysis. Internal Analysis: Resource based view of the firm, Capabilities, core competence, value chain analysis, VRHN analysis, distinctive competency, sustainable competitive advantage and profitability. SWOT Analysis. Synergy.

**UNIT IV: Strategic Analysis and Choice**

Environmental Threat and Opportunity Profile (ETOP); BCG, TOWS, GE, Directional Policy Matrix - Organizational Capability Profile - Strategic Advantage Profile Corporate Level strategies-growth, stability, renewal, corporate portfolio analysis, grand strategies, Mc Kinsey's 7s Framework. Business Level Strategies- Michael Porter's Generic strategies. Functional level strategies.

**UNIT V: Strategy Implementation and Evaluation**

Strategy Implementation: Structure, Systems and People, issues in implementation, Model of Strategic Implementation, Project implementation, Procedural implementation, Resource Allocation, Budgets, Organization Structure, Strategy and Organisation Structure, Different Types of Organisational Structure, Social responsibilities and Ethics - Building a capable organization - Functional issues. Symptoms of malfunctioning of strategy -Operations Control and Strategic Control, An overview of Strategic Evaluation and Control - Measurement of performance - Analyzing variances - Role of organizational systems in evaluation. Strategic Management for non-profit organizations.

**Suggested Readings**

- Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson (2008), *Management of Strategy-Concepts and Cases*, 4/e, Cengage Learning, New Delhi.

- John. A. Pearce II, Richard.B. Robinson Jr, Amita Mital, (2008), *Strategic Management – Formulation, Implementation and Control*, 1/e, Tata McGraw-Hill, New Delhi.
- Charles. W. L Hill, Gareth R Jones (2005), *Strategic Management- An Integrated Approach*, 6/e, Biztantra, New Delhi.
- Thompson A Jr, A.J. Strickland, (2008), *Strategic Management*, Tata McGraw-Hill Publishing, New Delhi.
- Upendra Kachru, (2005), *Strategic Management-Concepts and Case*. Excel Books, New Delhi.
- Adrian Haberberg, Alison Rieple (2008). *Strategic Management – Theory and Application*, Oxford University Press, New Delhi.

MPMBAE22-303T	PRODUCTION & OPERATIONS MANAGEMENT		L-3, T-0, P-0	4 CREDITS	
			Total Lecture	30	
<b>Course Objectives:</b>					
The objective of the course is to acquaint the students with the basic features underlying production management and Operation Management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	To know about the factors affecting system and concept of Production and Operation Management.				
CO2	Students understand the functions of Production and Material Management and related concepts.				
CO3	Students understand the scheduling and measuring Production Activities.				
CO4	Understand an overview of Material Management.				
CO5	To know about the quality in Production and Operations Management.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	-
CO2	√	√	-	√	-
CO3	-	√	√	-	-
CO4	√	√	-	-	-
CO5	-	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To know about the factors affecting system and concept of Production and Operation Management.					
<b>CO2</b>	Students understand the functions of Production and Material Management and related concepts.					
<b>CO3</b>	Students understand the scheduling and measuring Production Activities.					
<b>CO4</b>	Understand an overview of Material Management.					
<b>CO5</b>	To know about the quality in Production and Operations Management.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

## **MPMBAE22-303T: PRODUCTION & OPERATIONS MANAGEMENT CREDITS: 4**

### **UNIT 1: Introduction**

Nature and Scope of Production and Operations Management, its Relationship with other Systems in the Organisation, Factors Affecting System and Concept of Production and Operation Management. Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Layout Planning and Analysis.

### **UNIT 2: Production System and Related Concepts**

Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials.

### **UNIT 3: Scheduling and Measuring Production Activities**

Scheduling, Maintenance Management Concepts, TPM, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety, Material Management.

### **UNIT 4: Material and Inventory Management**

An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.

### **UNIT 5: Quality in Production and Operations Management**

Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards.

### **Suggested Readings**

- Adam and Ebert, Ronald J, (1992), *Production and Operation Management-Concepts, Models & Behaviour*, PHI New Delhi
- Charry SN, (2005), *Production and Operation Management-Concepts Methods and Strategy*, PHI New Delhi.
- Baff. ES, (1993), *Modern Production Management*, John Willey, New York.
- Chase, B Richard, Shankar, R., Jacobs, F.R., Aquilano, N.J., (2018), *Operations and Supply Management*, TMH, Delhi.
- Madan, Pankaj, (2010), *Production and Operation Management*, Global Vision Publishing, New Delhi.

<b>MPMBAE22-304T</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L-3, T-0, P-0</b>	<b>4 CREDIT</b>		
		<b>Total Lecture</b>	<b>36</b>		
<b>Course Objectives:</b>					
The objective of this course is to give a basic idea of financial management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students understand the nature, objectives, and Scope of Financial Management and how the Financial Decisions are taken by Finance Manager.				
<b>CO2</b>	To understand about the different approaches, theories and determinants of Capital Structure.				
<b>CO3</b>	To know about the meaning and techniques of evaluating Capital Budgeting Decisions with the help of some case studies.				
<b>CO4</b>	To understand the theories and determinants of Dividend Policy; and about Working Capital Management.				
<b>CO5</b>	To know about the Structure and functions of Financial Markets.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-
<b>CO5</b>	√	-	-	√	-



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students understand the nature, objectives, and Scope of Financial Management and how the Financial Decisions are taken by Finance Manager.					
<b>CO2</b>	To understand about the different approaches, theories and determinants of Capital Structure.					
<b>CO3</b>	To know about the meaning and techniques of evaluating Capital Budgeting Decisions with the help of some case studies.					
<b>CO4</b>	To understand the theories and determinants of Dividend Policy; and about Working Capital Management.					
<b>CO5</b>	To know about the Structure and functions of Financial Markets.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	√
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Financial Management**

Nature, Objectives and Scope of Financial Management, Financial Decision- Types of Financial Decisions, Role of Finance Manager, Risk Return Framework for Financial Decision, Making, Time Value of Money.

**UNIT 2: Cost of capital: Concept of Value, Present Value, Basic Valuation Models.**

Capital Structure: Concept, Financial Leverage and its Impact on the Valuation of Firm, Theories of Capital Structure- Net Income Approach, Operating Income Approach, Miller – Modigliani Approach, Determinants of Capital Structure.

**UNIT 3: Investment Decisions**

Nature and kinds of Capital Budgeting, Techniques of Evaluating Capital Budgeting Decisions, Capital Budgeting under Risk and Uncertainty, Analysis of Real Life Capital Budgeting, Decisions - Some Case Studies.

**UNIT 4: Dividend Decisions:**

Dividend and its Form, Theories of Dividend Policy and their Impact on the Value of a Firm, Determinants of Dividend Policy. Working Capital Management: Meaning and Concepts of Working Capital. Estimating Working Capital Requirements. Management of Cash Receivables and Inventory.

**UNIT 5**

Financial Markets, Regulatory Bodies- Role & Functions.

**Suggested Readings**

- Van Horne James C., (1998), *Financial Management and Policy*, Prentice Hall of India 12th Ed, 208.
- Prashna Chandra, (2007), *Financial Management*, McGraw Hill.
- Pandey, I.M., (2015), *Financial Management*, 9th Ed. Vikas Publishing.
- Khan and Jain, (1984), *Financial Management*, Tata McGraw Hill Publishing Company Limited.

MPMBAE22-305M1	CONSUMER BEHAVIOUR	L-3, T-0, P-0	3 CREDIT
		Total Lecture	36

**Course Objectives:**

The course objective of Consumer Behaviour is to enable students to understand the behavior of consumers and how it influences marketing decisions.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Develop a comprehensive understanding of consumer behavior, including the reasons for studying it and its scope in the market segmentation process.
<b>CO2</b>	Analyze the various factors that influence consumer behavior as an individual, such as motivation, personality, perception, learning, and attitudes.
<b>CO3</b>	Evaluate the impact of social and cultural settings on consumer behavior, including the influence of reference groups, family, social class, culture, and media.
<b>CO4</b>	Examine the decision-making process of consumers, including problem recognition, search and evaluation, purchasing processes, post-purchase behavior, and organizational buying behavior.
<b>CO5</b>	Develop skills in measuring consumer satisfaction and dissatisfaction, repeat buying, brand switching, loyalty, opinion leadership, and complaining behavior.

**Mapping of Course Outcomes with the program Outcomes**

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	√	√	-	√	-
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop a comprehensive understanding of consumer behavior, including the reasons for studying it and its scope in the market segmentation process.					
<b>CO2</b>	Analyze the various factors that influence consumer behavior as an individual, such as motivation, personality, perception, learning, and attitudes.					
<b>CO3</b>	Evaluate the impact of social and cultural settings on consumer behavior, including the influence of reference groups, family, social class, culture, and media.					
<b>CO4</b>	Examine the decision-making process of consumers, including problem recognition, search and evaluation, purchasing processes, post-purchase behavior, and organizational buying behavior.					
<b>CO5</b>	Develop skills in measuring consumer satisfaction and dissatisfaction, repeat buying, brand switching, loyalty, opinion leadership, and complaining behavior.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Introduction**

Defining Consumer Behaviour; Reasons for Studying Behaviour, Applying Consumer Behaviour Knowledge; Scope of Consumer Behaviour; Market Segmentation; Bases of Segmentation, Criteria for Effective Targeting of Market Segments.

**UNIT II: Consumer as an Individual**

Consumer Motivation; Consumer Involvement, Personality and Self- Concept; Perception, Consumer Learning and Memory, Attitudes and Changing Attitudes, information Processing.

**UNIT III: Consumer in Social and Cultural Settings**

Reference groups and family influences; Social class, cultural; sub cultural and cross cultural influences on consumer behaviour; personal influences and diffusion of innovation; Impact of Media and Globalisation.

**UNIT IV: Consumer Decision Process**

Problem recognition; search and evaluating; purchasing processes; post purchase behaviour; consumer behaviour models; consumerism; organizational buying behaviour.

**UNIT V: Consumer Satisfaction**

Measurement of consumer satisfaction and dis-satisfaction, repeat buying, brand switching and loyalty, opinion leadership, complaining behaviour.

**Suggested Readings**

- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior (10th ed.)*. Prentice Hall.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2012). *Consumer behavior (10th ed.)*. South-Western Cengage Learning.
- Zaltman, G., & Wallendorf, M. (2011). *Consumer behavior analysis*. Routledge.
- Mellott, D. W. (2016). *Consumer behavior (2nd ed.)*. Kendall Hunt Publishing Company.
- Loudon, D. L., & Della Bitta, A. J. (2016). *Consumer behavior: Concepts and applications (7th ed.)*. McGraw-Hill Education.
- Bennett, P. D. (2010). *Understanding and motivating health behaviors (1st ed.)*. McGraw-Hill Education.

MPMBAE22-305M2	ADVERTISING MANAGEMENT		L-3, T-0, P-0	3 CREDIT	
			Total Lecture	36	
<b>Course Objectives:</b>					
The objective of this course is to provide an understanding of the concepts, theories, and practices of advertising and promotion in marketing.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Develop an understanding of the nature and importance of communication process in marketing, including its components, obstacles and role in perception, learning and attitude change.				
CO2	Learn about the different elements of the promotional mix and their relevance to the communication process.				
CO3	Acquire knowledge of the strategic analysis for marketing communication, including communication objectives, market segmentation, target group and market positioning.				
CO4	Develop skills in creating effective advertising copy, including message strategy and design, elements of advertisements, and methods of creative development.				
CO5	Gain an understanding of advertising regulation, including the advertising department and its organization, advertising agencies and their functions, and the contribution of advertising to economic development and standard of living, along with ethical issues and problems and prospects of advertising in India.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	-
CO2	√	√	-	-	-
CO3	√	√	√	√	-
CO4	√	√	√	-	√
CO5	√	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the nature and importance of communication process in marketing, including its components, obstacles and role in perception, learning and attitude change.					
<b>CO2</b>	Learn about the different elements of the promotional mix and their relevance to the communication process.					
<b>CO3</b>	Acquire knowledge of the strategic analysis for marketing communication, including communication objectives, market segmentation, target group and market positioning.					
<b>CO4</b>	Develop skills in creating effective advertising copy, including message strategy and design, elements of advertisements, and methods of creative development.					
<b>CO5</b>	Gain an understanding of advertising regulation, including the advertising department and its organization, advertising agencies and their functions, and the contribution of advertising to economic development and standard of living, along with ethical issues and problems and prospects of advertising in India.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Analyzing the Communication Process**

Nature of Communication Process and Its Components, Applications of Communication Process in Marketing, Obstacles in Communication Process, Role of Communication Process in Perception, Learning and Attitude Change. Different elements of Promotional Mix and Communication Process relevant to them.

**Integrated Communication Fundamentals**

Strategic Analysis for Marketing Communication, Communication Objective, Market Segmentation, Target Group, Market Positioning.

**UNIT II: Advertising and the Marketing Function**

Objective, Functions, Advertising as a tool for Communication, Social and Economic Aspects of Advertising, Importance of Advertising in Modern Marketing, Communication Process in Corporate Image Building, Advertising and Consumer Psychology.

**UNIT III: Different Types of Advertising**

Consumer Advertising, Business to Business Advertising, Trade Advertising, Retail Advertising, Financial Advertising, Recruitment Advertising, Setting Advertising Objectives, DAGMAR Approach, Continuous Advertising Planning Process.

**UNIT IV: Message and Copy**

Message Strategy and Design, Elements of Advertisements, Copy, Developing Effective Advertising Copy, Creativity and Visualization in Advertising, Method of Creative Development.

**Media Planning**

Comparative Study of Different Advertising Media, media Choice, Media Scheduling, Budgeting for Advertising, Evaluation of Advertising Effectiveness, pre testing and Post testing Techniques.

**UNIT V: Regulation of Advertising** – Advertising Department and Its organization, Advertising Agencies and their Functions, Contribution of Advertising to Economic Development and Standard of Living, Ethics and Advertising, Problems and Prospects of Advertising in India.

**Suggested Readings**

- O'Guinn, Alenn, Semenik, *Advertising and Integrated Brand Promotion*, Thomson, Fourth Edition, 2007.
- Belch, MA & Belch GE – *Advertising and Promotion, An Integrated Marketing Communications Perspective*, Sixth Edition, Tata McGraw Hill
- Jefking & Yadin, *Advertising, Fourth Edition*, Pearson Edition.
- Manendra Mohan, *Advertising Management, Concept and Cases*, Tata McGraw Hill Publication.



<b>MPMBAE22-305M3</b>	<b>MARKETING OF SERVICES</b>	<b>L-3, T-0, P-0</b>			<b>3 CREDIT</b>
		<b>Total Lecture</b>			<b>36</b>
<b>Course Objectives:</b>					
To provide students with a comprehensive understanding of the concepts and practices of service marketing and equip them with the skills to design and implement effective service marketing strategies in a globalised environment.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Develop an understanding of the nature, characteristics, and classification of services.				
<b>CO2</b>	Learn the importance of managing customer expectations and implementing segmentation, targeting, and positioning in service marketing.				
<b>CO3</b>	Acquire knowledge of the service marketing mix, including product, price, promotion, and place strategies.				
<b>CO4</b>	Develop skills in designing and delivering effective service systems, including service quality measurement and customer relationship management.				
<b>CO5</b>	Gain an understanding of the globalisation of services and its impact on marketing strategies in India.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	-	√
<b>CO2</b>	√	-	√	√	√
<b>CO3</b>	√	-	√	√	-
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	√	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the nature, characteristics, and classification of services.					
<b>CO2</b>	Learn the importance of managing customer expectations and implementing segmentation, targeting, and positioning in service marketing.					
<b>CO3</b>	Acquire knowledge of the service marketing mix, including product, price, promotion, and place strategies.					
<b>CO4</b>	Develop skills in designing and delivering effective service systems, including service quality measurement and customer relationship management.					
<b>CO5</b>	Gain an understanding of the globalisation of services and its impact on marketing strategies in India.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	-	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Introduction to Services Marketing**

Service as a Marketing Concept; Factors for the growth of Service Sector; Characteristics of Services; Dimensions of Services; Classification of Services; Managing Customer Expectations: Level of Expectations; Zone of Tolerance; Segmentation, Targeting and Positioning of Service.

**UNIT II: Services Marketing Mix**

Product: Service Package, Core and Supplementary Services; Product Levels, Service Levels and Delivery; Price: Pricing Concepts and Issues in Pricing, Pricing Policy, Pricing Approaches, Price and Customer Values; Promotion: Internal and External Communication, Issues in Services Promotion; Place: Service Distribution, Channel Options, Service Distribution Strategy.

**UNIT III: Service Design**

Essential of a Service System; Components of Services; Designing the Service Package; Front Office Interface; Back Office Interface; Operations System; Service Delivery System; Customer Satisfaction and Conflicts; Service Recovery System; Service Quality; Concept of Service Quality, Measuring Service Quality; SERVQUAL System; Concept of CRM: CRM Objectives, Technology impact on Services, Concept of e-CRM.

**UNIT IV: Globalisation of Services**

Stages of Globalisation; International Marketing Services; Emerging Trends; Principal Driving Forces in Global Marketing of Services; Key Decisions in Global Marketing; Services Strategy and Organising for Global Marketing.

**UNIT V: Marketing of Services in India**

Application of the principles of Marketing Services in the Marketing of Financial Services, IT, Tourism Services, Travel Services, Hospitality Services and Transport Services.

**Suggested Readings**

- Zeithaml, Gremler, Bitner, and Ajay Pandit, *Services Marketing*, Tata McGraw-Hill, 5<sup>th</sup> ed., 2011.
- Christopher Lovelock, *Services Marketing: People, Technology and Strategy*, Pearson Education, 5<sup>th</sup> ed., 2011.
- Rajendra nargundkar, *Services Marketing: Text and Cases*, Tata McGraw-Hill, 3<sup>rd</sup> ed., 2010.
- Harsh V Verma, *Services Marketing: Text and Cases*, Pearson Education, 2<sup>nd</sup> ed., 2011.
- Govind Apte, *Services Marketing*, Oxford Univ. Press, 2<sup>nd</sup> ed., 2004

<b>MPMBAE22-305M4</b>	<b>MARKETING RESEARCH</b>	<b>L-3, T-0, P-0</b>			<b>3 CREDIT</b>
		<b>Total Lecture</b>			<b>36</b>
<b>Course Objectives:</b>					
To develop understanding and skills in conducting marketing research for effective decision making.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the importance of research in marketing and the marketing research industry.				
<b>CO2</b>	Learn different approaches to marketing intelligence and types of market research.				
<b>CO3</b>	Develop skills in research design, data collection, and analysis.				
<b>CO4</b>	Gain knowledge of qualitative and non-parametric data analysis techniques.				
<b>CO5</b>	Understand ethical issues related to marketing research and how to prepare and present marketing research reports.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	-	-	√	√	-
<b>CO4</b>	-	-	√	√	-
<b>CO5</b>	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance of research in marketing and the marketing research industry.					
<b>CO2</b>	Learn different approaches to marketing intelligence and types of market research.					
<b>CO3</b>	Develop skills in research design, data collection, and analysis.					
<b>CO4</b>	Gain knowledge of qualitative and non-parametric data analysis techniques.					
<b>CO5</b>	Understand ethical issues related to marketing research and how to prepare and present marketing research reports.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Introduction**

Importance and Role of research in Marketing; the marketing research industry; Approaches to Marketing intelligence. Types of Market research; research approaches; significance of Market research, Market research process, criteria of good marketing research, problems encountered by marketing research in India.

**UNIT II: Marketing Research Design**

Research design- Pre-test, Post-test, Control group and Solomon four group design, Causal Research; observation techniques, experiments and test markets.

**UNIT III: Data Collection**

Primary and secondary data; Questionnaire Design and issues; Interviews; Comparative and non-comparative attitude measurement scaling techniques, sampling design: Sampling procedure, types of sampling, sample size determination.

**UNIT IV: Data Analysis and Interpretation**

Analyzing qualitative data collected through interviews and open ended questions – salient features of different methods. Non-parametric tests: One Sample tests (Kolmogorov-Smirnov One Sample Test; Runs test for Randomness; One Sample Sign Test; chi-square test); Two Sample tests (Sign test; Median test; Mann-Whitney U test; Wilcoxon Matched-Pairs Signed Rank test); K Sample tests (Median test; Kruskal-Wallis Test); Multidimensional Scaling, Discriminate analysis.

**UNIT V: Reporting the Results and Ethical Issues in Marketing Research**

Preparing Marketing research report and presentation: written report, format of report, common problems in preparing report, the critical nature of report, Graphical presentation of reports. Ethical Issues: Ethical issues related clients, respondents, sampling, questionnaire design, reporting.

**Suggested Readings**

- Naresh K Malhotra, Satyabhushan Dash, (2009). *Marketing Research- An Applied Orientation*, 5/e, Pearson Education, New Delhi.
- Donald S. Tull, Del I. Hawkins, (2009). *Marketing research –Measurement & Method*, PHI Private Limited, New Delhi.
- Donald R. Cooper, Pamela S Schindler, (2007). *Marketing Research-Concepts and Cases*. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Hair, Bush, Ortinau, (2006). *Marketing Research*, 3/e, Tata McGraw-Hill Publishing Company Limited, New Delhi.

<b>MPMBAE22-305F1</b>	<b>SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>		<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b> To develop an understanding of investment and capital markets and learn about portfolio analysis and evaluation techniques.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the investment decision process and categories of investment, including their objective and steps of security analysis.				
<b>CO2</b>	Gain knowledge of the capital market, including its types, functions, limitations, and trading of securities.				
<b>CO3</b>	Learn about fundamental analysis, technical analysis, and efficient market hypothesis, and their importance in investment decision making.				
<b>CO4</b>	Develop skills in portfolio analysis and selection, risk, and return analysis, and different models such as CAPM, beta, and Markowitz.				
<b>CO5</b>	Understand the portfolio revision and evaluation techniques, including measures such as Sharpe and Treynor, and the mutual fund industry.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	√	-	√	-	√
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	√	-	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the investment decision process and categories of investment, including their objective and steps of security analysis.					
<b>CO2</b>	Gain knowledge of the capital market, including its types, functions, limitations, and trading of securities.					
<b>CO3</b>	Learn about fundamental analysis, technical analysis, and efficient market hypothesis, and their importance in investment decision making.					
<b>CO4</b>	Develop skills in portfolio analysis and selection, risk, and return analysis, and different models such as CAPM, beta, and Markowitz.					
<b>CO5</b>	Understand the portfolio revision and evaluation techniques, including measures such as Sharpe and Treynor, and the mutual fund industry.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-



**MPMBAE22-305F1: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT CREDITS: 3**

**UNIT I: Introduction of Investment**

Meaning and Objective of Investment, Investment Decision Process, Categories of Investment, Steps of Security Analysis, Investment Avenues, Speculation and Gambling.

**UNIT II: Introduction of Capital Market**

Meaning and Nature of Capital Market, Types, Functions and limitations of Capital Market, Trading of Securities, (Including BOLT), SEBI guidelines IPO, Book Building and Qualified Institutional Placement.

**UNIT III: Fundamental Analysis**

Technical Analysis and Efficient Market Hypothesis, Economic, Industrial and Company Analysis.

**UNIT IV: Portfolio Analysis**

Portfolio Analysis and Selection, Risk and Return Analysis, Beta, Markowitz and Sharpe Model, Capital Asset Pricing Model, Arbitrage Pricing Theory.

**UNIT V: Portfolio Revision and Evaluations**

Portfolio Revision and Portfolio Evaluation, Constant Rupee Value Plan, Constant Ratio Plan, Sharpe and Treynor Measures, Mutual Fund Industry.

**Suggested Readings**

- Fischer, Donald, E. and Ronald J. Jordan, *Security Analysis and Portfolio Management*, Prentice Hall India, New Delhi, 6<sup>th</sup> ed.
- Chandra, Prasanna, *Investment Management*, Tata McGraw Hill, New Delhi
- Sharpe, William, F. Alexander, and Bailey, *Investment*, Prentice Hall Of India, 5<sup>th</sup> Edition.
- Kevin, S. *Portfolio Management*, Prentice Hall India, New Delhi.
- Avadhani, V.A, *Investment and Security Market in India*, Himalaya Publishing House, 3<sup>rd</sup> Edition.
- Pandey, I.M. *Financial Management*, Vikas Publications, New Delhi ed., 2012.

MPMBAE22-305F2	FINANCIAL MARKETS & INSTITUTIONS			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
The objective of this course is to provide students with a comprehensive understanding of the financial system, risk management, and the management of financial institutions.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the nature, role, and organization of the financial system, both in India and globally.				
CO2	Develop an understanding of the regulatory framework for non-banking financial institutions, primary and secondary markets, and money markets.				
CO3	Learn about the management of commercial banks, including negotiable instruments, working capital management, and project financing.				
CO4	Develop skills in identifying and managing various risks associated with financial intermediation, such as interest rate risk, credit risk, and operational risk.				
CO5	Gain knowledge of risk management in financial institutions, including managing credit risk, liability and liquidity management, and managing risk through securitization and derivatives.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	√	-	√	√
CO2	√	-	√	-	√
CO3	-	√	√	√	-
CO4	√	-	-	√	√
CO5	-	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the nature, role, and organization of the financial system, both in India and globally.					
<b>CO2</b>	Develop an understanding of the regulatory framework for non-banking financial institutions, primary and secondary markets, and money markets.					
<b>CO3</b>	Learn about the management of commercial banks, including negotiable instruments, working capital management, and project financing.					
<b>CO4</b>	Develop skills in identifying and managing various risks associated with financial intermediation, such as interest rate risk, credit risk, and operational risk.					
<b>CO5</b>	Gain knowledge of risk management in financial institutions, including managing credit risk, liability and liquidity management, and managing risk through securitization and derivatives.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Financial System**

Nature and Role of Financial System; Structure/organization of financial system; Functions of financial sector; Indian Financial System-an overview; Globalization of Financial Markets. Regulatory Framework for Non-banking Financial Institutions; Primary markets; Secondary markets; Money Markets.

**UNIT II: Management of Commercial Banks**

An overview, Management of Banking Institutions; Negotiable Instruments; Working Capital Management; Project Financing, including Infrastructure Projects; Prudential Norms Prescribed by Regulators; Non-Performing Assets; Capital Adequacy Norms; Basel II Framework and Basel-III; Risk- Rating Agencies; Regulatory framework for Banks.

**UNIT III: Risk of Financial Inter-Mediation**

Introduction; Interest Rate Risk; Re-financing Risk; Re-investment Risk; Market Risk; Credit Risk; Operational Risk; Liquidity Risk.

**UNIT IV: Risk Management in Financial Institutions**

Managing Credit Risk; Liability and Liquidity Management; Managing Interest Risk; Managing Operational Risk; Managing Risk through Sale of Assets and Securitization, Derivatives.

**UNIT V: Management of Non-Banking Financial Institutions and Depositories**

Securitization: Concept, nature, scope, and their implications; DFIs in India: NABARD, State Level Institutions-PCF, IDFC, REC, IFCI, IDBI, SIDBI, Functions and objectives of Depository.

**Suggested Readings**

- K Sasidharan, *Financial Services and System* (2008), McGraw-Hill Publishing Company New Delhi.
- Clifford Gomez, *Financial Markets Institutions and Financial Services*, Prentice-Hall of India, 2008.
- Anthony Saunders, *Financial Markets and Institutions*, 4<sup>th</sup> ed., McGraw-Hill Publishing Company, New Delhi.
- M.Y. Khan, *Financial Services*, 4<sup>th</sup> ed., McGraw-Hill Publishing Company, New Delhi 2008.
- Anthony Saunders, *Financial Institutions Management- A Risk Management Approach*, 6<sup>th</sup> ed., McGraw-Hill Publishing Company, New Delhi.
- M.Y. Khan, *Indian Financial System*, 6<sup>th</sup> ed., McGraw-Hill Publishing Company, New Delhi, 2008.
- Sharma, *Management of Financial Institutions: With Emphasis on Bank and Risk Management*, Prentice-Hall of India, New Delhi.

MPMBAE22-305F3	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>		<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b>					
To provide an understanding of global financial management and foreign exchange markets.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the evolution of the international monetary system and exchange rate regimes.				
<b>CO2</b>	Develop knowledge of foreign exchange markets, including spot and forward markets and hedging strategies.				
<b>CO3</b>	Identify and manage different types of risk exposures, including translation, transaction, and operating exposures.				
<b>CO4</b>	Analyze the financial operations of multinational companies, including global financial strategy and international development banks.				
<b>CO5</b>	Develop skills in managing multinational working capital, including cash, inventory, accounts receivable, and short-term financing.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	-	√	√	-
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	√	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the evolution of the international monetary system and exchange rate regimes.					
<b>CO2</b>	Develop knowledge of foreign exchange markets, including spot and forward markets and hedging strategies.					
<b>CO3</b>	Identify and manage different types of risk exposures, including translation, transaction, and operating exposures.					
<b>CO4</b>	Analyze the financial operations of multinational companies, including global financial strategy and international development banks.					
<b>CO5</b>	Develop skills in managing multinational working capital, including cash, inventory, accounts receivable, and short-term financing.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMBAE22-305F3: INTERNATIONAL FINANCIAL MANAGEMENT CREDITS: 3**

### **UNIT I: Financial Management in Global Perspective**

Development in the International Monetary System, Gold Standard, Bretton Woods System of Exchange Rate, Exchange Rate Regime, IMF and International Liquidity, System of Exchanging Currencies.

**Exchange Rate Determination:** Determination of Exchange Rate in Spot and Forward Market, PPP Theory, IRP Theory, Monetary Theories of Exchange Rate determination, Overshooting Models.

### **UNIT II: Foreign Exchange Market**

Structure; Spot and Forward, Participants in Foreign Exchange Market-Arbitraging, Hedging and Speculation, Covered Interest Rate Arbitrage, Borrowing and Investing Markets. **Fisher's Effect.**

### **UNIT III: Risk Exposures and Their Management**

Translation, Transaction and Operating Exposures: Their Measurement and Management, Political Risk.

### **UNIT IV: Financial Foreign Operations**

Internationalization Financial Markets, Euromarkets, Special Financing Vehicles, Designing a Global Financial Strategy.

**UNIT V: International Financial Markets:** International Equity Issues and Long Term Borrowings. GDRs, ADRs and Euro Bonds. International Development Banks, Foreign Currency Financing by Indian Financial Institutions.

**Multinational Working Capital Management:** Management of Cash, Inventory and Accounts Receivable in Global Context, Inter-Company Fund Flow Mechanism, Short Term Financing. Financing of International Trade.

### **Suggested Readings**

- Shapiro AC: *Multinational Financial Management*: PHI
- Levi, Maurice: *International Finance*, Routledge, 2009
- Eiteman, David K: Arthur Stonehill and Michael H. Moffett, *Multinational Business Finance*, Pearson, 2008
- Vij, Madhu: *International Financial Management*, Excel Publications, 2006
- Apte : *International Financial Management*: PHI
- Seth, A.K.: *International Financial Management*

<b>MPMBAE22-305F4</b>	<b>CORPORATE TAX PLANNING</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
The course aims to provide students with a comprehensive understanding of the basic concepts and practices of taxation in India and develop their skills in tax planning and compliance.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the basic concepts of taxation in India, including direct and indirect taxes, customs, excise, service, sales, VAT, GST, income, wealth, gift, and central gain tax.				
<b>CO2</b>	Analyze corporate taxation in India, including tax liability and taxation of non-profit organizations and distributed profits.				
<b>CO3</b>	Apply tax planning strategies for setting up a new business, financial management decisions, employees' remuneration, scientific research assets, insurance compensation, and liquidation.				
<b>CO4</b>	Explain the special provisions relating to non-residents, such as double taxation relief, transfer pricing, advance ruling, and Direct Tax Code 2009.				
<b>CO5</b>	Apply tax planning strategies with reference to business restructuring, including mergers, acquisitions, demergers, slump sales, and conversion of sole proprietorship/partnership firms into companies.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	-	-	√	√	-
<b>CO3</b>	√	√	-	-	√
<b>CO4</b>	√	-	-	√	-
<b>CO5</b>	-	√	√	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the basic concepts of taxation in India, including direct and indirect taxes, customs, excise, service, sales, VAT, GST, income, wealth, gift, and central gain tax.					
<b>CO2</b>	Analyze corporate taxation in India, including tax liability and taxation of non-profit organizations and distributed profits.					
<b>CO3</b>	Apply tax planning strategies for setting up a new business, financial management decisions, employees' remuneration, scientific research assets, insurance compensation, and liquidation.					
<b>CO4</b>	Explain the special provisions relating to non-residents, such as double taxation relief, transfer pricing, advance ruling, and Direct Tax Code 2009.					
<b>CO5</b>	Apply tax planning strategies with reference to business restructuring, including mergers, acquisitions, demergers, slump sales, and conversion of sole proprietorship/partnership firms into companies.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Basic Concepts**

Tax Planning; Tax Evasion: and Avoidance; Money Laundering; An overview of Taxation in India: Direct and Indirect Taxes; Customs Act; Central Excise Act; Service Tax; Sales Tax; VAT and Goods and Services Tax (GST); Income Tax; Wealth Tax; Gift Tax; and Central Gain Tax; GAAR.

**UNIT II: Corporate Tax in India**

Residential status of companies and tax incidence; Tax liability; Taxation of Not-for profit organisations; Tax on distributed profits.

**UNIT III: Tax Planning**

Tax Planning with Reference to Setting Up of a New Business: Location Aspect, Nature of Business, Form of organization; Tax Planning with Reference to Financial Management Decision-Capital Structure, Dividend Including Deemed Dividend and Bonus Shares; Tax Planning with Reference to Specific Management Decisions-Make or Buy, Own or Lease, Repair or Replace; Tax Planning with Reference to Employees' Remunerations; Tax Planning with Reference to Sale of Scientific Research Assets; Tax Planning with Reference to Receipt of Insurance Compensation; Tax Planning with reference to Distribution of Assets at the time of Liquidation.

**UNIT IV: Special Provisions Relating to Non-Residents**

Double Taxation Relief; Provisions Regulating Transfer Pricing; Advance Ruling Direct Tax Code 2009 and Tax Planning.

**UNIT V: Tax Planning with Reference to Business Restructuring**

Merger, Amalgamation, Acquisition, Demerger, Slump sale, Conversion of sole proprietary concern/partnership firm into company, Transfer of assets between holding and subsidiary companies.

**Suggested Readings**

- Ahuja, Grish, and Ravi Gupta, *Corporate Tax Planning and Management*, Bharat Law House, Delhi.
- Singhania, Vinod K., Kapil Singhania, and Monica Singhania, *Direct Taxes Planning and Management*, Taxmann Publications Pvt. Ltd., New Delhi.
- Pagare, Dinkar, *Direct Tax Planning and Management*, Sultan Chand and Sons, New Delhi.
- SP Goyal, *Direct Tax Planning*, Sahitya Bhawan, Agra
- Bare Acts of relevant enactments

MPMBAE22-305H1	<b>INDUSTRIAL RELATIONS &amp; LABOUR LAWS</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide learners with a comprehensive understanding of industrial relations, including trade unionism, labor problems, and labor legislation, to develop strategies for handling industrial disputes and worker participation in management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concept, nature, and objectives of industrial relations, as well as the role of state, trade unions, and employers' organizations.				
<b>CO2</b>	Analyze the growth of trade unionism, collective bargaining, and the problems faced by trade unions.				
<b>CO3</b>	Develop strategies for handling labour problems such as discipline, grievances, turnover, absenteeism, accidents, and industrial unrest.				
<b>CO4</b>	Evaluate the historical perspective and impact of labor legislation, including important provisions of various acts related to labor.				
<b>CO5</b>	Demonstrate an understanding of the settlement of industrial disputes, worker development, worker participation in management, and IR strategies.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	-	√	-	√	√
<b>CO3</b>	-	-	√	-	√
<b>CO4</b>	√	-	√	-	√
<b>CO5</b>	-	√	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept, nature, and objectives of industrial relations, as well as the role of state, trade unions, and employers' organizations.					
<b>CO2</b>	Analyze the growth of trade unionism, collective bargaining, and the problems faced by trade unions.					
<b>CO3</b>	Develop strategies for handling labour problems such as discipline, grievances, turnover, absenteeism, accidents, and industrial unrest.					
<b>CO4</b>	Evaluate the historical perspective and impact of labor legislation, including important provisions of various acts related to labor.					
<b>CO5</b>	Demonstrate an understanding of the settlement of industrial disputes, worker development, worker participation in management, and IR strategies.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMBAE22-305H1: INDUSTRIAL RELATIONS & LABOUR LAWS CREDITS: 3**

### **UNIT I: Introduction**

Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Role of State; Trade Unions; Employers' Organization; ILO in IR; ILO its Role, Functioning and Contributions, Industrial Relations machinery in India

### **UNIT II: Trade Unionism**

Trade Union: origin and growth, unions after independence, unions in the era of Liberalization; Concept, objectives, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions

### **UNIT III: Labour problems**

Discipline and misconduct; Grievance handling procedure; Labour turnover; Absenteeism; Workers' participation in management; Industrial accidents and Industrial Unrest, Strikes and Lock-Out, Settlement of Industrial Dispute, Consultative Bodies (Bipartite, Tripartite) and IR Strategies, Worker Development and Worker participation in management (WPM), Conciliation, Arbitration, Adjudication, Collective Bargaining.

### **UNIT IV: Labour legislations**

Historical perspective; Impact of ILO; Indian constitution Abolition of Bonded and Child Labor, Important provisions of: Payment of Wages Act, Workmen's Compensation Act, Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act, Important Provisions of Industrial Dispute Act and Factories Act.

### **Suggested Readings:**

- Monappa A- *Industrial Relations* (Tata McGraw-Hill, 2002)
- C.S.Venkata Ratnam- *Industrial Relations* (Oxford Pub.,2008)
- Srivastava S C- *Industrial Relations and Labour Laws* (Vikas, 4th edition) 2000.
- Mamoria CB, Mamoria, Gankar- *Dynamics of Industrial Relations* (Himalayan Publication, 2003)
- Bare Acts.

MPMBAE22-305H2	INDUSTRIAL PSYCHOLOGY			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
The course aims to provide students with a comprehensive understanding of the concepts and applications of Industrial Psychology, including individual differences, workplace behavior, efficiency, and contemporary issues in the field.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the nature, scope, and problems of industrial psychology, individual differences, and psychological testing.				
CO2	Apply psychological principles in the selection, placement, training, counseling, and motivation of individuals in the workplace.				
CO3	Analyze the implications of motivation, perception, learning, leadership, personality, and attitude in organizations, and apply engineering psychology to improve industrial efficiency.				
CO4	Develop strategies for performance management, training and development, and accident prevention and safety in the workplace.				
CO5	Demonstrate an understanding of contemporary issues in industrial relations, including grievance handling, industrial disputes, and union/management relations.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	-
CO2	√	√	√	-	√
CO3	-	√	√	√	-
CO4	√	√	√	√	-
CO5	-	√	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the nature, scope, and problems of industrial psychology, individual differences, and psychological testing.					
<b>CO2</b>	Apply psychological principles in the selection, placement, training, counseling, and motivation of individuals in the workplace.					
<b>CO3</b>	Analyze the implications of motivation, perception, learning, leadership, personality, and attitude in organizations, and apply engineering psychology to improve industrial efficiency.					
<b>CO4</b>	Develop strategies for performance management, training and development, and accident prevention and safety in the workplace.					
<b>CO5</b>	Demonstrate an understanding of contemporary issues in industrial relations, including grievance handling, industrial disputes, and union/management relations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Industrial Psychology**

Introduction, Nature, Scope and Problems of Industrial Psychology, Development and Importance of Industrial and Organisational Psychology, Industrialisation in India. Individual Difference and their Evaluation. Role of Heredity and Environment. Psychological Testing: Utility, Reliability and Validity.

**UNIT II: Individual at Workplace**

The role of the Psychologist in Industry, Occupational Psychology: Study of Behaviour in work situation and application of Psychological principles to problems of selection, Placement, Counseling and Training. Design of work environments: Human engineering and physical environment techniques of job analysis, Social Environment-Group Dynamic in Industry. Personal Psychology: selection, Training, Placement, Promotion, Counseling, Job Motivations, Job Satisfaction.

**UNIT III: Industrial Behaviour**

Introduction and Implications of Motivation, Perception, Learning, Leadership, Personality and Attitude in Organisations. Consumer Behaviour; Study of Consumer Preference, Effect of Advertising. Leadership, Industrial Morale. The Nature and Scope of Engineering Psychology, its Application to Industry.

**UNIT IV: Industrial Efficiency**

Efficiency at Work: the concept of efficiency, The Work Curve, its Characteristics. Work Methods; Hours of Work, Nature of Work, Fatigue and Boredom, Rest Pauses, Stress Management and Well-Being at Work,. Personal Factors; Age Abilities, Interest, job Satisfaction. Working Environment: Noise, Illumination, Atmospheric Conditions. Job Analysis, Performance Management, Training and Development. Accident and Safety: The Human and Economic Costs of Accidents, Accident Record and Statistics, The Causes of Accidents Situational and Individual Factors related to Accident Reduction.

**UNIT V: Contemporary Issues**

Grievances and Grievance handling Procedure. Industrial Disputes: Courses, Strikes and Lockouts, Industrial Relations Machinery Bi-Partite and Tri-Partite Agreement, Labour Courts and Industrial Tribunals, Code of Discipline, Standing Order. Union/Management Relations.

**Suggested Readings**

- Tiffin, J and McCormic E.J.: *Industrial Psychology*, (Prentice Hall), 6<sup>th</sup> Edn., 1975
- McCormic E.J.: *Human Factors Engineering and Design* (McGraw Hill), 4<sup>th</sup> Edn., 1976
- Mair, N.R.F.: *Principles of Human Relations*
- Gilmer: *Industrial Psychology*
- Ghiselli and Brown: *Personnel and Industrial Psychology*
- Myer: *Industrial Psychology*
- Dunnette, M.D.: *Handbook of Industrial and Organisational Psychology*



<b>MPMBAE22-305H3</b>	<b>HUMAN RESOURCE PLANNING &amp; DEVELOPMENT</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide students with an understanding of human resource planning, career planning, HRD, and the implementation of HRD programs in organizations.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the importance of human resource planning and its different approaches.				
<b>CO2</b>	Understand the concept of career planning and its significance in organizations.				
<b>CO3</b>	Analyze the evolution and concept of HRD and its role in organizations.				
<b>CO4</b>	Assess and implement HRD programs by conducting task analysis, organizational analysis, and HRD needs assessment.				
<b>CO5</b>	Understand the impact of organizational culture and workforce diversity on HRD practices in manufacturing and service sectors.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	√	-	-	-	-
<b>CO4</b>	-	-	√	-	-
<b>CO5</b>	-	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance of human resource planning and its different approaches.					
<b>CO2</b>	Understand the concept of career planning and its significance in organizations.					
<b>CO3</b>	Analyze the evolution and concept of HRD and its role in organizations.					
<b>CO4</b>	Assess and implement HRD programs by conducting task analysis, organizational analysis, and HRD needs assessment.					
<b>CO5</b>	Understand the impact of organizational culture and workforce diversity on HRD practices in manufacturing and service sectors.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Human Resource Planning**

Approaches to Human Resource Planning, Concept, importance, Need for Human Resource Planning, objectives Types of HR plan, Dimensions of Human Resource Planning, Approaches- Social Demand Approach, Rate of Return Approach and Manpower Requirement Approach. Human Resource Information System, Human Resource Planning Process, Approaches to Human Resource Planning, Benefits of Human Resource Planning, Problems/Barriers to Human Resource Planning.

**UNIT II: Career planning**

Concept, objective, Career Stages, Significance of Career Planning, Need and Components of Career Planning, Career planning vs. human resource planning, career planning vs. succession planning, Process of career planning and career development, Human Resources Evaluation: Human Resources Audit and Human Resource Accounting, Succession planning, HR Metrics.

**UNIT III: Evolution and Concept of HRD**

System concept, Role of HRD, Professionals, HRD climate and its element, HRD Matrix, HRD Function, HRD Process, Role of line Managers and supervisors in HRD.

**UNIT IV: Assessing and Implementing HRD Programmes**

Task analysis, persons Analysis, Organizational analyses, Assessing HRD needs, HRD process models Training Vs HRD, HRD intervention, Quality of Work life. Empowerment, Creating HRD environment, Evaluation frame work; collecting, data for evaluation, research design, issues concerning evaluation, assessing impact of HRD.

**UNIT V: Organizational Culture and HRD**

Work force diversity and HRD, Labor Market changes, Equal Employment Opportunity, adapting demographic changes and gender issues, HRD practices in manufacturing and services sector

**Suggested Readings**

- Bhattacharya, Dipak Kumar – *Human Resource Planning*, Excel Books.
- T.V. Rao *Human Resource Development* Oxford IBH Publication
- Aswathapa, *Human Resource and Personnel Management Text & Cases*, TMH.
- Desimone & Harries – *Human Resource Development* – Thomson Learnin

<b>MPMBAE22-305H4</b>	<b>PERFORMANCE MANAGEMENT</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide an understanding of the concepts, processes, and issues related to Performance Management Systems.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the meaning, objectives, and scope of PM systems, and their role in organizations.				
<b>CO2</b>	Measure performance through different approaches and diagnose causes of poor performance.				
<b>CO3</b>	Understand the relationship between performance measurement systems, behavior, and employee development.				
<b>CO4</b>	Implement performance consulting services, alternative views of performance measurement, and modern performance measurement frameworks.				
<b>CO5</b>	Analyze and evaluate the impact of organizational changes on the adoption of new performance measurement methods and techniques.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	√	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	-	√	√	-
<b>CO5</b>	-	√	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the meaning, objectives, and scope of PM systems, and their role in organizations.					
<b>CO2</b>	Measure performance through different approaches and diagnose causes of poor performance.					
<b>CO3</b>	Understand the relationship between performance measurement systems, behavior, and employee development.					
<b>CO4</b>	Implement performance consulting services, alternative views of performance measurement, and modern performance measurement frameworks.					
<b>CO5</b>	Analyze and evaluate the impact of organizational changes on the adoption of new performance measurement methods and techniques.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT 1: Introduction**

Meaning, Objectives and scope of PM systems; Role of PM Systems, Characteristics of an ideal PM system., Performance Management in different types of organizations (manufacturing, sales and service), Issues and Problems in Performance Management, Performance Management and its Organisational implications Legal and Ethical Perspectives in Performance Management.

**UNIT II: Measuring Performance**

Determinants of performance, performance dimensions, approaches to measuring performance, diagnosing causes of poor performance, differentiating task from contextual performance, Performance Measurement Approaches. Process of Performance Management.

**UNIT III: Behavioural Issues and Employee Development**

Relationship between performance measurement systems and behavior; Influence of individual and group behavior on performance. Accountability issues arising out of performance measurement systems. Assessment of potential beneficial and adverse consequences of linking reward schemes to performance measurement. Performance management and employee development: Personal Development plans, 360 degree feed back as a developmental tool; Performance linked remuneration system, performance linked career planning and promotion policy.

**UNIT IV: Performance Consulting**

Performance Consulting: Concept, the need for performance consulting, Role of performance consulting, designing and using performance relationship maps, contracting for performance consulting services, implementing organization-wide performance improvement. Performance evaluation and corporate failure: Alternative views of performance measurement; Non-financial performance indicators and predicting and preventing corporate failure.

**UNIT V: Current Developments and Emerging Issues in Performance Management**

Computation and evaluation of performance measures relevant in a divisionalised organization structure including ROI, RI and Economic value added (EVA). Devising separate measures in respect of managerial and divisional performance. Application of value-based management approaches to performance management. Modern performance measurement frameworks: Six Sigma; Performance Prism, Forced ranking Balanced Score Card. Contemporary issues in performance management. Studying the impact of change in organization's structure, culture and strategy on the adoption of new performance measurement methods and techniques. Methods of PMS- Appraisal, Communication and Interview, Performance feedback and counseling. Talent Management

**Suggested Readings**

- Herman Aguinis (2007). *Performance Management*. Pearson Education.
- Lance A. Berger and Dorothy (2007). *The Talent Management Hand Book*. Tata Mc-Graw Hill
- Rao T.V. (2007). *Appraising and Developing Managerial Performance*. Excel Books.
- Dixit Varsha (2008). *Performance Management*. Vrinda Publications Ltd.

MPMBAE22-305I1	INTERNATIONAL LOGISTRICS MANAGEMENT		L-3, T-0, P-0	3 CREDIT	
			Total Lecture	36	
<b>Course Objectives:</b>					
To provide students with an understanding of the concepts, components, and management of global logistics and supply chain management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the importance and scope of logistics in international marketing.				
CO2	Analyze the components of logistics such as customer service, warehousing, inventory, transportation, packaging, and material handling.				
CO3	Evaluate the general structure of shipping, developments in ocean and air transportation, and the Indian shipping and air industry.				
CO4	Apply supply chain management concepts such as value chain analysis, 3PL and 4PL, push and pull strategies, and demand forecasting.				
CO5	Develop skills to use logistics information systems, MRP, DRP, ERP, PDM, and CPFR to enhance supply chain management.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	√
CO2	-	√	-	√	-
CO3	-	√	√	√	√
CO4	√	√	-	√	√
CO5	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance and scope of logistics in international marketing.					
<b>CO2</b>	Analyze the components of logistics such as customer service, warehousing, inventory, transportation, packaging, and material handling.					
<b>CO3</b>	Evaluate the general structure of shipping, developments in ocean and air transportation, and the Indian shipping and air industry.					
<b>CO4</b>	Apply supply chain management concepts such as value chain analysis, 3PL and 4PL, push and pull strategies, and demand forecasting.					
<b>CO5</b>	Develop skills to use logistics information systems, MRP, DRP, ERP, PDM, and CPFR to enhance supply chain management.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-



## **MPMBAE22-305I1: INTERNATIONAL LOGISTICS MANAGEMENT CREDITS: 3**

### **UNIT I: Global Logistics**

Concept, Objectives, Functions and Scope; Relevance of Logistics in International Marketing; Evolution of Logistics; Integrated Logistics.

### **UNIT II: Components of Logistics**

Customer Service; Warehousing: Types, Importance, Factors affecting choice of a warehouse facility; Inventory: Types, Functions, Control; Transportation: Modes, Routing and Scheduling, Multi-Modal Transportation; Packaging and Material Handling

### **UNIT III: General Structure of Shipping and Developments in Ocean Transportation**

Characteristics; Liner and Tramp operations; Code of conduct for Liner Conferences; Freight structure and practices; UN convention on shipping; Maritime Frauds; Containerization; CFS and Inland Container Depots; Port Trusts; Role of Intermediaries; CONCOR; Indian Shipping Industry: Problems and Prospects.

### **UNIT IV: Air Transportation**

Characteristics; Advantages; Total cost concept; Freight Structure and Operations; Carrier Consignee Liabilities; Indian Air Industry: Problems and Prospects.

### **UNIT V: Supply Chain Management**

Meaning, Objectives, Importance; Value Chain Analysis; 3PL and 4PL; Push and Pull Strategies, Bullwhip Effect; Supplier Selection and Evaluation; Demand Forecasting; Use of IT: Logistics Information System, MRP, DRP, ERP, PDM, and CPFR

### **Suggested Readings**

- Asopa, V.N: *Shipping Management: Cases and Concepts*, Macmillan, New Delhi.
- Desai, H.P: *Indian Shipping Perspectives*, Anupam Publications, Delhi.
- Khanna, K.K.: *Physical Distribution*, Himalaya Publishing, Delhi.
- Bowersox , Donal J and Closs , David J: *Logistical Management*, Tata McGraw Hill, New Delhi.
- *Shipping Documents and Reports*, UNCTAD
- Sople, V V: *Logistics Management*, Pearson, New Delhi
- Agarwal, D K: *Text Book of Logistics and Supply Chain Management*, Macmillian, New Delhi
- Muthiah , Krishnaveni: *Logistics and World Sea Borne Trade*, Himalaya Publishing House, Mumbai
- Chopra, Sunil. Meindl, Peter and Kalra, D V: *Supply Chain Management*, Pearson, New Delhi

MPMBAE22-30512	<b>CROSS-CULTUREAL BUSINESS MANAGEMENT</b>		<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b> To provide students with an understanding of the impact of globalization on culture and to develop their ability to effectively manage cross-cultural issues in a global context.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the factors that promote globalization in a cross-cultural context.				
<b>CO2</b>	Analyze the meaning, levels, and variables of culture and their impact on behavior in a global context.				
<b>CO3</b>	Develop skills to communicate and negotiate effectively across cultures.				
<b>CO4</b>	Evaluate the challenges and best practices in managing human resources in a global context.				
<b>CO5</b>	Compare and contrast management styles and practices in different cultures and contexts.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	√
<b>CO2</b>	-	√	-	-	√
<b>CO3</b>	√	-	√	√	√
<b>CO4</b>	-	√	√	√	-
<b>CO5</b>	√	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the factors that promote globalization in a cross-cultural context.					
<b>CO2</b>	Analyze the meaning, levels, and variables of culture and their impact on behavior in a global context.					
<b>CO3</b>	Develop skills to communicate and negotiate effectively across cultures.					
<b>CO4</b>	Evaluate the challenges and best practices in managing human resources in a global context.					
<b>CO5</b>	Compare and contrast management styles and practices in different cultures and contexts.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Globalization and Culture**

Globalization in Cross Cultural Context, Factors that promoted Globalization.

**UNIT II: Introduction to Culture**

Meaning; Levels of culture; Variables of cultures; Culture and Behavior; Dimensions of culture: Hofstede's, Attitudinal, Trompenaar's, GLOBE Project; Managing Multiculturalism: Problems and its Management.

**UNIT III: Cross Culture Communication**

Cross Cultural Communication; Dimension of Cross Cultural Communication; Cross Cultural Negotiation Process and Style; Variables of Cross Cultural Negotiations.

**UNIT IV: International HRM and Cross Cultural Issues**

International HRM: Selection, Training and Development for Global Assignments, Compensation, Reward Practices; Motivation and Leadership; Managing Multi-cultural Teams.

**UNIT V: Comparative Management**

Methods of Comparative Management; Management Styles and Practices in US, Japan, China, Korea, India, Saudi Arabia. Other contexts like Work Timings, Style of Dressing, National Festivals and Food Habits.

**Suggested Readings**

- Deresky Helen, *International Management: Managing Across Borders and Cultures*, 4th Ed, Prentice Hall India
- Esenn Drlarry, Rchildress John: *The Secret of a Winning Culture - Building High-Performance Teams*, Prentice Hall India, New Delhi
- Cashby Franklin, *Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company Into A High-Performance Organization*, Cashby Franklin, Prentice Hall India, New Delhi
- Journals- *International Journal of Cross Cultural Management*
- Hodgetts, Richard M. and Luthans, Fred: *International Management*. Tata McGraw Hill, New Delhi.
- Cullen, John B : *International Management a Strategic Perspective*, Cengage Learning, Delhi

MPMBAE22-305I3	<b>MANAGEMENT OF MULTINATIONAL CORPORATIONS</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide an understanding of the fundamental concepts and practices of international management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the trends, challenges, and opportunities in international management.				
<b>CO2</b>	Analyze the growth and development of multinational corporations (MNCs) and their management styles.				
<b>CO3</b>	Evaluate the organizational design and structure of international corporations, including the locus of decision making and control.				
<b>CO4</b>	Apply strategic management concepts to international business strategy formulation and implementation, including assessing the global environment and managing political risk.				
<b>CO5</b>	Analyze Indian perspectives and policy related to international business through case studies of Indian firms operating abroad and changing government policies.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	-	-
<b>CO2</b>	-	√	√	√	-
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	√	√	-
<b>CO5</b>	√	-	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the trends, challenges, and opportunities in international management.					
<b>CO2</b>	Analyze the growth and development of multinational corporations (MNCs) and their management styles.					
<b>CO3</b>	Evaluate the organizational design and structure of international corporations, including the locus of decision making and control.					
<b>CO4</b>	Apply strategic management concepts to international business strategy formulation and implementation, including assessing the global environment and managing political risk.					
<b>CO5</b>	Analyze Indian perspectives and policy related to international business through case studies of Indian firms operating abroad and changing government policies.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: International Management**

Internationalization; Trends, Challenges and Opportunities; Different Schools of Thought of International Management; Regional Trade Blocs.

**UNIT II: Growth and Development of MNCs**

Role and Significance of MNCs; Pattern of Growth; Concept of Country of Origin; Different Management Styles.

**UNIT III: Organizational Design and Structure of International Corporations**

Global Organization Structure; Locus of Decision Making and Control; Headquarter and Subsidiary Relations in International Firms; Managing the Portfolio Composition.

**UNIT IV: International Business Strategy**

Strategic Alliances: Acquisitions and mergers, Management of Joint-Ventures and other International Strategic Alliances; Assessing the Global Environment: Economical, Political, Legal and Technological Environment; Strategy Formulation and Implementation International Business; Political Risk Assessment and Management.

**UNIT V: Indian Perspectives and Policy**

Case Studies for Internationalization of Indian Business Firms and their operations abroad; changing government policy on entry of FIs and FIIs.

**Suggested Readings**

- Hodgetts, Richard M. and Luthans, Fred: *International Management*. Tata McGraw Hill, New Delhi.
- Koonts and Wheelrich: *Management: The Global Perspective*, Tata McGraw Hill, New Delhi.
- Nagandhi, Anant.R: *International Management*, Prentice Hall of India Ltd., New Delhi. Thakur, Manab, Gene E. Burton, and B.N. Srivastava: *International Management: Concepts and Cases*, Tata McGraw Hill, New Delhi.
- Christopher Bartlett and Sumantra Ghoshal, *Transnational Management: Text and Cases*, Tata Mc Graw Hill, New Delhi
- Deresky, Helen: *International Management: Managing Across Borders and Cultures*, 4th Ed, Prentice Hall India, New Delhi

<b>MPMBAE22-305I4</b>	<b>INTERNATIONAL BUSINESS LAWS &amp; TREATIES</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide an understanding of the legal and regulatory framework of international business and its implications for businesses operating globally.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the complexities of international business and legal frameworks, including codes and common laws.				
<b>CO2</b>	Analyze the implications of WTO regulations and treaties on international trade, including tariffs and non-tariff barriers.				
<b>CO3</b>	Evaluate the impact of WTO regulations on important sectors such as licensing, franchising, and technology transfer.				
<b>CO4</b>	Understand the regulatory framework and taxation of international business, including electronic commerce and cross-border transactions.				
<b>CO5</b>	Analyze Indian laws and regulations governing international transactions, including foreign investments and taxation of foreign income.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	√
<b>CO2</b>	-	√	-	√	-
<b>CO3</b>	√	-	√	-	√
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	√	√	√	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the complexities of international business and legal frameworks, including codes and common laws.					
<b>CO2</b>	Analyze the implications of WTO regulations and treaties on international trade, including tariffs and non-tariff barriers.					
<b>CO3</b>	Evaluate the impact of WTO regulations on important sectors such as licensing, franchising, and technology transfer.					
<b>CO4</b>	Understand the regulatory framework and taxation of international business, including electronic commerce and cross-border transactions.					
<b>CO5</b>	Analyze Indian laws and regulations governing international transactions, including foreign investments and taxation of foreign income.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Legal Framework of International Business**

Nature and Complexities; Code and Common Laws and their Implications to Business; International Business Contract–Legal Provisions; Payments Terms; International Sales Agreements; Rights and Duties of Agents and Distributors.

**UNIT II: Regulatory Framework of WTO**

Basic Principals and Charter of GATT/WTO; GATT/WTO provisions relating to Preferential Treatment of Developing Countries; Regional Groupings, Subsidies, Technical Standards, Antidumping Duties and other Non-Tariff Barriers, Custom Valuation and Dispute Settlement.

**UNIT III: Implications of WTO to Important Sectors**

GATS, TRIPs and TRIMS, Regulations and Treaties Relating to Licensing; Franchising; Joint Ventures, Patents and Trade Marks; Technology Transfer, Telecommunications. Framework relating to Electronic Commerce.

**UNIT IV: Regulatory Framework and Taxation**

Electronic Commerce – Cross Border Transactions – On-Line Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bi-lateral treaties – Sharing of Tax Revenues.

**UNIT V: Indian Laws and Regulations Governing International Transactions**

FEMA; Taxation of Foreign Income; Foreign investments; Setting up Offices and Branches Abroad; Restrictions on Trade in Endangered Species and other Commodities.

**Suggested Readings**

- Lew, Julton D.M and Clive Stand brook (ed.), *International Trade Law and Practice*, Euromoney Publications, London.
- Daniels, John, Ernest W. Ogram and Lee H. Redebungh: *International Business*, Environments and operations.
- Schmothoff C.R: Export Trade – *The Law and Practice of International Trade*.
- Motiwal OP, awasthi HIC: *International Trade – The law and Practice*: Bhowmik and company, New Delhi.
- Kapoor ND: *Commercial Law*; Sultan Chand & Co. New Delhi.
- Subarao: “*International Business*” Himalaya Publishing House, New Delhi.

MPMBAE22-30501	MATERIALS MANAGEMENT	L-3, T-0, P-0			3 CREDIT
		Total Lecture			36
<b>Course Objectives:</b>					
To provide students with an understanding of materials and inventory management, purchasing management, and warehouse management, and their impact on business operations.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the role, strategies, and costs of materials management and their impact on working capital and profits.				
CO2	Analyze materials planning techniques such as MRP, CRP, and capacity management to optimize production planning.				
CO3	Evaluate inventory management policies, reduction techniques, and probabilistic models for effective inventory control.				
CO4	Evaluate purchasing management strategies, supplier selection, and purchasing under uncertainty, including international purchasing.				
CO5	Understand the principles of warehouse management, including storage types, stores systems and procedures, and stores accounting and stock.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	√
CO2	√	√	√	-	-
CO3	√	√	√	-	-
CO4	√	√	√	√	-
CO5	√	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the role, strategies, and costs of materials management and their impact on working capital and profits.					
<b>CO2</b>	Analyze materials planning techniques such as MRP, CRP, and capacity management to optimize production planning.					
<b>CO3</b>	Evaluate inventory management policies, reduction techniques, and probabilistic models for effective inventory control.					
<b>CO4</b>	Evaluate purchasing management strategies, supplier selection, and purchasing under uncertainty, including international purchasing.					
<b>CO5</b>	Understand the principles of warehouse management, including storage types, stores systems and procedures, and stores accounting and stock.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

Materials management-Role, need, importance, strategies, costs techniques – impact on Working Capital and profits, Operating environment, aggregate planning, approaches master scheduling, manufacturing planning and control system-manufacturing resource planning, enterprise resource planning-making the production plan

**UNIT II: Materials Planning**

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

**UNIT III: Inventory Management**

Policy Decisions-objectives-control –Need for safety stock – inventory reduction techniques: ABC, FSN, VED - Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand with and without shortages -Quantity discount models. Probabilistic inventory models – Differential inventory management – no store concept – Perpetual inventory management.

**UNIT IV: Purchasing Management**

Establishing specifications-selecting suppliers-price determination, value analysis and standardization, forward buying-mixed buying strategy, price forecasting, demand management-price forecasting, purchasing under uncertainty-purchasing of capital equipment, international purchasing

**UNIT V: Warehouse Management**

Principles of storage – Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock

**Suggested Readings**

- J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, *Materials Management*, Pearson, 2012P. Gopalakrishnan, *Purchasing and Materials Management*, Tata McGraw Hill, 2012
- A.K.Chitale and R.C.Gupta, *Materials Management*, Text and Cases, PHI Learning, 2nd Edition, 2006
- A.K.Datla, *Materials Management*, Procedure, Text and Cases, PHI Learning, 2nd Edition, 2006
- Ajay K Garg, *Production and Operations Management*, Tata McGraw Hill , 2012

MPMBAE22-305O2	MAINTENACE MANAGEMENT	L-3, T-0, P-0			3 CREDIT
		Total Lecture			36
<b>Course Objectives:</b>					
To provide an understanding of maintenance management, including its role and scope in total organizational contexts, maintenance system and design, planning and control, and performance evaluation.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the role and scope of maintenance in total organizational contexts and design maintenance organizations in multiechelon repair inventory systems.				
CO2	Analyze maintenance systems and design, including selection, planning, and control techniques such as predictive, preventive, corrective, and total productive maintenance.				
CO3	Evaluate maintenance planning considerations, spares management, and maintenance work measurement.				
CO4	Analyze maintenance control techniques, including budget preparation, budgetary control of maintenance expenditures, and maintenance performance evaluation using various indices such as MTBF and MTTR.				
CO5	Apply replacement techniques and computer applications in maintenance management and stay updated on current trends such as IOT, thermography, and LAN machine attesting.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	√
CO2	-	√	-	√	-
CO3	√	-	√	-	-
CO4	-	√	-	√	-
CO5	√	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the role and scope of maintenance in total organizational contexts and design maintenance organizations in multiechelon repair inventory systems.					
<b>CO2</b>	Analyze maintenance systems and design, including selection, planning, and control techniques such as predictive, preventive, corrective, and total productive maintenance.					
<b>CO3</b>	Evaluate maintenance planning considerations, spares management, and maintenance work measurement.					
<b>CO4</b>	Analyze maintenance control techniques, including budget preparation, budgetary control of maintenance expenditures, and maintenance performance evaluation using various indices such as MTBF and MTTR.					
<b>CO5</b>	Apply replacement techniques and computer applications in maintenance management and stay updated on current trends such as IOT, thermography, and LAN machine attesting.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Introduction**

Maintenance: Its role and scope in total organisational contexts, role of maintenance. Centralized and decentralized maintenance organisation structures. Design of Maintenance organisation in multiechelon repair inventory systems.

**UNIT II: Maintenance System and Design**

Maintenance system - Design and its selection - Break down maintenance - Routine maintenance - Predictive maintenance - Preventive maintenance - Corrective maintenance – Shutdown maintenance - Total Productive maintenance – Autonomous maintenance - Design maintenance - Contract maintenance – Reliability Engineering. Current Trends - IOT, Thermography, LAN Machine Attesting

**UNIT III: Maintenance Planning**

Pareto's principles for repetitive breakdown analysis - Spares management - Planning considerations for each type of activities.

**UNIT IV: Maintenance Control**

Maintenance work measurement - Time standards - Incentive schemes- Scheduling maintenance costs - Budget preparation and budgetary control of maintenance expenditures.

**UNIT V: Maintenance Performance**

Maintenance effectiveness - various performance indices and their evaluation – MTBF and MTTR – uses and limitations - monitoring of maintenance performance. Replacement Technique - Application of Computer in maintenance.

**Suggested Readings**

- Mobley, R. K., ed. *Maintenance engineering handbook*. 8th ed. New York: McGraw-Hill, 2014
- Kelly, A.; Harris, M. J. *Management of industrial maintenance*. London: Butterworths, 2007.
- Gopala krishnan, P & Sundararajan, '*Maintanance Management*', Prentice Hall Of India, New Delhi, 2004



<b>MPMBAE22-305O3</b>	<b>SOURCING MANAGEMENT</b>	<b>L-3, T-0, P-0</b>			<b>3 CREDIT</b>
		<b>Total Lecture</b>			<b>36</b>
<b>Course Objectives:</b>					
This course is designed to help the students to understand all aspects of sourcing and procurement management					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the difference between sourcing and procurement and apply sourcing activities effectively.				
<b>CO2</b>	Evaluate supplier efficiency and select the optimal supplier/vendor using vendor rating methods.				
<b>CO3</b>	Analyze vendor process capability and identify advantages.				
<b>CO4</b>	Determine pricing strategies and negotiate effectively.				
<b>CO5</b>	Understand legal aspects related to purchasing management, including the Indian Contract Act, GST, and laws related to the carriage of goods, public purchasing, and tendering processes.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	√	-
<b>CO2</b>	-	√	-	-	√
<b>CO3</b>	√	-	-	-	√
<b>CO4</b>	-	√	-	√	√
<b>CO5</b>	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the difference between sourcing and procurement and apply sourcing activities effectively.					
<b>CO2</b>	Evaluate supplier efficiency and select the optimal supplier/vendor using vendor rating methods.					
<b>CO3</b>	Analyze vendor process capability and identify advantages.					
<b>CO4</b>	Determine pricing strategies and negotiate effectively.					
<b>CO5</b>	Understand legal aspects related to purchasing management, including the Indian Contract Act, GST, and laws related to the carriage of goods, public purchasing, and tendering processes.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**MPMBAE22-30503: SOURCING MANAGEMENT****CREDITS: 3****UNIT I**

Sourcing Management: Introduction to Sourcing, Sourcing vs Procurement, Sourcing activities. Purchasing: Purchasing Cycle, Characteristics of a Purchasing Manager, Risks to be Considered by Purchase Manager. Make or Buy Decision: An introduction. Case Studies

**UNIT II**

Evaluating Suppliers' Efficiency: Vendor Rating, Selection and Development: Need for Measuring Supplier Performance, Categories of Suppliers, Supplier Evaluation and Selection Process, Vendor Rating process, Factors Affecting the Selection of Optimal Suppliers or Vendor Rating, Suppliers Evaluation Methods/ Vendor Rating Methods, Advantages of Vendor/Supplier Rating. Case Studies

**UNIT III**

Vendor Process Capability and Material Handling: Introduction to Process Capability, Characteristics of Vendor Process Capability, Handling the Vendor Process Capability, Advantages of Vendor Process Capability. Case Studies

**UNIT IV**

Price Determination and Negotiation: Objectives of Pricing, Factors Influencing Pricing, Types of Pricing Strategies, Negotiation in sourcing: Meaning of Negotiation, Examples of Negotiation, Types of Negotiations, The Process of Negotiation, Skills for Successful Negotiating, and Obstacles to Negotiation. Case Studies

**UNIT V**

Legal Aspect of Purchasing Management: An Introduction, The Indian Contract Act, 1872, GST, Law of Carriage of Goods. Public Purchasing: Procurement Process, Fundamental Principles of Public Buying; Tendering: Introduction, Terminologies used in Tendering, Tendering Process, e – Tendering. Case Studies

**Suggested Readings:-**

- Dobler, D. W., Jr, L. L., & Burt, D. N. (1995). Purchasing and Materials Management. New Delhi: Tata McGrawHil Publishing Company Limited
- Gopalakrishnan P., Purchasing and Materials Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
- David N. Burt, Sheila Petcavage, Richard Pinkerton: Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement, McGraw Hill

<b>MPMBAE22-30504</b>	<b>MANAGEMENT OF</b>	<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
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	<b>MANUFACTURING SYSTEM</b>	<b>Total Lecture</b>	<b>36</b>		
<b>Course Objectives:</b>					
This course is intended to provide a detail understanding of Manufacturing System and managerial aspects related to the management of manufacturing system.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the importance of manufacturing systems for technological and socioeconomic developments and distinguish between production and productivity.				
<b>CO2</b>	Analyze different types of manufacturing systems, including job shop, mass, batch, project shop, continuous process, linked cell, and flexible manufacturing systems.				
<b>CO3</b>	Evaluate different manufacturing support systems, including process planning, computer-aided process planning, production planning and control systems, aggregate planning, master production scheduling etc.				
<b>CO4</b>	Design effective facility layouts by considering factors affecting plant location, types of plant layout, criteria for good layout, process layout, assembly line balancing, and computer-based solutions to layout problems.				
<b>CO5</b>	Understand capacity planning and expansion strategies, maintenance system strategies and planning, opportunity cost, replacement analysis using specific time period, spares management, and maintenance records.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	-	√	-	√	√
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	-	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance of manufacturing systems for technological and socioeconomic developments and distinguish between production and productivity.					
<b>CO2</b>	Analyze different types of manufacturing systems, including job shop, mass, batch, project shop, continuous process, linked cell, and flexible manufacturing systems.					
<b>CO3</b>	Evaluate different manufacturing support systems, including process planning, computer-aided process planning, production planning and control systems, aggregate planning, master production scheduling etc..					
<b>CO4</b>	Design effective facility layouts by considering factors affecting plant location, types of plant layout, criteria for good layout, process layout, assembly line balancing, and computer-based solutions to layout problems.					
<b>CO5</b>	Understand capacity planning and expansion strategies, maintenance system strategies and planning, opportunity cost, replacement analysis using specific time period, spares management, and maintenance records.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMBAE22-30404: MANAGEMENT OF MANUFACTURING SYSTEM CREDITS: 3**

### **UNIT I: Manufacturing System**

Introduction and components, Importance of Manufacturing for Technological and Socioeconomic developments, Production versus Productivity; Manufacturing Plant: Decisions for Plant location. Plant Layouts and its types. Types of manufacturing System: Job shop. Mass, Batch, Project shop, Continuous process Linked cell system (Cellular manufacturing system), Flexible Manufacturing System (FMS)

**UNIT II: Manufacturing Support System: Process Planning, Computer Aided Process Planning, Production planning and Control Systems, Aggregate Planning and Master Production schedule, Material Requirement Planning, Capacity Planning ; Shop Floor Control: Introduction, Overview of Automatic Identification and Data capture , Bar Code Technology and Radio Frequency Identification**

### **UNIT III: Facility planning**

Factors affecting selection of plant location, Factor rating analysis, Load distance model, closeness ratings. Types of plant layout, criteria for good layout, Process layout, Assembly line balancing. Computer based solutions to layout problems.

### **UNIT IV: Capacity planning**

Analysis of designed capacity, installed capacity, commissioned capacity, utilized capacity, factors affecting productivity and capacity expansion strategies.

### **UNIT V: Maintenance System**

Maintenance strategies and planning, Maintenance economics: quantitative analysis, optimal number of machines, Replacement strategies and policies, economic service life, opportunity cost, replacement analysis using specific time period, spares management. Maintenance records

### **Suggested Readings**

- Kalpakjian and Schmid, Manufacturing Engineering and Technology, 6 ed., Pearson.
- Lindberg, Processes & Materials of Manufacture, Prentice Hall India.
- J P Kaushik: Manufacturing Processes , PHI
- James. B. Dilworth, “Operations Management – Design, Planning and Control for Manufacturing and Services”, McGraw Hill Inc. Management Series, 1

MPMBAE22-305 IT1	Database Management System	L-2, T-1, P-0	3 CREDIT
		Total Lecture	36

**Course Objectives:** The objective of teaching Database Management System (DBMS) is to equip students with a comprehensive understanding of data modeling, relational databases, and advanced database concepts.

- The objective of teaching Database Management System (DBMS) in an MBA IT specialization is to empower students with the knowledge and skills necessary to excel in the Information Technology field.
- By offering a deep understanding of data modeling, database design, and management, the course aims to prepare students for IT leadership roles, equipping them to make data-driven decisions, manage IT infrastructure efficiently, and pursue careers in areas such as Database Administration, Data Analysis, and Business Intelligence.
- Ultimately, the goal is to enhance students' employability and their ability to contribute effectively to the IT industry.

**Course Outcomes:** At the end of the course, the students will be able to

CO1	Students will master various data models, enabling effective data structuring.
CO2	Graduates will acquire practical skills for designing and managing databases.
CO3	Students will become adept at querying and analyzing data to inform decision-making.
CO4	Graduates will understand database normalization and query optimization.
CO5	Students will grasp diverse database system architectures and transaction management concepts.

#### Mapping of Course Outcomes with the program Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	
CO2	√	√	-	-	
CO3	√	√	√	-	-
CO4	√	-	-	-	-
CO5	√	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students will master various data models, enabling effective data structuring.					
<b>CO2</b>	Graduates will acquire practical skills for designing and managing databases.					
<b>CO3</b>	Students will become adept at querying and analyzing data to inform decision-making.					
<b>CO4</b>	Graduates will understand database normalization and query optimization.					
<b>CO5</b>	Students will grasp diverse database system architectures and transaction management concepts.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-



**Unit : I**

Introduction – Data Models – Database languages – Transaction – Storage management – Database administrator – Users – overall system structure – Entity – Relationship Model – Basic concepts – Mapping constraints – keys – E-R Diagram – Weak Entity Sets – reduction of E-R Diagram to tables.

**Unit : II**

Relational Model – structure – relational algebra – extended operations – Modifications on a database – views – SQL – basic structure – set operations – aggregate functions – Nested Sub queries – derived relations, views.

**Unit : III**

Integrity constraints – Domain constraints – referential integrity – assertions – triggers – functional dependencies – relational database design – decomposition – normalization using functional, multivalued, Join dependencies – Domain – Key Normal form – alternative approaches.

**Unit : IV**

Object Oriented data Model – Languages – Object Relational databases: Nested Relations – Complex types and object Orientation – Querying with complex types – creation of complex values and objects – comparison.

**Unit : V**

Database System Architectures : Centralized Systems, Client server systems, Distributed systems, Parallel databases – introduction – inter query – intra query, intra-operation – interoperation parallelism –distributed databases – distributed data storage – network transparency – Query processing – Transaction model – Commit protocols – coordinator selection – concurrency control – deadlock handling – multi database systems.

**Text Book**

1. Henry F. Korth and Abraham Silberschatz, S. Sudarshan, Database System Concepts, 3<sup>rd</sup> edition, McGraw-Hill, 1997

<b>MPMBAE22-305IT2</b>	<b>Enterprise Resource Planning</b>	<b>L-2, T-1, P-0</b>	<b>3 CREDIT</b>
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		<b>Total Lecture</b>	<b>36</b>		
<p><b>Course Objectives:</b> The objectives of this Course are</p> <ul style="list-style-type: none"> <li>• To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology.</li> <li>• To focus on a strong emphasis upon practice of theory in Applications and Practical oriented approach.</li> <li>• To train the students to develop the basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.</li> <li>• To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	<p><b>ERP Fundamentals:</b> Have a solid understanding of the fundamentals of Enterprise Resource Planning, including its integrated management information, seamless integration capabilities, and its significance in modern business operations.</p>				
<b>CO2</b>	<p><b>Business Modeling:</b> Create business models, know the roles in ERP implementation, and customization.</p>				
<b>CO3</b>	<p><b>Competitive Advantage:</b> Identify how ERP systems offer a competitive edge.</p>				
<b>CO4</b>	<p><b>ERP Packages:</b> Familiarity with commercial ERP systems and their architecture.</p>				
<b>CO5</b>	<p><b>ERP Architecture:</b> Have a good grasp of ERP architecture, including basic architectural concepts, system control interfaces, services etc. They should be able to apply this knowledge to real-world cases and make informed decisions regarding ERP system design and implementation.</p>				
<p><b>Mapping of Course Outcomes with the program Outcomes</b></p>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-
<b>CO4</b>	√	-	-	√	-
<b>CO5</b>	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	<b>ERP Fundamentals:</b> Have a solid understanding of the fundamentals of Enterprise Resource Planning, including its integrated management information, seamless integration capabilities, and its significance in modern business operations.					
<b>CO2</b>	<b>Business Modeling:</b> Create business models, know the roles in ERP implementation, and customization.					
<b>CO3</b>	<b>Competitive Advantage:</b> Identify how ERP systems offer a competitive edge.					
<b>CO4</b>	<b>ERP Packages:</b> Familiarity with commercial ERP systems and their architecture.					
<b>CO5</b>	<b>ERP Architecture:</b> Have a good grasp of ERP architecture, including basic architectural concepts, system control interfaces, services etc. They should be able to apply this knowledge to real-world cases and make informed decisions regarding ERP system design and implementation.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I**

**INTRODUCTION TO ERP:** Integrated Management Information Seamless Integration – Supply Chain Management – Integrated Data Model – Benefits of ERP – Business Engineering and ERP – Definition of Business Engineering – Principle of Business Engineering – Business Engineering with Information Technology.

**UNIT II**

**BUSINESS MODELLING FOR ERP** - Building the Business Model – ERP Implementation – An Overview – Role of Consultant, Vendors and Users, Customization – Precautions – ERP Post Implementation Options-ERP Implementation Technology – Guidelines for ERP Implementation.

**UNIT III**

**ERP AND THE COMPETITIVE ADVANTAGE ERP** domain MPGPRO – IFS/Avalon – Industrial and Financial Systems – Baan IV SAP-Market Dynamics and Dynamic Strategy.

**UNIT IV**

**COMMERCIAL ERP PACKAGE** Description – Multi-Client Server Solution – Open Technology – User Interface- Application Integration.

**UNIT V**

**ARCHITECTURE** Basic Architectural Concepts – The System Control Interfaces – Services – Presentation Interface – Database Interface - Cases.

**TEXT BOOK:**

1. Vinod Kumar Garg and N.K.Venkita Krishnan, "Enterprise Resource Planning – Concepts and Practice", PHI, 1998.

**REFERENCE BOOK**

- Jose Antonio Fernandez, the SAP R/3 Handbook, TMH, 1998.
- Lau, "Enterprise Resource Management", McGraw Hill.
- Daniel E O'Leary, "Enterprise Resource System: Systems, Lifecycle, Electronic Commerce, Risk.
- Mary Sumner, "Enterprise Resource Planning".

MPMBAE22-305IT3	<b>Information System Management</b>			<b>L-2, T-1, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<p><b>Course Objectives:</b> The objectives of teaching Information System Management</p> <ul style="list-style-type: none"> <li>• <b>Develop Strategic Awareness:</b> Enable students to understand how information systems align with organizational strategies.</li> <li>• <b>Comprehensive Knowledge:</b> Equip students with a comprehensive knowledge of various types of information systems, including their functions and applications, ranging from transaction processing to advanced technologies like artificial intelligence and expert systems.</li> <li>• <b>Ethical and Security Awareness:</b> Instill ethical responsibilities in students, emphasizing the importance of ethical conduct in the context of information systems. Additionally, educate them on information security measures and contemporary technologies such as cloud computing, mobile computing, e-commerce.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	<b>Strategic Alignment:</b> Understand how information systems align with organizational strategies and can be used for competitive advantage.				
<b>CO2</b>	<b>Comprehensive System Knowledge:</b> Gain in-depth knowledge of various types of information systems, their functions, and applications, including transaction processing, decision support, and emerging technologies.				
<b>CO3</b>	<b>Ethical Awareness:</b> Develop ethical responsibility and awareness, recognizing the importance of ethical behavior in the context of information systems and addressing issues like computer crime and intellectual property theft.				
<b>CO4</b>	<b>Information Security Proficiency:</b> Acquire the skills to secure information systems by understanding the roles of people and technology in preventing, detecting, and responding to security threats.				
<b>CO5</b>	<b>Embrace Emerging Technologies:</b> Familiarize with contemporary technologies such as cloud computing, mobile computing, e-commerce and their impact on modern organizations.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	-	-
<b>CO2</b>	√	-	√	√	√
<b>CO3</b>	√	-	-	√	√
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	-	-	√	-	-

MAPPING OF COs WITH BLOOM'S TAXONOMY						
<b>CO1</b>	<b>Strategic Alignment:</b> Understand how information systems align with organizational strategies and can be used for competitive advantage.					
<b>CO2</b>	<b>Comprehensive System Knowledge:</b> Gain in-depth knowledge of various types of information systems, their functions, and applications, including transaction processing, decision support, and emerging technologies.					
<b>CO3</b>	<b>Ethical Awareness:</b> Develop ethical responsibility and awareness, recognizing the importance of ethical behavior in the context of information systems and addressing issues like computer crime and intellectual property theft.					
<b>CO4</b>	<b>Information Security Proficiency:</b> Acquire the skills to secure information systems by understanding the roles of people and technology in preventing, detecting, and responding to security threats.					
<b>CO5</b>	<b>Embrace Emerging Technologies:</b> Familiarize with contemporary technologies such as cloud computing, mobile computing, e-commerce and their impact on modern organizations.					
Bloom's Level						
	Remember	Understand	Apply	Analyze	Evaluate	Create
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT – I Organization and Information Systems:**

The Organization: Structure, Managers and activities; The level of people and types of decisions and their information needs; Changing Environment and its impact on Business – The IT/IS and its influence.

Information Systems(IS): Data, information and its attributes; Information Systems – meaning, functions and dimensions and need; Categorization of Organizational Information Systems – hierarchical and functional perspective.

Strategic business use of IS: Interdependence between organization and IS; IS strategies for competitive advantage using Porter's; Five Forces Model and Value Chain Model

**UNIT – II Types of Information systems - I:**

Meaning, functions and applications of: - Transaction Processing Systems; - Management Information Systems; - Decision Support Systems; - Executive Support / Information Systems Digital Dashboards; Artificial Intelligence and Machine Learning; - Expert Systems

**UNIT – III Types of Information systems - II:**

Meaning, functions and applications of: - Functional system: Financial, Human Resource, Marketing, Production and Operations. Enterprise Systems: Business Process integration - ERP, Supply chain management systems, CRM, Business Intelligence.

**UNIT – IV Ethical Issues pertaining to IS:**

Ethical responsibilities of business professionals; Computer crime – hacking & cracking, cyber theft; unauthorized use at work, software piracy, theft of intellectual property, viruses & worms, adware and spyware

**UNIT – V Information Security**

First line of defence – People / employees; Second line of defence – Technology for authorization, prevention, detection and response

Contemporary/ emerging technologies: Cloud and mobile computing; E-commerce, m-commerce; Internet of Things.

**Suggested Readings:**

1. Gordon B. Davis, Margrethe H. Olson, Management Information Systems: Conceptual foundations, Structure and development –2nd Edition – Tata-Mc Graw hill International Book Company, 2000
2. Security, Audit & Control Features PeopleSoft: A Technical and Risk Management Reference Guide; 2nd Edition, by Deloitte Touche Tohmatsu Research Team; ISACA

MPMBAE22-305 IT4	<b>E-Governance &amp; Framework of ICT</b>			<b>L-2, T-1, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• To comprehend the basic tenets of e-Governance.</li> <li>• To understand the technical, legal and institutional framework supporting e- governance implementation in India with special reference to Digital India.</li> <li>• Respond professionally to the security incidents and potential threats that confront professional as well as individual lives.</li> <li>• To appreciate the lessons offered by various national and international cases</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the basic tenets, trends, issues and opportunities of ICT implementation in the processes of Governance.				
<b>CO2</b>	Identify the maturity of ICT implementation in public sector from its initial phases of e-government.				
<b>CO3</b>	Identify the key management and technical components responsible for ensuring objectives of good governance through e-governance.				
<b>CO4</b>	Understand the process of preparing and outsourcing software projects using RFPs, DPRs as well as prepare software contracts for outsourcing the related ICT based projects.				
<b>CO5</b>	Analyze key issues in the Indian context, including the digital divide, government process reengineering (GPR), risk management, change management, open government data (OGD) & recognize opportunities for improvement and innovation in e-Governance.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	-	-
<b>CO2</b>	-	-	-	√	-
<b>CO3</b>	√	-	-	-	-
<b>CO4</b>	-	-	√	√	-
<b>CO5</b>	-	-	-	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the basic tenets, trends, issues and opportunities of ICT implementation in the processes of Governance.					
<b>CO2</b>	Identify the maturity of ICT implementation in public sector from its initial phases of e-government.					
<b>CO3</b>	Identify the key management and technical components responsible for ensuring objectives of good governance through e-governance.					
<b>CO4</b>	Understand the process of preparing and outsourcing software projects using RFPs, DPRs as well as prepare software contracts for outsourcing the related ICT based projects.					
<b>CO5</b>	Analyze key issues in the Indian context, including the digital divide, government process reengineering (GPR), risk management, change management, open government data (OGD) & recognize opportunities for improvement and innovation in e-Governance.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**Unit-1 Fundamentals of e-Governance**

Role of ICT in governance, e-government v/s e- governance, Maturity models of e-Governance.

**Unit-2 Technology Trends**

Emerging ICT trends such as SMAC, Utility computing, Pervasive Computing, Big-data, Green IT, e-Waste n Management, Satellite Pollution; other related concepts - eCommerce, Cashless India, Mobile Wallet, Telemedicine, Digital library.

**Unit-3 Evolution of e-Governance in India**

Past, NeGP, NeGP ver 2.0 till Digital India, Smart Cities, Smart Villages, JAM and Implementation structures in India (CERT, NIC, STQC, NIELIT etc.)

**Unit- 4 Emerging national and international issues**

New emerging topics, Debate on Individual Privacy v/s National Security, Open Web Application Security Project - OWASP, Information Warfare and Surveillance etc.

**Unit-5 Issues and Opportunities in India**

Overview of issues: Digital Divide, Government Process Reengineering-GPR, Risk Management, Change management, Open Government Data (OGD), Standards and Interoperability, Data Security and Privacy concerns

**Reference Books**

1. E-Governance by pankaj sharma. ISBN-13: 978-8176485166.

**Web links**

- <http://www.digitalopportunity.org/articles>.
- <http://informatics.nic.in/>, [www.iitd.ac.in/iceg](http://www.iitd.ac.in/iceg)
- <http://goidirectory.nic.in>
- [http:// districts.nic.in](http://districts.nic.in)
- [www.iceg.net](http://www.iceg.net).
- [http:// meity.gov.in](http://meity.gov.in).
- <http://mygov.in>

## FORTH SEMESTER

<b>MPMBAE22-401T</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>	
			<b>Total Lecture</b>	<b>48</b>	
<b>Course Objectives:</b>					
To provide students with an understanding of entrepreneurship development and the skills and knowledge required to establish and manage a successful entrepreneurial venture.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concept and need for entrepreneurship.				
<b>CO2</b>	Identify the different characteristics and types of entrepreneurship.				
<b>CO3</b>	Analyze external and internal factors that affect entrepreneurship development				
<b>CO4</b>	Develop a comprehensive business plan for a new venture				
<b>CO5</b>	Evaluate the role of government in promoting entrepreneurship and identify relevant schemes and incentives.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	-	√	√	-	√
<b>CO3</b>	√	-	-	√	√
<b>CO4</b>	√	-	√	-	-
<b>CO5</b>	-	√	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept and need for entrepreneurship.					
<b>CO2</b>	Identify the different characteristics and types of entrepreneurship.					
<b>CO3</b>	Analyze external and internal factors that affect entrepreneurship development					
<b>CO4</b>	Develop a comprehensive business plan for a new venture					
<b>CO5</b>	Evaluate the role of government in promoting entrepreneurship and identify relevant schemes and incentives.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Foundation of Entrepreneurship Development**

Concept and need of entrepreneurship; Characteristics and Types of Entrepreneurship; Entrepreneurship as a career; Entrepreneurship as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneur.

**UNIT II: Theories of Entrepreneurship**

Influences on entrepreneurship development; External influences on entrepreneurship development; Socio-cultural, Political, economical, personal entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

**UNIT III: Business Planning Process**

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/ idea; Marketing, Finance, Organisation and management; Ownership; Critical risk contingencies of The proposal; Scheduling and milestones.

**UNIT IV: Project Planning for Entrepreneurs**

Technical, Financial, Marketing, Personnel, and management feasibility reports; Financial schemes offered by various financial institution, Like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Foreign currency Financing; Estimation of Financial requirements.

**UNIT V: Entrepreneurship Development and Government**

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programmed, schemes and challenges. Government initiatives and inclusive entrepreneurial Growth.

**Suggested Reading**

- Khanna, S.S., *Entrepreneurial Development*, S. Chand, New Delhi.
- Hisrich D. Robert, Michael P. Peters, Dean A. Sheperd, *Entrepreneurship*, McGraw-Hill.6<sup>th</sup> ed.
- Holt H. David, *Entrepreneurship: New Venture Creation*, Prentice- Hall of India, New Delhi, Latest
- Kuratko, F. Donald, Richard M. Hodgetts, *Entrepreneurship: Theory, Process, Practice*, Thomson.
- Desai, Vasant, *Dynamics of Entrepreneurship: New Venture Creation*, Prentice-Hall of India, New Delhi, Latest edition.
- Patel, V.G., *The Seven Business Crises and How to Beat Them*, Tata McGraw-Hill, New Delhi, 1995.

MPMBAE22-402M1	INTERNATIONAL MARKETING			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
To provide students with an understanding of the nature, scope, and significance of international marketing and the various elements involved in its management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the international marketing environment, including its geographic, demographic, economic, political, legal, and socio-cultural aspects.				
CO2	Analyze the process of international product/market selection and entry modes, including export licensing, franchising, joint venture, and wholly-owned subsidiary.				
CO3	Develop an understanding of international product planning and pricing, including product standardization and adaptation, packaging, branding, and pricing methods and process.				
CO4	Analyze the types and functions of foreign distribution channels, distribution logistics, transportation and warehousing decisions, and international advertising.				
CO5	Develop skills in selecting middlemen, measuring advertising effectiveness, and evaluating the performance of international marketing operations.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	√	-	√	-
CO2	-	√	√	√	-
CO3	√	-	-	-	-
CO4	-	√	√	√	√
CO5	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the international marketing environment, including its geographic, demographic, economic, political, legal, and socio-cultural aspects.					
<b>CO2</b>	Analyze the process of international product/market selection and entry modes, including export licensing, franchising, joint venture, and wholly-owned subsidiary.					
<b>CO3</b>	Develop an understanding of international product planning and pricing, including product standardization and adaptation, packaging, branding, and pricing methods and process.					
<b>CO4</b>	Analyze the types and functions of foreign distribution channels, distribution logistics, transportation and warehousing decisions, and international advertising.					
<b>CO5</b>	Develop skills in selecting middlemen, measuring advertising effectiveness, and evaluating the performance of international marketing operations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction to International Marketing**

Nature Scope and Significance of International Marketing; International Marketing Distinguished from Domestic Marketing. Exporting, International Trade and International Business, International Business, International Marketing Management Process an Overview.

**UNIT II: International Marketing Environment**

Geographic, demographic, economic, politic, legal, Socio-cultural environments; their nature and effect on international marketing operations, tariff and non-tariff barriers; WTO, UNCTAD, Generalized system of preferences (GSP), regional economic groupings European Union(EU), NAFTA, ASEAN, facilities and incentives for exporters.

**UNIT III: International Product/ Market Selection and Entry Modes**

Selection of Products, Selection of Market, various modes of entry into international markets and their evaluation, export licensing franchising, Contracting, Joint venture, setting up wholly owned subsidiary.

**UNIT IV: International Product Planning and Pricing**

Product in international context, Standard is ation vs. adoption decision, other considerations; Packaging, branding after sales services, ISO 9001:2000 quality system standard, factors influencing price, pricing methods and process, price quotations and related considerations.

**UNIT V: International Distribution and Promotion**

Types and functions of foreign distribution channels, selection of middlemen, distribution logistics- transportation and warehousing decisions, International advertising- standardization vs. adaptation, Selection of media, Selection of agency, measuring advertising effectiveness.

**Suggested Reading**

- Cateroa, R, Phillip, *International Marketing*, Tata McGraw Hill, 2006
- Vern Terpestra, *International Marketing*, Cengage Learning, 2010
- RC Varshney and B.Bhattacharya, *International Marketing- Indian Perspective*, Sultan chand & Sons New Delhi, 2006
- Fayerweather, J, *International Marketing Management*, Sage Publication, 2006
- Jain Subhash, *International Marketing Management*, Cengage Learning, 2005



<b>MPMBAE22-402M2</b>	<b>SALES MANAGEMENT</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To provide an understanding of the principles and practices of personal selling and sales management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the importance of personal selling in the marketing mix and identify different types of selling situations and salespersons.				
<b>CO2</b>	Analyze the process of effective selling, including applying the AIDA model in personal selling and understanding the importance of sales forecasting, sales budgeting, and sales controlling in managing the sales effort.				
<b>CO3</b>	Apply the AIDA model in personal selling and understand the importance of international product planning and pricing.				
<b>CO4</b>	Analyze the types and functions of foreign distribution channels and understand the ethical and legal aspects of selling.				
<b>CO5</b>	Understand the importance of sales controlling in managing the sales effort and exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a globalized environment, and distinguish between ethical and unethical behaviors.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	√	√
<b>CO2</b>	√	√	√	√	√
<b>CO3</b>	-	-	√	-	√
<b>CO4</b>	√	√	√	√	√
<b>CO5</b>	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance of personal selling in the marketing mix and identify different types of selling situations and salespersons.					
<b>CO2</b>	Analyze the process of effective selling, including applying the AIDA model in personal selling and understanding the importance of sales forecasting, sales budgeting, and sales controlling in managing the sales effort.					
<b>CO3</b>	Apply the AIDA model in personal selling and understand the importance of international product planning and pricing.					
<b>CO4</b>	Analyze the types and functions of foreign distribution channels and understand the ethical and legal aspects of selling.					
<b>CO5</b>	Understand the importance of sales controlling in managing the sales effort and exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a globalized environment, and distinguish between ethical and unethical behaviors.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons, Application of AIDA Model in Personal Selling.

**UNIT II: Process of Personal Selling**

Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.

**UNIT III: Controlling the Sales Effort**

Sales Forecasting; Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.

**UNIT IV: Managing the Sales Force**

Recruitment and Selection, Training and Development, Compensation and Innovation, Direction and Suspension, Performance Appraisal of Sales Personnel.

**UNIT V: Emerging Issues in Selling Aspects**

Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.

**Suggested Readings**

- Richard R. Still, Edward W. Cundiff, Norman A.P Govani 5<sup>th</sup> ed., *Sales Management: Decision, Strategies and Cases*, Pearson Education, New Delhi, 2009.
- Rosann L. Spiro, William J. Stanton, Gregory A. Rich 11<sup>th</sup> ed., *Management of a Sales Force*, Tata McGraw Hill, New Delhi 2008
- Mark W. Johnston, Greg W. Marshall, *Sales Force Management*, 8<sup>th</sup> ed. TMH, N.Delhi, 2007
- Charles Fatrell, *Sales Management*.

MPMBAE22-403M3	RURAL MARKETING			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
To provide an understanding of the unique characteristics of the rural market in India and the challenges and opportunities it presents for marketers.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Comprehend the nature, size, and scope of Indian rural markets and rural demand.				
CO2	Understand rural consumer behavior, segmentation, targeting, and positioning strategies.				
CO3	Analyze the marketing mix elements in the context of rural markets, including product, pricing, promotion, and distribution.				
CO4	Appreciate the significance of innovation in rural markets and the role of IT and organized retailing in rural India.				
CO5	Assess the future prospects of the rural market in India, including the changing role of the rural sector, marketing of agricultural inputs and products, and rural female empowerment.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	-
CO2	√	√	√	√	-
CO3	√	-	√	-	√
CO4	√	√	√	√	-
CO5	√	-	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Comprehend the nature, size, and scope of Indian rural markets and rural demand.					
<b>CO2</b>	Understand rural consumer behavior, segmentation, targeting, and positioning strategies.					
<b>CO3</b>	Analyze the marketing mix elements in the context of rural markets, including product, pricing, promotion, and distribution.					
<b>CO4</b>	Appreciate the significance of innovation in rural markets and the role of IT and organized retailing in rural India.					
<b>CO5</b>	Assess the future prospects of the rural market in India, including the changing role of the rural sector, marketing of agricultural inputs and products, and rural female empowerment.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Introduction to Rural Markets**

Definition, Concept, Nature, Size and Scope of Indian Rural markets, Rural Demand, Buying Characteristics, Rural Market Structure : Demographic, Physical, Economic Environment.

**UNIT II: Understanding the Rural Consumer**

Rural Community in India, Profile of Rural markets: Segmenting the Rural Market, Target and Positioning, Rural Consumer Behavior, Rural Buyer Characteristics, Consumer Buying Decision Process, Factors Affecting Consumer Behavior – Cultural, Social, Technological, Economic and Political.

**UNIT III: Marketing Mix in Rural Markets**

Product: Significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural marketing, language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operative, Government, Financial Institutions, Public Sector Undertakings, Regulated Markets and Public Distribution Systems.

**UNIT IV: Innovation in Rural Markets**

Significance of innovation in rural markets, Intervention of IT in Rural Markets: Importance and Initiatives, Emergence of Organised retailing in Rural India, Key Drivers of Organised Retail, Cases in organised retail: Operative Models adopted by Indian Companies.

**UNIT V: Future of Rural Marketing**

Changing Role of Rural Sector in India; Rural Income and Demand, Problems in Marketing of agricultural inputs in Rural India – Chemical fertilizers, Certified seeds and Agricultural Equipments – Tractors, Engines, Pump Sets, Marketing of Agricultural products, improvement Measures taken by the Government – Initiatives by Co-operative and Private Sector, Present Scenario- Rural Female Empowerment, Micro Financing, Mobility in Emerging Markets, Growing Rural Tourism.

**Suggested Readings**

- Rama Bijapurkar (2007), *We are like That Only, the logic of Consumer India*, Penguin Books
- Prahalad C.K (2008), *Fortune at the Bottom of the Pyramid*, Pearson Publication
- R V Badi, N V Badi, *Rural Marketing, 2008*, Himalaya Publishing House.
- U C Mathur, *Rural marketing, Text and Cases*, 2008, excel books

MPMBAE22-402F1	<b>FINANCIAL SERVICES</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide an understanding of various financial services and their role in the economy.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concept and need for financial services, and the characteristics and role of financial intermediaries.				
<b>CO2</b>	Analyze the functioning of banks, commercial banks' changing role, and non-depository institutions such as finance companies, mutual funds, and pension funds.				
<b>CO3</b>	Comprehend the concept and characteristics of merchant banking and venture capital, including the rules and regulations governing them in India.				
<b>CO4</b>	Evaluate leasing, factoring, hire-purchase, and credit rating services, including their types, legal and tax aspects, and the process of credit-rating.				
<b>CO5</b>	Appreciate the significance of various financial services and their role in the Indian economy.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	√	√	√	√	-
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	√	-	√	-	√
<b>CO5</b>	√	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept and need for financial services, and the characteristics and role of financial intermediaries.					
<b>CO2</b>	Analyze the functioning of banks, commercial banks' changing role, and non-depository institutions such as finance companies, mutual funds, and pension funds.					
<b>CO3</b>	Comprehend the concept and characteristics of merchant banking and venture capital, including the rules and regulations governing them in India.					
<b>CO4</b>	Evaluate leasing, factoring, hire-purchase, and credit rating services, including their types, legal and tax aspects, and the process of credit-rating.					
<b>CO5</b>	Appreciate the significance of various financial services and their role in the Indian economy.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-



**UNIT I: Financial Services**

Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial Intermediaries.

**UNIT II: Depositories and Financial Services**

Commercial Banks and their Changing Role, Functioning of Banks, Financial Services and Banking System. Non Depository Institutions: Finance Companies and Mutual Funds and Pension Funds-Financial Services and Their Role.

**UNIT III: Merchant Banking and Venture Capital**

The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital- The Concept and Characteristics, Growth of Venture Capital Services in India.

**UNIT IV: Leasing:** Concept, Types, Legal and Tax Aspects, Factoring in India, Hire-Purchase, Lease Structuring. **Factoring:** Concept and Characteristics, Types of Factoring in India, factoring and Bill Rediscounting. **Forfeiting:** Meaning and Mechanism of Forfeiting.

**UNIT V: Credit Rating Services**

Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.

**Suggested Readings**

- Bhole L.M.: *Financial Institutions and Markets*, 4<sup>th</sup> ed., McGraw Hill Co. New Delhi, 2008.
- Anthony Saunders, *Financial Markets and Institutions*, 4<sup>th</sup> ed., McGraw Hill Publishing Company, New Delhi.
- Khan M.Y: *Financial Services and System* (2008), McGraw Hill Publishing Company, New Delhi.
- Clifford Gomez, *Financial Markets, Institutions management-A Risk management Approach*, 6<sup>th</sup> ed., McGraw Hill Publishing Company New Delhi.
- M.Y. Khan *Indian Financial System*, 6<sup>th</sup> ed., McGraw Hill Publishing Company, New Delhi, 2008.
- Sharma, *Management of Financial Institutions: With Emphasis on Bank and Risk Management*, Prentice Hall of India, New Delhi.

<b>MPMBAE22-402F2</b>	<b>MERGERS &amp; ACQUISITIONS</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
This course aims to provide an understanding of mergers and acquisitions, corporate restructuring, and valuation techniques used in these activities.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Develop an understanding of the different types and characteristics of mergers, the motives behind them, and the theories that explain them.				
<b>CO2</b>	Evaluate the value creation potential of mergers and acquisitions and the agents involved in these activities.				
<b>CO3</b>	Analyze the various methods of corporate restructuring, such as joint ventures, equity carve-outs, and leveraged buyouts.				
<b>CO4</b>	Apply valuation approaches, such as discounted cash flow valuation and relative valuation, to determine the worth of the target company in mergers and acquisitions.				
<b>CO5</b>	Evaluate the defensive strategies employed in corporate restructuring and takeover bids and analyze their effectiveness.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	√
<b>CO2</b>	-	√	-	√	-
<b>CO3</b>	-	-	√	√	-
<b>CO4</b>		√		√	-
<b>CO5</b>	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the different types and characteristics of mergers, the motives behind them, and the theories that explain them.					
<b>CO2</b>	Evaluate the value creation potential of mergers and acquisitions and the agents involved in these activities.					
<b>CO3</b>	Analyze the various methods of corporate restructuring, such as joint ventures, equity carve-outs, and leveraged buyouts.					
<b>CO4</b>	Apply valuation approaches, such as discounted cash flow valuation and relative valuation, to determine the worth of the target company in mergers and acquisitions.					
<b>CO5</b>	Evaluate the defensive strategies employed in corporate restructuring and takeover bids and analyze their effectiveness.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Introduction**

Overview of Mergers; Types And Characteristics; Motives Behind Mergers; Theories of Mergers- operating, Financial and Managerial Synergy of Mergers; Role of Industry Life Cycle-Development Stages; Value Creation through Mergers; Agents Contributing to Mergers and Acquisition Activities, Difference between Merger, Amalgamation, Absorption Reconstruction and Takeover.

**UNIT II: Corporate Restructuring**

Method of Restructuring- Joint Ventures, Sell-Off And Spin Off- Equity Carve-Outs, Leveraged Buy Outs (LBO)- Management Buy Outs- Master Limited Partnerships- Employees Stock Option Plans(ESOP).

**UNIT III: Mergers and Acquisition Process**

Process of Merger Integration- Process of Merger Integration- Organisational and Human aspects; Managerial challenges of Mergers and Acquisition. Strategic fit and the M & A decision.

**UNIT IV: Valuation**

Benchmarks of Value; Valuation approaches- Discounted Cash Flow Valuation- Valuing relative Contribution – Valuing Comparables- Valuation of the Target's Equity- Precedent Acquisition; Valuing Operating and Financial Synergy- Valuing Corporate Control- Valuing of Leveraged Buy Outs (LBO)- Methods of Financing Mergers- Cash Offer, Share Exchange Ratio-Merger as Capital Budgeting Decision.

**UNIT V: Defensive Strategies in Restructuring**

Accounting for Amalgamation- Polling Interest Method- Purchase Method; Procedure Laid down under Indian Companies Act of 1956, Accounting Standard and SEBI Guidelines, Takeover Defenses- Types and Techniques of Raid; Advance Preventive Measures; Strategies of Takeover bid White Knights-White Square- Crown Jewel-Pacman's Strategy- Golden Parachute- Poison Pills Strategy – Coercive Offers and Defense-Financial Defensive Measures- Anti takeover Amendments.

**Suggested Readings**

- Weston. F, Chung. K, and Hoag, S. (2008). *Mergers, Restructuring, and Corporate Control*, Prentice-Hall of Indian Pvt. Ltd., New Delhi.
- Patrick A. Gaughan (2007). *Mergers, Acquisitions and Corporate Restructurings*, 4/e Wiley India, New Delhi.
- Narayanan, P. and Vikram, Nanda (2003), *Finance For Strategic Decision Making- What non- Financial managers Need to Know*, Jossey- Bass, Wiley India.
- Reuid Jonathan, (2005). *Mergers and Acquisitions*, Kogan Page.
- Robert Brown (2007), *Applied Mergers and Acquisitions*, John Willey and Sons.

MPMBAE22-402F3	FINANCIAL DERIVATIVES			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
To provide an understanding of financial derivatives and their uses, as well as the techniques used in trading and hedging with derivatives.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Develop an understanding of the concept, features, and types of financial derivatives.				
CO2	Analyze the factors contributing to the growth of derivatives and the financial derivatives market in India.				
CO3	Evaluate the uses and functions of financial futures, swaps, and options, including their pricing and valuation.				
CO4	Apply hedging concepts and techniques in trading and managing financial derivatives.				
CO5	Critically assess the risks and benefits associated with carry trades and speculative derivatives.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	-
CO2	-	√	-	-	√
CO3	√	-	√	√	-
CO4	-	√	-	√	-
CO5	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the concept, features, and types of financial derivatives.					
<b>CO2</b>	Analyze the factors contributing to the growth of derivatives and the financial derivatives market in India.					
<b>CO3</b>	Evaluate the uses and functions of financial futures, swaps, and options, including their pricing and valuation.					
<b>CO4</b>	Apply hedging concepts and techniques in trading and managing financial derivatives.					
<b>CO5</b>	Critically assess the risks and benefits associated with carry trades and speculative derivatives.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Financial Derivatives**

Concept, Features, Uses, Types, Critiques of Derivatives, Traders in Derivative Markets, Factors contributing to the growth of Derivatives, Financial Derivatives Market in India, Derivative contrails and Market Liquidity.

**UNIT II: Financial Futures**

Introduction, Financial Futures Contracts, Types of Financial Futures, Contracts, Evolution of Futures Market in India, Operators/ Traders in Future Market, Functions Market Growth in Future Market, Future Margin, Market to Market, Cleaning House, Theories of Future Prices. Hedging Concepts – Long, Short, Cross, Forward Contract, Feature of Forward Contract, Classification of Forward Contracts, Forward Prices vs Future Prices, Storde Index Futures.

**UNIT III: Financial SWAPS**

Introduction, Concept, types, Nature, Evolution, Features, and Types of Swaps.

**UNIT IV: Financial Options**

Introduction, Concept, Types, Distinction between option and futures contracts, Option valuation, Determinants of option pricing, option premium, Greeks of option Contracts.

**Option Models:** Black- Scholes option pricing model, Binomial Option pricing model, Trading and Hedging with options.

**UNIT V:** Carry Trades and speculative Derivatives- Economic Derivatives, Market Expectations, Carry trade as a speculative Investment Strategy; Uncovered Interest Parity, Measurement of Risk and Returns in carry Trades, Rupee Interest Derivatives, Convertible Securities and Warrants, Hedging- objectives and Process.

**Suggested Readings**

- David A. Dubof sky and Thomas W. Miller, J.R. *Derivatives: Valuation and Risk Management*, Oxford.
- Vohra, N.D. and Bagri, B.R., *Future and Options*, TMH
- Kumar, *Financial Derivatives*, PHI.
- Marshall & Bansal: *Financial Engineering*, a complete guide to Financial Innovation, PHI.
- Mishra, Bishnupriya, Debasis, S, *Derivatives and Risk management*, Excel Books.
- Bhalla V.K, *Investment Management Security Analysis and Portfolio Management* – S.Chand

<b>MPMBAE22-402H1</b>	<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To develop an understanding of the global business environment and human component, and the challenges and opportunities of managing human resources in an international context.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the complexities and challenges of managing human resources in a global business environment.				
<b>CO2</b>	Develop cross-cultural management and communication skills to effectively lead and negotiate in international settings.				
<b>CO3</b>	Learn international human resource planning approaches and techniques for recruitment, selection, performance management, training and development, and strategic HRM.				
<b>CO4</b>	Gain knowledge of international HRM roles and challenges, including expatriate management and international compensation.				
<b>CO5</b>	Analyze key issues in international labor relations, including labor standards, unions, and corporate social responsibility.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	--
<b>CO2</b>	-	√	-	√	√
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	-	-	-	
<b>CO5</b>	-	√	√	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the complexities and challenges of managing human resources in a global business environment.					
<b>CO2</b>	Develop cross-cultural management and communication skills to effectively lead and negotiate in international settings.					
<b>CO3</b>	Learn international human resource planning approaches and techniques for recruitment, selection, performance management, training and development, and strategic HRM.					
<b>CO4</b>	Gain knowledge of international HRM roles and challenges, including expatriate management and international compensation.					
<b>CO5</b>	Analyze key issues in international labor relations, including labor standards, unions, and corporate social responsibility.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMBAE-402H1: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**CREDITS: 3**

### **UNIT I: Global Business Environment and Human Component**

Global Business Environment, Introduction, Human and Cultural variables, Cross cultural differences and Managerial Implication. Cross Cultural Research Methodology and Hosted Study.

### **UNIT II: Cross Cultural Management**

Cross Cultural Leadership and Decision making, Cross Cultural Communication and Negotiation. Developing International Staff and Multinational Terms.

### **UNIT III: International Human Resource Planning**

Approaches; International Recruitment and Selection, Performance Management, Training and Development and Strategic HRM. Managing global, Diverse Workforce. Human Resources in a Comparative Perspective

### **UNIT IV: International HRM Roles and Challenges**

International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation.

### **UNIT V: Key issues in International Labour Relations**

Approaches to International Compensation, International Labour Standards, Labour Unions and International Labour Relations, HRM practices in other countries. International Labour Standards, HR/IR issues in MNCs Corporate Social Responsibility.

### **Suggested Readings**

- Doweing, P.J. – *International Dimensions of Human Resource Management End Edition* Words Worth.
- G. Hofstede – *Cultures Consequence; International Differences in Work related Values* – Sage.
- Deresky- *International Management*, PHI/Addision Wesley.
- Aswathappa, *Human Resource and Personnel Management*, TMH.
- Meraic, D and Puffer, S. *Management International crosses Exercises and Reading* St. Paul. West Publish.
- Mangaraj, S., *Globalization and Human Resource Management*, Excel Books.
- S. C. Gupta- *Text book of International HRM*-Macmillan.
- Tayeb- *International HRM*- Oxford.
- Dowling, Welch & Schuler, *International HRM*, Excel Books.

MPMBAE22-402H2	COMPNSATION MANAGEMENT			L-2, T-1, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
To provide an understanding of the concepts, theories, and practices related to compensation and reward management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the monetary and non-monetary components of compensation and rewards, and the different perspectives and trends in compensation and reward management.				
CO2	Analyze the economic and behavioral theories related to wages, including wage and motivators, tournament theory, and total rewards.				
CO3	Evaluate the salient features of job evaluation processes and schemes, including analytical and non-analytical techniques, and determine the legal constraints on pay systems.				
CO4	Identify the determinants for formulating wage structures, designing pay ranges and bands, and implementing compensation strategies such as job-based pay, market-based pay, and pay for performance.				
CO5	Evaluate individual and team-based compensation, incentive plans, and employee benefits and pensions, and analyze the principles and models of executive compensation.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	√	-	√	√
CO2	√	√	-	√	√
CO3	√	√	√	-	√
CO4	√	√	√	√	-
CO5	√	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the monetary and non-monetary components of compensation and rewards, and the different perspectives and trends in compensation and reward management.					
<b>CO2</b>	Analyze the economic and behavioral theories related to wages, including wage and motivators, tournament theory, and total rewards.					
<b>CO3</b>	Evaluate the salient features of job evaluation processes and schemes, including analytical and non-analytical techniques, and determine the legal constraints on pay systems.					
<b>CO4</b>	Identify the determinants for formulating wage structures, designing pay ranges and bands, and implementing compensation strategies such as job-based pay, market-based pay, and pay for performance.					
<b>CO5</b>	Evaluate individual and team-based compensation, incentive plans, and employee benefits and pensions, and analyze the principles and models of executive compensation.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Introduction**

Conceptual aspects of compensation and reward management; Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophies, Compensation Approaches, Decision about Compensation. Economic and behavioural theories related to wages: subsistence theory, wages fund theory, residual claimant theory, surplus value theory, marginal productivity theory, bargaining theory; supply and demand theory; competitive theory; Employee's acceptance of wage level; wage and motivators; tournament theory. Concept of total rewards.

**UNIT II: Job Evaluation: Processes and Schemes**

Salient features of Job Evaluation—Analytical and non-analytical techniques – Point factor rating; factor comparison; job classification; ranking; Urwick Orr Profile Method; Hay Plan method; Decision Band method; job or role matching; market pricing; Computer assisted job evaluation.

**UNIT III: Wages and Salary Administration**

Concepts of minimum wage, living wage and fair wage; Wage Boards; Pay Commissions; Collective bargaining. Pay surveys; Determinants for formulating wage structures; Pricing Jobs: pay levels; designing pay ranges and bands; Salary structures: graded salary structures; salary progression curves; Pay structure in practice: Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentive schemes. Spot awards. Team incentives; *Design of a pay roll system (using Accounting software)*. Legal Constraints on Pay System.

**UNIT IV: Compensation Strategies**

Job based pay, Skill based pay, competency based pay, market based pay, Pay for position; Pay for person; Pay for performance: variable pay; Rewarding excellence; Creating the strategic reward system. Best practices in 'pay for performance'. Compensation as a retention strategy.

**UNIT V: Rewarding Performance and Executive Compensation**

Individual-based compensation; team-based compensation; Incentives: types of incentive plans: Taylor's differential piece rate system, Halsey Premium Plan, Rowan Premium Plan, Emerson Efficiency Premium Plan, Gantt Bonus Plan, Bedaux Premium Plan, Merrick Piece Rate System, Commission system; Gain sharing plans: Scanlon Plan, Rucker Plan, Improshare, Value added; Profit sharing plans and Cafeteria plan. Employee benefits and pensions. Policies and practice of benefits; Strategic Perspectives on Benefits, goals for Benefits, Benefits Need Analysis, principal types of benefits; Stock option and purchase plans using ESOP compensation. Pension- understanding kinds of pension. Agency Theory and Executive Compensation; Principles of Executive Compensation; Factors affecting Executive compensation; Models of Executive Compensation: Optimal Contracting Model; Managerial Power Model; Trends of Executive compensation in India and abroad.

## Suggested Readings

- Richard. I. Henderson (2005). *Compensation Management in Knowledge- based World*. Prentice-Hall.
- Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten (2002). *People, Performance & Pay: Dynamic Compensation for Changing Organizations*. Free Press.
- Michael Armstrong & Helen Murlis (2005). *Reward Management: A Handbook of Remuneration Strategy and Practice*. 5/e, Kogan Page, London.
- Edwarde.E. Lawler III (2000). *Rewarding Excellence: Pay Strategies for the New Economy*. Jossey –Bass, California.
- Singh B.D. (2007). *Compensation and Reward Management*, Excel Books, New Delhi.
- Tapomoy Deb (2009). *Compensation Management: Text and Cases*, Excel Books, New Delhi.

<b>MPMBAE22-402H3</b>	<b>CORPORATE LEADERSHIP</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To provide an understanding of organizational leadership and its importance in business, and to equip students with the necessary skills to become effective leaders.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the various leadership theories, styles, and traits and their effectiveness in different organizational contexts.				
<b>CO2</b>	Develop effective communication skills and overcome communication barriers in a business setting.				
<b>CO3</b>	Analyze the concept of power and politics in an organization and learn how to manage them effectively.				
<b>CO4</b>	Understand team leadership and its impact on team morale, motivation, and productivity.				
<b>CO5</b>	Develop an understanding of ethics in leadership, strategic leadership, and managing crises and change, as well as emerging trends in corporate leadership.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	-	-
<b>CO2</b>	-	-	-	-	√
<b>CO3</b>	-	-	√	√	-
<b>CO4</b>	√		√	-	-
<b>CO5</b>	-	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the various leadership theories, styles, and traits and their effectiveness in different organizational contexts.					
<b>CO2</b>	Develop effective communication skills and overcome communication barriers in a business setting.					
<b>CO3</b>	Analyze the concept of power and politics in an organization and learn how to manage them effectively.					
<b>CO4</b>	Understand team leadership and its impact on team morale, motivation, and productivity.					
<b>CO5</b>	Develop an understanding of ethics in leadership, strategic leadership, and managing crises and change, as well as emerging trends in corporate leadership.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-



**UNIT I: Organisational Leadership**

Introduction, importance and scope of corporate leadership. Leadership traits, Functions and Theories, Leadership Styles in Indian Organisations, Leadership Effectiveness.

**UNIT II: Communication**

Business communication-Types, Medias, Objectives, Models, Process, Importance Understanding Barriers to communication and ways to handle and improve barriers. Presentation skills-Its Purpose in business world. Reading and writing Skills- Importance of Reading And Writing, Improving Writing Skills through Understanding and Practicing Notice, E-mail, Tenders, Advertisement, Formal Letter. Listening skills-its importance as individual and as a leader or as a worker, its types, Barriers to Listening & Remedies to improve Listening Barriers. Non Verbal Communication.

**UNIT III: Power and Politics**

Meaning of Power and Politics, Distinction between Power and Authority, Bases or Sources of Power, Acquisition and Symbols of Organisational Politics. Reasons of Organisational Politics, Managing Organisational Politics. Influencing: Power, Politics, Networking and Negotiation

**UNIT IV: Team Leadership**

Leader / Follower Relations, Team Leadership and Self-Managed Teams, Leadership of Culture and Diversity and Learning Organisation. Enhancing Morale and Motivation. Time Management, Job Frustration, Stress Management,

**UNIT V:** Ethics in Leadership, Strategic Leadership and Managing Crises and Change, Emerging Trends in Corporate Leadership.

**Suggested Readings**

- (5th edition) (2010). Author: Peter Northouse. Sage press. *Leadership in Organisations*. (7th edition). (2009). Author: Gary Yukl. Prentice-Hall.
- Leadership: *Enhancing the Lessons of Experience*. (7th edition). (2010). Richard L. Hughes, Ginnett, & Curphy. McGraw-Hill/Irwin.
- *Effective Leadership*. (3<sup>rd</sup> Edition). (2007). Author Lussier/Achua. Thomson.

<b>MPMBAE22-402I1</b>	<b>EXIM FINANCING &amp; DOCUMENTATION</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
To provide an understanding of the procedures, regulations, and documentation involved in export and import, as well as the financing options available.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the documentation and regulations involved in export and import, including foreign exchange regulations, quality control, and commercial inspection.				
<b>CO2</b>	Gain knowledge of the procedures and policies involved in export and import, such as export credit, import licensing, and export incentives.				
<b>CO3</b>	Develop an understanding of export and import financing options, including pre-shipment finance, packing credit limits, and post-shipment finance.				
<b>CO4</b>	Analyze the role of clearing and forwarding agents, import-export passbook, and export and trading house schemes in export and import procedures.				
<b>CO5</b>	Learn about the policies and procedures for EOU/FTZ/EPZ/SEZ units and the role of Ex-im Bank in export and import financing.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	√
<b>CO2</b>	-	√	-	√	-
<b>CO3</b>	-	-	√	-	√
<b>CO4</b>	√	√	-	√	-
<b>CO5</b>	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the documentation and regulations involved in export and import, including foreign exchange regulations, quality control, and commercial inspection.					
<b>CO2</b>	Gain knowledge of the procedures and policies involved in export and import, such as export credit, import licensing, and export incentives.					
<b>CO3</b>	Develop an understanding of export and import financing options, including pre-shipment finance, packing credit limits, and post-shipment finance.					
<b>CO4</b>	Analyze the role of clearing and forwarding agents, import-export passbook, and export and trading house schemes in export and import procedures.					
<b>CO5</b>	Learn about the policies and procedures for EOU/FTZ/EPZ/SEZ units and the role of Ex-im Bank in export and import financing.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

Export and Import documentation; Foreign exchange regulations; including FEMA, IS/ISO 9000 and new ISO 14000 accepted quality certificates; Quality Control and pre-shipment inspection; Export trade control; Marine insurance; Commercial inspection and practices.

**UNIT II: Export Procedures**

General excise clearances: Role of Clearing and forwarding agents; shipment of export cargo. Export credit, Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.

**UNIT III: Import Procedures**

Import Licensing policy; Actual user Licensing; Replenishment Licensing; Import-export pass book; Capital goods Licensing; Export houses and trading houses, Import of unrestricted and restricted items, Customer guarantee, Green channel for import cargo clearance.

**UNIT IV: Export Incentives**

Overview of export Incentives-ECGC, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for export incentives. Trading Houses, Export and trading houses schemes: Criteria, Procedures and Documentation; Policy and Procedures for EOU/FTZ/EPZ/SEZ units, Ex-im Bank.

**UNIT V: Export and Import Financing**

Nature, General Guidelines, Classification Pre-shipment Finance with classification, Packing credit limits with documents ECGC Formalities, Scrutiny of Packing credit application amount and disbursement. Repayments and sharing of Packing credits, Substitution of export contracts, Pre-shipment in Foreign currency, Factoring Services, Post shipment Finance.

**Suggested Readings**

- Cherian and Parab: *Export Marketing*, Himalaya Publishing House, New Delhi.
- Government of India: Handbook of *Procedures, Import and Export Promotion*, New Delhi.
- Rathod, Rathor and Jani: *International Marketing*, Himalaya Publishing House, New Delhi.
- Export- *Import Manual*, Nabhi Publication, New Delhi.
- Government of India: *Export Policy, Procedures*, etc (Volumes I, II and III) New Delhi.
- Khurana P.K- *Export Management*, Galgotia Publication.

<b>MPMBAE22-402I2</b>	<b>GLOBAL FINANCIAL MARKETS &amp; INSTRUMENTS</b>		<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>	
			<b>Total Lecture</b>	<b>36</b>	
<b>Course Objectives:</b> To provide an understanding of global financial markets, currency markets, money markets, capital markets, and foreign portfolio investment.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the functions, structure, and participants of global financial markets and European financial markets.				
<b>CO2</b>	Gain knowledge of the creation of Euro Dollar, global currency markets, and Asian markets.				
<b>CO3</b>	Develop an understanding of various international money markets instruments such as GDRs, ADRs, Euro bonds, and derivatives.				
<b>CO4</b>	Analyze the equity and debt market, emerging market assets, and financial sector reforms in India.				
<b>CO5</b>	Learn about foreign portfolio investment techniques, capital flows, financial innovations, and stock market bubbles and crashes in international capital markets.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	-	√	-
<b>CO2</b>	-	√	-	-	√
<b>CO3</b>	√	-	-	√	-
<b>CO4</b>	√	√	√	-	√
<b>CO5</b>	-	√	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the functions, structure, and participants of global financial markets and European financial markets.					
<b>CO2</b>	Gain knowledge of the creation of Euro Dollar, global currency markets, and Asian markets.					
<b>CO3</b>	Develop an understanding of various international money markets instruments such as GDRs, ADRs, Euro bonds, and derivatives.					
<b>CO4</b>	Analyze the equity and debt market, emerging market assets, and financial sector reforms in India.					
<b>CO5</b>	Learn about foreign portfolio investment techniques, capital flows, financial innovations, and stock market bubbles and crashes in international capital markets.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMBAE22-402I2: GLOBAL FINANCIAL MARKETS & INSTRUMENTS CREDITS: 3**

### **UNIT I: Global Financial Markets**

International Financial Market, European Financial Market Functions, Structure, Participants, Depository Receipts Market, Commercial papers-Market.

### **UNIT II: Euro Currency Market**

Creation of Euro Dollar, Global Currency Markets (with Size and Structure); Asian Markets-Transactions, Regulatory Systems and Measure Instruments.

### **UNIT III: International Money Markets**

GDR's, ADR's, IDR's, Euro Bonds, Euro Loans, Euro Issues, Commercial papers, Repos, Derivatives, Floating rate instruments, Euro deposits, Loan Syndication, Money Market Institution(IMF, IBRB, Development Banks).

### **UNIT IV: Global Capital markets**

Equity, Euro Equity Markets, debt Market, Emerging Market Assets, world capital market and Financial Sector Reforms in India.

### **UNIT V: Foreign Portfolio Investment**

As an alternative Sores, Foreign currency Flows and Asset prices; Techniques of Portfolio Investment, Landing Capital Flows Recipients, and Portfolio of capital Flows Financial Innovations Stock market Bubbles, Financial Crashes and Scams in international capital Markets.

### **Suggested Readings**

- Shaprio, A.C: *Multinational Financial Management*, Prentice Hall of India, New Delhi
- Buckley, Adrian: *Multinational Finance*, Prentice Hall of India, New Delhi.
- Maurice, Levi: *International Finance*, McGraw Hill, Int., Ed., New York.
- Bhalla V.K: *Investment- Security Analysis-* S.Chand (New Delhi) *Management and Portfolio Management*.
- Henning C.N., Piggot, W. and Scott, W.H: *International Financial Management*, McGraw Hill, Int. Ed., New York.
- P.G: *Global Financial System*, TMH, Delhi.
- Apte P.G: *Global Financial System*; TMH,

<b>MPMBAE22-402I3</b>	<b>FOREIGN EXCHANGE MANAGEMENT &amp; VURRENCY DERIVATIVES</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> To provide an understanding of the foreign exchange market, exchange rates, foreign exchange transactions, and currency derivatives as a hedging mechanism.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Explain the organization of the foreign exchange market and the roles of RBI and FEDAI regulations.				
<b>CO2</b>	Analyze exchange rate systems, including the gold standard, Bretton Woods, fixed vs floating exchange rate systems, and exchange controls.				
<b>CO3</b>	Understand foreign exchange transactions, including spot vs forward transactions, interbank deals, cover deals, trading, swap deals, and arbitrage operations.				
<b>CO4</b>	Evaluate different types of ready merchant rates, forward exchange contracts, execution, cancellation, and extensions, dealing position, exchange position, and cash position.				
<b>CO5</b>	Describe currency derivatives as a hedging mechanism, including currency forwards, futures, options, exchange-traded transactions, financial swaps, forward rate agreements, and interest rate options.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	√	√	√	-
<b>CO2</b>	-	√	-	√	√
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	-	√	-	√
<b>CO5</b>	√	√	√	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Explain the organization of the foreign exchange market and the roles of RBI and FEDAI regulations.					
<b>CO2</b>	Analyze exchange rate systems, including the gold standard, Bretton Woods, fixed vs floating exchange rate systems, and exchange controls.					
<b>CO3</b>	Understand foreign exchange transactions, including spot vs forward transactions, interbank deals, cover deals, trading, swap deals, and arbitrage operations.					
<b>CO4</b>	Evaluate different types of ready merchant rates, forward exchange contracts, execution, cancellation, and extensions, dealing position, exchange position, and cash position.					
<b>CO5</b>	Describe currency derivatives as a hedging mechanism, including currency forwards, futures, options, exchange-traded transactions, financial swaps, forward rate agreements, and interest rate options.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	-	-

**MPMBAE22-402I3: FOREIGN EXCHANGE MANAGEMENT & CURRENCY DERIVATIVES** **CREDITS: 3**

**UNIT I: The Foreign Exchange Market Organisation**

Spot Vs Forward Markets- Bid and Ask Rates- Interbank Quotations- International Market Quotations- Cross Rates- Merchant Rates- FEDAI Regulations – Roles of RBI.

**UNIT II: Exchange Rates**

Exchange Rate System- Gold Standard- Bretton Woods- Fixed Vs Floating Exchange Rate systems- Determinants of Exchange Rates- Exchange Controls.

**UNIT III: Foreign Exchange Transactions**

Purchase and sales transactions – Spot vs Forward transactions- Forward Margins- Interbank Deals – Cover deals – trading- swap deals- Arbitrage operations – Factors Determining Forward margins.

**UNIT IV: Exchange Rates**

Principal types of Ready Merchant Rates- ready rates based on cross rates, Forward exchange contracts – Execution of Forward contracts – Cancellation and Extensions – Dealing position- Exchange Position – Cash position.

**UNIT V: Currency Derivatives as Hedging Mechanism**

Currency Forwards- Currency Futures – Currency Option – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options.

**Suggested Readings**

- Alan C Shapiro: *Multinational Financial Management*, Prentice Hall, New Delhi.
- Francis Cherunilam: *International Economics*, Tata McGraw Hill Pub Ltd, New Delhi.
- Ian H Giddy: *Global Financial Markets*, AITBS Publishers and Distributors, New Delhi.
- C Jeevanandam, *Foreign Exchange: Practice, Concepts*, Sultan Chand & Sons, New Delhi.
- Vijayabhaskar P and Mahapatra B., *Derivatives Simplified*, Respose Books, Sage Publications, New Delhi
- Apte P.G – *Global Financial System*, TMH.

<b>MPMBAE22-40201</b>	<b>QUALITY TOOLKIT FOR MANAGERS</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
This course is designed to help students understand the concepts of Quality Management & Control. It is also intended to help the students develop sufficient level of competency to apply the quality improvement tools and techniques in organizations.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the evolution of quality management and the concept of product and service quality.				
<b>CO2</b>	Analyze various dimensions of quality and evaluate different quality philosophies, such as Deming's, Juran's, and Crosby's quality philosophy.				
<b>CO3</b>	Apply graphical and statistical techniques, 7 QC tools, process capability analysis, measurement system analysis, design and analysis of experiments (DOE), and acceptance sampling plan for process quality improvement.				
<b>CO4</b>	Apply quality function deployment, robust design and Taguchi method, design failure mode and effect analysis, and product reliability analysis for product quality improvement.				
<b>CO5</b>	Analyze different quality management approaches, including quality circles, TQM, Six Sigma, Design for Six Sigma, and quality standards like ISO-9000, ISO 14001, ISO 22000, ISO 27001, OHSAS 18001, and QS 9000, and quality audit, benchmarking, and quality awards.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	√	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	-	-	√	-	-
<b>CO4</b>	-	-	-	√	-
<b>CO5</b>	-	√	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the evolution of quality management and the concept of product and service quality.					
<b>CO2</b>	Analyze various dimensions of quality and evaluate different quality philosophies, such as Deming's, Juran's, and Crosby's quality philosophy.					
<b>CO3</b>	Apply graphical and statistical techniques, 7 QC tools, process capability analysis, measurement system analysis, design and analysis of experiments (DOE), and acceptance sampling plan for process quality improvement.					
<b>CO4</b>	Apply quality function deployment, robust design and Taguchi method, design failure mode and effect analysis, and product reliability analysis for product quality improvement.					
<b>CO5</b>	Analyze different quality management approaches, including quality circles, TQM, Six Sigma, Design for Six Sigma, and quality standards like ISO-9000, ISO 14001, ISO 22000, ISO 27001, OHSAS 18001, and QS 9000, and quality audit, benchmarking, and quality awards.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Quality Concepts**

Evolution of Quality Management, Concepts of Product and Service Quality, Dimensions of Quality, Quality Philosophies: Deming's, Juran's, Crosby's Quality Philosophy, Quality Cost, Quality Leadership

**UNIT II: Process Quality Improvement**

Graphical & statistical techniques, 7 QC tools, Regression Control charts, Process capability analysis, Measurement system Analysis, Design and Analysis of Experiment (DOE), Acceptance sampling plan, Process failure mode and effect analysis (PFMEA). SERVQUAL Model with application, case studies.

**UNIT III: Product Quality Improvement**

Quality Function Deployment, Robust Design and Taguchi Method, Design Failure Mode & Effect Analysis, Product Reliability Analysis.

**UNIT IV: Quality Management**

Quality Circles, TQM, Six Sigma, Six sigma for Process Improvement, Six Sigma in Product Development, Design for Six Sigma.

**UNIT V: Quality Standards :** ISO-9000 and its concept of Quality management, ISO 14001, ISO 22000, ISO 27001, OHSAS 18001 and QS 9000, Indian Quality standards, Benchmarking, Quality Audit, Quality Awards.

**Suggested Readings**

- Mitra A., Fundamentals of Quality Control and Improvement, PHI, 2nd Ed., 1998.
- Lt. Gen. H. Lal, "Total Quality Management", Eastern Limited, 1990.
- Greg Bounds, "Beyond Total Quality Management", McGraw Hill, 1994
- Menon, H.G, "TQM in New Product manufacturing", McGraw Hill 1992.
- D. C. Montgomery, Introduction to Statistical Quality Control, John Wiley & Sons, 3rd Edition.
- J Evans and W Linsay, The Management and Control of Quality, 6th Edition, Thomson, 2005
- Besterfield, D H et al., Total Quality Management, 3rd Edition, Pearson Education, 2008.
- D. C. Montgomery and G C Runger, Applied Statistics and Probability for Engineers, John Wiley & Sons, 4th Edition.

MPMBAE22-402O2	SUPPLY CHAIN MANAGEMENT			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
The objective of this course is to provide students with an understanding of the fundamentals, design, and management of supply chain networks.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the importance and decision phases of supply chain management, including drivers of supply chain performance and types of supply chains.				
CO2	Analyze and evaluate the building blocks of a supply chain network and business processes in supply chains.				
CO3	Develop the ability to create a world-class supply base, including supplier evaluation, selection, and measurement, and supplier quality management.				
CO4	Analyze and design a supply chain network, including distribution network design, demand forecasting, inventory management, and coordination in the supply chain.				
CO5	Understand the importance of building sustainable and global supply chains, including eSCM, internet-enabled supply chains, and sustainability stakeholders, areas, and levels.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	√
CO2	√	√	-	√	√
CO3	√	-	√	-	√
CO4	√	-	√	-	√
CO5	√	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the importance and decision phases of supply chain management, including drivers of supply chain performance and types of supply chains.					
<b>CO2</b>	Analyze and evaluate the building blocks of a supply chain network and business processes in supply chains.					
<b>CO3</b>	Develop the ability to create a world-class supply base, including supplier evaluation, selection, and measurement, and supplier quality management.					
<b>CO4</b>	Analyze and design a supply chain network, including distribution network design, demand forecasting, inventory management, and coordination in the supply chain.					
<b>CO5</b>	Understand the importance of building sustainable and global supply chains, including eSCM, internet-enabled supply chains, and sustainability stakeholders, areas, and levels.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

Supply Chain Fundamentals - Importance - Decision Phases - Process view Supplier-Manufacturer-Customer chain-Drivers of Supply Chain Performance- Structuring Supply Chain Drivers- Overview of Supply Chain Models and Modeling Systems - Building blocks of a supply chain network -Business processes in supply chains- Types of supply chains and examples – Value Chain Hierarchy – Value Life Cycle – SCOR Model.

**UNIT II: Building Capability and Strategic Sourcing**

Management Capability - Controllability vs. Flexibility – Integrating Capability – Chain of Capability – Radical vs. incremental improvement - In-sourcing and Out-sourcing - Types of Purchasing Strategies- Supplier Evaluation, Selection and Measurement - Supplier Quality Management. - Creating a world class supply-base - World Wide Sourcing and SCM Metrics.

**UNIT III: The SC Network Design**

Distribution Network Design - Role, Factors Influencing Options- Value Addition - Model for Facility Location and Capacity Location - Impact of uncertainty on Network Design - Network Design decisions using Decision trees. Distribution - Center Location Models. Supply Chain Network optimization Models.

**UNIT IV: Estimating Demand Inventory & Supply**

Overview of Demand forecasting in the supply chain -Aggregate planning in the supply chain - Managing Predictable Variability - Managing supply chain cycle inventory - Uncertainty in the supply chain - Safety Inventory - Determination of Optimal level of product availability - Coordination in the Supply Chain -Supply chain performance measures - Supply chain inventory management - multi-echelon supply chains and Bullwhip effect.

**UNIT V: Building Sustainable & Global Supply Chains**

eSRM- eLRM - eSCM. - Internet-enabled supply chains: E-marketplaces - e-procurement - e-logistics - e-fulfillment - ERP and supply chains - supply chain automation - supply chain integration – Framework for Value system sustainability – Sustainability stakeholders/areas/levels – Global SCM – Managerial insights

**Suggested Readings**

- Joel D. Wisner (2018), *Principles of Supply chain management*, 5th Edition, Cengage Learning.
- Sunil Chopra and Peter Meindi, *Supply Chain Management-Strategy Planning and Operation*, Pearson Education, Third Indian Reprint, 2004.
- Monczka et al., *Purchasing and Supply Chain Management*, Cengage Learning, Second edition, Second Reprint, 2002.
- Altekar Rahul V, *Supply Chain Management-Concept and Cases*, Prentice Hall India, 2005.
- Shapiro Jeremy F, *Modeling the Supply Chain*, Cengage Learning, Second Reprint, 2002.
- Ballou Ronald H, *Business Log*



<b>MPMBAE22-402O3</b>	<b>ENTERPRISE RESOURCE PLANNING</b>			<b>L-3, T-0, P-0</b>	<b>3 CREDIT</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b> The course aims to provide students with an understanding of Enterprise Resource Planning (ERP) systems and their implementation.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the benefits of ERP and related technologies, as well as the concept of Business Process Reengineering (BPR).				
<b>CO2</b>	Gain knowledge about ERP implementation lifecycle, methodology, hidden costs, and project management.				
<b>CO3</b>	Develop an understanding of business modules in an ERP package, such as finance, manufacturing, human resources, and sales and distribution.				
<b>CO4</b>	Learn about the ERP market, major players like SAP, Oracle, and PeopleSoft, and the future of ERP systems.				
<b>CO5</b>	Understand how to turbocharge the ERP system, integrate it with e-commerce and the internet, and explore future directions for ERP.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	√
<b>CO2</b>	-	√	√	-	√
<b>CO3</b>	√	√	√	√	√
<b>CO4</b>	-	-	√	√	√
<b>CO5</b>	-	-	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the benefits of ERP and related technologies, as well as the concept of Business Process Reengineering (BPR).					
<b>CO2</b>	Gain knowledge about ERP implementation lifecycle, methodology, hidden costs, and project management.					
<b>CO3</b>	Develop an understanding of business modules in an ERP package, such as finance, manufacturing, human resources, and sales and distribution.					
<b>CO4</b>	Learn about the ERP market, major players like SAP, Oracle, and PeopleSoft, and the future of ERP systems.					
<b>CO5</b>	Understand how to turbocharge the ERP system, integrate it with e-commerce and the internet, and explore future directions for ERP.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction ERP**

An Overview, Enterprise – An Overview, Benefits of ERP, ERP and Related Technologies, Business Process Reengineering (BPR), Data Warehousing, Data Mining, OLAP, SCM

**UNIT II: ERP Implementation**

ERP Implementation Lifecycle, Implementation Methodology, Hidden Costs, Organizing the Implementation, Vendors, Consultants and Users, Contracts with Vendors, Consultants and Employees, Project Management and Monitoring

**UNIT III: The Business Modules**

Business modules in an ERP Package, Finance, Manufacturing, Human Resources, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution

**UNIT IV: The ERP Market**

ERP Market Place, SAP AG, PeopleSoft, Baan, JD Edwards, Oracle, QAD, SSA

**UNIT V: ERP – Present and Future**

Turbo Charge the ERP System, EIA, ERP and e-Commerce, ERP and Internet, Future Directions

**Suggested Readings:**

- Alexis Leon, “*ERP Demystified*”, Tata McGraw Hill, New Delhi, 2007.
- Joseph A Brady, Ellen F Monk, Bret Wagner, “*Concepts in Enterprise Resource Planning*”, Thompson Course Technology, USA, 2009.
- Vinod Kumar Garg and Venkita krishnan N K, “*Enterprise Resource Planning – Concepts and Practice*”, PHI, New Delhi, 2004.
- Sinha P. Magal and Jeffery Word, *Essentials of Business Process and Information System*, Wiley India, 2009.
- Jagan Nathan Vaman, *ERP in Practice*, Tata McGraw-Hill, 2007.
- Mahadeo Jaiswal and Ganesh Vanapalli, *ERP Macmillan India*, 2013.

MPMBAE22-40204	LOGISTICS MANAGEMENT			L-3, T-0, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
To provide an understanding of the functions, importance and role of logistics in the supply chain management and to develop skills in logistics management.					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the definition, scope and objectives of logistics, logistics service attributes and value-added logistics services.				
CO2	Explain the role of logistics in competitive strategy and integrating logistics into the supply chain.				
CO3	Develop knowledge on distribution channels, outsourcing logistics, effective inventory management, on-time delivery and transportation systems.				
CO4	Gain knowledge on performance measurement, logistics audit, cost identification and formatting.				
CO5	Identify the current trends in logistics including e-logistics, automatic identification technologies, green logistics and global logistics.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	-	√
CO2	-	√	√	√	-
CO3	√	-	-	√	√
CO4	√	√	√	√	-
CO5	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the definition, scope and objectives of logistics, logistics service attributes and value-added logistics services.					
<b>CO2</b>	Explain the role of logistics in competitive strategy and integrating logistics into the supply chain.					
<b>CO3</b>	Develop knowledge on distribution channels, outsourcing logistics, effective inventory management, on-time delivery and transportation systems.					
<b>CO4</b>	Gain knowledge on performance measurement, logistics audit, cost identification and formatting.					
<b>CO5</b>	Identify the current trends in logistics including e-logistics, automatic identification technologies, green logistics and global logistics.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Integrating logistics into supply chain - Role of logistics in Competitive strategy – Customer Service

**UNIT II: Distribution Channels and Outsourcing Logistics**

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition – Cross docking – Effective Inventory Management – On time Delivery

**UNIT III: Transportation and Packaging**

Transportation System – Evolution, Infrastructure and Networks – Effective utilization - Freight Management – Vehicle Routing – Containerization – Milk Run and FTL concepts. Packaging- Design considerations, Material and Cost. Packaging as Unitization. Consumer and Industrial Packaging. Dispatches – SKD/CKD – international requirements

**UNIT IV: Performance Measurement and Costs**

Performance Measurement – Need, System, Levels and Dimensions. Internal and External Performance Measurement – Metrics – Logistics Audit. Cost – Identification, Time Frame and Formatting.

**UNIT V: Current Trends**

Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Global Logistics – Operational and Strategic Issues, ocean and air transportation – Trans country regulations - Strategic logistics planning. Green Logistics

**Suggested Readings**

- Coyle et al., *The Management of Business Logistics*, Cengage Learning, 7th Edition, 2004.
- Ailawadi C Sathish & Rakesh Singh, *Logistics Management*, PHI, 2011.
- Ronald H. Ballou, *Business Logistics and Supply Chain Management*, Pearson Education, 5th Edition, 2007
- Bowersox Donald J, *Logistics Management – The Integrated Supply Chain Process*, Tata McGraw Hill, 3rd edition 2016
- Sople Vinod V, *Logistics Management – The Supply Chain Imperative*, Pearson Education, 3rd Edition, 2012

MPMBAE22-402 IT1	SOFTWARE PROJECT MANAGEMENT			L-2, T-1, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>The objective of teaching the subject is to prepare students to manage software projects effectively, ensure software quality, and contribute to the success of technology-driven businesses.</li> <li>This subject equips them with skills that are highly relevant in today's digital business environment.</li> <li>Effective Project Leadership: To develop leadership and communication skills for leading software development projects.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Equipped with the knowledge and skills to effectively plan, execute, and monitor software projects, ensuring timely delivery and adherence to quality standards.				
CO2	Develop strong leadership qualities and effective communication skills, enabling them to lead software development teams, foster collaboration, and drive project success.				
CO3	Have the ability to identify and analyze software project requirements, solve complex problems, and create structured documentation to guide development.				
CO4	Understand the importance of software quality and be proficient in quality assurance techniques and software testing methodologies, contributing to the delivery of reliable software products.				
CO5	Capable of implementing and improving software development processes, optimizing productivity, and staying up-to-date with evolving methodologies and technologies in the field.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	-
CO2	-	√	-	-	-
CO3	-	√	√	-	-
CO4	-	-	-	-	√
CO5	-	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Equipped with the knowledge and skills to effectively plan, execute, and monitor software projects, ensuring timely delivery and adherence to quality standards.					
<b>CO2</b>	Develop strong leadership qualities and effective communication skills, enabling them to lead software development teams, foster collaboration, and drive project success.					
<b>CO3</b>	Have the ability to identify and analyze software project requirements, solve complex problems, and create structured documentation to guide development.					
<b>CO4</b>	Understand the importance of software quality and be proficient in quality assurance techniques and software testing methodologies, contributing to the delivery of reliable software products.					
<b>CO5</b>	Capable of implementing and improving software development processes, optimizing productivity, and staying up-to-date with evolving methodologies and technologies in the field.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-



**UNIT 1 INTRODUCTION**

Defining of Software Development Process - Process - Tailoring the Process - Improving the process discipline - Need for implementing discipline. Software Production Process - Identify the Software Model - Software Process Models : Waterfall Model, Prototyping Model, RAD Model, Incremental Model, Spiral Model, Component Assembly Model - Software Life Cycle.

**UNIT 2 SOFTWARE DEVELOPMENT**

Software Development Team - Three Vital Aspects of Software Project Management - The Team - Meaning of Leadership - Communicating in Harmony - Personality traits - Project Organizations. Project Planning: Top-Down and Bottom-Up Planning - Types of Activity - Project Duration : Schedule Monitoring Tools - Gantt Chart, PERT Chart, Critical Path.

**UNIT 3 PROJECT REVIEW**

Tracking Meetings - Recovery plans - Schedule Work & Escalation Meetings. Project Engineering: Product Requirements - Understanding the Customer Problem to solve - Initial Investigation, Strategies for determining information requirements, Information gathering Tools - Product Objectives.

**UNIT 4 PROBLEM SOLVING**

Product Specifications - Defining the Final Product - Data Flow Diagram, Data Dictionary, Structured English, Decision Trees, Decision Tables - Feasibility Study. Software Testing : Test Plan - Development Testing : Verification and Validation - General Testing Methods : White Box and Black Box Testing - Unit Testing – System Integration Testing - Validation Testing - System testing.

**UNIT 5 SOFTWARE QUALITY**

Software Quality - Quality Measures - FURPS - Software Quality Assurance – Software Reviews - Format Technical Review (FTR) Formal Approaches to SQA – Software Reliability - Introduction to SQA - The Software Quality Assurance Plan – Formal approaches to SQA - Clean room Methodology.

**Suggested Reading:-**

- Kathy Schwalbe, “IT Project Management”, Cengage Learning.
- Richard H. Thayer, “Software Engineering Project Management”, John Wiley & Sons, 2nd edition, 2001.
- Royce, Walker, “Software Project Management”, Pearson Education, 2002.
- Kelker, S. A., “Software Project Management”, Prentice Hall, 2003.

MPMBAE22-402 IT2	INFORMATION SECURITY	L-2, T-1, P-0	3 CREDIT
		Total Lecture	36

**Course Objectives:** The objective of teaching the subject is to:

- Produce professionals who can strategically manage and lead the security efforts within organizations, ensuring the protection of sensitive data, legal compliance, and business continuity in an increasingly digital and interconnected world.
- Students should gain an understanding of compliance regulations and risk management principles. They should be able to assess and address security risks to ensure compliance with legal and industry standards.
- The aim is to prepare students to develop and implement business continuity plans to ensure that organizations can continue to function in the face of cyber security incidents or disasters

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Develop expertise in safeguarding sensitive organizational data, reducing the risk of data breaches and ensuring data integrity.
<b>CO2</b>	Be proficient in assessing and managing security risks, enabling them to make informed decisions and comply with legal and industry standards.
<b>CO3</b>	Learn to create and implement business continuity plans, ensuring that organizations can continue operations in the face of cyber security incidents.
<b>CO4</b>	Equipped to lead cyber security efforts within organizations, communicate security objectives, and manage security teams effectively.
<b>CO5</b>	Develop and implement strategies that prevent security incidents, minimizing damage to the organization's reputation and financial health.

**Mapping of Course Outcomes with the program Outcomes**

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	√	-	-	-	-
<b>CO2</b>	-	√	-	-	-
<b>CO3</b>	-	√	√	-	-
<b>CO4</b>	-	-	-	√	-
<b>CO5</b>	-	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop expertise in safeguarding sensitive organizational data, reducing the risk of data breaches and ensuring data integrity.					
<b>CO2</b>	Be proficient in assessing and managing security risks, enabling them to make informed decisions and comply with legal and industry standards.					
<b>CO3</b>	Learn to create and implement business continuity plans, ensuring that organizations can continue operations in the face of cyber security incidents.					
<b>CO4</b>	Equipped to lead cyber security efforts within organizations, communicate security objectives, and manage security teams effectively.					
<b>CO5</b>	Develop and implement strategies that prevent security incidents, minimizing damage to the organization's reputation and financial health.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT-1 Introduction to Information Security**

Introduction to Information Security: Attacks, Vulnerability, Security Goals, Security Services and mechanisms.

**UNIT-II Conventional Cryptographic Techniques**

Conventional Cryptographic Techniques : Conventional substitution and transposition ciphers, One-time Pad, Block cipher and Stream Cipher, Steganography

**UNIT-III Symmetric and Asymmetric Cryptographic Techniques; Authentication and Digital Signatures**

Symmetric and Asymmetric Cryptographic Techniques : DES, AES, RSA algorithms;  
Authentication and Digital Signatures : Use of Cryptography for authentication, Secure Hash function, Key management – Kerberos.

**UNIT-IV Program Security**

Program Security : Nonmalicious Program errors – Buffer overflow, Incomplete mediation, Time-of-check to Time-of-use Errors, Viruses, Trapdoors, Salami attack, Man-in-the-Middle attacks, Covert channels

**UNIT-V Security in Networks**

Security in Networks : Threats in networks, Network Security Controls – Architecture, Encryption, Content Integrity, Strong Authentication, Access Controls, Wireless Security, Honeypots, Traffic flow security, Firewalls – Design and Types of Firewalls, Personal Firewalls, IDS, Email Security – PGP,S/MIME.

**Reference Books:**

- Security in Computing, Fourth Edition, by Charles P. Pfleeger, Pearson Education
- Cryptography And Network Security Principles And Practice, Fourth or Fifth Edition, William Stallings, Pearson
- Modern Cryptography: Theory and Practice, by Wenbo Mao, Prentice Hall.
- Network Security Essentials: Applications and Standards, by William Stallings. Prentice Hall.

MPMBAE22-402 IT3	WEB TECHNOLOGIES			L-2, T-1, P-0	3 CREDIT
				Total Lecture	36
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• The aim of teaching web technologies as a specialization subject in an MBA program is to equip students with the knowledge and skills to lead and manage businesses in the digital era.</li> <li>• This includes fostering proficiency in digital business, strategic decision-making, entrepreneurial capabilities, effective project management, and cross-functional collaboration.</li> <li>• Additionally, the aim is to instill a global perspective and ethical considerations, enabling graduates to adapt to evolving digital trends and drive innovation and competitiveness in the digital landscape.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Develop a strong foundation in web technologies, which is increasingly important in the modern business world. They will be better equipped to understand and leverage digital tools and platforms for business purposes.				
<b>CO2</b>	Learning web development and scripting languages can enhance problem-solving skills, a crucial attribute for business professionals. Students may apply these skills to innovate and find creative solutions to business challenges.				
<b>CO3</b>	Understanding web technologies can help students bridge the gap between technology and business. They can effectively communicate with technical teams, making them more versatile in diverse business environments.				
<b>CO4</b>	For students interested in entrepreneurship, web development skills can be valuable. They can create and manage their own web-based businesses or better understand the technical aspects of digital ventures.				
<b>CO5</b>	Students may gain project management skills through web development projects, which can be useful in overseeing web-related initiatives within organizations.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	-	-
<b>CO2</b>	-	√	-	√	-
<b>CO3</b>	√	-	√	-	-
<b>CO4</b>	-	√	-	√	-
<b>CO5</b>	-	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop a strong foundation in web technologies, which is increasingly important in the modern business world. They will be better equipped to understand and leverage digital tools and platforms for business purposes.					
<b>CO2</b>	Learning web development and scripting languages can enhance problem-solving skills, a crucial attribute for business professionals. Students may apply these skills to innovate and find creative solutions to business challenges.					
<b>CO3</b>	Understanding web technologies can help students bridge the gap between technology and business. They can effectively communicate with technical teams, making them more versatile in diverse business environments.					
<b>CO4</b>	For students interested in entrepreneurship, web development skills can be valuable. They can create and manage their own web-based businesses or better understand the technical aspects of digital ventures.					
<b>CO5</b>	Students may gain project management skills through web development projects, which can be useful in overseeing web-related initiatives within organizations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction to Internet**

A Brief History of the Internet; Internet Service Providers (ISPs); Internet Connectivity; Introduction to the World Wide Web (WWW); Web Browsers; Web Servers; Protocols in Web Communication; Domain Names; Hardware and Software for Web Access.

**UNIT II: Introduction to HTML**

**Introduction to HTML:** The development process, Html tags and simple HTML forms, web site structure.

**Introduction to XHTML:** XML, Move to XHTML, Meta tags, Character entities, frames and frame sets, inside browser.

**UNIT III: Style Sheet**

Style sheets : Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2.

**UNIT IV: Javascript**

Client side scripting, What is Javascript, How to develop Javascript, simple Javascript, variables, functions, conditions, loops and repetition.

**UNIT V: XML & PHP**

Introduction to XML, uses of XML, simple XML, XML key components, DTD and Schemas, Well formed, using XML with application.

**PHP-** Starting to script on server side, Arrays, function and forms, advance PHP. Databases: Basic command with PHP examples.

**Reference Books:**

- Steven Holzner, "HTML Black Book", Dremtech press.
- Web Technologies, Black Book, Dreamtech Press
- Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
- Internet and World Wide Web How to program, P.J. Deitel & H.M. Deitel Pearson.

<b>MPMBAE22-451P</b>	<b>SEMINAR &amp; VIVA-VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDIT</b>		
<p><b>Course Objectives:</b></p> <p>To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project.</p> <p>Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.				
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.				
<b>CO3</b>	Assess their communication, presentation skills & overall impression				
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.				
<b>Mapping of Course Outcomes with the Program Outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	√	√	-
<b>CO2</b>	-	-	√	-	√
<b>CO3</b>	√	√	-	√	-
<b>CO4</b>	√	√	-	-	√



**MPMBAE22-451P: SEMINAR & VIVA –VOCE****CREDITS: 2****Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, Especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher In- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.