



Master of Business Administration (MBA)

Nomenclature of the course: Master of Business Administration (MBA)

Duration of the Course: 2 years (4 semesters), (Maximum: 4 years)

Full marks: 2800/ 112 credit

Eligibility: Any graduate under 10+2+3 or Degree in Law/ Engineering/ Pharmacy/ Architecture

Admission session: July

Admission: Through Management Entrance Test (NSOU-MET) followed by Personal Interview (PI) of 100marks. The NSOU-ET may be of 100 marks (English-30, Mathematics-30, Aptitude-20 and GK-20) based on MCQ. The students may be selected on the basis of the results of NSOU-MET & PI.

Examination system: Semester system examination. Weightage for Home Assignment and Term-end Examination will be 20% and 80% respectively (as per university rules). Duration of term-end examination- 3hours for 100 marks paper. Pass mark in each paper- 40%. Final gradation will be as per other PG courses of the University.

Intake: 100

Course Structure: Full marks-2800/112 credit (Course- 27; 4credit/ 100marks each; Project-equivalent to 1 courses; 4credit/100marks)

<p>Semester 1 CP-101: Principles and Processes of Management CP-102: Micro Economics CP-103: Business Environment CP-104: Statistics for Managers CP-105: Accounting for Managers CP-106: Computer Applications in Management & Management Information System CP-107: Organizational Behaviour</p>	<p>Semester 2 CP-201: Strategic Management CP-202: Macro Economics CP-203: Managerial Skill Development CP-204: Quantitative Methods CP-205: Research Methodology CP-206: Business Legislation CP-207: Operations Management</p>
<p>Semester 3 CP-301: Marketing Management CP-302: Human Resource Management CP-303: Financial Management CP-304: Project & Viva-Voce (70+30) Elective 1 Elective 2 Elective 3</p>	<p>Semester 4 1. Elective 4 2. Elective 5 3. Elective 6 4. Elective 7 5. Elective 8 6. Elective 9 7. Elective 10</p>
<p>Total 10 courses to be selected from any two elective groups (Finance/ Marketing/ HR) Specialization: at least five courses from one Group. After successful completion of one year (2 semesters), Post Graduate Diploma in Management (PGDM) may be awarded.</p>	

Specialization/ Dual Specialization (Choice of elective Courses): The university offers specialization in three groups/areas viz. i) Financial Management (FM), ii) Marketing

Management, iii) Human Resource Management (HRM). Each elective area will consist of six courses. A student has to select ten courses from these three groups to complete the MBA degree programme. It is mandatory for a student to have specialization in at least one particular elective area. Five courses from a particular area will denote the specialization in that particular elective area. One student may opt 5 courses from one particular elective area and other five courses from remaining two elective areas. If a student opts for 5 courses from each elective group, he/ she will have dual specialization.

Elective Groups

Financial Management (FM)

1. Security analysis and portfolio Management (EPFM-01)
2. Working Capital Management (EPFM-02)
3. Management of Financial Services (EPFM-03)
4. Management Control system (EPFM-04)
5. International Financial Management (EPFM-05)
6. Taxation in Business (EPFM-06)

Marketing management (MM)

1. Sales, Distribution and Advertising Management (EPMM-01)
2. Consumer Behaviour and Customers Relationship Management (EPMM-02)
3. International Marketing (EPMM-03)
4. Product Management (EPMM-04)
5. Marketing Research (EPMM - 05)
6. Marketing of Services (EPMM-06)

Human Resource Management (HRM)

1. HRM- Policy and strategy (EPHRM-01)
2. Industrial Psychology and organizational Dynamics (EPHRM-02)
3. Human Resources – Planning and Utilizations (EPHRM-03)
4. Cross Cultural and Global HRM (EPHRM-04)
5. Management & Industrial Relations (EPHRM-05)
6. Human Resource Accounting and Compensation Management (EPHRM 06)

Detailed Syllabus Master of Business Management (MBA)

CP 101: Principles and Processes of Management

Course objective: The curriculum will provide an introduction of the principles of theories including the behavioral orientation and systems approach. It provides the in-depth knowledge of practice management including the planning, communication and controlling process.

Course outcome:

- 1) Tell the basic knowledge of different types of management principles.
- 2) Illustrate the traditional management theories.
- 3) Illustrates the processes of behavioral orientations in organization and management.
- 4) Illustrate the Carnegie Model in detail.

- 5) Identify the open and closed systems.
- 6) Apply the skill for managerial planning and decision making.
- 7) Apply the skill for organizing in a formal and informal organization.
- 8) Demonstrate the ability to communicate in a business organization.
- 9) Able to control performance in an organization.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	10
2	1,2	2	10
3	1,2	3	10
4	1,2	4	15
5	1,2	5	15
6	1,2	6	10
7	1,2	7	10
8	1,2	8	10
9	1,2	9	10
			100

Module-1: Principles of Management

Unit-1: Introduction to management- terminologies; routes of management principles; definition; coordination.

Unit-2: Traditional management theory- classical and scientific management theory; major assumptions; critique of traditional view.

Unit-3: Behavioral orientation in organization and management: human relations approach- group dynamics; informal organization; human relations and organization theory.

Unit-4: Behavioral orientation and management: The Carnegie Model- preliminaries of the Carnegie model; critique of the Carnegie model.

Unit-5: Systems approach- open system concept; organization as an open system; other recent theories.

Module-2: Practice of Management

Unit-6: Managerial planning and decision making- definition; significance and limitation; principles of planning; element of planning; types of plan; process of planning; planning failures; managerial decision making; MBO.

Unit-7: Organizing- definition; significance; formal and informal organization; process in organization design; determinants of organization structure; principles of organization; departmentation; functional vs. divisional departmentation; shape of organization: span of management; pattern of authority: line and staff; distribution of authority: delegation of authority; staffing.

Unit-8: Communication with people- definition; significance; process; dimensions; communication network; outcomes; factors inhibiting communication; ways to improve communication in organization.

Unit-9: Controlling performance- definition; significance; steps in control process; designing a control system; requirements; control techniques; behavioral dimensions of control system.

Suggested Readings:

1. Koontiz, O'Donnell & Weihrich – Management
2. Kontz & Weihrich-Essentials of Management

3. Hicks & Gullet-Management
4. Robbins-Management : Concept & Practice

CP102: Micro Economics

Course objective: The curriculum introduces economics including the distinction between micro and macroeconomics. It provides in-depth knowledge of demand and supply laws and competitive market equilibrium.

Course outcome:

- 1) Identify the micro and macroeconomics with law of demand and law of supply with the determination of price and quantity in competitive market equilibrium
- 2) Illustrate the production and cost in a competitive market of various types.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	45
2	1,2	2	55
			100

Module 1

General Introduction to the Subject of Economics, Micro-Macro distinction, The Law of Demand, from individual demand to market demand, Factors that shift the demand curve. The Law of Supply, from individual supply to market supply, Factors that shift the supply curve. Elasticities of demand and supply. Determination of price and quantity in Competitive Market Equilibrium. Effects of changes in demand side and supply side factors on price and quantity, Effects of government intervention (price control, minimum wage, indirect taxes and subsidies) on price and quantity. Consumer's Surplus, Producer's Surplus and the optimality of the Competitive Market (maximization of the sum of the two surpluses, price equaling marginal cost).

Module 2

Production and Cost, Production Function and Returns to Scale, Total Average and Marginal Costs in short run and long run. Equilibrium of the firm in perfect competition- short run and long run. Equilibrium under monopolistic competition (with Monopoly as a special case), Oligopoly (definition only), Non-optimality of imperfect competition.

CP-103: Business Environment

Course objective: The curriculum will provide an introduction of the social and cultural environment of a business organization. It provides the in-depth knowledge of cultural variation and differences in an organization with its managerial implications.

Course outcome:

- 1) Tell the basic knowledge of social, political and cultural environment of an organization.
- 2) Illustrate the nature of industrial sociology.
- 3) Illustrates the working processes of social organization and work organization.
- 4) Illustrate about the occupations in Indian society.
- 5) Identify the variables of human and their cultures in an organization.
- 6) Apply the skill of a manager to cope up with the cultural differences in an organization.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	15
2	1,2	2	15
3	1,2	3	15
4	1,2	4	20
5	1,2	5	15
6	1,2	6	20
			100

Unit-1: Socio Political Cultural Environment

Unit-2: Nature of Industrial Sociology.

Unit-3: Social Organisation, Work Organisation.

Unit-4: Occupations in Indian Society.

Unit-5: Human and Cultural variables in organizations.

Unit-6: Cultural differences and managerial implications.

Suggested Readings:

1. K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House.
2. V.P. Michael : Business Policy and Environment, S. Chand & Co.
3. Chertunilam Franis : Business Environment, Himalaya Publishing House.
4. B. Banerjee : Economic Environment and Human Resource Management, Calcutta University.
5. Misra S. K & V. K. Puni : Economic Environment of Business, Himalaya Publishing House.
6. Jain Avun Kumar : Managing Global Competitions, Competence Publishing Co.

CP 104: Statistics for Managers
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Course objective: The curriculum introduces the statistics for managers. It provides in-depth knowledge of frequency distribution, central tendency; correlation and regression. It also includes probability theories and hypothesis testing.

Course outcome:

- 1) Ability to provide statistical presentation of data and able to analyze a data by central tendency, correlation and regression.
- 2) Illustrate a data using probability distributions and hypothesis testing.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module –1:

Collection and presentation of data; Frequency Distribution; Measures of Central Tendency, Dispersion, Skewness & Kurtosis, Correlation & Regression, Time-series Analysis, Index Number Analysis.

Module-2:

Probability Theory and Probability Distributions-Binomial, Poisson, Normal and Exponential; Testing of Hypothesis.

Suggested Readings:

1. Chandha, N.K. Statistics for Behavioral and Social Scientists, Reliance Publishing House, Delhi 1996.
2. Gupta, S.P. and Gupta M. P. Business Statistics, new Delhi, Sultan Chand, 1997
3. Kazmier, L. J. And Pohn, N. F. Basics Statics for Business and Economics. New York, McGraw Hill, 1988.
4. Levin Richard L. And Robin David S. Statistics for management. New Jersey, Prentice Hall Inc., 1995.
5. Narag, A., S. Linear programming and Decision Making. Ew Delhi, Sultan Chand, 1995
6. Sharma, J. K. Fundamentals of Operations Research. Mac Millan Publishers, 1990
7. Terry, Sineich, Business Statistics by Examples, London, Collier Mac Millan Publishers, 1990.

CP 105: Accounting for Managers

Course objective: The curriculum introduces the financial accounting concept including the in-depth knowledge of preparation of financial statements and their analysis. In addition it provides knowledge of cost accounting and budgeting.

Course outcome:

- 1) Ability to prepare financial statement and analysis of the same.
- 2) Understand cost accounting and budgeting methods.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module-1

Financial Accounting-Concept, Importance and Scope, Generally Accepted Accounting Principles, preparation of Financial Statements with special reference to analysis of a Balance

Sheet and Management of Business Income, Inventory Valuation and Depreciation, Financial Statement Analysis, Funds Flow, The Statement of Cash Flows.

Module-2

Management Accounting-Concept, Need, Importance and Scope; Cost Accounting- Records and Processes, Cost Ledger and Control Accounts, Reconciliation and Integration between Financial and Cost Accounts, Overhead Cost and Control, Job and Process Costing, Budget and Budgetary Control, Performance Budgeting, Zero-Base Budgeting, Relevant Costing and Costing for Decision-Making, Standard Costing and Variance, Analysis Marginal costing and Absorption Costing.

Suggested Readings

1. Anthony R.N. and Reece J.S. Accounting Principles. 6th ed., Homewood, Illiners. Richard D. Irwin. 1995.
2. Bhattacharya, S.K. and Dearden, J. Accounting for Management, Management and Cases. New Delhi. Vikas. 1996.
3. Heitger, L.E. and Matulich Srge. Financial Accounting. New York. Mc-Graw Hill. 1990
4. Hingorani . N. L. and ramanathan, A.R. Management Accounting 5th ed., New Delhi. Sultan Chand. 1992.
5. Horngren. Charles etc. Principles of Financial and Management Accounting, Englewood Cliffs. New Jersey. Prentice Hall Inc., 1994.
6. Needles. Belverd. Etc. Financial and Managerial Accounting. Boston. Houghton Mifflin Company, 1994.
7. Vij. Madhu. Financial and Management Accounting. New Delhi, Anmol Publications. 1997.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-106: Computer Applications in Management and Management Information System

Course objective: The curriculum provides in-depth knowledge of computer application in management. In addition to it, it provides the basic concept of MIS.

Course outcome:

- 1) Understand different computer applications for managers.
- 2) Understand different MIS including DBMS and ERP etc.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module I (Computer Applications in Management)

Introduction: Concept of Data and Information; Information System, Classification, Transaction Processing System (TPS), Enterprise Collaboration System (ECS), Management

Information System (MIS), Decision Support System (DSS), Expert System (ES), Executive Information System (EIS).

MIS: Definition, Concept, Characteristics, Designing MIS, Advantages of MIS, Role in organization, Limitation of MIS, The Organizational Structure: Managers, Activities, Level of people and their information needs.

Developing MIS Systems, SDLC (System Development Life Cycle), Feasibility Analysis, System Analysis & Design (DFD & ER Diagrams). Implementing Business Systems, Testing and Documentation.

Report generation, General Principles, Types of Reporting.

DSS: Characteristics, Components, Programmed Design Rules.

Functional Areas: Accounting Information System, Financial Information System, Marketing Information System, Personnel Information System, Inventory Information System.

Module II (Management Information System)

DBMS: Introduction, DBA, Architecture, DDL, DML, Relational Approach, - Relation, Tuples, Attributes, Concepts of Normalization.

ERP: Enterprise Resource Planning, Features, Selection Criteria, Issues and Challenges, Supply Chain Management (SCM), Customer Relationship Management (CRM).

Business Ethics, Cyber Crime & Privacy Issues

Communication & Networking: Basic concepts of networking: LAN, WAN, MAN, Topology, Protocol, Layers, Internetworking, Intranet, E-commerce and internet, wireless networks, Application in organizations, Email, www, search engines

Suggested Readings

- 1) Greenlaw R & Hepps, Fundamentals of internet & www, 2nd Edition, TMGH, 2007
- 2) Bipin C Desai, Introduction to database system, Galgotia
- 3) K.C.Loudon & J.P.Loudon Management Information system, Org & Tech, Prentice Hall
- 4) W.S.Jawadkar, MIS, 4th Edition, TMGH
- 5) Ward Hansen & Kirthi Kalyanan, Internet Marketing and e-Commerce

CP-107: Organizational Behaviour

Course objective: The curriculum provides the concept of organizational behavior including the organizational structure and individual behaviors. It provides the in-depth knowledge of group behavior organizational change and motivating the subordinates.

Course outcome:

- 1) Understand on the concept of organizational behavior, organizational structure and individual behavior in the organization.
- 2) Understanding the concept of group behavior, organizational development and method of leading and motivating.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module-1

Unit-1: Meaning and Concept of Organizational Behaviour

Unit-2: Organization System, Organization Structure

Unit-3: Individual Behaviour in the Organization-Values, Attitude, Personality, Emotion & Perceptions.

Module-2

Unit-4: Group Behaviour in the Organization-Group Behaviour, Group Decision Making

Unit-5: Organizational Development-Organizational Change

Unit-6: Leading and Motivation.

CP-201: Strategic Management

Course objective: The curriculum provides an in-depth knowledge of business policies, their knowledge and skills for strategic management. It also gives an overview of strategic management with the analysis of external and internal environment of the business.

Course outcome:

- 3) Identify the business policies and skills and the basic knowledge of the strategic management
- 4) Illustrate the external and internal environment of the business and evaluation of different strategies including marketing strategy, financial strategy etc.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	35
2	1,2	2	65
			100

Module-1

Unit-1: Introduction of business policy and strategic management- objectives in terms of knowledge, in terms of skills, in terms of attitude.

Unit-2: Conceptual foundations- strategy; mission; purpose; objective; goals; policies; procedures and rules; plans and programs; forecasts; budgets; tactics; types of planning systems; MBO.

Unit-3: Strategic intent: vision, mission and purpose, business definition and objectives- Reasons to develop mission statement; characteristics of objectives; CSFs; social responsibility of business.

Unit-4: Environmental appraisal- micro environment; macro environment.

Unit-5: Organizational appraisal- organizational resources; organizational competence and capability.

Unit-6: Strategic alternatives- SWOT analysis.

Unit-7: Dimensions of grand strategy- growth strategy; stability strategy; retrenchment strategy; combination strategy; dimensions of grand strategy; diversification and integration strategy; mergers, acquisition and take overs; joint venture strategy; turnaround, divestment and liquidation strategies.

Unit-8: Strategic analysis and choice- GAP analysis; BCG portfolio matrix; GE multifactor portfolio matrix; Hofer’s product market evolution matrix; shell Directional Policy Matrix (DPM); strategic position and action evaluation (SPAЕ);

Module-2

Unit-9: Strategic implementation- McKinsey’s 7-s framework; product departmentalization; process departmentalization; geographical divisionalisation; strategic business units (SBUs); project organization; matrix organization structure.

Unit-10: Introduction and marketing strategy- functional plans and policies; mechanism of policy making; marketing plans and policies; product policies; pricing.

Unit-11: Operational strategy- product-service mix; facilities location planning; facility layout planning.

Unit-12: Financial strategy- fund raising; financial ratio analysis; ROI; activity ratios; liquidity ratios; profitability ratios; leverage ratios; coverage ratios; equity investor’s ratios.

Unit-13: Human resource strategy- human resource planning; selection, recruitment and staffing; compensation; employee welfare; industrial relations; training and development.

Unit-14: Behavioral strategy- leadership; types of leadership styles; corporate culture; values, business ethics and strategy.

Unit-15: Introduction and evaluation criteria- qualitative factors; quantitative factors.

Unit-16: Strategic control- premise control; implementation control; strategic surveillance; strategic alert control; operational control.

Suggested reading:

1. Robert S. Kaplan and David P. Norton. The Strategy Focused Organisation Harvard Business School Press.
2. Kazmi (jt author), Business Policy. Tata Mc Graw Hill.
3. Nitin Balwani, Strategic Management and Business Policy, Excel Books.
4. AIMA, Strategies for Competitiveness, Excel Books.
5. Dr. P.K. Gupta, Corporate Strategic Management, Everest Publishing.

CP-202: Macro Economics

Course objective: The curriculum provides an in-depth knowledge of the economic condition of the nation. It also gives an overview of the macro economical models and policies.

Course outcome:

- 1) Identifies the national income and its measurements including the Simple Keynesian Model.
- 2) Illustrate the AD-AS analysis and balance of payment.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	45
2	1,2	2	55
			100

Module 1

Introduction to Macroeconomics, Circular Flows of an economy.

National Income and Its Measurement: GDP, GNP (nominal and real), GDP Deflator, CPI, WPI. The Three Methods of Measurement. The identities $Y = C+I$, $Y = C+I + G$, $Y = C +I + G + NX$.

The Simple Keynesian Model: Consumption, Saving and Investment Functions. The Investment Multiplier, Government Expenditure and Tax Multipliers, Foreign Trade Multiplier.

Consumption, investment and the rate of interest.

The instruments of monetary policy

Module 2

AD-AS analysis. Why AD is inversely relate to P, The AS curve in short run and long run, Fiscal and Monetary Policy, Demand Pull inflation and Cost Push inflation in terms of shifts in AD and AS.

The Balance of Payments. Current Account and Capital Account transactions as sources of demand and supply of a country's currency. Determination of the exchange rate in a flexible exchange system. Government intervention to fix the exchange rate.

Growth. The facts of growth of the world economy and of India.

Suggested reading:

1. Hubbard, G and O'Brien, P: Microeconomics, Pearson
2. Sen, A : Microeconomics , Oxford University Press, New Delhi
3. Mankiw, G : Economics- Principles and Applications, Cengage Learning (Indian edition)
4. Sikdar, S : Principles of Macroeconomics, Oxford University Press, New Delhi.

CP- 203: Managerial Skill Development

Course objective: The curriculum will provide an introduction of the nature of business communication and built the concept of different types of communications and their barriers.

Course outcome:

- 7) Tell the basic knowledge of different types of business communications.
- 8) Illustrate the communication skills.
- 9) Illustrates the processes of communications.
- 10) Identify the barriers of communication.
- 11) Apply the skill for business writing maintaining the do's and don'ts of the writing procedure.
- 12) Apply the skill for writing commercial letters.
- 13) Demonstrate the business report writing.
- 14) Able to do oral communications including the public speaking.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	10
2	1,2	2	10
3	1,2	3	10
4	1,2	4	25
5	1,2	5	15
6	1,2	6	10
7	1,2	7	10
8	1,2	8	10
			100

Unit-1: Importance and nature of business communication- introduction; importance; significance; nature; classification; network- internal, external; types of formal communication- horizontal, diagonal; business productivity- importance, role; communication challenges in today's scenario.

Unit-2: Effective communication skill- principles; feedback; listening: a key of understanding- types; process; barriers.

Unit-3: Process of communication- origination; different phases; noise; drawbacks.

Unit-4: Barriers and gateway in communication- types of barriers; classification-external, organizational, personal; gateways in communication.

Unit-5: Do's and Don'ts of business writing- plan, multistep process; importance; how to make it more effective.

Unit-6: Commercial letters- functions and importance; style; essentials; forms and arrangement; writing process; kinds of commercial letters.

Unit-7: Writing business reports- what is business report? Purposes; classification; writing process; organizing; composing; completing business reports.

Unit-8: Oral communication- presentation or reports, public speaking, negotiations- oral presentation process; steps to successful public speaking exercise; when and what to negotiate.

Suggested reading:

1. Bowman, Jeol P. And Branchaw, Bernadine P. Business Communication from Process to Product. 1987. Daryden Press, Chicago.
2. Hatch. Richar. Communicating in Business. 1997. Science Research Associates. Chicago.
3. Murphy. Herta A. And Peck. Charrles E. Effective Business Communication. 2nd ed., 1976 Tata McGraw Hill. New Delhi.
4. Pearce, C. Glenn etc. Business Communications: Principles and Applications. 2nd ed., 1988. John Wiley. New Work.
5. Treece, Maira. Successful Business Communications. 3rd ed., 1987. Allyn and Bacon Boston
6. Andrews, F. M. And S. B. Withey Social Indicators of Well Being. Plenum Press, N Y., 1976.

CP-204: Quantitative Methods

Course objective: The curriculum provides an in-depth knowledge of the operations research including the linear programming and transportation problem. It also gives the overview of the PERT, CPM and Inventory Control deterministic Models.

Course outcome:

- 1) Apply the knowledge of linear programming and transportation problem.
- 2) Have the basic knowledge of PERT, CPM and Inventory Control deterministic Models.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	40
2	1,2	2	60
			100

Module-1:

Unit-1: Overview of Operations Research: The history of Operations Research, Nature and significance of operations Research, Operations Research : Some definitions, Models, and

Modelling in Operations Research, General Methods for solving Operations Research models, Advantages of Model, Application and scope of Operations Research, Basic Operations Research models.

Unit-2: Linear Programming: Introduction, Structure of Linear Programming Model, Advantages of Linear Programming, Graphical Solution Methods, Simplex Method, Duality in Linear Programming, Sensitivity Analysis.

Unit-3: Transportation Problem: Introduction, mathematical model of transportation problem, the transportation method of finding initial solution.

Module-2:

Unit-4: Assignment problem: Introduction, mathematical statement of the problem, solution methods of assignment problem.

Unit-5: Project Management: PERT AND CPM: Introduction, Basic difference between PERT and CPM, Steps in PERT/CPM Techniques, PERT/CPM, Network components and Precedence Relationships.

Unit-6: Inventory Control deterministic Models: Introduction, the meaning of Inventory Control, Functional Role of Inventory, Inventory Model Buildings, Deterministic Inventory models without shortages, Deterministic Inventory models with shortages, Multi-item Inventory Models with constraints, EOQ Models with Quantity Discounts, Dynamic Demand Inventory Models, Inventory Control Probabilistic Models.

CP-205: Research Methodology

Course objective: The curriculum provides an in-depth knowledge of the research methodology including the research design and method of data collection. It also gives the overview of the sample design and the statistical techniques of data analysis.

Course outcome:

- 1) Apply the knowledge of research methodology including the method of data collection
- 2) Apply the basic knowledge of sampling method and statistical techniques using SPSS.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	35
2	1,2	2	65
			100

Module-1

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information-Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs-Exploratory, Descriptive and Experimental Research Designs; Method of Data Collection-Observational and Survey Methods; Questionnaire Designs; Attitude Measurement Techniques: Motivational Research Techniques; Administration of Surveys;

Module-2

Sample Design; Selecting Appropriate Statistical Technique; Field Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; Analysis of Data, Estimation, Testing & Inference-Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis-ANOVA.

Suggested Readings.:

1. Bennet, Roger: Management Research ILO, 1993.
2. Fowler, Floyd, J. Jr., Survey Methods, 2nd ed., Sage Publication, 1993.
3. Fox, J. A. And P.E. Tracy, Randomized Response: A Method of Sensitive Survey. Sage Publication, 1986.
4. Gupta, Sa. P. Statistical Methods. 3rd ed., Sultan Chand, New Delhi, 2001
5. Golden Biddle, Koren and D. Locke, Composing Qualitative Research, Sage Publication. 1997.
6. Salkind, Neil J., Exploring Research, 3rd., Prentice Hall, NJ, 1997.

CP-206: Business legislation

Course objective: The curriculum will provide knowledge about The Indian Contract Act, 1872; The Sale of Goods Act, 1930; Negotiable Instrument Act, 1881 and Companies Act, 2013.

Course outcome:

- 1) Apply the knowledge of The Indian Contract Act, 1872.
- 2) Apply the knowledge of The Sale of Goods Act, 1930.
- 3) Apply the knowledge of Negotiable Instrument Act, 1881.
- 4) Apply the knowledge of Companies Act, 2013.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	20
2	1,2	2	25
3	1,2	3	25
4	1,2	4	30
			100

Module-1:

Unit-1: The Indian Contract Act, 1872 : Essentials of Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts. Contingent contracts, Contracts of Bailment, Indemnity & Guarantee, Agency.

Unit-2: The Sale of Goods Act, 1930 : Formation of Contract. Rights of an unpaid seller.

Unit-3: Negotiable Instrument Act, 1881: Nature and Types. Negotiation and Assignment. Holder-in-Due Course, Dishonour of a Negotiable Instrument. Arbitration; Endorsement & its kind.

Module -2:

Unit-4: Companies Act, 2013: Nature and Types of Companies Formation, Memorandum and Articles of Association. Prospectus Allotment of Shares. Shares and Share Capital. Membership, Borrowing Power, Management and Meetings. Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Management. Winding Up; Consumer Protection Act and Cyber Laws.

Suggested Readings:

1. Avtar Singh, Company, Law, 11th ed, Lucknow, Eastern, 1996.
2. Khergamwala, J.S. The Negotiable Instrument Acts. Bombay, N.M. Tripathi, 1980.
3. Ramaiya, A, Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S. M. Lectures on Company Law. Bombay, N.M.Trippathi, 1990.
5. Tuteja, S.K. Business Law For Managers. New Delhi, Sultan Chand, 1998.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-207: Operations Management

Course objective: The curriculum provides an in-depth knowledge of the Nature and Scope of Production and Operations Management. It also gives the overview of the layout planning, production planning and TQM.

Course outcome:

- 1) Illustrate the nature and scope of production and operation management.
- 2) Identify the types of layouts.
- 3) Apply the knowledge of layout planning.
- 4) Apply the basic knowledge of mass and batch production.
- 5) Able to do process planning and scheduling.
- 6) Apply the basic knowledge of material, purchase, and store management.
- 7) Apply the knowledge of TQM.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	15
2	1,2	2	20
3	1,2	3	15
4	1,2	4	10
5	1,2	5	10
6	1,2	6	10
7	1,2	7	20
			100

Unit-1: Nature and Scope of Production and Operations Management

Unit-2: Types of Manufacturing Systems and Layouts.

Unit-3: Workshop Layout Planning and analysis.

Unit-4: Production Planning and control.

a) Mass Production,

b) Batch/Job order Production.

Unit-5: Process Planning, Scheduling, Work Study, Method Study, Work Management

Unit-6: Materials Management, Purchase Management, Stores Management.

Unit-7: Quality Control, Total Quality Management, ISO 9000, Benchmarking, JIT, Environment Standard

Suggested Readings:

- 1) Robert S. Kaplan and David P. Norton. The Strategy Focussed Organisation Harvard Business School Press.
- 2) Kazmi (jt author), Business Policy. Tata Mc Graw Hill.
- 3) Nitin Balwani, Strategic Management and Business Policy, Excel Books.
- 4) AIMA, Strategies for Competitiveness, Excel Books.

CP-301: Marketing Management

Course objective: The curriculum provides an in-depth knowledge of the Nature and Scope of marketing including MIS and Marketing research. It also gives the overview of the market segmentation, product mix, promotion mix and globalization of the market.

Course outcome:

- 1) Illustrate the nature and scope of marketing management.
- 2) Understanding of the MIS and market research.
- 3) Apply the knowledge of market segmentation.
- 4) Apply the basic knowledge of targeting and positioning of the production.
- 5) Apply the knowledge of product mix.
- 6) Apply the basic knowledge of promotion mix of marketing.
- 7) Apply the knowledge of channel management.
- 8) Able to identify the new arenas of the marketing management.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	15
2	1,2	2	10
3	1,2	3	15
4	1,2	4	10
5	1,2	5	15
6	1,2	6	15
7	1,2	7	10
8	1,2	8	10
			100

Module-1

Unit-1: Nature and Scope of Marketing

Unit-2: Marketing Information System and Marketing Research.

Unit-3: Consumer and Industrial Marketing. Market Segmentation.

Unit-4: Targeting and Positioning.

Module-2

Unit-5: Product Mix, b) PLC, c) NPD, d) Branding Packaging Decisions, e) Pricing Methods.

Unit-6: Promotion Decisions. Promotion Mix, b) Advertising, c) Sales Promotion, d) Publicity/Public Relations, Personal Selling.

Unit-7: Channel Management. a) Selection, b) Co-operation & Conflict Management.

Unit-8: New Issues in Marketing. a) Globalization, b) Consumerism, c) Green Marketing, d) Legal Issues.

Suggested Readings:

- 1) Enis, B.M. Marketing Classics : A selection of Influence Articles. New York. McGraw Hill, 1991
- 2) Kotler, Philip and Armstrong. G. Principles of marketing, New Delhi, Prentice Hall of India, 1997.

- 3) Kotler, Philip, Marketing Management : Analysis, Planning, Implementation and Control, New Delhi, Prentice Hall of India, 1994.
- 4) Ramaswamy, V.S. and Namakumari, S. Marketing Management : Planning, Control, New Delhi, MacMillan, 1990.
- 5) Stanton William, J. Fundamentals of Marketing, New York, McGraw Hill, 1994
- 6) Neelamegham, S. Marketing in India : Cases and Readings, New Delhi, Viakas, 1988.

CP-302: Human Resource Management
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Course objective: The curriculum provides an in-depth knowledge of the human resource planning and recruitment. It also gives the overview of job analysis and performance appraisal.

Course outcome:

- 1) Illustrate the human resource planning methods.
- 2) Apply the knowledge of job analysis and job design method.
- 3) Apply the knowledge of recruitment and selection method of employees. .
- 4) Apply the basic knowledge of induction and placement methods of employees.
- 5) Able to identify the requirement of training and development necessity of the employees.
- 6) Understand the methods of performance appraisal.
- 7) Apply the knowledge of job evaluation and wage determination methods.
- 8) Understanding about the employee welfare.
- 9) Understand the relation of trade union and owner of the organization.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	10
2	1,2	2	10
3	1,2	3	15
4	1,2	4	10
5	1,2	5	15
6	1,2	6	15
7	1,2	7	10
8	1,2	8	10
9	1,2	9	5
			100

Module-1

Unit-1: Human Resource Planning.

Unit-2: Job Analysis and Design.

Unit-3: Recruitment and Selection.

Unit-4: Induction and placement

Unit-5: Training & Development.

Module-2

Unit-6: Performance Appraisal and Potential Evaluation.

Unit-7: Job Evaluation and Wage Determination.

Unit-8: Employee Welfare.

Unit-9: Industrial Relations and Trade Union and Employee Empowerment.

Suggested Readings:

1. Aswathappa, K. Human Resource and Personnel Management, Tata McGraw Hill, New Delhi., 1007.
2. De Cenzo, D.A. & Robbins S.P. Business Management. 5th ed., New York. John Wiley, 1994.
3. Guy, V. & Mattock. J. The New International Manager, London, Kogan Page, 1993.
4. Holloway, J. Ed., Performance Measurement and Evaluation. New Delhi, Sage, 1995.
5. Monappa, A & Saiyadain M. Personnel Management, 2nd, ed., New Delhi, Tata Mc Graw Hill, 1996.
6. Stone, Lioyed and Leslie W. Rue., Human Resource and Personnel Management Richard D. Irwin, Illinois, 1984.

CP-303: Financial Management

Course objective: The curriculum provides an in-depth knowledge of corporate finance including firm value, required rate of return, sources of finance, capital structure, capital budgeting etc.

Course outcome:

- 1) Illustrate the role of the finance manager.
- 2) Understanding of the time value of money.
- 3) Ability to understand how a firm may finance a project and its sources.
- 4) Ability to understand the different aspects of cost of capital.
- 5) Gaining the basic knowledge of C-V-P relationship
- 6) Understanding the concept of leverage and financing decisions.
- 7) Gaining the knowledge of capital structure.
- 8) Understanding the importance of capital budgeting decisions.
- 9) Understanding the importance of working capital and its management.
- 10) Ability to understand dividend policy.
- 11) Understanding of different corporate financial models.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	5
2	1,2	2	10
3	1,2	3	10
4	1,2	4	10
5	1,2	5	10
6	1,2	6	10
7	1,2	7	10
8	1,2	8	10
9	1,2	9	10
10	1,2	10	10
11	1,2	11	5
			100

Unit-1: The functions of finance manager- investment, financing, dividend decisions; financial decision making; maximization of the profits of the firm; maximization of the shareholder wealth; financial management, risk return and value of the firm.

Unit-2: Value and return- fundamentals; future value; present value; annuities; perpetuities; uneven cash flow stream.

Unit-3: Sources of finance and financial markets- external finance; long term finance; short term finance; long term versus short term borrowing; internal finance; VC and long-term financing; role of stock exchange.

Unit-4: The cost of capital- definition; implicit and explicit cost of capital; measurement methods; weighted cost of capital; marginal cost of capital; floatation costs and WACC.

Unit-5: C-V-P relationship- definition; mathematical relationship between cost, volume, and profit; P/V ratio: MoS; curvilinear C-V-P analysis.

Unit-6: Financing decision leverage analysis- concept of leverages; operating leverage; financial leverage.

Unit-7: Capital structure- concept of value of the firm; capital structure and cost of capital.

Unit-8: Capital budgeting decisions- nature of investment decisions; methods of investment appraisal; accounting rate of return (ARR); payback period; net present value; profitability index; internal rate of return (IRR); superiority of NPV over ARR and PP.

Unit-9: Management of working capital- nature and scope; working capital cycle.

Unit-10: Dividend policy- Walter's model; Gordon's model; M-M model.

Unit-11: Corporate financial models- definition; optimization model; simulation model; model development.

Suggested Readings:

- 1) Archer Stephen H. Etc. Financial Management. New York, John Wiley, 1990
- 2) Bhalla. V.K. Financial Management and Policy, 2nd., New Delhi. Anmol. 1998.
- 3) Brealey, Richard A. And Myers Stewart C. Principles of Corporate Finance. 5th ed., New Delhi. McGraw Hill, 1996.
- 4) Hampton, John, Financial Decision Making, Englewood Cliffs, New Jersey, Prentice Hall of India. 1997.
- 5) Winger, Bernard and Mohan, Nancy. Principles of Financial management, New York, Macumillan Publishing Company, 1991.

ELECTIVE AREAS (SPECIALISATION)

Marketing Management (MM)

EPMM-01: Sales and Distribution Management

Course objective: The curriculum provides an in-depth knowledge of sales management. It also gives the overview of distribution management and franchising.

Course outcome:

- 1) Understanding the concept of sales management and organizing sales department including E-marketing.
- 2) Ability to understand the procedure of franchising, distribution channels and marketing channels.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module-I: Theories of Selling & Management

Unit-1: Concept of sales management- nature and scope; principles; theories- AIDAS theory; 'right set of circumstances' theory; 'buying formula' theory; 'behavioral equation' theory.

Unit-2: Salesmanship and personal selling- Dyadic interaction; steps in personal selling.

Unit-3: Organizing the sale department- sales organization structure; Relationship of Sales Department with other departments; Size of Sales Force.

Unit-4: Managing the sales force- Motivation of Sales Force; Compensation and Recruitment of Sales Force.

Unit-5: Controlling the sales force- Quotas and Territory Management; Sales Force Control System.

Unit-6: Social Marketing- essentials; stages of social movement; nature and tasks; marketing mix; adoption process; distribution channel.

Unit-7: E-Marketing- impact on selling; legal issues.

Module-2 Distribution Management & Franchising

Unit-8: Franchising - Concepts of Franchising; Types of Franchising; Modes of Operation; Steps in setting up a Franchisee Organization.

Unit-9: Physical Distribution-Importance of warehousing and transportation; Distribution Planning Principles; Designing a Distribution System.

Unit-10: Marketing Channels-Strategies of Distribution; Role of Channel Members; Types of Retailing-Channel Relationship; Potential of Home Shopping.

Case Studies with Indian References will be used for all modules

Suggested Readings:

- 1) Richard R. Still, Edward. W. Cundiff and A.P. Grovoni; Sales Management, Prentice Hall of India, N. Delhi (2000).

- 2) E. L. Ansary (it author); Distribution Management, Prentice Hall of India, N, Delhi(2000).
- 3) Anderson, R. Professional Sales Management Cliffs, New Jersey, Prentice Hall Inc, 1992.
- 4) Buskik R. H. And Stanon, W J Management of Sales Force. Homewood Illionois, Richard D. Irwin, 1983.
- 5) Dalymple, D. J. Sales Management, Concepts & Cases, New York, John Wiley, 1989.
- 6) Stanon, William J etc. Management of a Sales Force Chicago, Irwin, 1995.

EPMM-02: Advertising & Sales Promotion Management

Course objective: The curriculum provides an in-depth knowledge of advertising. It also gives the overview of sales promotion and marketing mix.

Course outcome:

- 1) Understanding the role of advertising in marketing process and building the advertising program.
- 2) Ability to develop advertising campaign and promotional mix.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	45
2	1,2	2	55
			100

Module-1

Unit-1: Advertising's Role in the Marketing Process- meaning and importance; Legal Ethical and Social Aspects of Advertising.

Unit-2: Process of Communication-Wilbur Schramm's Model, Two step flow of communication; Theory of Cognitive Dissonance and Clues for Advertising strategies.

Unit-3: Objective Setting and Market Positioning- DOGMAR Approach; determination of Target Audience.

Unit-4: Building of Advertising Program-Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting Valuation-Rationale of Testing Opinion Aptitude Tests, Recognition, Recall, Experimental Designs.

Unit-5: Advertising Organizations-Selection Compensation and Appraisal of an Agency; Electronic Media.

Module-2

Unit-6: Advertising Campaign- Advertising V/s Consumer Behaviour; Sales Promotion-Role of Creative Strategies; Advertising-Retail National, Cooperative, Political International, Public service Advertising.

Unit-7: Sales Promotion and Marketing Mix- Nature and Types of Sales Promotion Consumer Behavior and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion's Impact of Sales; Evaluation of Sales Promotion Experiments; Choice and Purchase Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings, and Retail Promotions.

Suggested Readings:

- 1) Ailloni and Charas, Dan. Promotion: A Guide to Effective Promotional Planning, Strategies and Executions. New York, John Wiley, 1984.
- 2) Assae, Henry. Consumer Behaviour and Marketing Action. Bosten, Kant, 1987.
- 3) Blattberg, Robert C and Scott, a Neslin. Sales Promotion: Concept Methods and Strategies. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1990.
- 4) Schaltz, Don E and William, A Robinson. Sales Promotion Management. Chicago, Crain Books, 1982.
- 5) Strang, Roger A. The Promotional Planning Process. New York Praeger, 1980.
- 6) Totten, John C and Block, Martin P. Analysing Sales Promotion: Text and Cases. Chicago, Commerce Communication, 1987.
- 7) Ulanoff, Stanley M. Handbook of Sales Promotion. New York, McGraw Hill, 1985.

EPMM-03: Consumer Behavior and Customer Relationship Management

Course objective: The curriculum provides an in-depth knowledge of consumer behavior in a market place. It also gives the overview of relationship management with the consumer.

Course outcome:

- 1) Understanding the psychology of a consumer in a market place.
- 2) Ability to develop relationship with the consumer.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	65
2	1,2	2	35
			100

Module 1

Unit-1: Preliminaries- Changing Profile of the Society and its Relevance of Consumer Marketing, Consumer Marketing, Consumer Marketing & Non-Consumer Marketing Organizational / Industrial Marketing, Interdisciplinary Nature of Consumer Market Analysis, Characterizing Consumer Market-The Buyer of the Consumer-The Seller-The Product-Institutional/Organizational Character-Market Network.

Unit-2: Consumer Behavior Analysis/Buyer in the Consumer Market-Interdisciplinary Nature of Consumer Behavior Analysis-Economic Paradigm of Consumer Behavior Analysis-Economists Models-Limitation of Economists Models in Market Management Analysis, Psychographic Analysis of Consumer, Behavior and Behavior Audit-Motivation-Learning-Perception-Attitude-Personality.

Unit-3: Socio-graphic Analysis of Consumer Behavior-Culture, Sub-culture, Social Class, Reference Group, Face of Face Group, Family, Individual / Person himself.

Unit-4: Incorporating External and Internal Factors: Consumer Behavior Models-Howard & Sheth-Nicosia-Blackwel and Engel-Others. Characterizing Behavior Models as-Input Output System-Inter-Active System-Feed Back Mechanism; Consumer Decision Process-Pre-decision and Action-Post-decision and Action Analysis.

Unit-5: Specific-Analysis of Dynamics of Purchase and Consumption of Customer Durable- Analysis of Dynamics of Purchase, Consumption and Post-consumption, Behavior of Consumer Perishables-Issued of Inventories of Consumables; Post-Purchase Behavior of Consumers., Impact of Short Term and Long Term Memory on Consumer Behavior., Consumer Behavior specifically to E-marketing., Industrial Buying Behavior, Consumer Behavior in Rural Marketing., Environmental Awareness and Impact on Consumer behavior.

Module-2

Unit-6: Customer relationship management- Identifying & Describing Publics, Scope & role of Public Relations, Persuasion & Theory of Communication, Corporate Image & Public Relations, Public Relations & Marketing, Public Relations & Media, Ethics and Laws in Public Relations, Problem Solving Strategies in Public Relations, Evaluating Public Relations.

Suggested Readings:

- 1) Leon G. Schiffman & Leslie Lazer Kankuk: Consumer Behaviour (Edition 6th) PHI- New Delhi
- 2) Loudon & Betta, Consumer Behaviour, McGraw Hill International, 2000
- 3) Glenn Walters and Blaise J. Bergiel: Consumer Behaviour, South Western Publishing Company, 1989.
- 4) Peter D. Benett and Harole H. Kassarijan : Consumer Behaviour, PHI, New Delhi, 1996
- 5) Assael, H. Consumer Behaviour Marketing Action. Ohio, South Western, 1995.
- 6) Hawkins, D I. Etc. Consumer Behaviour Implications for Marketing Strategy. Texas Business, 1995.

EPMM-04: International Marketing

Course objective: The curriculum provides an in-depth knowledge of international marketing. It also gives the overview of international trade and globalization.

Course outcome:

- 1) Ability to develop the international market.
- 2) Understanding about the globalization of the business.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	45
2	1,2	2	55
			100

Module-1:

Unit-1: International Marketing- International Marketing-Definition Concept and Setting; International Marketing vis-a-vis Domestic Marketing.

Unit-2: The environment and International marketing- economic, socio-cultural, political, legal and technological environment.

Unit-3: Market segmentation and entry strategies- segmentation and selection; differentiated marketing; Market Coverage Strategies; Market Entry Strategies.

Unit-4: International marketing decisions- International Product Decisions; International Pricing, International Distribution; Promotion in the International Market.

Unit-5: International Business and MNCs- Introduction-(MNC/TNC-International Firm)- Definition & Features; MNCs in Historical Perspectives-Genesis of MNC-MNCs in the late 20th Century; Emerging Features of MNCs in the 21st Century; Network of MNC Operations and the Organizational Structure of the MNCs; Why the MNCs go abroad?- Theory of Capital Transfer.

Unit-6: International business as on today- The MNCs in the area of Globalization of Capital; Structural Adjustment Program in Post Bretton Woods Regime; Convertible Currency & Foreign Direct Investment in the era of liberalization.

Module-2

Unit-7: Transitional Corporation in International Market-Internalization of National Market, Operators in an International Market; Transnational Corporations; an Operator, International Components in an International Market.

Unit-8: International market operations- Types of Operations of International Units in an International Market; Difference Forms of Trans National Corporation-Transnational Manufacturing Corporations; Transnational Trading Corporations; Transnational Service Corporations.

Unit-9: Theories and Protections in International Trade- Rational of International Trade; Autarky & Trade; Adam Smith's Theory of Absolute Advantage; David Ricardo's Theory of Comparative Advantage; Hecksher-Ohlin Formulations.

Unit-10: International trade: benefits and barriers- Gains from Trade; Free Trade vs. Restricted Trade; Forms of Protection- Kinds of Tariff & Effects of Tariff; Arrangements for Tariff-Quotas, dumping & State Trading; Exchange Control,

Unit-11: Globalization- GATT & WTO; EXIM policy; world bank and IMF; Regional trade blocks.

Suggested Readings:

- 1) Warran J. Keegan: Global Marketing Management, PHI
- 2) Francis Cherunilam: International Business, Wheeler Pub.
- 3) Bo Sodersten: International Economics
- 4) Bhattacharya, B. Export marketing. Strategies for Success. New Delhi, Global Business Press, 1991.
- 5) Terpstra. Vem and Sarathy, R. International Business. New York, JohnWiley, 1988.
- 6) Onkvisit, Sak and Shaw, J J. International Marketing: Analysis Strategy. New Delhi, Prentice Hall of India, 1995.

EPMM-5: Marketing Research

Course objective: The curriculum provides an in-depth knowledge of qualitative marketing research process. It also gives the overview of quantitative statistical forecasting methods.

Course outcome:

- 1) Ability to understand the qualitative marketing research process.
- 2) Understanding about the quantitative regression analysis and forecasting methods.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	45

2	1,2	2	55
			100

Module-1:

Unit-1: Marketing research- classification; organizing marketing research function; hiring outside agency; types of external suppliers; role in MIS and DSS; ethical issue.

Unit-2: Marketing research process- is an aid- not a replacement for decision making; evaluating marketing plans.

Unit-3: Different approaches- developing an approach; theoretical framework; specification of information needed.

Unit-4: Research design- classification; choosing type of research.

Unit-5: Qualitative research- sample plan; questionnaire; interviewing.

Unit-6: Scales of measurement- nominal, ordinal, interval and ratio scales; attitude scales; paired comparison; limitations.

Unit-7: Market analysis tools- factor analysis; cluster analysis; discriminant analysis; conjoint analysis.

Module-2:

Unit-8: Quantitative judgment method- experimental techniques; experimental research designs.

Unit-9: Regression analysis- forecasting.

Unit-10: Statistical forecasting- based on weighted average of historical observations; weighted moving average; adaptive process for weighing past observations; forecasting using trend; forecasting stochastic trends; autocorrelation; smoothing techniques; Holt's Linear exponential smoothing technique; Holt-Winters' forecasting technique.

Unit-11: Box-Jenkins Models & others forecasting technique- Box-Jenkins Models, Special Techniques in Forecasting-Lumphy Demand-Cumulative Sum Techniques-All Time Requirements-Fast-Dropping Forecasts.

Suggested Readings:

- 1) Makridakis : Market Forecasting
- 2) Markridakis & Wheelwright : *Interactive* forecasting.
- 3) Pyndick Rubenfield : Econometric Forecasting & Model Building.

EPMM-06: Marketing of Services

Course objective: The curriculum provides an in-depth knowledge of service marketing including the customer behavior. It also gives the overview of IT enabled services and bank marketing.

Course outcome:

- 1) Ability to understand the consumer behavior in services.
- 2) Understanding about the It enabled services and bank marketing including the marketing of mutual fund.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	60
2	1,2	2	40
			100

Module-1:

Unit-1: Service marketing- growth of service sector; perishability; service marketing triangle; types of services; service marketing mix.

Unit-2: Consumer behavior in services- advertising, branding and packaging in service; buyer's psychological variables; buyer's personal factors; purchase decision process.

Unit-3: Customer expectation of service- customer perception; service quality.

Unit-4: Relationship marketing- benefits; relationship strategies; retention strategies; choosing the customer.

Unit-5: Service failure and recovery- strategies; service guaranties.

Module-2

Unit-6: Information technology and communication service- market segments.

Unit-7: IT enabled services- business processing organizations (BPO)

Unit-8: Financial services.

Unit-9: Bank marketing- gramin bank

Unit-10: Insurance sector.

Unit-11: Portfolio management services marketing- types of PMS; delegated investment service; how the PMS operates.

Unit-12: Marketing of mutual funds- implications.

Human Resource Management (HRM)

EPHRM-01: HRM Policy & Strategy

Course objective: The curriculum provides an in-depth knowledge of HRM and HRD. It also gives the overview of history and evolution of HRM also including the relation with TQM and learning organizations with future scopes.

Course outcome:

- 1) Illustrate the nature and scope of HRM and HRD.
- 2) Understanding of the framing of HRM policies and strategies.
- 3) Ability to understand the models of HRM and human resource information system.
- 4) Understanding of the learning organization.
- 5) Gaining the basic knowledge of the relationship between HRM and TQM.
- 6) Understanding the concept of emerging areas of HRM.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	25
2	1,2	2	20
3	1,2	3	20
4	1,2	4	15
5	1,2	5	10
6	1,2	6	10
			100

Unit-1: Introduction to human resource Management and human resource development- history; development process; HRD as a separate personnel discipline; HRM and HRD; HRM vs. personnel management; objectives; significance; role of HRD manager; HRD matrix.

Unit-2: Human resource policies and strategies- definition; strategic HRM; framing strategy; functional and grand strategies.

Unit-3: A business process approach to HRM- evolution of HRM business process model; HRMS need analysis; human resource information system.

Unit-4: Learning organizations- definition; implementation strategies; fifth discipline systems thinking; why it works.

Unit-5: Quality management principles and HR- corporate culture; definition; models; ISO; cost of quality; quality management tools.

Unit-6: Emerging focus and priorities of human resource function- new roles of HR; innovation and creativity; BPO, HRO; knowledge management.

EPHRM-02: Industrial Psychology and Organization Dynamics
--

Course objective: The curriculum provides an in-depth knowledge of psychology as a behavioral science's use in HR. It also gives the overview of organizational settings and its dynamics.

Course outcome:

- 1) Understanding the relation of psychology with HR.
- 2) Ability to understand the organizational setting and its dynamics.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	40
2	1,2	2	60
			100

Module-1

Unit-1: Psychology, as behavioral Science: Its Four-way Functions. History of Industrial Psychology. The Classic Hawthorne studies. Psychological Climates at Workplace.

Unit-2: Men and Machine: Work and conditions of Work. Psychological Fatigue and Psychological Fatigue. Human Factors in accidents. Ergonomics. Stress at work. Human-factor engineering.

Unit-3: Special Employee Group: Handicapped. Suddenly Unemployed. Obsolescent. Women employee. Career development opportunity for interested Quota-employee. Employee-counselling program for alienated employee.

Unit-4: Searching of Prospective HR: General practices of (personnel) selection. Human abilities and measurement. Personality and Interest Factor. Personnel training for improving capability (resourceful employee).

Unit-5: Work Attitude issue: Job-satisfaction and work-motivation. Maladjusted employee. Frustration-tolerance.

Module-2

Unit-6: Organizational Setting: Basic Components, Goal-based classifications, Diversities, and Systems.

Unit-7: Organizational Components: People and Organization; Structure and Dimensions, Task and element functions; Role and Responsibilities (of the functionaries) Hygiene Factors of Motivation. Psychological Contract.

Unit-8: Organizational Action-Dynamics: Cognitive processes used for generating organizational behavior. Decision-making Stress, Conflict and Frustration, affecting Cognitive functions and Personality Configuration.

Unit-9: Formal and Informal groups: Nature, formation and interdependence, Group dynamics for cohesion and Coercion; and Formation of small for Team building.

Unit-10: Over viewing theories of Motivation and Leadership: Dynamics for developing Self-responsible human resources. The suggested role, responsibility we ward policy and empowerment.

EPHRM-03: HRM-Planning & Utilization

Course objective: The curriculum provides an in-depth knowledge of HRM planning, recruitment and selection methods, job analysis, performance appraisal and skills matrix. It also gives the overview of training needs, career planning, team work etc.

Course outcome:

- 1) Understanding the work of an HR manager in terms of recruitment and selection, job analysis and appraisal system.
- 2) Ability to understand the requirement of training for career enhancement and job satisfaction.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module-1

Unit-1: HRM planning, objective and methods-techniques of planning; manning table.

Unit-2: Recruitment and selection- recruitment process; selection process.

Unit-3: Job analysis (job description, job specification) and job evaluation- job rotation; job enrichment; job enlargement.

Unit-4: Performance measurement- performance appraisal; EFQM model; types; methods; 360-degree appraisal.

Unit-5: Skills matrix- organizing skills; leading skills; controlling skills.

Module-2

Unit-6: Training needs identification- factors for success; methods of training; evaluation for training; essentials; training effectiveness.

Unit-7: HRD management and development programs- characteristics of management development; components of MDP.

Unit-8: Career planning- career stages; succession planning.

Unit-9: Enhancing job satisfaction- definition; sources of job satisfaction; measuring job satisfaction; benefits.

Unit-10: Motivation- approaches; benefits; morale.

Unit-11: Improvement teams and team work- role of consultant; employee involvement method.

Unit-12: Empowerment- types; importance; elements; Employee motivation surveys.

EPHRM-4: Cross Cultural & Global HRM

Course objective: The curriculum provides an in-depth knowledge of cross cultural global organizations. It also gives the overview of the leadership in cross cultural organizations.

Course outcome:

- 1) Understanding the work of an HR manager in a cross cultural global organization.
- 2) Ability to understand the HRM/HRD in a global organization.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	55
2	1,2	2	45
			100

Module-1

Human and cultural valuables in global organizations, Cross cultural differences and managerial implications, Culture shock and effect on job performance, Cross cultural research methodologies, Hofstedes and subsequent studies, Adaptation and cross cultural management, Evolution of global organizations, Type of global organizations- Multinational, international, transitional

Module-2

Cross cultural leadership and decision making, Cross cultural communication and negotiations, HRM/HRD in global organizations, Selection criteria for international assignments, Compensation and appraisal in global perspective, Traditional manager vs. Global manager, Managing global managers and teams, The cross cultural organization of the future-the Multicultural Model.

EPHRM-05: Management of Industrial Relations

Course objective: The curriculum provides an in-depth knowledge of industrial relationship of an organization with trade unions and employees. It also gives the overview of grievance management and discipline.

Course outcome:

- 3) Understanding the industrial relation of the organization with its stakeholders.
- 4) Ability to understand the procedure of grievance handling and maintaining discipline of the organization.

Blooms taxonomy:

CO	Blooms level	Module	%age of questions
1	1,2	1	60
2	1,2	2	40
			100

Module-1

Industrial Relations perspectives, Industrial relations and the emerging Socio-Economic scenario, Industrial relations and the state, Legal framework on Industrial Relations, Emergence and objectives of labor laws and their socio-economic environment, Role and future of Trade Unions, Trade Union and the Employee, Trade Union and Management.

Module-2

Discipline and Grievance Management, Counselling principles and methods, Negotiation, productive bargaining and collective settlements, Participative Management and co-ownership, Industrial relations and globalization, Industrial relations and technological change, emerging trends in industrial relations due to restructuring and re-engineering, Labor flexibility, Changing role of state and industrial relations.

EPHRM-06: Human Resource Accounting and Compensation Management

Course objective: The curriculum provides an in-depth knowledge of HRIS and accounting and audit. It also gives the overview of wage salary administration methods and employee compensation.

Course outcome:

- 1) Illustrate the nature and scope of HRIS.
- 2) Understanding of the frame work of HR accounting and audit.
- 3) Ability to understand the wage details in India.
- 4) Understanding of the wage and salary administration.
- 5) Gaining the basic knowledge of the employee compensation.

6) Understanding the concept of economic theories of employee benefit.

Blooms taxonomy:

CO	Blooms level	Unit	%age of questions
1	1,2	1	15
2	1,2	2	25
3	1,2	3	25
4	1,2	4	20
5	1,2	5	10
6	1,2	6	5
			100

Unit-1: Human resource information systems (HRIS) - definition; objectives; HRIS stages of development; HRD and HRIS; steps to implement HRIS; HRIS modules; HRIS products.

Unit-2: Human resource accounting and audit- various methods of valuation of HR; advantages; prerequisites; role of HR audit; HR research; HRD and national planning.

Unit-3: Statistical data on wage details in India- employment contract.

Unit-4: Wages and salary administration- wage policy; wage determination; limitation of job evaluation; problems in time study; different types of bonus/ incentives.

Unit-5: Employee compensation management- significance; compensation domain; model of compensation decision; executive compensation; different theories; broadband pay plan; factors affecting increments; compensation benchmarking; salient features of the employee compensation trend; reward system in India; ESOPS.

Unit-6: Economic theory of choice and employee benefit- theory of trade-offs; theory of the valuation; theory of labor markets; theory of equity; productivity linked employee benefits; factors to improve productivity; productivity measurement ratio.