

BBA (Bachelor of Business Administration) Programme

PROGRAMME OUTCOMES

PO1.CriticalThinking

Analyze objectively organizational and managerial issues based on knowledge acquired, applying the principles of management and economics for arriving at decisions. Verify to what extent these decisions are reliable and feasible in the dynamic business and social environment. Critically analyses human behavior at workplace

PO2. Effective Communication

Proficiently comprehending & articulating in English & at least one Indian Language. Impactful communication in professional context ensuring effective transaction.

PO3.Social Interaction

Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

PO4: Effective Citizenship

Sensitization, awareness & motivation are generated through socially involved activities and pedagogy to enable an informed awareness of issues of national and international relevance and matters concerning to well being of a society

PO5: Ethics

Devise ethical frameworks for developing an upright workplace by inculcating ethical business practices and implement these values in decisions taken from the organizational perspective. Develop personal and corporate ethics.

PO6: Environment & Sustainability

Develop Sustainable business and economic models to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

PO7: Self-directed and lifelong learning

Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

PROGRAMME SPECIFIC OUTCOMES- BBA

PSO1: Obtain the basic principles of management, banking & insurance, international business for effective administration of organization leading to successful achievement of predetermined goals.

PSO2: Possess skills concerning to human resource, finance, production & operation, Marketing, sales, and distribution in orders to increase the administrative efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through.

PSO3: Understand & develop theoretical concepts concerning to Motivation, leadership, Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

PSO4: Use of accounting, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. Apply statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

PSO5: Effectively communicate the goals and methods to the team members, organization and general public. To convince others about the effectiveness of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth.

CURRICULUM STRUCTURE

For 2021-22 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat	-	Category
Cr	-	Credits
ES	-	Exam Slot
L	-	Lecture
P	-	Practical

T - Tutorial

DISCIPLINES

AVP-Amrita Values Programmes

BUS - Business Management CHY-Chemistry

CMJ-Communication and Journalism COM-Commerce

CSA -Computer Science and Applications

CSN -Computer Systems and Network

CUL-Cultural Education

ECO-Economics

ELL-English Language and Literature

ENG-English

ENV-Environmental Sciences

FNA-Fine Arts

HIN -Hindi

KAN-Kannada

LAW -Law

MAL -Malayalam

MAT -Mathematics

MCJ-Mass Communication and Journalism

OEL-Open Elective

PHY –Physics

SAN –Sanskrit

SSK-Soft Skills

SWK -Social Work

TAM -Tamil

**BBA – CURRICULUM AND SYLLABUS 2021
SEMESTER I**

Course Code	Course Title	L T P	Credit
21ENG101	Communicative English	2 0 2	3
	Language Paper I	2 0 0	2
21BUS101	Financial Accounting	3 1 0	4
21BUS102	Principles of Management	2 1 0	3
21CSA104	Business and MIS	2 1 0	3
21CSA181	Business and MIS Lab	0 0 3	1
21ECO102	Economics for Decision Making	3 0 0	3
21CUL101	Cultural Education I	2 0 0	2
21MAT108	Mathematics for Business	2 1 0	3
TOTAL			24

SEMESTER II

Course Code	Course Title	L T P	Credit
21ENG111	Professional Communication	1 0 2	2
	Language Paper II	2 0 0	2
21BUS111	Introduction to Marketing Management	3 1 0	4
21BUS114	Banking and Insurance	2 1 0	3
21BUS113	Business and Organization Systems	3 0 0	3
21ENV200	Environmental Science and Sustainability	3 0 0	3
21CUL111	Cultural Education II	2 0 0	2
21MAT113	Business Statistics and Operations Research	3 1 0	4
TOTAL			23

SEMESTER III

Course Code	Course Title	L T P	Credit
21BUS204	Organizational Behaviour	3 0 0	3
21BUS206	Operations Management	3 0 2	4
21BUS202	Cost and Management Accounting	3 1 0	4
21BUS201	Human Resources Management	3 1 0	4
21SSK201	Life Skills I	1 0 2	2
21AVP201	Amrita Values Programme I	1 0 0	1
21BUS203	Introduction to Research Projects	2 1 0	3
21LAW208	Mercantile Laws	2 1 0	3
TOTAL			24

SEMESTER IV

Course Code	Course Title	L T P	Credit
21BUS212	Principles of Financial Management	3 1 0	4
21COM211	Income Tax Law and Practice	3 1 0	4
	Open Elective A*/Live in Lab [@]	3 0 0	3
	Elective1	3 0 0	3
	Elective2	3 0 0	3
21SSK211	Life Skills II	1 0 2	2
21AVP211	Amrita Value Programme II	1 0 0	1
TOTAL			20

SEMESTER V

Course Code	Course Title	L T P	Credit
21BUS301	Business Ethics and Corporate Social Responsibility	3 0 0	3
21BUS302	Introduction to Strategic Management	3 1 0	4
21BUS390 [@]	Open Elective B*/ [@] Live in Lab	3 0 0	3
	Elective 3	3 0 0	3
	Elective 4	3 0 0	3
21SSK301	Life Skills III	1 0 2	2
21BUS391	Summer Internship in Industry		3
TOTAL			21

SEMESTER VI

Course Code	Course Title	L T P	Credit
21BUS312	Principles of International Business	3 1 0	4
	Elective 5	3 0 0	3
	Elective 6	3 0 0	3
21BUS399	Project		6
21BUS311	Entrepreneurship Development	4 0 0	4
TOTAL			20
TOTAL CREDIT			132

LANGUAGES										
Paper I					Paper II					
21HIN101	Hindi I	2 0 0	2	B	21HIN111	Hindi II	2 0 0	2	B	
21KAN101	Kannada I	2 0 0	2	B	21KAN111	Kannada II	2 0 0	2	B	
21MAL101	Malayalam I	2 0 0	2	B	21MAL111	Malayalam II	2 0 0	2	B	
21SAN101	Sanskrit I	2 0 0	2	B	21SAN111	Sanskrit II	2 0 0	2	B	
21TAM101	Tamil I	2 0 0	2	B	21TAM111	Tamil II	2 0 0	2	B	

Note: Students are allowed to pick any 3 Streams from the 5 given below.
Students are allowed to pick 2 Electives from selected Streams.

Course Code	Stream-1 "LOGISTICS"	L – T – P	Cr.
21BUS331	Air Cargo Logistics Management	3 0 0	3
21BUS332	Fundamentals of Logistics	3 0 0	3
21BUS333	Introduction to Shipping	3 0 0	3
21BUS334	Legal Principles of Logistics and Shipping Business	3 0 0	3
21BUS335	Logistics and Supply Chain Management	3 0 0	3
21BUS336	Logistics Information Systems	3 0 0	3
21BUS337	Retail Logistics	3 0 0	3
21BUS338	Warehousing and Inventory Management	3 0 0	3

Course Code	Stream-5 "Finance"	L – T – P	Cr.
21COM331	Corporate Finance	3 0 0	3
21COM332	Entrepreneurial Finance	3 0 0	3
21COM333	Forensic Accounting and Fraud Detection	3 0 0	3
21COM334	Introduction to International Finance	3 0 0	3
21COM335	Investment Management	3 0 0	3
21COM336	Personal Financial Planning	3 0 0	3
21COM337	Project Finance	3 0 0	3
21COM338	Public Finance	3 0 0	3

Course Code	Stream-2 "Digital Marketing"	L – T – P	Cr.
21BUS351	Advertising and Sales Promotion	3 0 0	3
21BUS352	Consumer Behaviour and Market Research	3 0 0	3
21BUS353	Digital Media Laws	3 0 0	3
21BUS354	Digital Services Marketing	3 0 0	3
21BUS355	E-Commerce and Enterprise Resource Planning	3 0 0	3
21BUS356	Introduction to Digital Marketing	3 0 0	3
21BUS357	Social Media Marketing	3 0 0	3
21BUS358	Web Technologies and E-Commerce	3 0 0	3

Course Code	Stream-3 "General"	L – T – P	Cr.
21BUS361	Communication for Managers	3 0 0	3
21BUS370	Export and Import Management	3 0 0	3
21BUS362	Hospital Management	3 0 0	3
21BUS371	Introduction to Business Analytics	3 0 0	3
21BUS372	Applied Organizational Behavior	3 0 0	3
21BUS365	Introduction to Retail Management	3 0 0	3
21BUS367	Sustainable Business Administration	3 0 0	3
21BUS368	Total Quality Management	3 0 0	3
21BUS369	Travel and Tourism Management	3 0 0	3

Course Code	Stream 4 - "E Commerce"	L – T – P	Cr.
21BUS341	International E-Commerce	3 0 0	3
21BUS342	Introduction to E-Commerce Logistics	3 0 0	3
21BUS343	MIS for E-commerce	3 0 0	3
21BUS344	Packaging for E-Commerce	3 0 0	3
21BUS345	Principles of Cataloguing	3 0 0	3
21BUS346	Regulatory Environment of E-Commerce	3 0 0	3
21BUS347	Transportation for E-Commerce	3 0 0	3

Open Electives offered for the Under Graduate Programme

Open Electives UG				
Course Code	Course Title	L – T – P	Cr.	ES
21OEL231	A Journey towards Free India	3 0 0	3	J
21OEL232	Political Leadership	3 0 0	3	J
21OEL233	Social issues in Contemporary India	3 0 0	3	J
21OEL234	The Story of Indian Business	3 0 0	3	J
21OEL235	Industrial Psychology	3 0 0	3	J
21OEL236	Advertising	3 0 0	3	J
21OEL237	Basic Statistics	3 0 0	3	J
21OEL238	Citizen Journalism	3 0 0	3	J
21OEL239	Creative Writing for Beginners	3 0 0	3	J
21OEL240	Desktop Support and Services	3 0 0	3	J
21OEL241	Development Journalism	3 0 0	3	J
21OEL242	Digital Photography	3 0 0	3	J
21OEL243	Emotional Intelligence	3 0 0	3	J
21OEL244	Essence of Spiritual Literature	3 0 0	3	J
21OEL245	Film Theory	3 0 0	3	J

21OEL246	Fundamentals of Network Administration	3 0 0	3	J
21OEL247	Gender Studies	3 0 0	3	J
21OEL248	Glimpses of Indian Economy and Polity	3 0 0	3	J
21OEL249	Graphics and Web-designing Tools	3 0 0	3	J
21OEL250	Green Marketing	3 0 0	3	J
21OEL251	Healthcare and Technology	3 0 0	3	J
21OEL252	History of English Literature	3 0 0	3	J
21OEL253	Indian Writing in English	3 0 0	3	J
21OEL254	Industrial Relations and Labour Welfare	3 0 0	3	J
21OEL255	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
21OEL256	Introduction to Computer Hardware	3 0 0	3	J
21OEL257	Introduction to Event Management	3 0 0	3	J
21OEL258	Introduction to Media	3 0 0	3	J
21OEL259	Introduction to Right to Information Act	3 0 0	3	J
21OEL260	Introduction to Translation	3 0 0	3	J
21OEL261	Linguistic Abilities	3 0 0	3	J
21OEL262	Literary Criticism and Theory	3 0 0	3	J
21OEL263	Macro Economics	3 0 0	3	J
21OEL264	Managing Failure	3 0 0	3	J
21OEL265	Media Management	3 0 0	3	J
21OEL266	Micro Economics	3 0 0	3	J
21OEL267	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
21OEL268	Negotiation and Counselling	3 0 0	3	J
21OEL269	New Literatures	3 0 0	3	J
21OEL270	Non-Profit Organization	3 0 0	3	J
21OEL271	Personal Effectiveness	3 0 0	3	J
21OEL272	Perspectives in Astrophysics and	3 0 0	3	J

	Cosmology			
21OEL273	Principles of Marketing	3 0 0	3	J
21OEL274	Principles of Public Relations	3 0 0	3	J
21OEL275	Science, Society and Culture	3 0 0	3	J
21OEL276	Statistical Analysis	3 0 0	3	J
21OEL277	Teamwork and Collaboration	3 0 0	3	J
21OEL278	The Message of Bhagwad Gita	3 0 0	3	J
21OEL279	Understanding Travel and Tourism	3 0 0	3	J
21OEL280	Videography	3 0 0	3	J
21OEL281	Vistas of English Literature	3 0 0	3	J
21OEL282	Web-Designing Techniques	3 0 0	3	J
21OEL283	Organic Farming	3 0 0	3	J
21OEL284	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
21OEL285	Ritual Performances of Kerala	3 0 0	3	J
21OEL286	Documenting Social Issues	3 0 0	3	J
21OEL287	Fabrication of Advanced Solar Cell	3 0 0	3	J
21OEL288	Basic Concepts of X-ray Diffraction	3 0 0	3	J
21OEL289	Introduction to FORTRAN and GNU PLOT	3 0 0	3	J
21OEL290	Introduction to Porous Materials	3 0 0	3	J
21OEL291	Forensic Science	3 0 0	3	J
21OEL292	Introduction to solar Physics	3 0 0	3	J
21OEL293	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
21OEL294	Acting and Dramatic Presentation	2 0 2	3	J
21OEL295	Computerized Accounting	2 0 2	3	J
21OEL296	Kerala Mural Art and Painting	2 0 2	3	J
21OEL297	Painting	2 0 2	3	J
21OEL298	Reporting Rural Issues	3 0 0	3	J

Course Objectives: To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

Course Outcome

C01 To articulate fundamental accounting knowledge relating to financial statement preparation

C02 Solve basic accounting problems independently

C03 Get an understanding of preparation of Trial balance

C04 Prepare financial statement

Unit 1

Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Uses of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions of Accounting.

Unit 2

Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book–Sales Returns Book –Cash Book– Petty Cash Book– Bills Receivable Book –Bills Payable Book – Journal Proper – Ledger Posting.

Unit 3

Trial Balance–Meaning–Preparation of Trial Balance– Adjustments–Objects of Adjusting Entries

– Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings-Preparation of Final Accounts(Sole Trader only)

Unit 4

Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Installment Method – Diminishing Balance Method - Annuity Method – Depreciation Fund Method.

Unit 5

Consignment Account – Meaning of Consignment – Parties in Consignment – Types of Commission -Valuation of Closing Stock – Cost Price and Invoice Price Method - Accounting Entries in the Books of Consigner and Consignee.

Skill Development Activities:

- Accounting Concept-Illustration on Dual Aspect Concept,
- Correcting a wrong trial balance,

- Correcting a wrong Trading, and Profit and Loss Account,
- Correcting a wrong Balance Sheet.
- Collection of Joint Venture Agreement and brief analysis,
- Preparation of Joint Bank Account with imaginary figures,
- Preparation of Proforma Invoice and Account Sales
- Preparing a Bank Reconciliation Statement with imaginary figures

TEXTBOOKS:

1. Financial Accounting–SPJainVol. I-KalyaniPublishers
2. 2. Advanced Accounting –KL Narang-Vol. I- KalyaniPublishers
3. 3.AdvancedAccounting–SNMaheshwari Vol.I - VikasPublishers

Reference Books:

1. Advanced Accounting –Shukla andGrewalVol.I- Sultan Chandandsons
2. Advanced Accounting –R LGupta and Radhaswamy Vol.I- SultanChand andsons

21BUS102**PRINCIPLES OF MANAGEMENT****2 1 0 3**

Objectives: To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.

Course outcome

Students will be able to

- CO1. get an understanding of the concepts and its implementation of management principles.
CO2.assess global situation, including oppportunities, threats impacts management of an organisation .
CO3.integrate management principles into the management practices.

Unit 1 Management Concepts

Management: Meaning – Process - Science or Art - a Profession - Administration vs Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers. Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow’s need theory - Theory X, Y and Z.

Unit 2 Planning

Definition – Need – Benefits – Steps - Nature and Importance – Objectives - Concepts of Management by Objective – Steps - Difficulties in MBO.

Unit 3 Organising

Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility - Centralisation vs Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.

Unit 4 Staffing and Directing

Nature – Significance - Recruitment & Selection Meaning - Training and Placement – Meaning - Difference between Recruitment and Selection - Difference between Training and development. Directing - Meaning – Definition - Key elements.

Unit 5 Managerial Control

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

Skill Development Activities:

- Collect the photograph and Bio-data of any three contributors to Management thought.
- Draft organizational chart and discuss the authority relationship.
- Identify the feedback control system of an organization.
- List out your strengths and weaknesses considering yourself as a manager.
- Visit any recruitment firm and write down their process of recruitment.

TEXTBOOKS:

1. T. N Chhabra, Principles of Management
2. Samuel C Certo And S. Trevis Certo, Modern Management

REFERENCES:

1. L. M Prasad, Principles And Practices Of Management
2. Koontz, Essentials of Management.
3. Daft, R. L, Management.
4. Stephen P. Robins and Marry Coulter, Management.

21ECO102**ECONOMICS FOR DECISION MAKING****3 0 0 3**

Objective: The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.

Course outcome

Students will be able to

CO1. understand the significance of economics for managing the firms

CO2. understand various theories of economics that can be applied in the internal and external decisions to be made by managers

CO3. Analyze the demand and supply conditions and assess the position of a company

CO4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO5. analyze real-world business problems with a systematic theoretical framework.

Unit 1

Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Production possibilities curve. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility. Economic systems – Capitalism – Command Economy – Mixed Economy – Emerging Economy. Economics and business.

Unit 2

Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve –

Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.

Unit 3

Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Revenue function: Total, Average and Marginal revenue – Profit maximisation: TR-TC and MR-MC approaches. Economies of scale.

Unit 4

Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

Unit 5

Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies. Business cycles: Meaning and Phases.

TEXT BOOKS:

1. Varshney & Maheswari, Managerial Economics, Sultan Chand & Sons
2. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons., 2003.
3. Dwivedi, D.N.; Managerial Economics, Vikas Publishing House, 2003.

REFERENCE BOOKS:

1. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons., 2003.
2. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd., 2003.
3. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company
4. Chaturvedi, D. D. and S. L. Gupta; Business Economics, Brijwasi
5. Samuelson & Nordhans, Economics, Sultan Chand & Sons

Skill Development Activities:

- An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost
- Diagrammatic presentation of Price and Output Determination in different Market situations,
- Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method

Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity. By the end of the course, the students will be able to:

CO1– Demonstrate competency in all the four linguistic skills, viz. listening, speaking, reading and writing.

CO2– Apply different styles of communication in professional context.

CO3 – Participate in different planned & extempore communicative activities.

CO4- Interpret and discuss facts and information in a given context.

CO5 - Develop an appreciation for human values.

Course Contents:**Unit I**

Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

Unit II

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect- Essay writing: Descriptive and Narrative

Unit III

Letter Writing-

Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department / College authorities, Bank Manager, Editor of newspapers and magazines)

Unit IV

Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material – Speaking: Narration of incidents/stories/ anecdotes- Current News Awareness

Unit V

Prose: John Halt's 'Three Kinds of Discipline' [**Detailed**] Max Beerbohm's 'The Golden Drugget' [**Detailed**]

Poems: Ogden Nash- 'This is Going to Hurt Just a Little Bit' [**Detailed**]

Robert Kroetsch- 'I am Getting Old Now', Langston Hughes- 'I, Too' [**Detailed**] Wole Soyinka- 'Telephone Conversation' [**Non-Detailed**]

Kamala Das- 'The Dance of the Eunuchs' [**Non-Detailed**]

Short Stories: Edgar Allan Poe's 'The Black Cat', Ruskin Bond's 'The Time Stops at Shamili' [**Non-Detailed**]

CORE READING:

1. Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989
2. Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006
3. Beerbohm, Max, The Prince of Minor Writers: The Selected Essays of Max Beerbohm (NYRB Classics), Phillip Lopate (Introduction, Editor), The New York Review of Book Publishers.
4. Edger Allan Poe. The Selected Work of Edger Allan Poe. A Running Press, 2014.
5. Online sources

References:

1. Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989
2. Martinet, Thomson, A Practical English Grammar, I Ed. OUP, 1986.
3. Murphy, Raymond, Murphy's English Grammar, CUP, 2004
4. Online sources

21ENG111**Professional Communication 1-0-2-2****Objectives:**

To convey and document information in a formal environment; to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking. By the end of the course, the students will be able to:

- CO1 – Demonstrate competency in oral and written communication.
 CO2 – Apply different styles of communication in professional context.
 CO3 – Participate in different planned & extempore communicative activities
 CO4 – Interpret and discuss facts and information in a given context
 CO5 – Develop critical and analytical thinking.

Unit I

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

Unit II

Instruction, Suggestion & Recommendation – Sounds of English: Stress, Intonation- Essay writing: Analytical and Argumentative

Unit III

Circulars, Memos – Business Letters-e-mails

Unit IV

Reports: Trip report, incident report, event report – Situational Dialogue-Group Discussion

Unit V

Listening and Reading Practice- Book Review

References

1. Felixa Eskey. Tech Talk, University of Michigan. 2005
2. Michael Swan. Practical English Usage, Oxford University Press. 2005
3. Anderson, Paul. Technical Communication: A Reader Centered Approach, V Edition, Harcourt, 2003.
4. Raymond V. Lesikar and Marie E. Flatley. Basic Business Communication, Tata McGraw Hill Pub. Co. New Delhi. 2005. Tenth Edition.
5. Thampi, G. Balamohan. Meeting the World: Writings on Contemporary Issues. Pearson, 2013.
6. Lynch, Tony. Study Listening. New Delhi: CUP, 2008.
7. Kenneth, Anderson, Tony Lynch, Joan MacLean. Study Speaking. New Delhi: CUP, 2008.
8. Marks, Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007.
9. Syamala, V. Effective English Communication For You (Functional Grammar, Oral and Written Communication): Em

erald,2002.

21ENV200 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3 Credit

Course Objective:

To make the students to aware about the nature and environmental issues, values and importance in the world.

Course outcome: Students will be able to

CO1. recognize the physical, chemical & biological components of the Earth's systems and how they function

CO2. develop an attitude of preserving and conserving bio-diversity

CO3. understand how local, regional, state, national and international laws and regulations influence Environmental decisions

CO4. realise the benefits of eco-friendly products and green initiatives

Unit 1

Multidisciplinary nature of environmental studies. Renewable and non renewable natural resources. Over exploitation and conversation of the following natural resources – forest, water, food, energy, minerals and land resources. Concept of sustainability, sustainable development. Concept of zero waste. Concept of three R's (Reduce, Reuse and Recycle). Need for environmental education.

Unit 2

Concept of ecosystem. Components, structure and function of an ecosystem. A brief description of forest ecosystem and desert ecosystem. Food chain and food web, ecological pyramids. Biogeochemical cycles examples (nitrogen, Phosphorous and carbon). Ecosystem services (example forest). Treats to ecosystems.

Unit 3

Biodiversity, hot spots of biodiversity, India as a mega diversity nation, Threats to biodiversity, Value of biodiversity, Brief description of economic valuation of biodiversity, Role of individuals in the up keeping of environment.

Unit 4

Pollution of air, acid rain, global warming and climate change, ozone layer depletion, water pollution, Soil pollution. Industrial and urban solid wastes, Hospital wastes, Collection, segregation and disposal of solid wastes, Hazardous waste, Plastic pollution, E-waste.

Unit 5

Prints-brief description of carbon foot prints and water foot print, Linear and Circular resource management, System thinking, Industrial ecosystems, EIA, EMP, Green technology, Green Business, Green Accounting, Green Buildings, Green Labelling, Sustainable (Green) Cities.

TEXTBOOKS / REFERENCES:

1. R. Rajagopalan, Environmental Studies: From Crisis to Cure. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Harikumar P. N., Susha D. and Manoj Narayanan K. S. - Environment Management and Human Rights. Himalaya Publishing House.
3. Bala Krishnamoorthy – Environmental Management: Text and Cases. PHI Learning Pvt. Ltd.,
4. Jacob Thomas – Environmental Management: Text and Cases, Pearson.

21BUS111**INTRODUCTION TO MARKETING MANAGEMENT****3 1 0 4 credit****Course Objectives:**

The course of marketing will be appreciated through the fundamentals of marketing.

Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.

Course outcome

Students will be able to

C01. Get an understanding of segmentation, target and positions of different products

C02. Describe Key marketing concepts, theories and techniques for analysing a variety of marketing situation

C03. Identify core concepts of marketing and the role of marketing in the business and society.

Unit 1

Fundamental concept of marketing

Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment- the marketing process-marketing strategy

Unit2

Market Segmentation, targeting and positioning

Segmentation-meaning, definition, benefits, patterns of segmentation, methods of segmentation (bases). Targeting - meaning, strategies, benefits. Positioning - meaning, benefits, techniques of product positioning.

Unit3

Marketing Research

Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system-meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

Unit4

Product Management

Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases, stages in new product development, marketing myopia.

Unit5

Types of Media – Advantages & Disadvantages

Types of advertising, Types of media in advertising – Features – advantages – disadvantages – Print, Television, Radio, Internet, OOH. Structure of an Advertising Agency – Small, Medium, National, In-house. Other Promotion - Sales Promotion, Direct Marketing, Public Relations, Publicity and Corporate Advertising, Unconventional Promotional Media.

Skill Development Activities:

Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.

- Describe the above product and its stages of Product Life Cycle
- Suggest strategies for development of a product of your choice
- Study the Purchase Behaviour for a product of your choice in a Super Market
- Develop an Advertisement copy for a product.
- Prepare a chart for distribution network for a manufactured product
- Case study analysis and group discussion in the class rooms.

TEXTBOOKS:

1. Principles of Marketing - Armstrong/Philip Kotlar

2. Marketing Management - Philip Kotlar

REFERENCEBOOKS:

1. Marketing Management - Sherlaker

2. Marketing Management - Kotler, Keller, Koshy

21BUS114

BANKING AND INSURANCE

2103

Objective: The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.

Course outcome

Students will be able to

CO1. describe the context of banking: the financial system.

CO2. understand the principles of banking.

CO3. understand the broad functions of banks.

CO4. analyse and explain the basic raison d'etre for banks.

CO5. acquire knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.

CO6. knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.

Unit 1 Introduction

Banking: Meaning - Definition – History – Types – Systems - Commercial Banks and its functions - Central Banking Functions - Reserve Bank of India (RBI) – Functions – Role - International Monetary Fund - World Bank.

Unit 2 Banking Operations

Banker Customer Relationship Meaning - Definition - Debtor and Creditor relationship - Banker's Obligations to honour Cheques - Cheques honoured and dishonoured – Secrecy – Garnishee order - Rights of a banker - Protection to Paying Bankers - Protection to Collecting Bankers - General Relationships -

Particular Relationship - Lien - Crossing – Endorsement. Bank Accounts and Customers Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account - Non Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms.

Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts Non Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881

feature and characteristics of Negotiable Instruments - Types of Negotiable Instruments - Promissory Notes - Bills of Exchange - Cheques - Parties to Negotiable Instruments - Negotiation – Presentment – Discharge - Dishonor of Negotiable Instruments.

Unit 4 New Age Clearing System

Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance

Meaning - Concept of Risk - Nature of Risk – Importance - Causes - Types of Business Risks - Methods of Handling Risks - Prevention of Risk. Introduction to Insurance

Insurance: Purpose - Benefits – Functions – Principles - Nature, Classification of Insurance: Life and Non-Life - Marine, Fire, Motor, Miscellaneous Insurance.

Skill Development Activities:

- a) Collect and fill account opening form for any SB A/c
- b) Draw specimen of Demand Draft.
- c) Draw different types of endorsement of cheques.
- d) Paste specimen of Travellers Cheques/ Gift Cheques/ Credit Cheques.
- e) List out customer services offered by atleast 2 banks of your choice.
- f) Collect brochures of different insurances and insurance companies (minimum of two)

TEXTBOOK:

JyotsnaSethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.

REFERENCES:

Tannan - Banking: Law and Practice in India.

S. N. Maheshwari and R. R. Paul - Banking: Theory, Law and Practice - Kalyani Publishers, New Delhi.

K. C. Shekhar and LekshmySekhar - Banking Theory and practice - Vikas Publishing House, New Delhi

21BUS113 BUSINESS ORGANISATION AND SYSTEMS 3 0 0 3

Course Objectives:

The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.

Course Outcome

Students will be able to

C01. Understand the main working aspects of organisations, not only from an economic point of view but also considering organization as part of society

C02. Analysis of the economic environment of organisations by means of the development of Conceptual areas such as industry, HR and production.

C03. Knowledge of a comprehensive glossary of economic terms widely used in the analysis and discussion of behavior/ organisation.

C04. Interpreting the meaning of the information emerging from the organisation, particularly with regard to the management of human resources and production

Unit 1

Meaning, scope and evolution of commerce & industry - Industrial Revolution - its effects - Emergence of Indian MNCs & transnational corporations - Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

Unit 2

Business sectors & forms of business organizations - private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies - their features, relative merits, demerits & suitability.

Unit 3

Business combinations: Merges & acquisitions - mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

Unit 4

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy, etc.

Unit 5

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

REFERENCE BOOKS:

Modern Business Organization by S.A. Sherlekar

Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale

Business Organization and Management by Jallo, Tata Mc Graw Hill.

21BUS204

ORGANISATIONAL BEHAVIOUR

3 0 0 3 Credit

Course Objectives:

To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.

Course Outcome

Students will be able to

C01. Develop a better understanding of the self,

C02. Become leaders with better understanding of team and team members

C03. To reach organisational goals with proper understanding of the behaviours

Unit1

Introduction to Organizational Behaviour Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit2

The Individual

Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

Unit3

Interpersonal Behaviour Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4

Group Process Group Behaviour, Group formation, group cohesiveness, conflict management.

Unit5

Organisational Change and Development Role of individual in organizational culture, climate and change, organizational effectiveness.

Skill Development Activities:

* Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it

* List the determinants of personality

* Factors influencing perceptions–Group discussion and preparation of are port on it

* List the characteristics of various leadership styles.

TEXTBOOKS:

Organizational Behavior –Robbins and Judge, Prentice Hall, India.

Understanding Organizational Behavior – Udai Pareek, Oxford University

REFERENCETEXTS:

Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw HillCompanies.

Organizational Behavior –Uma Sekaran

21BUS206

OPERATIONS MANAGEMENT

3 0 2

4 Credit

Course Objective:

This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making & to provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.

Course Outcomes

C01. Identify and develop operational research models from the verbal description of the real system.

C02. Understand the mathematical tools that are needed to solve optimisation problem

C03. To impart knowledge in concepts and tools of Operations Research

C04. To solve Linear Programming Problems.

C05. To apply these techniques constructively to make effective business decision.

Unit I

Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, job shop

Unit II

Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection of equipment and types of handling equipments.

Unit III

Work Study: Method study and work measurement - Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing Production planning and benefits of production control – Aggregate Planning – MPS – MRP – Bill of Material–determining lot size –Capacity planning and Scheduling.

Unit IV

Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

UNIT V

Project Management: Meaning, phases – framework – work breakdown structure – organizational breakdown structure and cost of break down structure– Network representation of a project–PERT –CPM.

Text Books:

1. Production and Operation Management– S.N.Chary
2. Production Management-K.Ashwathappa

Course Objective:

To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills

required for cost ascertainment and decision making.

Course Outcomes

C01. Knowledge on different types of costing and preparation of costsheet

C02. Computation of elements of cost

C03. Understand the methods of operating costing, process costing and contract costing

C04. Acquired knowledge on reconciliation cost profit/loss and financial profit/loss

C05. Knowledge on preparation budgets and importance of marginal costing in decision making

Unit 1

Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting – Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet – Estimated Cost Sheet

Unit 2

Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Labor: Meaning – Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time – Labour Turnover - Meaning – Causes.

Unit 3

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. – Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4

Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget. Marginal Costing: Meaning-Importance– Assumptions –Problems on Break Even Point–Profit/Volume ratio-Margin of Safety.

Unit 5

Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control Variance–Meaning - Importance–Problems on Material and Labor Variances. Process Costing: Preparation of Process Accounts - Normal Loss - Abnormal Loss - Abnormal Gain. Reconciliation between Cost Profit and Financial Profit.

Skill Development Activities:

- Classification of costs incurred in the making of a product.
- Identification of elements of cost in service sector
- Cost estimation for the making of a proposed product with imaginary figures
- Collect a draft documents relative to Labour
- Collection and Classification of over heads in an organization
- Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
- Prepare a flexible budget with imaginary figures
- Prepare a sales budget with imaginary figures

TEXTBOOKS:

1. S. P. Jain and K.L. Narang-Cost Accounting, Principles and Practice, Kalyani Publishers.
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:

1. B.M. Lall Nigam and I. C. Jain - Cost Accounting Principles & Practice.
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

Evaluation Pattern – R.13 & R.16

21BUS201

HUMAN RESOURCES MANAGEMENT CONCEPTS

3 1 0 4 Credit

Course Objective:

To enable the students to gain a basic level of knowledge about the concept of human resources management

CO1: To understand human resource knowledge in the company

CO2: To establish the man power planning and analysis of job

CO3: Recruitment, Selection process carried out in organization

CO4: doing performance appraisal and report

Unit 1

Human Resource Management – Concept – Evolution of HRM – Functions and Scope of HRM – importance of human resource management, Personnel management, functions, personnel manager, duties, responsibilities and qualities of personnel manager, role of personnel manager, objectives of personnel management.

Unit 2

Human resource, importance, need for human resource planning, process of man power planning, purposes and uses of job analysis, contents of job analysis, steps in job analysis, job evaluation, objectives and principles, procedure of job evaluation, advantages and disadvantages of job evaluation.

Unit 3

Recruitment, meaning and definition, purposes and importance, recruitment process, searching and screening, evaluation, selection, selection process, barriers to effective selection, Orientation and training Programmes, requisites of an effective Programme, problems of orientation, training and development.

Unit 4

Motivation – Meaning and concept – Theories of motivation

Unit 5

Performance appraisal, objectives, appraisal process.

Skill Development Activities:

- Prepare a Chart showing the functions of HRM and a brief explanation on the need for each function.
- Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice.
- Give observation report of industrial safety practices followed by any organization of your choice

- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observations on training programme.

TEXTBOOKS:

1. Shashi K. Gupta, Rosy Joshi – Human Resource Management, Kalyani Publishers
2. Ved Prakash – Human Resource Management, Anmol Publishers

REFERENCEBOOKS:

- K. Aswathappa – Human Resource Management, TMH
- V. S. P. Rao – Human Resource Management, Excel Books
- Indian Institute of Banking and Finance – Human Resources Management, Macmillan
- Nova GRE, KAPAL GRE, Barron's GRE books;
- Quantitative Aptitude, The Institute of Chartered Accountants of India
- More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson
- The BBC and British Council online resources
- Owl Purdue University online teaching resources
- www.thegrammarbook.com online teaching resources
- www.englishpage.com online teaching resources and other useful websites.

21LAW208

MERCANTILE LAWS

2103

Objective:

To provide general awareness about some important laws relating to trade and industry.

Course outcome:

CO1. Understand various legal aspects connecting to law of contract.

CO2. Acquire knowledge of various laws relating to bailment and pledge, agency, partnership act etc.,

CO3. Obtain knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.

CO4. Identify the system of authorities applying the law

Unit 1

Law of contracts: Definition, essentials of a valid contract- offer and acceptance, consideration, Doctrine of Privity of contract, capacity to contract, Free consent, kinds of contracts, discharge and breach of contracts, remedies for breach of contract.

Unit 2

Specific Contracts: Indemnity and guarantee: Distinction between indemnity and guarantee, kinds of guarantee. Bailment and pledge: Requisites of bailment and pledge, law relating to lien, termination of bailment. Contract of agency: Definition and essentials of agent and principal, classification of agency, sub-agent, coagent or substituted agent, termination of agency.

Unit 3

Negotiable Instruments Act: Definition and types, maturity and grace days, payment in due course, parties to negotiable instruments, holder and holder in due course, endorsement, dishonour of negotiable instruments, discharge of negotiable instruments.

Unit 4

Contract of Sale of Goods: Essentials of a contract of sale, contract of sale and agreement to sell, conditions and warranties, caveat emptor, exceptions, transfer of ownership, transfer of title by non-owner, performance of contract, Unpaid seller – meaning and rights.

Unit 5

Indian Partnership Act: Definition of partnership, formation of partnership, firm, partner and firm name, registration of firm, types of partnership, dissolution of firm, Main features LLP under the Limited Liability Partnership Act, 2008; Difference between LLP and general Partnerships. The Information Technology Act 2000: An overview- Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Penalties and adjudication, Appellate Tribunal, Offences

Skill Development Activities:

- Write down the fact and underline the legal points involved in the following cases. a. Carlil and Carbolic smoke ball company, b. Lalman Shukla v/s Gowridutt, c. Mohribibi v / Dharmadas Ghose, d. Abdul Aziz v/s Masum Ali, e. Rangnayakamma v/s Alwar Shetty
- Collect a judgment copy on damages awarded by the court for breach of contract
- Drafting/ Collect and filling up the following: a. Affidavit, b. Vakalat form, c. Power of Attorney d. Gift deed e. Pledge.
- Visit a consumer court and record the nature of consumer disputes referred for redressal.
- Collect a specimen copy of M/A and A/A of a company.

TEXT BOOKS:

1. K. C. Garg ,V. K. Sareen, Mukesh Sharma and Chawla – Business Law, Kalyani Publishers
2. M.C. Kuchal – Mercantile Law, Sultan Chand and Sons

REFERENCE BOOKS:

1. Thulsian – Business Law, Tata McGraw Hill
2. M.C. Shukla – Mercantile Law, S. Chand and Co
3. Gulshan – Mercantile Law, Excel Book.

21BUS203

INTRODUCTION TO RESEARCH PROJECTS

2 1 0 3

Objective: To enable the students to get an insight of what is research methodology in order to prepare them for their work on the Project in the Sixth Semester.

Course outcome:

CO1. Conduct an individual research project under supervision

CO2. Adhere to responsible laboratory or field practice regarding data collection and recording, and laboratory/field safety

CO3. Understand time and project management in the successful identification of a research project, development of an experimental design, collection of accurate and precise data, critical analysis and interpretation of results, retrieval of information, and critical reading of scientific literature.

CO4. Prepare a minor thesis (draft, edit, format, check for errors), and understand confidentiality issues regarding business.

Unit 1

Meaning of research – objectives of research – importance of research in different fields with special reference to commerce and management. Types of research – defining a research problem – literature review – research design.

Unit 2

Meaning and importance of data in research. Collection of data – observation methods, interview method, questionnaire and schedule method of data collection. Census method of data collection.

Unit 3

Sampling design and different sampling techniques – their advantages and disadvantages. Probability methods – random sampling, systematic sampling and stratified sampling, Non-probability methods – convenience sampling, judgment sampling, quota sampling – merits of sampling.

Unit 4

Classification of data. Tabulation – advantages, types of table – inclusive and exclusive tables – open end tables – qualities of good table, parts of a statistical table – design of tables. Analysis of data – types of analysis – Time series analysis – diagrams and graphs – construction of graphs, bar diagrams, histograms, frequency polygon and frequency curves –ogives. Hypothesis, testing of hypothesis.

Unit 5

Components of a research project, Preparation of project report. Appendices and bibliography.

Skill Development Activities:

1. Illustrate different types of samples with examples
2. Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research, Design of table for a given data.
3. Narrate your experience using observation technique
4. Diagrammatically present the information collected through the questionnaire

TEXTBOOKS:

1. Kothari – Research Methodology, New Age Publishers
2. K. M. Vineeth and M. C. Dileep Kumar – Research Methodology, Kalyani Publishers

REFERENCE BOOKS:

1. Ranjit Kumar – Research Methodology: A Step-by-Step Guide for Beginners, Pearson

2. Anil Tandon – Research Methodology: Methods and Techniques, S. Chand Publication

3. Paneerselvam – Research Methodology, PHI

21BUS212

PRINCIPLES OF FINANCIAL MANAGEMENT

3 1 0 4

Objective:

To provide the students the knowledge and understanding of basic financial management principles and practices of various types of businesses involved in the real scenario.

Course outcomes:

CO1: to acquire the skills pertaining to financial management

CO2: to understand the financial decision making process

CO3: to calculate Cost of capital & leverage

Unit 1

Financial management: Introduction – Meaning and definition – Importance – Finance Function – Approaches to finance function – Scope of financial management – Objectives and Functions of financial management – Finance manager – Functions and role of finance manager.

Unit 2

Financial Decisions and Planning: Introduction – concept – Major decision areas – Investment decisions – Financing decisions – Dividend decisions – Factors influencing the decisions, Time Value of Money. Financial Planning – Concept – Objectives – Process – Significance – Considerations – Limitations

Unit 3

Working capital: Meaning and concept – Objects – Constituents of working capital – Classification of working capital – Adequate and inadequate working capital – Factors determining working capital requirements – Working capital management – Significance – Principles of working capital management – Estimate of working capital requirements – Simple practical problems on estimate of working capital requirements.

Unit 4

Cost of capital and Leverage: Meaning, concept and significance of cost of capital – Classification of cost – Determination of cost of capital – Computation of cost of capital –

Cost of debt – Cost of preference and equity capital – Cost of retained earnings – Marginal cost of capital. – Leverage – Types – Impact.

Unit 5

Capitalisation and Capital Structure: concept of capitalization – Theories – Overcapitalisation and undercapitalisation - Causes, consequences and remedies – Concept and patterns of Capital structure – Criteria and factors influencing capital structure decision – Capital Budgeting – evaluation of investment projects – payback period, time factor, discounted cash flow methods.

TEXT BOOKS

1. R. M. Srivastava – Financial Management, PragatiPrakashan, 2002

REFERENCE TEXTS:

1. Shashi K. Gupta, R. K. Sharma – Financial Management Theory and Practice, Kalyani Publishers, 2001.
2. IM Pandey – Essentials of Financial Management, 4th Edition, Vikas Publishing
3. P. C. Tulsian – Financial Management, S. Chand
4. Prasanna Chandra – Fundamentals of Financial Management, 3rd Edition, TMH
5. S. C. Kuchhal – Financial management - An Analytical and Conceptual Approach, Chaitanya Publishing House, Allahabad, 2001.

21MAT108**MATHEMATICS FOR BUSINESS****2 - 1 - 0 3****Course Outcomes :**

CO1: To understand the concept of matrices and determinants and use it to solve system of linear equations

CO2. To understand the basic principles of sets and operations.

CO3. To develop an understanding of the concept of quadratic equations in one variable and the concept of permutations and combinations.

CO4. Understand the concept of simple and compound interest.

CO5. To apply the concept of limits, derivatives, and integrals and use it to analyze problems in business.

Unit 1

Matrices and Determinants: Definition of Matrix, Type of Matrix, Algebra of Matrix, Properties of Determinants, Calculation of Determinants up to third order, adjoint of matrix, finding Inverse of matrix through Adjoint. Solution of a system of linear equation having unique solution (up to three variables)

Unit 2

Sets, Quadratic equations – Permutations and Combinations.

Unit 3

Commercial Arithmetic: Simple and Compound interest – Sinking fund - Annuities – Discounting of bills.

Unit 4

Differential Calculus and its application for Business: First and second order derivatives (simple functions), Cost Function, Total Cost, Average Cost, and Marginal Cost. Revenue function: Maxima and Minima one variable functions.

Unit 5

Integral Calculus and its application for Business: Formulas – Definite Integral, Indefinite Integral, Cost Function, Marginal Cost, Total Cost, Average Cost, Marginal Revenue, Total Revenue.

TEXT BOOKS

Dr. P. R. Vittal - Business Mathematics and Statistics, Margham Publications, Chennai.

REFERENCES:

1. Dr. B H Suresh – Business Mathematics, Chetana Book house
2. V. K. Kapoor - Business Mathematics, Sultan Chand and Sons.
3. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences, Wiley and Sons

21MAT113**BUSINESS STATISTICS AND OPERATIONS RESEARCH 3104**

Objective: To develop an understanding of problem solving methods, to understand the basic concepts of statistics and operations research and to apply the results to real life business problems.

Course Outcome

CO1: Introduce various methods of collection, classification, tabulation and representation of data. CO2:

Explains and evaluates the measures of central tendency and measures of dispersion.

CO3: Identifies random experiment, sample space and evaluate probability using classical definition of probability.

CO4: Describe and verify mathematical considerations for analyzing time series, methods of Estimating trends.

CO5: Identify and develop operational research models from verbal description of the real system And understand the mathematical tools that are needed to solve optimization problems.

Unit1

Data representations and analysis: Meaning and scope of statistics, collection of data, primary and secondary methods of data collection, classification of data, presentation of data by diagrams, bar diagram and pie diagram.

Unit2

Averages, arithmetic mean, median, mode, properties and uses, measures of dispersion, quartile deviation, standard deviation and co-efficient of variation.

Unit3

Probability, Addition theorem, Multiplication theorem, independence of events, conditional probability.

Unit4

Correlation, meaning and definition, scatter diagram, Pearson's correlation coefficient, computation and interpretation, Regression, the two regression equations. Time series, meaning and components, business forecasting, methods of estimating trend, graphic, and semi average, moving average method.

Unit5

Linear programming problem, introduction, mathematical formulation of the problem, graphical solution, standard form of LPP, solution of LPP by simplex method. Network Scheduling by CPM, introduction, Activities and events, network diagram.

TEXTBOOKS:

1. *Statistical methods-S.P.Gupta- Sultan Chand&Sons.*
2. *Operations Research-L.RPotti- Yamuna publications,Trivandrum*

REFERENCES:

1. *Business mathematics & statistics-P.R.Vittal-Margham Publications*
2. *Operations Research-Kantiswaroop,P.KGupta and Manmohan,Sultan chand and sons*

21SSK201

LIFE SKILLS I

1 0 2 2

OBJECTIVE: To build soft skills and an awareness for its importance

Course outcome:

CO1. make a smooth transition from an academic environment to work environment and adopt well

CO2. learn to cope with fear, stress and competition in professional world

CO3. develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation

Soft skills and its importance:

Pleasure and pains of transition from an academic environment to workenvironment. Need for change. Fears, stress and competition in the professional world.Importance of positive attitude, self-motivation and continuous knowledge up gradation.

Self Confidence:

Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations:

Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building:

A brief introduction into the methods and practices of learning vocabulary.Learning how to face questions on antonyms, synonyms, spelling error, analogy etc.Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills:

The importance of listening in communication and how to listen actively.

Prepositions and Articles:

A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

REFERENCES:

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
6. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.

21SSK211

LIFE SKILLS II

1 0 2 2

Objective:

To groom the student for professional environment and making him aware of the corporate culture and basic business etiquette

Course outcome:

- CO1. acquire a knowledge of socially acceptable ways of behaviour, corporate etiquette; develop cultural adoptability
- CO2. exhibit appropriate body language; being aware of personal hygiene, proper dressing and grooming
- CO3. convert Passive vocabulary into active vocabulary; learn the etymology of words
- CO4. solve problems in QA & logical reasoning and interpret and analyse the data

Professional Grooming and Practices:

Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners. Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions:

Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced:

A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa& Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

REFERENCES:

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Quantitative Aptitude by AbjithGuha, Tata McGraw hill Publ.
4. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites.

21SSK301

LIFE SKILLS III

1 0 2 2

Objective:

To groom the student for professional environment and making him aware of the corporate culture and basic business etiquette

Course outcome:

- CO1. work in teams; learn team playing and develop leadership skills
- CO2. to gain knowledge of group dynamism
- CO3. learn how to face an interview and strategies of test taking
- CO4. learn the skills of Lateral thinking for problem solving

Team Work:

Value of Team work in organizations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview:

Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar:

Topics like parallel construction, dangling modifiers, active and passive voices, etc. 63 Syllogisms, Critical reasoning; A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced:

A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training:

Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

TEXTBOOKS:

1. A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.
2. Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.
3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:

1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;
3. Vedic Mathematics, by Jagadguru Swami Sri Bharati Krishna Tirthaji Maharaja, Motilal Banarsidass Publ.;
4. How to Ace the Brainteaser Interview, by John Kador, McGraw Hill Publishers.
5. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
6. Quicker Maths, by M tyra & K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;
7. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources
11. www.englishpage.com online teaching resources and other useful websites.

21BUS311 ENTREPRENEURSHIP DEVELOPMENT 4 0 0 4 Credit**Course Objectives**

To provide the students an opportunity to relate the concepts to real life businesses and acquire the knowledge to become successful entrepreneur.

Course Outcome:

- CO1: To get Entrepreneurial knowledge in the real life
 CO2: To know the entrepreneurial role in the society
 CO3: To understand the CSR aspects in the businesses

Unit 1

Entrepreneurship – Definition – Entrepreneurial Characteristics and Skills - Reasons for Growth of Entrepreneurship in a Country - Functions of An Entrepreneur - Types of Entrepreneurs -

Entrepreneurship Success and Failure– Types of Entrepreneurs - Need of Women Empowerment in our

Country - Prospects and Problems of Women Entrepreneurs

Unit 2

Growth of a Business Idea - New Business Idea - Sources of Business Idea - Business Idea Evaluation Porter's Five Force Model, SWOT Analysis, Brainstorming - Intellectual Property – Trademarks, Patents, Copyrights, Geographical Indications. Business Plan - Uses - Kinds - Process of Writing a Business Plan - New Product Development

Unit 3

Starting up of a Business – Basic Start-up Problems - Buying a Business - Challenges of Buying a Business - Process of Buying – Franchising – Entrepreneurship Development Programmes – Needs, Process and Limitations.

Unit 4

Business Incubation - Entrepreneurial Finance – Venture Capital, Angel Investors, Crowd Funding – Cash Management - Cash Manager – Impacts of Bad Cash Management – Purchasing Process – Roles of a Purchase Manager – Inventory Management – Classifications.

Unit 5

Growth – Stages of Growth – Growth Strategies – Exit Strategies – Reasons for Exiting – Long-term and Short-term Preparations. Social Responsibility – Triple Bottom line - CSR – Social Entrepreneur – SDGs relevant to an Entrepreneur

TEXTBOOKS:

1. Entrepreneurship: Rajeev Roy, Oxford University Press
2. Entrepreneurial Development: Vasant Desai

REFERENCE BOOKS:

1. Entrepreneurial Development: Bhanucholi
2. Entrepreneurship Development: Dr. K. G. C. Nair

21CSA104

BUSINESS AND MIS

2 1 0 3 Credit

Objectives: *This course makes the students to understand introductory application in IT and its use business management. Organizations are relying on internet and network technology to conduct more of their work to organize and manage. In order to be more productive in emerging digital world, knowledge of IT and its applications are essential. This course helps students to apply technical skills in their professional work. Students will learn the computer software, database technology to get hands-on experience using IT for management tasks.*

Unit 1

MS word for communication: Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows. Creating simple word documents – Saving files, Opening existing files, creating copies of files, Page set up options - Exiting word. Text Editing – Selection, deletion, cut, copy, Find & Replace, Using Undo & Redo. Document Views, Customizing toolbars, Inserting header & Footer, Zoom options. Inserting Page number, date & time, Symbols, Comments, Auto texts, Footnotes, Picture, Files & Objects, Bookmarks, Hyperlink, Cross references. Formatting Texts – Font, Paragraph, Columns, Bullets & Numbering, Borders & shading, Drop Cap, Auto format options, creating styles, Table of contents. Language Utilities – Spelling & Grammar – Mail merge Options - Creating Macros – Inserting tables, applying formula and sorting tables – Arranging windows and splitting windows.

Unit 2

MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto formatting and conditional formatting – Creating & merging styles – Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation - Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

Unit 3

MS Power-point for Communication and Presentation: Inserting slides – new slide, existing slides, duplicate slide, slides from Auto layout. Slide show – start with first slide, current Slide, customized show. Slide views - normal, slide sorter. Slide Layouts, Design Templates. Deleting slides, Paste special. Inserting Header & Footer, Date & Time, Hyperlink, Picture, Object, Symbols, Text, Table, Chart, Diagram. Paste as hyperlink, Format – Font, Bullets & Numbering. Custom animation, Slide Transitions. Action Buttons.

Unit 4

Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

Unit 5

Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and Information Knowledge.

TEXT BOOKS:

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Jawadekar, *Management Information Systems*, Tata McGraw Hill

REFERENCES:

1. Kenneth C Laudon and Jane P Laudon, *Management Information Systems managing the digital firm*, Prentice Hall India.
2. Williams and Sawyer, *Using Information Technology*,
3. *Microsoft Office 2000 Complete*, BPB publications
4. Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Edition

Unit 1 MS Word Exercises

1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)

a. Type the following text:

Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.

Amma's compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention through out the world. At the root of these services lies Amma's teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.

b. Make the document error free using Spelling and Grammar c. Replace the word 'compassion' using Thesaurus utility. d. Practice Cut, Copy and Paste.

e. Apply Page Borders, Paragraph Borders and shade the paragraphs.

f. Give appropriate heading in the Header and Page number, date in the Footer.

g. Apply paragraph settings to the document.

h. Format the text and apply bullets and numbering using menu.

i. Insert a picture in the document (use OLE feature)

j. Change one paragraph of the document into newspaper layout.

k. Practice tab settings.

2 Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.

a. Enter the details of 5 students.

b. Calculate Total & Average using 'Formula' option.

c. Sort the details of students in the order of Average.

3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2 MS Excel for data analysis exercises

1. Open a new work book and enter the details:

Employee						
No	Name	Basic Pay	DA	HRA	PF	Net Pay
E001	Anu	6000				
E002	Anju	8000				
E003	Pavan	4500				
E004	Jyothy	7600				
E005	Manu	6500				

Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA – PF.

2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Spread Sheet Application – MS Excel

1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
 - a. For roll no – Enter numbers between 1 and 50
 - b. For name – Enter names that have text length between 3 and 15.
 - c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.
9. Practice Auto Filter and advanced Filter.

Unit 3 MS Power-point for business presentation and Communications

1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.

4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

Unit 4 Multimedia tools for Communication

1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
6. Working with web graphics - Slicing web pages - Modifying slices - Slice output options - Creating web photo galleries - Optimizing images - Web graphics optimization options - Output settings for web graphics
7. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

Unit 5 Multimedia tools for business

1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

TEXT BOOKS:

1. *Alexis Leon & Mathews Leon: Fundamentals of Information Technology, Vikas Publishing*
2. *Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)*

REFERENCE BOOKS:

1. *Microsoft Office 2000 Complete, BPB publications*
2. *Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : Information Technology The Breaking Wave, TATA McGraw-Hill Edition*

21COM211 INCOME TAX LAW AND PRACTICE 3 1 0 4 Credit

Course Objective:

To enable the students to understand the global scenario of tax law and familiarize them with the basic concepts of Income Tax Law in India

Unit 1

Introduction to tax laws - Tax Planning - Concept of tax, Direct and Indirect taxes, Main features of Tax system with special reference to the U.S.A, U.K and Europe - Indian Tax system – An overview of the Taxation System in India - Tax avoidance and Tax evasion.

Unit 2

Income Tax Law - Basic concepts - Assessment Year, Previous Year, Person, Assessee, Assessment, Income - What it includes, Concept of income, Diversion of income and Application of income - Heads of income, Gross Total income, Total income.

Unit 3

Capital and Revenue Receipts - Capital and Revenue Expenditures - Incomes exempted (u/s) 10. Basis of Charge - Residential status of assesseees - Individuals, HUFs, Firms and Association of Persons, Companies and Every other person. (Theory and Problems) - Incidence tax i.e. Scope of Total income (Theory and Problems).

Unit 4

Deductions to be made from computing total income.

Unit 5

Accounting standards issued by ICAI – AS1 to AS 32 (only the list and contents).

REFERENCE BOOKS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, Income Tax Law and Practice, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhanian, Students Guide to Income Tax. Taxmann Publications Pvt. Ltd, New Delhi.
3. Dr. Bhagwati Prasad Direct Taxes law & Practice – Wishwa Prakashan, N. Delhi.

21BUS302 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

Course Objectives:

To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.

Course outcome

Students will be able to

C01. Know, understand, and apply the strategic management process to analyze and improve organizational performance

C02. Conduct and draw conclusions from external analyzes of an organization's environment

C03. Conduct and draw conclusions from internal analyzes of an organization's capabilities

C04. Formulate realistic strategies

C05. Develop implementation plans to execute those strategies.

Unit 1

Strategic Concepts Meaning, definition – role – scope – importance - stages- key terms - strategic model – benefits - need for strategic planning -pitfalls of strategic planning - guidelines for effective strategic management – Strategic Business Units - vision and mission – meaning – need – importance – process – characteristics – components - vision vs mission - writing and evaluating good vision and mission statements.

Unit 2

Internal Assessment and External Assessment Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.

Key external forces - sources of external information - Porters five forces model of competition – cooperative vs competitive strategies.

Unit 3

Strategies for Managing Business Types of strategies – integration – intensive – defensive - diversification. Strategies for competing in turbulent - high velocity market - means for achieving strategies – joint venture - merger/acquisition - first mover advantages - outsourcing.

Unit 4

Strategy Analysis Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5

Implementation Strategies, Strategies Review and Evaluation Meaning - Strategy formulation vs strategy implementation - matching structure with strategy – creating strategy supportive culture - challenges in strategy implementation.

Skill Development Activities:

Present a chart showing Strategic Management Process.

Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix

Present strategy followed by an FMCG company in Indian Market.

Select any sector and make competitive analysis using Porter's five forces model.

List social responsibility action initiated by any one company.

Select any organization and identify the Key Result Areas

TEXT BOOK:

Fred R David, Strategic Management Concepts and Cases

REFERENCE BOOKS:

1. V S P Rao And V Hari Krishna, Strategic Management Text And Cases 2 Amita Mital, Cases in Strategic

Management

2. John A Pearce II and Richard B Robinson Jr., Strategic Management: Formulation, Implementation and

Control.

3. Upendra Kachru, Strategic Management Concepts and Cases.

Objectives: *The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.*

Course Outcome:

CO1: understand the business ethics and values

CO2: Realize the value of social responsibility of business to the society

CO3: to know the values of society through doing business

Unit 1 Business ethics - An overview

Ethics: nature – objective - business ethics: nature – need – relationship between ethics and business - stages of ethical consciousness.

Unit 2 Ethics in business in Indian perspective

Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code

The ethical organization - an overview – characteristics - corporate moral excellence – stakeholders' corporate governance. Definition of corporate code - development of corporate code – implementation.

Unit 4 Corporate Social responsibility & Environment ethics Environmental issues in India – greening - greening initiatives - stakeholders - Internal stakeholders – employee – shareholders – management - External stakeholders – consumers – suppliers – creditors – competitors - community.

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business

Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee. Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions. Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

Skill Development Activities:

- *Make a survey of local political influence on Business.*
- *Make report on the recent ethical issues.*
- *Make an environment impact assessment for an upcoming project in your local area.*
- *Prepare a report based on CSR activities of one of the companies near your locality.*
- *Presentation on preparing Corporate Code of different companies*
- *Case studies on how CSR is being carried out in different companies*

TEXT BOOK:

1. Hartman & Chatterjee, *Perspectives in Business Ethics*

REFERENCE BOOKS:

- 1 John R Boatright, *Ethics and the conduct of business*
- 2 *Illustrations and supporting articles from business journals*

21BUS312**PRINCIPLES OF INTERNATIONAL BUSINESS****3 1 0 4**

Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.

Course Outcome:

CO1: understand the worldwide business regulations and rules

CO2: realize the value of business in international standard

Unit 1 Conceptual Underpinnings, Environment and Challenges

International business: Meaning, Significance, Process of evolution of international business and its development (brief only), Globalization and international business the ways they affect each other. Difference between international business and domestic business, Factors for growth in international business, Reasons for growth in International business. Types of international organizations. Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.

Factors influencing the choice of a particular mode of International business. Various forms of contractual entry mode and challenges In choosing a particular mode. Importance of economic environments, Elements of the economic environment and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

Unit 3 Laws, Regulation and Institutional Framework Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National

Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade, Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

Unit 5 Cultural Environments facing business, Ethical and social Responsibilities of MNEs Nature of assumptions, Major causes of cultural difference and change, Behavioural factors influencing countries' business practices, Process of Cross-cultural adjustment, Impact of cultural differences on Communication, Negotiation & Decision Making, Management of Cultural Diversity and General cultural guidelines for companies that operate internationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues

Skill Development Activities:

- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

TEXT BOOK:

1. Vyuptakesh Sharan, *International Business Concept, Environment and Strategy*, Pearson Education

REFERENCE BOOKS:

1. Francis Cherunilam, *International Business, Text and Cases*, Himalaya Publishing Company
2. Rathod, *Export Management*
3. O S Srivastava – *International Business*, Kalyani Publishers

21BUS390 LIVE IN LAB 3 Credits

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or forth semester) and if they identify a worthwhile project, they shall register for a 3 credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva voce test on the project.

21BUS399 PROJECT 6 Credit

Every student will have to do an assigned project from any reputed company. The final project evaluation will be done at the end of the semester based on the detailed report submitted by the student, duly signed by the project guide.

21BUS391 Summer Internship in Industry 3 Credit

Summer Internship opportunities are accommodated in the syllabus for the students to get an exposure to the business and industrial world. After the completion of the internships, students submit an internship report as well as present summer posters highlighting their achievements during the summers. The summer internship also enables the students to indulge into live projects, which they can continue even after the internships. The four weeks of training will expose and equip students with skills to develop innovative solutions for real-life applications. They would also experience the operational and functional problems pertaining to organizations.

ELECTIVE STREAMS

LOGISTICS STREAM

21BUS331 Air Cargo Logistics Management 3 0 0 – 3 Credit

Unit – I Introduction to Air Cargo: Aviation and airline terminology – IATA areas – Country – currency – Airlines – Aircraft layout – different types of aircraft - aircraft manufacturers – ULD – International air routes – airports – codes – consortium – hub & spoke – process flow.

Unit – II Introduction to Airline Industry: History – Regulatory bodies – Navigation systems – Air Transport system – functions – customers – standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

Unit – III Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.

Unit – IV Air Freight Forwarding: Air freight exports and imports – special cargoes – consolidation – documentation – Air Way Bill (AWB) – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods.

Unit – V Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.

Books for Reference:

1. Simon Taylor, Air transport logistics, Hampton
2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
3. Peter S. Smith, Air Frieght: operations, marketing and economics, Faber.

Text books

Reaching for the sky by Oliver Press

Ecommerce : An Indian persoective, 2nd Ed. PT Joseph, SJ

21BUS337 Retail Logistics 3 0 0 – 3 Credit

Unit 1 Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit II Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

Unit III Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

Unit IV Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration.

Unit V Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

SUGGESTED READINGS:

1. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

21BUS334 Legal Principles of Logistics and Shipping Business 3 0 0 – 3 Credit

Unit-1 Basic Principles of English Law: Types of Law-Sources of Law-Maritime Conventions Act 1911-Arbitration-Basic Principles of Contract Law; Formation of Contract-Promissory Estoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.

Unit-2 Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations-Misrepresentation-Remedies in Tort-Vicarious Liability. Main Principles of Law relating to Agency; Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.

Unit-3 Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties, Voyage-Time-Demise-Implied Terms in Charterparties-Standard Charterparty Forms.

Unit-4 Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate's Receipt.

Unit-5 Carriage of Goods by Sea Act-Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage.

Text Books:

1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M .Davis

Reference Books:

1. Maritime law journal –Articles by Capt.A.K.bansal(faculty Indian institute of Logistics)
2. Admiralty and maritime law by Robert Force.
3. Maritime law by Christopher Hill.

21BUS338 Warehousing and Inventory Management 3 0 0 – 3 Credit

Unit-1 Introduction to warehousing: Concepts –Decision making –Operations –Need for warehousing –issues affecting warehousing –various warehousing facilities –different types of ware houses – characteristics of ideal ware houses.

Unit-2 Introduction to inventory management –role in supply chain –role in competitive strategy: Role of inventory –functions of inventory -types of inventory –WIP inventory –finished goods inventory –MRO inventories –cost of inventories -need to hold inventory.

Unit-3 Warehouse management systems–the necessity of WMS –Logics of determining locations and sequences –independent demand systems –uncertainties in material management systems –dependent demand systems –distribution resource planning.

Unit-4 ABC Inventory control –managing inventories by ABC –multi –echelon inventory systems Managing inventory in multi echelon networks –managing inventory in single echelon networks. Various approaches –distribution approaches –the true multi echelon approach.

Unit-5 The principles and performance measures of material handling systems –Vehicle travel path(time) –Handling time –vehicle utilization –number of loads completed –congestion –Effective performance systems –Fundamentals of various types of material handling systems –automated storage and retrieval systems Bar coding technology and applications RFID technology.

Text Book:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

Reference Books:

1. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003.
2. Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

21BUS333 Introduction to Shipping 3 0 0 – 3 Credit

UNIT-1 The Importance for Sea Transport –Different Shipping markets – Participation of Shipping Trade- The Supply of Ships: Supply of Shipping –Why operate Ships –Protectionism –Ship Registration –Port State Control –Ship Classification-Brief history of Shipping.

UNIT-2 Ship registration Tonnage & Load lines –Description of various tonnage and types of Ships, cargo gears , Crude oil and Croduct tankers. The Dry Cargo Chartering market :Introduction –Chartering –various charter parties and description of charter parties.

UNIT-3 Liners: Introduction –The Development of Tankers & the Tanker Market –Types of tankers – Tanker Charter Parties -Negotiating Charter, Brief History of Containerisation –Conferences & Freight Tariffs –Liner Documentation : Bill of Lading Terms & Conditions.

UNIT-4 The Practitioners in Shipping Business –The Institute of Chartered Ship Brokers –Ship Sale & Purchase –Ship Management, Maritime Geography –Introduction –Ocean & Seas –Ports – Geography of trade.

UNIT-5 Accounts: Introduction –Accounting –Capital –Credit-management accounting –Cash Flow-Costs –Different types if Companies-Exchange Rates-Company accounts, Law of Carriage –

Introduction –Fundamentals of English Law –Arbitration –The Contract –Remedies for breach of Contract –TORT-Contracts Relating to the carriage of goods by sea –Liner Bill of Lading –the Hague visby Rules –Hamburg rules –Agency-Breach of Warranty of Authority –Protection & Indemnity Associations

Text Books:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. JacobKamm, SeanConnaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,- Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.

Reference Book:

1. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co Ka.
2. Introduction to Shipping (2016), Cheong KweeThiam (Author), 2nd Edition, LexisNexis Emerging Issues Analysis CLE

21BUS336 Logistics Information System 3 0 0 – 3 Credit

Objectives: To understand the general concepts of logistics information to better analyses the distribution channels, starting from producers to customers. To apply the global trends in logistics information such as the information systems application is provided.

Unit I Logistics Information-Meaning & Need Forms: LIS-Definition-Information functionality - Activities involved in transaction system-Principles of designing or evaluating LIS applications.

Unit II LIS Architecture: Components: Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

Unit III Information forecasting: Definition-Process- components-characteristics. Information Approaches-forecast techniques-Forecast error.

Unit IV Information Technology & Logistics: Electronic Data Interchange-Personal Computers-Artificial Intelligence-Expert System- Bar coding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.

Unit V Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.

REFERENCE BOOKS

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India PvtLtd., Joe B. Hanna New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

TEXTBOOKS

Martin Christopher, Logistics and Supply Chain Management, Prentice-Hall, 1998

21BUS332 Fundamentals of Logistics 3 0 0 3 Credit

Objectives: To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers.

Unit I Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retail logistics-Emerging concept in logistics.

Unit II Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief).

Unit III Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers

Unit IV Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy

Unit V Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging.

REFERENCE BOOKS

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.

TEXTBOOKS

David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.

21BUS335 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 0 0 3 Credit

Objectives: To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to

the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.

Unit 1 Introduction to Logistics and Supply Chain Management What is a Supply chain? - Nature and Scope of Supply chain management. What is logistics? Mission of logistics Management - Competitive advantage through logistics - The change in logistics environment/ evolution of logistics towards supply chain management - Difference between Logistics Management and Supply chain management.

Unit 2

Supply Chain planning, Strategy formulation and design of Supply Chain network. Supply chain strategy framework - Supply chain relationship fit between competitive strategy and Functional strategies. Integrated Supply chain planning - Factors influencing Network design decisions logistics/Supply chain network design process - logistics/ supply chain network planning - Modelling approaches to logistics/ supply chain network design.

Unit 3

Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design - Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Purchasing Decisions and Pricing Decisions in a supply chain. Role of procurement/ purchasing in a supply chain - Its Objectives - Supply Scheduling - Sourcing Strategies - Procurement Strategies - Manager-Supplier relationship. Pricing Fundamentals - Logistics Pricing - Issues in pricing - Revenue Management in a supply chain.

Unit 5

Information technology in Supply chain and Managing Global Logistics Need for Supply chain Coordination - Bullwhip Effect - Role information technology in a supply chain - Customer Relationship Management (CRM) - Internal Supply chain management - Managing supplier relationships/ Supplier relationship Management (SRM). Computer based information systems - New Information Technologies Enterprise Resources Planning - Supply chain IT in practice. Global Business Strategy - Global logistics - Global supply chain management - Guidelines for developing a global logistics strategy. The global economy and supply chain Global sourcing, costs associated with sourcing, Global purchasing and global supplier relations.

Skill Development Activities:

- *By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.*
- *Case studies or hands-on experience by visiting a logistics firm*
- *An orientation about the career prospects in this domain will be an encouraging aspect for the students*

- *The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/ students to the campus etc,*

TEXTBOOKS:

1. *Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI*
2. *Sunil Chopra, D V Kalra, Peter Meindi - Supply Chain Management: Planning and Operations, Pearson*

REFERENCES:

1. *Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH*
2. *Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University press*
3. *S K Bhattacharya - Logistics Management S Chand.*

FINANCE STREAM

21COM331 CORPORATE FINANCE 3 0 0 – 3 Credits

Objective: To understand and apply financial theories and models so that optimal financial decisions can be made within companies and organizations.

Course Outcomes:

CO1: Understanding and applying various financial theories and models that have arguments embedded within organization

CO2: Critically evaluate information from financial models.

CO3: Analyze business problems and identify the ethical aspects, provide a solution and defend it.

CO4: Understand how investment and financing decisions impact the value of a firm

CO5: Evaluate corporate projects and make decisions based on financial data

Unit 1: Introduction and Overview of Corporate Finance; Time Value of Money –Inflation- Cash flows Effects on accrual accounting -Free cash flow.

Unit 2: Cash flows- Incremental project Cash flows -Net present value -Comparing projects -Project analysis under uncertainty: Scenario analysis-, Sensitivity analysis& Spreadsheet Modeling.

Discounted cash flow valuation- Sequential valuation Multiples valuation -Market ratios - Pricing-earnings ratios

Unit 3: Projecting sales growth- Trends in sales growth .Industry Economic analysis: Regressions
Financial statement analysis, Ratio analysis & DuPont Identity- Leverage and Reconcile pro-forma
financial statements

Unit 4: Cost of capital WACC without and with taxes -Divisional –Perfect Market WACC- WACC
Capital structure - Cost of equity Business and financial risk; Unlevered beta
Capital structure -Imperfect market WACC with taxes WACC with bankruptcy costs -Incorporating
changes in leverage -Value of levered- Lenders and shareholders cost. Agency costs: Managers and
shareholders capital structure

Unit 5:Raising capital IPOs -Private equity market Rights Corporate bond-Mergers and acquisitions:
Forms of acquisitions Synergy and coinsurance effects -Financing acquisitions: Empirical evidence
Payout policy: Types of dividends- Irrelevancy of dividends -Taxes Stock repurchases& Dividend-
Agency cost -Debtholder-shareholder conflicts, Manager-shareholder conflicts and Convertibles
Capital structure

Text Book:

1. Investment Valuation: Tools and Techniques for Determining the Value of any Asset –
Aswath Damodaran
2. Financial Management Practices in India –Sandeep Goel

Reference Book:

1. Evaluate corporate projects and make decisions based on financial data
2. Corporate Finance: Theory and Practice by Pierre Vernimmen and Pascal Quiry

21COM332 ENTREPRENEURIAL FINANCE 3 0 0 – 3 Credits

Objective: To analyze the role of financial contracts in addressing information and incentive
problems in start-ups & Venture Capital.

Course Outcomes:

CO1: Review the financial tools of valuation applied to start-up situations and Venture capital.

CO2: Highlight the ways that entrepreneurs are financed and analyze the role of financial contracts in
addressing information and incentive problems in uncertain environments.

CO3: Look at the structure of venture capital funds and their fund raising process. This module will
include issues of corporate venture capital and private equity funds in emerging market economies.

CO4: Discuss the capital and private equity funds in emerging market economies.

CO5: Evaluate the financial strength of startup companies as well venture capitalists.

Unit 1:An Overview of Finance for Entrepreneurs: Financing needs of the start-up- Introduction to Incubation- Basics of Financial Management from the start-up perspective -Risk and Return

Unit 2:Long term sources of Funding: Equity capital, Preference share capital, Debentures and Bonds, Term loans.

Unit 3: Short term sources of funding: Trade finance, Working capital loan, Commercial paper, Factoring etc.

Unit 4:Raising entrepreneurial finance through Angel investors-Venture capital, Crowd funding, Private equity etc and Government Schemes for financing the start ups.

Unit 5: Preparing the Integrated Financial Model including cost of capita -Projected profit and loss account, Projected cash flow Statement, Projected balance sheet, Key ratios and implications of capital budgeting.

Text Book:

1. The Dynamics of Entrepreneurial Development and Management - Vasant Desai n- Himalaya Publishers

Reference Book:

1. Entrepreneurial Finance A Global Perspective, Gary Gibbons, Robert D.Hisrich, Carlos MDailva, SAGE Publishing
2. Entrepreneurial Finance Steven Rogers, Roza E. Makonen McGraw Hill
3. Entrepreneurial Finance, J. Chris Leach, Ronald W.Melicher, Cengage Learning

21COM333 FORENSIC ACCOUNTING AND FRAUD DETECTION 3 0 0 – 3 Credits

Objectives:

To understand the detection of fraudulent activities and ensure the best accounting design and practices to reduce the financial losses.

Course outcomes:

CO1: Understand the unusual development in the accounting and systems

CO2: Design accounting process for understanding the probabilities of financial statements fraud.

CO3: Perform audit type process on accounting to minimize financial losses.

CO4: Cover broad range of business and locations through continuous surveillance of financial transaction process systems.

CO5: Acquire the requisite learning to be the best accountant

Unit 1: Introduction to Forensic Accounting: Principles of Forensic Accounting –Objectives of Forensic Accounting – Advantages of Forensic Accounting – Limitations- Role of Forensic Accountant.

Unit 2: Fraud Examination: The Nature of Fraud – Reasons for committing fraud –Fraud Detection- Fraud Investigation- Recognizing the symptoms of Fraud in Accounting.

Investigating Theft Acts- Investigation Methods – Inquiry method -Investigation Concealment – Conversion investigation methods –Fraud Reports –Management fraud

Unit 3: Financial statement fraud: Revenue and Inventory related fraud –Liability, Assets & Investment Disclosure Fraud

Unit 4: Fraud against organizations – Consumer Fraud- Identity theft – Investment scam- Money Laundering – Bankruptcy-Tax Fraud – Fraud in E-Commerce: Online transaction fraud, Credit card fraud, Cheque fraud.

Unit 5:Legal follow up – Expert witness – Financial statement fraud standards – Ombudsman – Positive Banking System –CIBIL score –Cyber Laws.

Text Book:

1. Detecting Accounting Fraud: Analysis and Ethics, C.W.Jakson

Reference Book:

1. Essential of Forensic Accounting – Michael.A
2. Forensic Accounting – R.Rufus.
3. Forensic Accounting – D.D.Dorrell

21COM334 INTRODUCTION TO INTERNATIONAL FINANCE 3 0 0 – 3 Credits

Objective: *To introduce the environment of international finance and its implications on international business.*

Unit 1

Foreign Exchange Markets: Foreign exchange market, determination of exchange rate, exchange control, exchange rate systems, exchange rate classification, exchange rate and convertibility of the rupee, foreign exchange, management Act.

Unit 2

International Economic Organisation: International monetary fund, World Bank, International financial corporation, Asian development bank, UNCTAD, UNIDO, International trade centre.

Unit 3

International Investment and Finance: Types of foreign private investment, significance of foreign investment, Trade and investment, factors affecting international investment, limitations and dangers of foreign capital, Portfolio investment, foreign investments in India and by Indian companies.

Unit 4

Trade policy and regulations in India: Trade strategy of India, Foreign trade policy, Import substitution, regulation and promotion of foreign trade, export house, evaluation of export promotion measures.

Unit 5

Issues in International Business: Business ethics, social responsibility of business, environmental issues, Labour issues.

TEXT BOOKS:

1. Francis Cherunillam – *International Business Text and Cases*, PHI
2. Dr. C.B. Gupta – *International Business*, S. Chand

REFERENCE BOOKS:

1. Kevin – *Fundamentals of International Financial Management*, PHI
2. Apte – *International Financial Management*, TMH
3. Avadhani - *International Financial Management*, Vikas Publishing

21COM335 INVESTMENT MANAGEMENT 3 0 0 – 3 Credits

Objectives: To familiarize the students with the world of investments; to provide a theoretical framework for the analysis and valuation of investments.

Unit 1

The concept of Investment: Introduction – types of investments – elements of investment – need for investment – investment principles – investment process – risk and return.

Unit 2

Investment Instruments: Capital market instruments – money market instruments – introduction to derivatives – investment alternatives.

Unit 3

Security Analysis: Introduction – economy analysis – industry analysis – technical analysis

Unit 4

Credit Rating: Introduction – significance – credit rating process – credit rating in India – regulatory framework – SEBI.

Unit 5

Capital Market Reforms: Primary and Secondary Securities Market - recent capital market reforms – New Capital issues – Book Building – Depository System. Securities Contracts (Regulation) Amendment Act 2007 – IPO Grading – investment options for Navaratna and Miniratna. Global Security markets.

TEXT BOOKS:

1. Yogesh Maheshwari – *Investment Management*, PHI
2. V. K. Bhalla – *Fundamentals of Investment Management*, S. Chand

REFERENCE BOOKS:

1. Gangadhar and Ramesh Babu – *Investment Management*, Anmol Publishers
2. Hiriyappa – *Investment Management: Securities and Portfolio Management*, New Age
3. Prasanna Chandra – *Investment Analysis and Portfolio Management*, TMH

21COM336 PERSONAL FINANCIAL PLANNING 3 0 0 – 3 Credits

Objective: To give an understanding on the concept of personal finance, selection of best investment options and tax implications on personal finance.

Unit 1

Personal Financial Planning: Meaning and importance, objectives, Time Value of Money, compounding and present value techniques, Budgeting, meaning, importance, objectives.

Unit 2

Savings Schemes: Bank Deposits, types of bank deposits, National Savings Certificates, Kisan Vikas Patra, Post Office Term and Recurring Deposits, Public Provident Fund, small savings schemes by State Financial Corporation and Cooperative Societies.

Unit 3

Insurance: Meaning, objective, types, Life Insurance, life insurance companies, various life insurance policies, selection of right insurance policy, property and motor vehicle insurance, health insurance plans, mediclaim, retirement planning, various retirement plans.

Unit 4

Investment Basics, Meaning of Shares, Debentures, Bonds and Mutual Funds, how to invest in shares, debentures and bonds, investment in mutual funds, investment in real estate and gold, portfolio selection and management.

Unit 5

Consumer Credit: housing and automobile buying decisions, Consumer Loans, Agricultural credit, Chit Funds, Introduction to Income Tax, various heads of income, deductions allowed to individuals, planning the tax strategies.

TEXTBOOKS:

1. *Basics of Personal Financial Planning* by National Insurance Academy, Cengage Learning
2. *Altfest – Personal Financial Planning*, McGraw Hill Education

REFERENCE BOOKS:

1. *Lawrence Gitman – Personal Financial Planning*, Cengage Learning
2. *Jeff Madura – Personal Finance*, Pearson Education

21COM337 PROJECT FINANCE 3 0 0 – 3 Credits**Course Outcome**

CO1:Apply a structured and systematic approach to financing projects using some of the techniques of Project Finance

CO2:Interpret each of the risks to determine their severity and potential impact on the transaction structure.

CO3 :Build a credit rationale in order to make and substantiate investment decisions

Unit1:

Project Finance - How it is different from conventional finance – The importance of using in Project –Project Finance in developing countries-Project finance in India Present Scenario

Unit 2:

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

Unit 3:

Financing and Structuring Infrastructure Projects: Public/Private collaboration, SPV, BOOT, BOT etc., and Government Support –Financial Modelling, Return to Equity Sponsors and Lenders concerns, Concession Agreement

Unit 4:

Risks in Project Finance-I Project Finance and Commercial Risks-Project Finance and Macroeconomic Risks-Regulatory and Political Risks -Risk Mitigation Methodologies for Projects

Unit 5:

Legal Aspects in Project Finance: Project Agreements-Sub-Contracts and Other Related Agreements-Project Finance Loan Documentation.

Reference Books:

1. “Prasanna Chandra”, Projects-Planning Analysis, Selection, Financing, Implementation and Review
2. “Narendra singh”, Project Management Control, 4th Revised edition, Himalaya Publishing House.
3. “Chowdry”, Project Management, TMH,
4. “Narendra Singh”, Problems & solutions in Project Management and Control.

Text Books:

1. “Gopalakrishnan”, Project Management, TMH.
2. . “H.R.Machiraju”, Introduction to Project Finance, Vikas Publications.
3. “Bhavesh.M.Patel”, Project Management, Vikas Publication.

21COM338 PUBLIC FINANCE 3 0 0 – 3 Credits

Objective: To train students how to develop budgeting and performance evaluation with a focus on public finance issues.

Course Outcomes:

C01: describes the historical changing of public expenditure and public revenue.

C02: Explains the concepts of government and public finance.

C03: Will be able to interpret the effects of public expenditures on the economy.

Unit 1: Nature, Definition, Scope of Public Finance -Role of Public Finance in Economic Development Unit 2 : Public Revenue - Sources of Public Revenue -Taxes Classification and Importance of Taxes – Significance, merits and demerits of direct and indirect taxes - Incidence and effects of taxation Significance of Direct Tax and GST & Local Taxation

Unit 2: Public Expenditure -Classification and Cannons of Public Expenditure -Effects of Public expenditure on – Production, Distribution and Economic Growth

Unit 3: Public Debt - Need, Sources and repayment b) Effects of Public debt on – Money Supply, Economic Growth and Economic Stability

Unit 4: Federal Finance : a) Financial Issues in a Federal set up b) Principles of efficient division of financial resources between Central and States c) Problems of financial imbalances and measures for adjustments

Unit 5: Budgets - Budgets and Planning -Classification of Budgets c) Budget and National Accounts -Fiscal Policy - Objectives of Fiscal Policy - Deficit Financing – Need, Significance and Limitations

Text Book:

1. Mathur and Saxena – Public Finance
2. Tyagi B.P. – Public Finance

Reference Books:

1. Musgrave R.A. and Musgrave P.A. – Public Finance in Theory and Practice
2. Buchanan J.M. – The Public Finance
4. Hansen A.H. – Fiscal Policy and Full Employment
5. Bhargava R.N. Theory and Working of Union Finance in India
6. Bhatia H.L. – Public Finance

GENERAL STREAM

21BUS370 EXPORT AND IMPORT MANAGEMENT 3-0-0-3

Course Objective:

This course will give an insight into the export and import concepts, from a fundamental perspective. The students can learn different documentation and procedure required for export and import management.

Course Output:

- CO1: To learn the basics of export and import procedure.
- CO2: To understand various documentation process as part of export/ import.
- CO3: To apprehend the world of international business management
- CO4: To explore the numerous avenues of businesses in export/ import industry

CO5: To analyse the business environment in international trade

Unit 1:

The concept of export and import – need and scope – basic terminologies – international trade – international business – documentation - balance of payments and adjustment mechanism.

Unit 2:

Export marketing – tariff and non-tariff barriers – foreign exchange control – agencies/ bodies supporting exporting – export subsidies- special economic zones

Unit 3:

Foreign trade policy - Exim policy – FERA and FEMA – anti-dumping duty – trade policies and regulations in India – trade strategy of India – import substitution – export house - ECGC

Unit 4:

World economic and trading conditions - International institutions and agreement;

WTO/GATT/other international trade bodies - trading block - multilateral trade negotiation/agreements - bilateral trade agreement – GSP and its benefits

Unit 5:

Issues in export/ import – challenges – benefits – business ethics and its influence in export/ import – fair trades – sustainable business models – environmental issues – labour issues. Overview of quality system approach – benefits of ISO registration - -ISO 9000 series of standards – ISO 9000 – QS9000 certification – documentation – structure clauses –procedures.

Reference Books:

1. Export and Import Procedures by Jignesh Vidani - Educreation
2. Export Import Handbook by Ajay Srivastava - Business Datainfo Publishing Co. Pvt. Ltd.
3. International Business by Francis Cherunilam - PHI

21BUS371 INTRODUCTION TO BUSINESS ANALYTICS 3 0 0 3 Credit

Course outcomes

CO1. To gain an understanding of how managers use business analytics to formulate and solve

business problems and to support managerial decision making.

CO2. To become familiar with the processes needed to develop, report, and analyze business data.

CO3. To learn how to use and apply R, Excel and Excel add-ins to solve business problems.

Unit I

Introduction to Business Analytics, Why Analytics, Business Analytics: The Science of Data Driven Decision Making, Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Descriptive, Predictive and Prescriptive Analytics Techniques,

Unit II Big Data Analytics, Web and Social Media Analytics, Analytics Capability Building, Roadmap for Analytics Capability Building, Challenges in Data-Driven Decision Making and Future.

Unit III

Descriptive Analytics, Introduction to Descriptive Analytics, Data Types and Scales, Types of Data Measurement Scales, Population and Sample Percentile, Decile and Quartile, Measures of Variation, Measures of Shape – Skewness and Kurtosis, Visualization Techniques, Visualization Techniques.

Unit IV

What is Data Visualization? Column Chart, Pros of Column Charts, Cons of Column Charts, Bar Graph, Stacked Bar Graph, Line Graph, Dual-Axis Chart, Mekko Chart, Pie Chart, Scatter Plot, Bubble Chart and Bullet Graph.

Unit V

Six Sigma, Introduction to Six Sigma, What is Six Sigma?, Origins of Six Sigma, Three-Sigma versus Six-Sigma Process, Cost of Poor Quality, Industrial Applications of Six Sigma.

TEXT BOOKS:

Business Analytics, The Science of Data Driven Decision Making by U Dinesh Kumar Wiley
publication 2017

21BUS372 APPLIED ORGANISATIONAL BEHAVIOUR 3 0 0 – 3 Credit

Course Objectives

This course deals with human behavior in a variety of organizations. The objective of the course is to provide students with the essential content and experiences they need to become a successful manager and an effective employee. The course imparts in depth knowledge about the “Meaning and concept of Organisation Behaviour, its need and importance, different roles of manager. The Course also elaborates the interpersonal relations from individual level to grouping of individuals into teams and work groups which discusses team building and effective communication. Aspects associated with teams such as conflict, change and effectiveness are also discoursed.

Course outcome

- CO1- to understand the Organisational environment

- CO2- to be able to learn how to create effective work groups to be successful in their life.
- CO3 - to develop an understanding of aspects that affect organizational behaviour at the micro and macro level.

Unit 1

Introduction to Organizational Behaviour, Meaning – Definition –National culture and its impact on Organisational Behaviour, managing work with cultural differences, emerging organisation structures and challenges of Organisational behaviour

Unit 2

The Individual Behaviour, Perception – linkage between perception & organizational outcome, Attitudes at work-organizational commitment – OCB (Organizational Citizenship Behavior), values and emotional intelligence, personality

Unit 3

Interpersonal Behaviour, interpersonal communication, transactional styles in interpersonal relationships

Unit 4

Understanding groups and teams, roles in groups, types of teams, managing conflict, styles of handling interpersonal conflicts

Unit 5

Organisational Change, organizational culture, organizational design and organizational effectiveness, creating structures to support effective organizational behavior

Text books

- Margie Parikh & Rajen Guptha, Organisational behaviour, Tata McGraw-Hill Education, 2010
- Pareek. U, Understanding Organisational Behaviour, Oxford University Press (Revised and Updated by Sushama Khanna)

References

- Stephen P. Robbins, Organizational Behavior Concepts, Prentice Hall, India
- L.M. Prasad, Management Process and Organizational, Sultan Chand & Sons.
- Aswathappa. K, Organisational Behaviour. Himalaya Publishing House.
- Nair, S. R, Organisational Behaviour (text & Cases), Himalaya Publishing House.

21BUS367 SUSTAINABLE BUSINESS ADMINISTRATION 3 0 0 - 3 Credit

Objectives

Sustainable Development goals have directed the businesses to concentrate on sustainability initiatives. Businesses who adapt to this new environment will be better positioned to succeed in the global economy where demand for “green” products is increasing exponentially. This subject is designed as a survey of green business operating principles, sustainability, and social responsibility issues that will impact decision-making of the business leaders of the future.

Course outcome

Students will be able to

CO1. Understand the importance of sustainability for business

CO2. Design solutions and develop enterprise plans for sustainable business initiatives

CO3. Apply the bottom-up approach for sustainable business initiatives in any context

Unit 1

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub systems of environment and their impact on Business. Meaning and Scope, Corporate Social Responsibility, Sustainability

Unit 2

Introduction to Environmental Legislation (Air, water & Forest Act relevance to business environment). Measuring commitment of enterprises to sustainable strategies, stakeholder perspective, social accounting and Green accounting concepts

Unit 3

Sustainable Developmental Goals, role of business in achieving SDG, Establishing priorities for sustainable future, Role of women in sustainability, Challenge of creating a green economy, Sustainability crisis in 21st century, need for economic restoration

Unit 4

Sustainable entrepreneurial ideas,(Sustainopreneurship) Problems as opportunities, Bottom of Pyramid, Triple bottom line, Three dimensions of sustainability, purpose and process of Sustainopreneurship, ecopreneurship & social entrepreneurship

Unit 5

Internet and Environmental Management: Use of internet as a tool, Specific websites related to Environmental management, Extracting latest updated information from related sites.

Introduction to software packages for GIS and MIS Reference.

REFERENCE BOOKS:

1. Government & Business – by Amarchand, Tata McGraw Hill.39

2. The Economics of Development and Planning – by M. L. Jhingan

3. Fortune at the bottom of Pyramid – C K Prahlad

4. *Corporate Social Responsibility: A Study of CSR Practices in Indian Industry*, Baxi C. V & Rupamanjari Sinha Ray, (2012). Vikas Publishing House

21BUS362

HOSPITAL MANAGEMENT

3 0 0 3

Objectives: *The students shall gain a comprehensive foundation knowledge about the different situations in the management of a modern hospital. Since the professional scenario involves varying degrees of organizational structure, size and complexity of all management domains depending on the healthcare objectives and settings, the course content will generate an interest in taking up higher focused learning in the subject domain as well as enter into a management area of service in healthcare.*

Unit 1

Concept of Healthcare Delivery as a system - Different types of scenarios from Primary healthcare to Clinics, Small, Medium and Large Professional and Teaching Hospitals - Hospital as an Organisation for Healthcare delivery – Various systems of healthcare practices like traditional, indigenous and modern scenarios using private and government support - Structure, Behaviour and Complexity of Departmental Facilities in a hospital.

Unit 2

Administrative Service areas of the Hospital – General Management and Facilities - Human Resources (HR) Management and Staff Development - Quality Assurance Finance Management – Hospital Information Systems (HIS).

Unit 3

Ambulatory Care, Ancillary and Clinical Services Departments – Typical Organisational Structures and working of Out-patient and In-patient Management services – Emergency and Critical Care – Clinical departments – General Nursing and Specialty Nursing Services - Surgical Facilities and Operation Theatres (OT) – Intensive Care Units (ICU) - Laboratory Medicine and Clinical Labs – Radiology and Diagnostic Radiology – Medical Records (MR) department.

Unit 4

Supportive Services of the Hospital - Central Surgical Sterile Department (CSSD) – Pharmacy – Materials Management – Kitchen, Food and Dietary Department – Laundry - House Keeping Services. Engineering and Biomedical Equipments services - General Maintenance Services of the Hospital – Electrical, Water Supplies – Medical Gas - Security, Fire Alarm, Transport - General and Clinical Waste Treatment Procedures.

Unit 5

Integrated Marketing Communication (IMC), Public Relations (PR), Patient Education, Community and Social Outreach - Ethical and Legal aspects of Hospital Management - Visits to Hospitals offering different types of Healthcare delivery systems - Case Studies and Presentations.

Skill Development Activities:

- *Study of front office, housekeeping, pharmacy etc of any hospitals*
- *Submit a report on performance of the above activity,*

TEXTBOOKS:

1. HOSPITALS - Facilities Planning and Management, G. D. Kunders, Tata McGraw Hill, 1 e, 2006.
2. Principles of Hospital Administration and Planning, B. M. Sakharkar, Jaypee Brothers, 1e, 2008.

REFERENCES:

3. Hospital Administration and Human Resources Management, R. C. Goyal, Prentice Hall India, 4e, 2006.
4. Nursing Administration, B. T. Basavanhappa, Jaypee Brothers, 2e, 2009

Objectives: *To create a basic knowledge on the genesis, growth and development of tourism; to have an understanding of various national and international tourism organizations: to define the term "tourist" and measurement of tourism phenomenon.*

Unit 1 Growth and Development of Tourism

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism

Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism

Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism

Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents' Association of India (TAAI).

Skill Development Activities:

- *List any five natural tourist spots and identify the special features, History and scope for making them revenue generating sources.*
- Prepare a tour plan to organize a tour for your family/ students' tour.*
- List the travel agencies and tour operators in your area/ taluk/ district.*
- List the package tours organized by travel agencies.*
- Prepare a chart showing the organization structure of a travel agency*

TEXT BOOKS:

1. *Vara V V Prasad - Travel and Tourism Management. Excel Books*
2. *Ghosh, Biswanath - Tourism and Travel Management, Vikas Publishing House*

REFERENCE BOOKS:

1. Douglas Foster - *Travel and Tourism Management*, Pa/grave Macmillan
2. B. S. Badan, Harish Bhatt - *Travel Agencies and Tourism Management*, Commonwealth Publishers.

21BUS361 COMMUNICATION FOR MANAGERS 3 0 0 3

Objectives: To familiarize learners with the mechanics of writing. To enable learners to write in English precisely and effectively.

Unit 1 Personal Communication

Journal writing, mails/ emails, SMS, greeting cards, situation based - accepting/ declining invitations, congratulating, consoling, conveying information.

Unit 2 Social Communication

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

Unit 3 Work place communication

e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

Unit 4 Research writing

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

Unit 5 Writing for media and creative writing

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

TEXT BOOKS;

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. *Lesikar's Basic Business Communication*. 11th ed. Tata McGraw-Hill, New Delhi.
2. J Gerson, and Steven M Gerson. 2008. *Technical Writing: Process and Product*. Pearson Education, New Delhi.

REFERENCE BOOK:

1. E. H. McGrath, S.J. 2012. *Basic Managerial Skills for All*. 9th ed. Prentice-Hall of India, New Delhi

21BUS365 INTRODUCTION TO RETAIL MANAGEMENT 2 1 0 3

Objective: To provide a basic understanding about the different aspects of retail management.

Unit 1

Retail Management: Introduction, meaning and Characteristics – Functions of retailing – Structure and nature of retailing channels – changing face of retailing – retailing in India – traditional and modern retail formats in India – challenges in retail business in India – retail customer – retail consumer behaviour, factors affecting consumer decision making – stages of consumer decision process.

Unit 2

Retail market segmentation – meaning and benefits – criteria for effective market segmentation – dimensions for segmentation – retail location – importance of location decision – types of retail location – site selection analysis – retail location theories.

Unit 3

Retail merchandising – meaning – brand management and retailing – merchandise management – merchandise budget, projected sales, inventory plan, competition analysis – constraints – criteria for selection of suppliers – store space management – basis of space allocation.

Unit 4

Retail pricing – introduction – objectives - pricing strategies – retail promotion strategies – promotion mix – advertising, media selection – sales promotion.

Emerging trends in Retail industry, rural retailing, E-tailing, carriers in Retail Management, ethics in retailing, Retail logistics /logistics mix.

Unit 5

Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits, FDI in retail, Financial management in retailing, HR in retailing

TEXT BOOKS:

1. *Chetan Bajaj, Rajnish Tuli, Nishi V Srivastava – Retail Management, Oxford University Press Publication.*
2. *Gibson G Vedamani – Retail Management, Jaico Publishing House*

REFERENCE BOOKS:

1. *Pradhan – Principles of Retail Management, Tata McGraw Hill*
2. *V Gopal - Retail Management: An Introduction, ICFAI University Press*
3. *David Gilbert – Retail Marketing Management, Pearson*

21BUS368

Total Quality Management 3 0 0 – 3 Credit

UNIT - 1 : INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT - 2 : TQM PRINCIPLES

Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

UNIT - 3 : STATISTICAL PROCESS CONTROL (SPC)

The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

UNIT - 4 : TQM TOOLS

Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

UNIT - 5 : QUALITY SYSTEMS

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

TEXT BOOKS

1. Dale H. Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.

REFERENCES

1. James R. Evans & William M. Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
2. Feigenbaum, A.V. "Total Quality Management, McGraw Hill, 1991.

STREAM - DIGITAL MARKETING

21BUS356 INTRODUCTION TO DIGITAL MARKETING 300 3 Credit

Course Objective:

To introduce the students to the world of digital marketing; to enable them to develop digital marketing strategy and to equip to face the competition within the industry and to come out with successful digital marketing plans and campaigns.

Course Outcomes:

1. Translate some of the key marketing and business models that will help to shape your digital marketing strategy.
2. Review the history of digital marketing to give some perspective to your digital strategic plan.
3. Discuss the opportunities and risks of integrated digital marketing.
4. Outline an approach to developing a digital marketing plan.
5. Explain the key digital marketing activities needed for competitive success

Contents:

Unit 1:

Introduction to Digital Marketing – Importance of digital marketing – Difference between traditional and digital marketing - Recent Trends and Current Scenario of the industry - Digital Marketing as a Tool of Success for Companies – Digital marketing to increase sales – Case studies on digital marketing strategies.

Unit 2:

Website Planning and Creation – Generating Leads for Business through Websites – Content Development – Search Engine optimization (SEO) – Design Elements for Websites

Unit 3:

Social Media Marketing–Driving Traffic to Company’s Websites – Paid Advertisement on Social Media Platforms like Facebook, Instagram, YouTube and more – Effective Social Media Strategies – Targeting Right Audience – Social Media Campaign – Cost-per-Click(CPC) – Cost – per – View (CPV), Cost – per – Impression (CPM).

Unit 4:

Digital Media Planning - Determining When, Where and How often to Advertise to Maximize Conversions and ROI - Media Buying – Types - Cost-per-Install (CPI) - Cost-per-Order (CPO) - Cost-per-Acquisition (CPA) - Click-through-Rate (CTR)

Unit 5:

Email Marketing – Communicating to Potential Consumer – Types of Email – Creating Appealing Emails - How to Build the Right Subscriber List - Build a Database by Segmenting Based on Demographics - Mode of Acquisition - Target Group - Email Marketing Tools - Software to Design Attractive Emails – Automated Emails – Extracting Information from Email Campaign Analytics.

Reference Books:

1. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Iwan Setiawan, Hermanwan Kartajaya – John Wiley & Sons
2. Fundamentals of Digital Marketing by Puneet Bhatia - Pearson

21BUS351

ADVERTISING AND SALES PROMOTION

300 3

Course Objective:

To understand different types of advertisements and key players in advertising industry. To recognize the need of ethics in advertisement and to develop decision making capacities. The students will learn effective sales promotion techniques and to manage sales forces successfully.

Course Outcomes:

1. Describe different types of advertisement and identify key players in advertising industry.
2. Identify and make decisions regarding the most feasible advertising appeal and media mix.
3. Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
4. Identify the dealer-oriented promotion techniques, customer-oriented promotion techniques and the salesmen oriented promotion techniques.
5. Explain the steps involved in sales force management.

Unit 1

Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies;

Choosing an Advertising Agency

Unit 2

Structure of an Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services

Unit 3

Advertising Budgets: Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget

Unit 4

Laws for Protection against Malpractices: Introduction, Civil and Penal Codes Applicable to Advertising; Laws Relating to Intellectual Property Rights; Consumer Protection and Consumer Protection Act, 1986; The Monopolies and Restrictive Trade Practices Act, 1969; A Note Regarding Comparative Advertising; Regulation Governing Broadcast Media Advertising

Unit 5

Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns

Reference Books:

1. Scientific Advertising by Claude C Hopkins – Cosimo Classics
2. Advertising & Sales Promotion by Pankhuri Bhagat – SBPD Publishing House

21BUS357 SOCIAL MEDIA MARKETING

3 0 0 3

Course Objective:

The course will help the students to identify the need of social media marketing and its significance in this fast-moving era. Also, the course will enable them to recognize the cutting edge advantage of the application of social media marketing in different industries, across the globe.

Course Outcomes:

1. To identify and recognize the need of social media marketing.
2. To learn about various social media platforms, how they function, and what role they play in marketing
3. To update the fast-changing technologies related to social media, to address the audience.
4. To understand the competitive edge created by social media marketing.
5. To analyze the business environment and formulate marketing strategies.

Course Contents:

Unit 1:

Social Media Marketing – Throwing a Great “Party” on Social Media – Identifying Goals for Social Media Marketing such as WOM – Customer Evangelists – Building a Content Marketing Machine

Unit2:

Facebook Marketing – The Structure of Facebook: Pages and Profiles – Understanding Edgerank and Interactivity - Page Setup and Posting Rhythm – Leveraging Facebook Advertising

Unit3:

LinkedIn Marketing – The Structure of LinkedIn: Profiles, Pages, Groups, and a Social Rolodex – Optimizing LinkedIn Profile – Using LinkedIn as a Social Rolodex Preliminary Syllabus – LinkedIn Pages, Groups, and other opportunities

Unit4:

Twitter, Instagram, and P interest - Twitter: Of @signs and #hashtags - Instagram: Twitter for Pictures – P interest: The Concept of the Idea Board

Unit5:

YouTube Marketing - YouTube and the Video Revolution – The Three Uses of Video: Supportive, SEO, and Viral - YouTube Channel Basics and Video Tips

Reference Books:

1. Social Media Marketing by Michael R. Solomon – Pearson
2. Social Media Marketing All-in-One For Dummies by Zimmerman Jan - John Wiley & Sons Inc

21BUS354**DIGITAL SERVICES MARKETING****3 0 0 3*****Course Objective:***

Digital Marketing is a broad concept and in this course the students will learn those notions which include various channels like Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing, Content Marketing, and Web Analytics.

Course Outcomes:

1. To understand the concept of digital service marketing.
2. To realize the need of search engine optimization and its application.
3. To get an overview of social media marketing tools.
4. To apprehend the art of content development.
5. To develop managerial skills for digital marketing.

Contents:**Unit 1**

Introduction to Digital Service Marketing – Importance – Difference between Conventional and Digital Service Marketing – Recent Trends and Current Scenario of the Industry – Success Tools – Increasing Sales – Competitive Analysis

Unit 2

Search Engine Optimisation (SEO) – Search Engine Result Page – On-page and Off-page Optimisation – Keywords Research – Meta Tags – Meta Description – Link Building – Search Engine Marketing – Search Engine Result Page – SEM Activities using Google Ads Platform

Unit 3

Social Media Marketing(SMM) – Paid Advertisements in Social Media Platforms (Facebook, Instagram, YouTube) – Case Studies/ Success Stories of Leading Brands and Companies

Unit 4

Content Strategy – Content Marketing – Content Bucketing

Web Analytics – Web Remarketing – Email Marketing – Design Essentials – Mobile marketing – E-Commerce Management – Online Reputation Management – Blogging

Unit 5

Managerial Skills for Digital Marketing – Introduction to Agency – The Art of Pitching – Client -Oriented Strategy – Campaign Creation for Client – Reporting and Evaluation

Reference Books:

1. The Art of SEO by Eric Enge, Stephan Spencer, Jessie Stricchiola - O'Reilly Media Inc.
2. Digital Marketing: Strategy, Implementation & Practice by Dave Chaffey & Fiona Ellis - Pearson

21BUS358 WEB TECHNOLOGIES AND E COMMERCE 3 0 0 3

Course Objective:

This is a revolutionary technology that overwrites the information age. The goal of this topic is to elucidate the intricacies of Web Technology and the key concepts related to it. It also follows an integrated approach through understanding of what Electronic Business is all about.

Course Outcomes:

1. FamiliarizestudentswithInternet,internetcommunication,webdevelopmentlanguages
2. Understand the capabilities of web browsers and techniques for designing web pages.
3. Acquire knowledge and proficiency in basic techniques for the development of dynamic web pages with client-side scripting languages.
4. Provide knowledge for the developmentofapplicationswhichimplements3-tierarchitecture For client-side validation and implementation of business logic.
5. Understand and become familiar with E-Commerce and then ewaste technical developments in The E-Commerce

Unit 1

Introduction to Internet–Resources of Internet– Hardware and Software requirements of Internet - Internet Service Providers – World Wide Web.

Unit 2

Introduction to HTML– Basic Structural Elements and their usage– Traditional Text Formatting– Bullets & Numbering – Tables for Organization and Layout.

Unit 3

Form & Form Elements – Frames and Framesets – Hyper linking – HTML and Images – Merging Multimedia and Plug-ins with HTML - Style Sheets Formatting – Advanced Layouts and Positioning with Style Sheets –Inline Styles– Linking External Style Sheets.

Unit 4 HTML5 Graphics, Media and APIs.

Unit 5

The Anatomy of E-commerce applications - E-Commerce consumer applications - E-commerce organization applications – Market forces influencing the I-Way – Components of the I-way – Public policy issues shaping the I-Way – Consumer- Oriented Applications – Mercantile Process Models – Mercantile Process Models from Consumer’s Perspective– Mercantile Process Models from Merchant’s Perspective.

Reference Books:

1. Frontiers of Electronic Commerce by Kalakota & Whinston –Pearson Education Asia
2. The Complete Reference HTML Second Edition by Powell - Tata McGraw-Hill

21BUS353

DIGITAL MEDIA LAWS 3 0 0

3

Course Objective:

The course will take students through the legal issues related to mass media. This will enable them to gain an understanding of media laws in India and their implications.

Course Outcomes:

1. To gain an understanding of laws pertaining to media
2. To apprehend analytical knowledge into ethical issues related to media.
3. Students learn to apply media laws to case studies and evaluate the relative
4. Understand the merits and demerits of laws and ethical questions pertaining to media

Contents:

UNIT 1

Indian Media and the Constitution: Media Roles, Responsibilities and Privileges - Fundamental Rights, Directive Principles of State Policy; Media Freedom in a Democracy

UNIT 2

Indian Media and the State: Parliamentary Privileges and Contempt of Court; Official Secrets Act, Sedition laws, Defamation; Working Journalists Act, Copyright Act, Right to Information

UNIT 3

Broadcasting Law: Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Advertising code, Cinematography Act 1952 and Film Censorship

UNIT 4

Cyber Law: IT Act of 2000; Amendment of IT Act in 2008; Measures against digital piracy; Social-Media and OTT self-regulation.

UNIT 5

Ethical Issues in Indian Media: Code of Ethics, Media Bias, Censorship, Privacy issues, Obscenity, Violence, Hate speech, Fake news and post-truth, Trial by media, Women and Children in media, Pressures on Media Freedom (Political, Commercial, Legal

Reference Books:

- Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst,
- Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 201

*MAJOR PRINCIPLES OF MEDIA LAW (2017 EDITION) By Genelle I. Belmas, Jason M. Shepard &

Wayne E. Overbeck

21BUS352

CONSUMER BEHAVIOUR AND MARKET RESEARCH

3 0 0 3

Objectives

The basic objective of this course is to develop and understand about the many aspects of consumer behaviour and its applications in marketing.

This course emphasizes an applied approach with practical applications that give students a basic understanding of the scope of marketing research by means of lectures, case studies, group discussions, seminars, games and research projects.

Course Outcomes:

1. To analyze the role of advertising in marketing
2. To understand the need of advertising research
3. To learn the pattern of consumer behavior
4. To apply statistical tools in marketing research

Course Details:

Unit 1

Advertising Role in the Marketing Process - Legal Ethical and Social Aspects of Advertising – Functions and Types of Advertising - Integrated Marketing communication - Brand management - Brand Image – Brand Equity and Brand Building - Ethics of advertising The Major Players in Advertising - Advertising Agency - Brand manager - Market Research Firms – Media – Type of Agencies – Structure of an Agency and its Functions – The process of Developing an Advertisement.

Unit 2

Objective Setting and Market Positioning - Dagmar Approach ñ Determination of Target Audience- Assumptions about Consumer Behavior - Building of Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout Campaign Planning – Creative Strategies – Production and Execution of TVCs and PrintAds

Unit 3

Advertising Research - Effectiveness of Advertising- Methods of Measurement - Rationale of test The Nature of Marketing Research (MR) - Applications - Types of MR - Decision Making in Marketing, Marketing Information Systems and Decision Support Systems – The MR process and Research Design.

Sources of data, Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR.

Unit 4

Measurement in MR. Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Specific type of measurement instruments- attitude scales, measures of emotion, perceptual scales. Qualitative research methods. FGDs, Depth interviews, Contentanalysis,Projectivetechniques,ObservationandPhysiologicalmeasures.

Unit 5

Sampling Sample size determination, sampling plans and methods Field work planning and control., Data analysis- Data Editing, Coding and tabulation. Use of software. Data screening and

purification. Frequency tables, Cross tabulation, measures of central tendency and variation.

Reference Books:

1. Marketing Research, Measurement and Methods by Tull, DonaldS, HawkinsDeII - PHI
2. Marketing Research by Malhothra, Naresh - PHI

21BUS355 E-COMMERCE AND ENTERPRISE RESOURCE PLANNING 3 0 0 3

Course Objective: To provide the students the basic concepts of e-Commerce and enterprise resource planning

Course Outcome:

- investigate how e-commerce has affected the way people buy goods and services
- understand legal and moral issues in the digital age
- understand an Enterprise and Resource Management Perspective
- understand Information System perspective and Key Managerial issues

Contents

Unit 1

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce-E-Business & E-Commerce –types of e-business, History of E-Commerce

EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce, internet and its effects in business – strategy, structure and process, Road map of e-commerce in India, Influencing factors of successful E-Commerce.

Unit 2

Business models of E – Commerce: Business to Business – Business to customers–customers to customers - Business to Government – Business to employee, Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit card, Debit Card, internet banking, mobile banking, Electronic purse – Legal and ethical issues in E-Commerce: Security issues in E-Commerce, Regulatory framework of E-commerce.

Unit 3

Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.

Unit 4

ERP related technologies, BPR, data warehousing, data mining, online analytical process, product lifecycle, CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.

Unit 5

ERP functional modules: Functional modules of ERP, ERP implementation Lifecycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementations fail, ERP project team composition and organization, consultants and vendors.

Reference Books:

1. Information System Today, Managing the Digital World by Leonard Jessup and Joseph Valacich - PHI
2. Enterprise resource Planning by Alexis Leon - Tata McGraw-Hill

STREAM -E - COMMERCE

21BUS342

INTRODUCTION TO E COMMERCE LOGISTICS

3 0 0 3

Course Objectives:

To introduce the students to the world of E-Commerce logistics. To make the students understand the processes behind E-Commerce logistics. To enable the students to overcome the challenges in E-Commerce logistics.

Course Outcomes:

1. To analyze the processes behind E-Commerce
2. To understand the linkages in E-Commerce logistics
3. To develop the skills for logistic operations till the last mile delivery
4. To apply the latest technology and deliver the product at customer's doorstep.

Course Contents:**Unit 1:**

Introduction to E-Commerce Logistics – Definition – The E-Commerce Value Network – Impact of E-Commerce Logistics on Customers

Unit 2:

E-Commerce Logistical Process – Operations Design – Order Supply – Last Mile Logistics

Unit 3:

Challenges of E-Commerce Logistics – Logistical costs – Payment and billing - Omni channel – Storage nodes – Handling goods – Sustainability – Returns – Customer experience – Transportation – Traceability – Technology

Unit 4:

Success cases – Colombia Case – Latam Case – Global Case – Final recommendations

Unit 5:

Future of E-Commerce Logistics – Emerging Technologies – Trends – Customer Preferences

Reference Books:

1. E-Commerce - Concepts, Models And Strategies by C. S. V. Murthy – Himalaya Publishing House
2. E-Commerce - Fundamentals And Applications by Henry Chan and Raymond Lee and Tharam Dillon and Elizabeth Chang – John Wiley

21BUS343

MIS FOR E COMMERCE 3 0 0 3

Course objective:

To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.

Course Outcomes:

1. Analyze an organization's information systems.
2. Conceptualize and design business solutions using communication and information technologies.
3. Implement solutions and manage project teams.
4. Manage systems throughout their life cycles.
5. Apply technical skills in database, networking and business analytics.

Course Contents:

Unit –1 Information and Knowledge

Information concepts, classification of information, methods of data and information collection, value of information, information: A quality product, General model of a human as information processor, Knowledge,

Unit-2 Introduction of MIS

MIS: Concept, Definition, Role of the MIS, Impact of MIS, MIS and the user, Management as a control system, MIS support to the management, Management effectiveness and MIS, Organization as system. MIS: organization effectiveness

Unit-3 Decision Making and DSS

Decision making concepts; decision making process, decision-making by analytical modeling, Behavioral concepts in decision making, organizational decision-making, Decision structure, DSS components, Management reporting alternatives.

Unit-4 Electronic Business systems

Enterprise business system – Introduction, cross-functional enterprise applications, real world case, Functional business system, - Introduction, marketing systems, sales force automation, CIM, HRM, online accounting system, Customer relationship management, ERP, Supply chain management (real world cases for the above)

Unit-5 E-Commerce Introduction

Course overview; Introduction to e-commerce, E-commerce Business Models and Concepts, Ecommerce Infrastructure: The Internet and World Wide Web, E-Commerce Payment Systems, E-Commerce Marketing Techniques

Reference Books:

1. *Information System and E-Commerce* by Prof. S. L. Arora - Sahitya Bhawan Publication
2. *Management Information System* by Sahil Raj – Pearson

21BUS347 TRANSPORTATION FOR E COMMERCE**3 0 0 3****Course Objective:**

This course focuses on an overview of the principles and practices of transportation and its role in the distribution process. Emphasis on the physical transportation systems involved in the United States as well as on global distribution systems. We will cover topics include carrier responsibilities and services, freight classifications, rates, tariffs, and public policy and regulations. We will also discuss logistical geography and the development of skills to solve logistical transportation problems and issues.

Course Outcomes:

1. Explain key logistics/supply chain terms.
2. Explain critical thinking strategies within the context domestic transportation management.
3. Explain critical thinking strategies within the context international transportation management
4. Demonstrate understanding of technological factors of logistics in international trade
5. Utilize data and information to make decisions.

Course Contents:**Unit 1:**

Global Supply Chains: The role and Importance of Transportation

Unit 2:

Transportation and the Economy - Transportation Regulation and Public Policy- Costing and Pricing for Transportation

Unit 3:

Modes: Motor Carriers, Railroads Airlines, Water Carriers and Pipelines

Unit 4:

Transportation Risk Management - Global Transportation Planning – Third Party Logistics – Private Transportation and Fleet Management

Unit 5:

Issues and Challenges for Global Supply

Reference Books:

1. Transportation A Global Supply Chain Perspective by Coyle, Novack, Gibson - Cengage Learning
2. Towards a New Logistics 4.0: Characterization of the supply chain in the industry 4.0 and E-commerce by Abdelaziz Elkfiti

21BUS344

PACKAGING FOR E-COMMERCE

3 0 0 3

Course Objective:

E-Commerce is a rapidly expanding channel designed for buying and selling of goods through online services. This course will give you an overview of the need for and importance of packaging in e-commerce. After completing the course, the students will get an idea of different types of packaging required in e-commerce and to apply various skills using latest technologies. Also, the course will empower them to think about the future packaging options, with 'sustainability' as a key perspective.

Course Outcomes:

1. To understand various options in packaging
2. To optimize the cost of packaging, sustainably and to improve the transportation efficiency.
3. To meet the unique demands of e-commerce, as the industry is changing very rapidly, with the taste and preferences of the customers.
4. To research regarding e-commerce packaging materials needed to help develop
5. strategies/policies for reduction and reuse/recovery.

Course Contents:**Unit 1:**

Introduction – E-Commerce – A Rapidly Expanding New Distribution Channel, E-Commerce Delivery Vs. Traditional Retail – Role and Significance of Packaging

Unit 2:

Types of packaging – Primary packaging – Secondary packaging – Tertiary packaging

Unit 3:

Understanding Consumer Expectations for E-Commerce versus Traditional Retail – Rapid Delivery- Ease of Return- Packaging that Protects – Ease of Disposal and Recovery

Unit 4:

Packaging in E-Commerce - How is Packaging Currently Being Adapted to Respond to E-Commerce – Material and Design Failures and Success – Specific SKUs – Packaging Optimization

Unit 5:

Future Opportunities to Develop a Sustainable E-Commerce Packaging Supply Chain – Understanding Effective Packaging Design Strategies- Recovery Considerations for Emerging E-commerce Packaging – Material Demand Studies on Source Reduction and Recovery – Utilizing Reverse Logistics for Packaging Recovery – Testing and Safety Mechanisms Need to be Developed.

Reference Books:

1. Packaging Logistics by Henrik Pålsson
2. Mastering Packaging for E-Commerce by Sri Julianti - Gramedia Pustaka Utama

21BUS346 REGULATORY ENVIRONMENT OF E COMMERCE 3 0 0 3

Course Objective:

This course will explore some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities.

Course Outcomes:

1. Understand ethical, social and political issues in E-Commerce.
2. Explain the process that should be followed in building an E-commerce presence.
3. Identify the key security threats in the E-commerce environment.
4. Be aware of global perspectives (needs, rules/regulations, and specifications).

Course Contents:

Unit 1:

Understanding Ethical, Social and Political issues in E-Commerce - A model for Organizing the issues - Basic Ethical Concepts - Analyzing Ethical Dilemmas The Legal Environment of Electronic Commerce – Borders and Jurisdiction – Jurisdiction on the Internet – Subject Matter Jurisdiction – Contracting and Contract Enforcement in E-Commerce

Unit 2:

Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and Sources of Threats, Protecting Electronic Commerce Assets

Unit 3:

Information collected at E-Commerce Websites - The Concept of Privacy - Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance - Website Content Issue

Unit 4:

Security Tools, Client server network security, Electronic signature, Encryption

and concepts of public and private key infrastructure - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption - Protecting Web server with a Firewall - Firewall and the Security Policy

Unit 5:

Online Crime - Terrorism, and Welfare - Patent Infringement - Trademark Infringement - Domain Names – Cyber squatting - Name Stealing - Protect Intellectual Property Online - Defamation

Reference Books:

1. Cyber Laws Simplified by Vivek Sood – Tata McGraw Hill
2. E-Commerce Security and Privacy by Anup K. Ghosh - Springer

21BUS341

INTERNATIONAL E COMMERCE

3 0 0 3

Course Objective:

This Course will give an overview of conducting e-business, internationally. This will give an opportunity for the students to understand the implications, challenges and advantages of doing business through e-commerce channels, beyond the border limits of a country.

Course Outcomes:

1. Understand the fundamentals of international e-commerce.
2. Analyze the challenges involved while doing e-business internationally.
3. To gain the knowledge of competitive advantages, by doing global e-business.
4. To protect the business, while exposing to global e-markets.

Course Contents:

Unit 1:

Introduction – Need and Scope for International E-Commerce by a Company –Advantages – Limitations

Unit 2:

Preparations for getting into International E-Commerce –Start with Operations – Product Demand and International Supply – Competitive Vacuum – Determine the Scope of expansion

Unit 3:

Things to Consider While Doing International E-Commerce – Localization – Pricing – Payments – Logistics – Customer Service

Unit 4:

Infrastructure Required for International E-Commerce – Budgeting – Technology – Data Security

Unit 5:

Issues of International E-Commerce – Trust Issues on the Web – Language Issues – Culture Issues – Government Regulations

Reference Books:

1. E-Business and E-Commerce Management: Strategy, Implementation And Practice by Dave Chaffey– Pearson
2. Exploring E-Commerce, Global E-Business, and E-Societies by Craig Fellenstein and Ron Wood- Prentice Hall

21BUS345**PRINCIPLES OF CATALOGUING****3 0 0 3****Course Objective:**

To understand the key standards and tools in subject cataloging. To apply core concepts, principles and objectives of subject cataloging. Also to apply the basic skills of cataloging.

Course Outcomes:

1. To gain the knowledge of fundamentals of cataloguing in e-commerce.
2. To understand the need, scope and advantages of cataloguing in e-commerce.
3. To enable to effectively prepare, manage and maintain a catalogue.
4. To analyse the issues in cataloguing and also to learn the ethical standards to be followed, while preparing a catalogue.

Course Contents:**Unit 1:**

Importance of E-Commerce Catalog - Standards and Tools – Concepts – Advantages – Customer Satisfaction – Consistency – Reduced Administrative Cost and Data Processing Cost

Unit 2:

Best Practices for E-Commerce Catalog Management – Create Brand Trust - Tag and Categorize Digital Product Catalog - Map Catalog Management Process - Suggest Related and Alternative Products

Unit 3:

Managing Product Catalog Database - Select a Catalog Management Tool - Personalize B2B E-Commerce Product Catalog - Balance Offline and Online Catalogs

Unit 4:

Challenges for Product Catalog Management in E-Commerce – Involvement of Multiple Stakeholders (from inside and outside the organization) – Usability – Choosing a Catalog Management Tool – Business and Catalog Growth

Unit 5:

Issues of E-Cataloguing – Disadvantages of Catalogue in E-Commerce – Ethical Framework

Reference Books:

1. Engineering Global E-Commerce Sites: A Guide to Data Capture, Content, and Transactions by James Bean - Morgan Kaufmann
2. E-commerce Get It Right!: Essential Step by Step Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips - Simplified for Your StartUp& Small Business by Ian Daniel - NeuroDigital