

COURSE OUTLINE FOR MBA SECOND SEM

| Paper Code | Title of the Paper | No of credits | IA Marks | Sem Exam | End | Total Marks |
|---|---|----------------------|-----------------|-----------------|------------|--------------------|
| B1 | Production and Operations Management | 2 | 25 | 25 | | 50 |
| B2 | Operations Research | 3 | 25 | 50 | | 75 |
| B3 | Corporate communication-II | 2 | 25 | 25 | | 50 |
| B4 | Financial Management | 3 | 25 | 50 | | 75 |
| B5 | Organisational Behaviour | 4 | 50 | 50 | | 100 |
| B6 | SIP (PROJECT) | 4 | 50 | 50 | | 100 |
| B7 | Business Research & Analytics (OEC)(offered in-house by the department) | 4 | 50 | 50 | | 100 |
| TOTAL | | 22 | 250 | 300 | | 550 |
| Specialisation Courses (Students to choose as many subjects as desired subjects to minimum credits per semester as per Table above) | | | | | | |
| GENERAL MANAGEMNT : | | No of credits | IA Marks | Sem Exam | End | Total Marks |
| B8 | Management Information System | 2 | 25 | 25 | | 50 |
| B9 | Micro Small and Medium Enterprise Management | 4 | 50 | 50 | | 100 |
| B10 | Total Quality Management | 3 | 25 | 50 | | 75 |
| | Total | 9 | 100 | 125 | | 225 |
| MARKETING STREAM: | | No of credits | IA Marks | Sem Exam | End | Total Marks |
| B11 | Integrated Marketing Communication | 3 | 25 | 50 | | 75 |
| B12 | Consumer Behaviour | 3 | 25 | 50 | | 75 |
| B13 | Business Marketing | 3 | 25 | 50 | | 75 |
| B14 | Service Marketing | 3 | 25 | 50 | | 75 |
| | Total | 12 | 100 | 200 | | 300 |
| FINANCE STREAM: | | No of credits | IA Marks | Sem Exam | End | Total Marks |
| B15 | Financial Markets & Services | 4 | 50 | 50 | | 100 |
| B16 | Cost and Management Accounting | 3 | 25 | 50 | | 75 |
| B17 | Behavioural Finance | 2 | 25 | 25 | | 50 |
| B18 | Insurance and Risk Management | 3 | 25 | 50 | | 75 |
| | Total | 12 | 125 | 175 | | 300 |
| HUMAN RESOURCE: | | No of credits | IA Marks | Sem Exam | End | |
| B19 | Applications of Labour Laws | 03 | 25 | 50 | | 75 |
| B20 | Managerial Effectiveness and leadership | 03 | 25 | 50 | | 75 |
| B21 | Career Planning and Development | 03 | 25 | 50 | | 75 |
| B22 | Performance Management and competency mapping | 03 | 25 | 50 | | 75 |
| | Total | 12 | 100 | 200 | | 300 |

Title: Production & Operation Management

Subject code: B1

Work load: 2 Hours per week

Contact Hours: 30

Credit Points:2

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 25

Objectives of the course:

To understand a basic concepts and systems view of production and operations management.

To understand the conversion of inputs into outputs process.

To understand functions of production, planning and control and methods to improve productivity

Pedagogy: Lectures, Assignments and Practical Exercise

Module 1: Introduction to Production and Operations Management

Meaning, Role of Production manager, Types of manufacturing process: Meaning, merit and demerits of job, batch and continuous production. Role of Technology in Production and Operations Management: Meaning, merits and demerits of automation, N/C machines, CNC machines, CAD, CAM, FMS and Group Technology.

Module 2: Production, Planning and Control.

Meaning, objectives and functions of PPC, scheduling, Capacity planning: Meaning, types and measurement of capacity, factors affecting capacity planning, steps involved in capacity planning and strategy for changing capacity.

Module 3: Facility Location.

Meaning, importance and factors affecting plant location, steps in plant location selection, location models: factor rating method, point rating method, and Break even analysis.

Module 4: Facility Layouts.

Meaning, objectives and factors influencing facility layout, Classifying of layout: Process layout, Product layout, fixed layout and combination layout, service facility layout. Layout planning and design: Layout tools and techniques, templates, models, travel chart, load distance analysis.

Module 5: Productivity

Meaning, factors influencing productivity, productivity improvement techniques: Meaning, advantages, disadvantages of work study. Steps involved in Method study and Time study.

Text Books:

- Production and Operations Management by K. Aswathappa and K. Shridhar Bhat.
- Production and Operations Management by Evrette E Adam, Jr. Ronald J. Ebert
- Modern Production and Operations Management by Elswood S. Buffa

Reference Books:

- Elements of Production Planning and Control by Samuel Eilon.
- Work study by ILO

Title: Operations Research

Subject code: B2

Work load: 3 hours per week

Contact Hours:45

Credit Points: 3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination 50

Objectives: The objective of the course is to equip the students with the techniques of data analysis.

Pedagogy: Lectures, Assignments and Practical Exercises

MODULE 1 : Introduction of OR

Operation Research: Meaning: scope: aid to decision making, Importance of OR techniques in business and industry

MODULE 2 : Linear Programming

Introduction, Linear Programming Problem, Requirements of LPP, Mathematical Formulation of LPP, Graphical Methods to Solve Linear Programming Problems, Applications, Advantages, Limitations, Slack, surplus, Simplex method (Simple examples on change in price)

MODULE 3 : Transportation problems:

Introduction, Formulation of Transportation Problem (TP), initial basic feasible solution by North West corner rule, matrix maxima method, Vogel approximation method, degeneracy, MODI method, Moving Towards Optimality

Assignment problems: Initial solution, optimal solution, Hungarian method, Maximization problem as assignment problem, Routing Problem, Travelling Salesman Problem.

MODULE 4 :Project Scheduling and PERT , CPM

Introduction, Basic Difference between PERT and CPM, Network Components and Precedence Relationship, Rules for drawing the network diagram construction, Application of CPM and PERT techniques in project planning and control. Crashing of Project Duration.

MODULE 5 : Game Theory

Introduction, Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Two-person zero-sum game; pure and mixed strategy games, saddle point.

Reference Books

- Gupta Prem Kumar and Hira Das (1999). Op. Cit, Chap. 3 & 4, pp. 148-241.
- Shenoy G.V. et al (1999). op. Cit, Chap. 2, pp. 70-109.
- Taha, H.A. (1999). O.P. Chap 5, pp 165-213.
- Gupta P and Hira. D.S (2003). Op. Cit, pp 709-753.
- Srivastava, U.K. et al (1997). Op. Cit, Chap-20, pp. 695-720.
- Gupta Premkumar and Hira, D.S. (2003). Operations Research, New Delhi: S.Chand & Co. Ltd., Chap 1, pp 1-40
- Marketing Research- Naresh K Malhotra- 5th Edition, Pearson Education /PHI 2007
- Business Research Methodology – J K Sachdeva – 2nd Edition - HPH, 2011

Title: Corporate Communication-II**Subject code: B3****Contact Hours:30****Work load: 2 hours per week****Credit Points:2****Evaluation:** Continuous Internal Assessment - 25
Semester End Examination - 25

Objective of course: The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world. Practical activities in this subject will help the students to use communication skill as a strategic asset to build their managerial career.

Pedagogical Tools: Lecture, Seminar, Case Studies, Simulation based Games, Team exercise

Module 1:

Written communication – importance, types of written communication in organization (memos, circular, office order, notice etc), principles effective of business letter writing, types of business letters, e-mail writing, writing reports, business proposals and business plans

Module 2:

Technology enabled communication – different forms of technology used in corporate communication Business etiquettes (give the exposure to students) Netiquettes

Module 3: Communication Lab

(Students are required to submit journals and practical exam will be conducted for the students.)

Writing of different types of business letters (cover all types of business letters)

E-mail writing and analysis, Writing of business plans / business proposals, Writing business reports, Conducting mock press conference, Preparation of CV and Video Resume, Mock interview – Telephonic, Skype Interview, Video Conference, Netiquettes, English language exercises- grammar, sentence framing, Exercise on understanding Non verbal cues & cross cultural communication barriers(analysis or preparation of video)

Preparation of PowerPoint presentation (guidelines for PPT Preparation, insertion of table, graphs, pictures, hyperlink etc...) Presentations (using technology and without technology)

Conducting mock business meeting

Reference books:

- *Business communication by P.D.Chaturvedi, Pearson Publication*
- *Basic Business Communication' 10th Edition by Lesikar & Flatley TMH Publication.*
- *'Business Communication' 3rd Edition by Mary Ellen Guffey Thomson Publication.*
- *'Foundation of the Business Communication' by Dona. J. young-Tata McGraw Hill TMH Publication.*
- *'Business Communication' by Meenakshi, Raman Prakash Singh.*
- *Business communication by Urmila Rai, Himalaya Publishing house*
- *Business communication by Shalini Verma, Vikas Publishing House*

Title: Financial Management
Subject code: B4
Work load:3 hours per week

Contact Hours: 45
Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objective: The course is designed to provide an understanding of the essential elements of financial management and the financial environment in which the business firm operates. The paper will examine the objective of shareholder wealth maximization which encompasses much of modern corporate finance and its implication for decision making in the present context. This paper aims at familiarizing the participants with the skills related to basic principles, tools and techniques of financial management.

Pedagogy : Lectures, Assignments/Project, Practical Exercises, Case Analysis and Seminars

Module 1: Financial Management:

Introduction to Financial Management – Goals and Objectives of Financial Management - Finance Functions - Interface between Finance and Other Business Functions. Introduction to Time Value of Money.

Module 2: Financial Planning:

Introduction to Financial Planning – Objectives – Benefits – Guidelines - Steps in Financial Planning - Factors Affecting Financial Planning - Estimation of Financial Requirements of a Firm – Capitalisation.

Module 3: Cost of Capital:

Introduction of Cost of Capital – Significance - Cost of Different Sources of Finance – Estimation of Weighted Average Cost of Capital.

Module 4: Capital Structure Decisions:

Introduction to Capital Structure - Leverage - Operating Leverage - Financial Leverage - Combined Leverage – Operating and Financial Risks - Features of an Ideal Capital Structure - Factors Affecting Capital Structure - Theories of Capital Structure (NI, NOI, MM & Traditional Approaches).

Module 5: Capital Budgeting Decisions:

Introduction to Investment Decisions - Importance and Complexities involved in Capital Budgeting Decisions - Phases of Capital Expenditure Decisions - Identification of Investment Opportunities - Capital Budgeting Process - Investment Evaluation Criteria (Both Discounted & Non-discounted Techniques). Introduction to Risk Analysis in Capital Budgeting.

Module 6: Working Capital Management:

Introduction - Objectives – Need – Types of WC - Operating Cycle & its estimation - Determinants of Working Capital - Approaches for Working Capital Management - Estimation of Working Capital - Introduction to Cash, Receivables and Inventory Management.

Module 7: Profit Appropriation Decisions:

Introduction – Significance – Factors affecting Dividend Decisions - Stability of Dividends - Forms of Dividends – Theories of Dividend - Buy Back of Shares.

Text Book:

- ‘Financial Management’ by M Y Khan & P K Jain, Tata McGraw Hill Publication, New Delhi.

Reference Books:

- Financial Management by I.M.Pandey, Vikas Publishing House, New Delhi..
- Financial Management: Theory and Practice by Prasanna Chandra, Tata McGraw Hill Publication, New Delhi.
- Financial Management: Problems & Solutions by Ravi M Kishore, Taxmann Allied Services Publication, New Delhi.
- Cases in Financial Management by I M Pandey and Ramesh Bhat, Tata McGraw Hill Publication, New Delhi.

Title: Organizational Behaviour
Subject code: B5
Work load: 4 Hours per week

Contact Hours: 60
Credit Points:4

Evaluation: Continuous Internal Assessment - 50
Semester End Examination - 50

Objectives: The course aims at enhancing the understanding of dynamics of interaction between individual and organisation.

Pedagogy: Lectures, Assignments and Practical Exercises

Module 1: Introduction,

Definition, Historical Development, Challenges and Opportunities for OB and outcomes.

Module 2:

Diversity, Abilities, Attitudes and Job Satisfaction, Emotion and Moods, Personality and Value, Perception and Individual Decision- Making.

Module 3:

Motivation Concepts: Definition, Early Theories of Motivation Contemporary Theories of Motivation. Motivation: From Concepts and Applications.

Module 4:

Group Behavior: Definition and Classifying Groups, Stages of Group Development, Group Properties and Group Decision Making. Teams: Difference between Group and Teams Types of Teams, Creating Effective Teams, Successful Teams, Team Composition, Team Processes, Turning Individuals into team Players etc. Power and Politics; Definition of Power, Politics, Power in action, the reality of politics causes and consequences of Political Behaviour, etc. Conflict and Negotiation: Definition, Transitions in Conflict Thought, the conflict process. Negotiation: Definition, Bargaining strategies, the Negotiation Process, etc.

Module 5:

Organization Culture; Organizational Change and Stress Management.

• **Reference Books:**

- Organizational Behaviour – Stephen P Robbins, Timothy A Judge, Neharika Vohra – Fifteenth Ed – Pearson, New delhi 2014.
- Organizational Behaviour – Fred Luthans – Twelfth Ed- Mc Graw Hill, Singapore – 2011.
- Organizational Behaviour-K.Ashwatappa, Himalaya Publication

Title: Summer Implant Project [SIP]**Subject Code: B06 [4 credits]****Workload: 60 days on site of organization & institute for guidance****Evaluation:** Project Report – 50 marks

Project Viva -- 50 marks

Preamble: The Summer Implant Project (SIP) is a fully practical oriented course which has been designed to give students indepth knowledge about industry/ business. Summer Implant Training (SIT) is designed at the end of first year, where in student would have studied the foundation courses in management and will have more scope to apply knowledge. In this subject, wherein he will be encouraged to explore concepts already dealt in the class and understand its application in the field. The student while carrying summer implant training Project is more focused and would be getting continuous guidance from the external as well as internal experts. The following note presents the broad guidelines of the Project.

PROCESS / GUIDELINES:

- 1) Each student will select an organization of his/ her choice and a project in his/her area of interest. Or institute will depute the students to various organizations looking at their area of interest.
- 2) In case the student makes the choice of the organization, it has to be made in consultation with the Institute. The Institute for this purpose should assign an internal faculty member who will act as the mentor throughout the Project. The assignment of mentor and choice of organization should be made on or before the II semester exams.
- 3) The study conducted by the student will be a full time effort where he/she is required to attend the Industry or business everyday for all seven days in a week or as per industry/ organization's rule. The industry expert will act as the External guide and the student is required to submit attendance details every week to the institute.
- 4) The proposal for the Summer Project or title of the project should be submitted to the Institute, which will ensure the registration of students for Project. Students should prepare these proposals in consultation with the Internal and External Guide.
- 5) Students should send Joining Report on the first day of the joining which should be duly signed by the external guide.
- 6) Student should also send weekly report/s every week keeping posted about the work – in – progress with regard to project to the institute. Each student should send 8 weekly reports without fail.
- 7) The format for the proposal or deciding about project title is as given below:
 - ☐ Title of the study
 - ☐ Need for the study (Stress on Need for study-current trends in the area)
 - ☐ A review of earlier research studies conducted
 - ☐ Objectives of the study
 - ☐ Methodology
 - ☐ Proposed outcomes and benefits of the study
- 8) There will be eight weeks for the completion of the concerned proposal. Late submissions should not be entertained by the Institute in any case. A soft copy on a CD of all reports is to be sent to Chairman BOE, KIMS, KUD immediately after the submission date.

- 9) There shall be 2 copies of project reports along with a CD to be submitted by each student to the institute.
- 10) Separate presentations for the organizations and the Institute have to be arranged before completion of the project or as per convenience.
- 11) There will be a project viva-voce conducted by Karnatak University, soon after the theory examinations. The panel of examiners will be similar to SIP.

Deliverables:

The students are required to deliver the following Deliverables without any concessions as per the dates mentioned in the above process.

- 1) Joining Report and deciding project title/ proposal
- 2) Submission of project report (Soft copy (CD)+ Hard copy- 2no.s /Project)
- 3) Presentation (for organization and the Institute)
- 4) Presentation for Viva-voce examination to be conducted by KUD.
- 5) Student to present 1 copy to the organization and get the Certificate.

Format for Project Reports

The format for the Major Concurrent Project reports should be in the following manner.

- ☐ Executive Summary
- ☐ Introduction of the study
- ☐ About the organization – Brief
- ☐ Objectives
- ☐ Analysis and Findings
- ☐ Discussion
- ☐ Conclusion
- ☐ References

In certain cases, students may change the format in consultation with his mentor and the External Guide. Enough care should be taken that the Project report focuses the study undertaken by the student and its findings. The report should contain minimum 75 pages with the following styles:

- i) A-4 size paper (Executive Bond)
- ii) MS Word style with Times New Roman Font
- iii) Font size -12 for Text and 14 for headings
- iv) Paper settings with 1 inch margins on all the four sides.

Title: Business research and analytics (OEC)

Subject code: B7

Contact Hours:60

Work load: 4 hours per week

Credit Points:4

Evaluation: Continuous Internal Assessment - 50
Semester End Examination - 50

Objective: Research is the powerful tool in the modern world. Managers need to have essence of systematic answers for their hypothesis. The objective of the course is to experience the skills of Business Research in all functional area which gives creativity, thinking and knowledge with working knowledge of software.

Pedagogy: Lectures, Assignments, Projects, Practical Exercises and Seminars

MODULE 1 Introduction to Research Design:

Meaning, scope and importance of Business research; Types of research, Basic, applied, Exploratory, conclusive, descriptive, the research process, problem definition, formulation and preparation of research proposal. Review of literature, use of Software (Ex. Zotero / MS Word). Research application – various functional areas, Features of research study.

MODULE 2 Sample Design and Sampling:

Determining universe, sampling frame and sampling unit; determining sampling method; non probability and probability methods; sample size determination (statistical); sampling errors vs. non-sampling errors

Sampling: simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling – convenience sampling- judgmental sampling, snowball sampling- quota sampling.

MODULE 3 Qualitative methods of data collection

Qualitative & quantitative data, **Secondary:** Internal, external, published, electronic, uses & benefits of secondary data, drawbacks. **Primary data:** mail survey, telephone survey and interviews and their evaluation; observations; questionnaire preparation and administering, organizing fieldwork for a collecting data. **Questionnaire design (QD):**-Steps in Q.D. with examples for each step. Rating Scales, Juster, Likert, Semantic Differential, Thurston, Attitude Scales, Scales for illiterate respondents.

MODULE 4 Data Processing and testing:

Measurement scales, Tabulation (Coding Sheet) and analysis of data, Correlation & regression, Parametric & Non-Parametric Tests. **Hypothesis:** basic concepts, Type-I & Type II errors, hypothesis testing for means and proportions for small and large samples.

Statistical calculations using SPSS: Creating a Data File, Defining Variables & data, Frequencies, Crosstabs, Hypothesis Testing Reliability test (and above tests), factor analysis, Chi-square test for goodness of fits and independence. T-Test, Z-Test, F-Test, U-Test, Kruskal-Wallis Test, Mann-Whitney U Test, Wilcoxon, Multivariate analysis ANOVA one way and two way classification,

MODULE 5: Report writing and presentation of results:

Importance of report writing, types of research report, report structure, guidelines for effective documentation, bibliography using MS Word /Zotero. Concepts of plagiarism

MODULE 6: Mini Project:

Research application to respective functional areas with features of research.

Student Work flow:

Identify the problem and collect relevant literatures using search technique

- *Students are expected to write the research design on Exploratory and Descriptive Research*
- *Set Title and objectives of the problem*
- *Students are asked to prepare the structured interview/ questionnaire(Ex:brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions, consumer perception towards any FMCG., employee satisfaction level)*
- *Students are asked to conduct Market survey/ Interview (offline / online)*
- *Data Analysis using SPSS*
- *Data Interpretation and report writing (DOC, DOCX , PDF)*
- *Report presentation methods, ex: Power Point Presentation*

Books / References

- *Textbook:• Gupta Prem Kumar and Hira Das (1999). Chap. 3&4, pp. 148-241.*
- *SPSS in simple steps – Kiran Pandey, Dreamtech Press (2011)*
- *Shenoy G.V. etal(1999). op. Cit, Chap. 2, pp. 70-109.*
- *Taha, H.A.(1999). O.P. Chap 5, pp 165-213.*
- *Research Methodology- C R Kothari, Vishwa Prakashan,2002*
- *Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007*
- *Research Methodology – concepts and cases – Deepak Chawla and NeenaSondhi -Vikas Publication – 2014*
- *Research Methods for Business, Uma Sekaran& Roger Bougie, 6th Edition, Wiley, 2013*
- *Business Research Methods-SL Gupta and HeteshGuptha, McGraw hill – 2012*
- *Marketing Research- Naresh K Malhotrs- 5th Edition, Pearson Education /PHI 2007*
- *Business Research Methodology – J K Sachdeva – 2nd Edition - HPH, 2011*
- *Marketing Research By Tull& Hawkins*

Reference Books :-

- *Gupta P and Hira. D.S (2003). Op. Cit, pp 709-753.*
- *Kothari C.R.(2003). Quantitative Techniques, New Delhi: UBS Publishers Distributions Ltd., Chap 1, pp 6-11.*
- *Sharma, Anand(2000). Quantitative Techniques for Decision Making, Mumbai: Himalaya Publishing House, Chap.122, pp.3-13.*
- *Boyd H W & Westfall: Marketing Research text and cases Richard Irwin Inc*
- *Lucki D J Wales H G Etal: Marketing Research Prentice Hall*

GENERAL MANAGEMENT SPECIALISATION

Title: Management Information Systems

Subject code: B8

Work load: 2 hours per week

Contact Hours: 30

Credit Points: 2

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 25

Objective: This is aimed at developing an understanding of Use of Information Technology as a Strategic Tool for business management. Information systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making and achieving competitive advantage. Hence it is necessary for the MBA Students to do a course on MIS to expose themselves to the advancement in the information technology, information systems, their applications to real- life world, challenging tasks in managing the information systems etc.

Pedagogy : Lectures, Assignments, Projects, Practical Exercises and Seminars

MODULE 1: MIS Introduction

MIS concepts, role of MIS, role and importance of management, **Information:** Classification of Information, Methods of Data and Information collection; Value of Information; Organization and Information Systems, Changing Environment and its impact on Business - The IT/IS and its influence - The level of people and their information needs - Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics.

Module 2: Telecommunication and Networks

Introduction - Communication, Media, Modems & Channels - LAN, MAN & WAN – Network Topologies, Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth and Wi-Max.

MODULE 3: Kinds of Information Systems

Transaction Processing System (TPS) - Office Automation System (OAS) – Management Information System (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).

MODULE 4: Systems Analysis and Design

Analysis of existing system and of new requirements. System Analysis and Development and Models -Need for System Analysis - Stages in System Analysis - Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD.

MODULE 5: Types of Information Systems

Transaction Processing System (TPS) - Office Automation System (OAS) – Management Information System (MIS) - Decision Support System (DSS) - Expert System (ES) - Executive Support System (EIS or ESS). Information systems for Accounting, Finance, Production and Manufacturing, Marketing and HRM functions - IS in hospital, hotel, bank industry.

Module 6 :Cyber Law

Boon & bane of Internet, Illegalities in cyber world, Internet Service Providers, Legal aspects & Net: Responsibilities of Business Professionals, Cyber crimes & Hacking, Internet and issue of Jurisdiction, Internet Marketing ethics and IT act 2000/2008, cyber terrorism

Recommended Text Books

- “Management Information Systems“, W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004
- “Management Information Systems“, Kenneth J Laudon, Jane P. Laudon, Pearson/PHI, 10/e, 2007
- “Introduction to Information System“, James A. O’ Brien, Tata McGraw Hill, 12th Edition.
- Cyber Laws – Krishnakumar, Dominant Publication
- Computer Law- Chris Reed, John A, Blackstone Press Ltd.

Reference Books

- “Corporate Information Strategy and Management“, Lynda M AppleGate, Robert D Austin et al, Tata McGraw Hill, 7th Edition.
- “Management Information Systems“, Effy Oz, Thomson Course Technology, 3/e, 2003
- . “Information Technology for Management“, Turban, McLean, Wetherbe, Wiley
- , “Management Information Systems“, C.S.V. Murthy Himalaya Publishing House, 3/e
- “Management Information Systems“, S.Sadagopan, PHI, 1/e, 2005
- “Principals of Information Systems“, Ralph M. Stair, George W. Reynolds, Thomson Course Technology, 6/e, 2004

Title: Micro Small and Medium Enterprise Management

Subject code: B9

Contact Hours:60

Work load: 4 hours per week

Credit Points:4

Evaluation: Continuous Internal Assessment - 50
Semester End Examination - 50

Objective: The objective of course is to provide the insights about MSME, its working and the management process.

Pedagogy Tools: Lecture, Seminar, Project, case study

Module 1 Micro, Small and Medium enterprises: Introduction: Definition, characteristics and their role in economic development, Problems of small-scale industries, Growth of small scale sector in India.

Setting up a Small Business: Determination of the nature of the business unit; Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise,

Module 2 Setting up a new venture: Starting the business through franchising, Location strategy, and Preliminary registration with State Directorate of Industries. Financing of Small Enterprises And Agencies that Promote Entrepreneurship Development: Need for financial planning –Types of loan – Financial institutions - SFC, IDBI, NSIC and SIDCO.

Module 3 Finance for MSME: Role of the State and central government, role of :DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, NEDB – National Entrepreneurship Development Board. Policy Environment for Small scale sector, Pre and Post 1991 Industrial policy, New policy measures, Reports of various working groups on SSIs: Kothari committee 2000 and Ganguly committee 2004. Financing by commercial banks and non traditional sources, risk and challenges.

Module 4 Sickness of MSME: Reasons, measures, assessment of viability of sick industries and their rehabilitation, govt policy for strengthen small business, taxation benefits for SME.

Module 5 Globalization & SME: Changing scenario of SMEs in the era of liberalisation and globalization, Competitiveness, Quality control and branding, Need for professionalism in management of small business in India, social responsibilities of small business owners, Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006: Objectives and Definition, Provisions pertaining to promotion and development of MSMEs.

Module 6 Strategies for SME: Product, Price, Promotion and Distribution strategy for MSME growth

Module 7 Social entrepreneurship: What is social business, why social entrepreneurship, emrgence, influence on marketing, policies effect and impact on rule and regulation

Module 8 Rural MSME management:Need, importance, emerging trend in the area, rural msme and government policies, marketing and financing strategy of rural msme, problems, challenges and opportunities

Module 9 Small business accounting: Need, why accounting matters?, accounting for business decision making

Reference Books:

- **Management of a small scale industry- Vasant Desai, Himalaya Publication**
- **Small Business Management Fundamentals-Dan Steinhoff, TMH**

Title: Total Quality Management

Subject code: B10

Work load: 3 hours per week

Contact Hours: 45

Credit Points: 3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives: This course is designed to help students to develop basic appreciation of quality concepts and learn the tools and techniques to achieve quality. It also gives the totally integrated effort for gaining competitive advantage by continuously improving every facet of an organization's activities.

Pedagogy : Lectures, Assignments, case studies, seminar,

MODULE 1 Introduction to TQM:

Various definitions of quality and TQM, Core concepts of quality, The masters of quality (W Edwards Deming, Joseph M Juran, Philip B Crosby, Kaoru Ishikawa, Ginichi Taguchi, Shigeo shingo) Evolution of quality, The Total Quality Management Excellence Model, Strategic Quality Management,

MODULE 2 Continuous process improvement:

Concepts of Kaizen, Kaizen vs. Innovation, Kaizen Strategy, House of Quality, Quality Function deployment, Quality Circles. Brain storming, Value analysis, Poka Yoke, Bench marking.

MODULE 3 Quality Improvement Tools:

The Seven Statistical tools, The New Seven tools, Other Quality Improvement Tools – Vision and Mission Statements, Statistical quality control, Acceptance sampling, Process capability studies (six-sigma), Acceptance sampling, TPM.

MODULE 4 Total Quality Management Models:

Deming award, Malcolm Baldrige National Quality award, The European Quality award, CII-EXIM bank award, Rajiv Gandhi National peacock award.

MODULE 5 Quality Management System:

Quality Systems, Quality Management Principles, ISO 9001:2000, ISO 14000, Introduction to sector specific quality Management System, Quality certification and Quality audit.

References:

- Imai Masaki, Kaizen, The key to Japan's Competitive Success, McGraw-Hill, Inc., International Edition, 1991.
- Heizer and Nathan, Cases in Total Quality Management Manufacturing and services, Thomson South-western, 2004.
- *Encyclopedia on TQM 6 volumes, Mc Graw Hill Publication*
- Basterfield H Dale and others, Total Quality Management, Pearson Education/PHI, Inc. 2006.
- K.Shridhar Bhat Total Quality Management (Himalaya publishing house 2005).
- Poornima M Charantimath, Total Quality Management, Pearson Education, 2003.

MARKETING SPECIALISATION

Title: Integrated Marketing Communication

Subject code: B11

Work load:3 hours per week

Contact Hours:45

Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objective: To make students to learn concepts, theories, principles, functions and objectives of Integrated Marketing Communication.

Pedagogy : Lectures, Assignments, case studies, seminar,

MODULE I: Introduction:

Integrated Marketing Communications: The Role of IMC in the Marketing Process. Integrated Marketing Program, Situation Analysis: Organizing for Advertising and Promotion.

MODULE II:

The Role of Ad Agencies and Other Marketing Communication Organizations, Perspectives on Consumer Behavior.

MODULE III:

Analyzing the Communication Process: The Communication Process, Source, Message, and Channel Factors.

MODULE IV: Objectives and Budgeting for Integrated Marketing Communications Programs, Establishing Objectives and Budgeting for the Promotional Program.

MODULE V:

Developing the Integrated Marketing Communications Program: Creative Strategy: Planning and Development, Implementation and Evaluation, Media Planning and Strategy, Evaluation of Media: Television and Radio, Evaluation of Print Media, Support Media.

MODULE VI:

Direct Marketing, The Internet and Interactive Media, Sales Promotion, Public Relations, Publicity, and Corporate Advertising.

MODULE VII:

Monitoring, Evaluation, and Control, Measuring the Effectiveness of the Promotional Program, International Advertising and Promotion, Regulation of Advertising and Promotion, Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion Web, Personal Selling (online). 4 hours

Text Book

- George E Belch, Michael A Belch and Keyoor Purani “Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE)” McGrawHill education.
- Shimp and Andrews, “Advertising, promotion and other aspects of IMC”, Cengage.

Title: Consumer Behaviour
Subject code: B12
Work load:3 hours per week

Contact Hours: 45
Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objective: To make students to learn concepts, theories, principles, functions and objectives of Consumer Behavior.

Pedagogy: Lectures, Assignments, Projects, Practical Exercises and Seminars, Case Discussion.

Module I: Consumer Behavior and Marketing strategy:

An Introduction: Applications of Consumer behavior, market analysis components, market segmentation, marketing strategy, consumer decisions, nature of consumer behavior, Models Of Consumer Behavior and Decision Making.

Module II: External Influences:

Cross-Cultural variations in Consumer Behavior: concept of culture, variations in cultural values, cultural variations in non-verbal communications, global cultures, global demographics, cross-cultural marketing strategy. The changing society; changes in cultural values, marketing strategy and values, Demographics and social stratification; understanding demographics, generations, social stratification, social structure, measurement of social class, social stratification and marketing strategy, Subcultures; nature of subcultures, religious subcultures, regional subcultures, Ethnic subcultures etc., Families and households; Nature of households, the household life cycle, marketing strategy and household life cycle, family decision making, marketing strategy and family decision making, consumer socialization, marketing to children. Group influences on consumer behavior; types of groups, reference groups influences and marketing strategy, communication within groups, and opinion leadership, diffusion of innovations.

Module III: Internal Influences:

Consumer Perceptions; nature, of perception, Exposure, Attention, Interpretation, perception and marketing strategy, Consumer Personality; use of personality in marketing practices, emotions and marketing strategy, Consumer Attitude: attitude components, attitude change strategies, individual and situational characteristics that influence attitude change, communication characteristics that influence attitude formation and change. Market segmentation and product development strategies, based on attitudes, Self concept and lifestyle; nature of lifestyle, the VALS system, Geo-lifestyle analysis, international lifestyles, Consumer Motivation: nature of motivation, motivation theory and marketing strategy, Consumer Learning And Memory and product positioning; nature of learning and memory, memory's role in learning, learning under high and low involvement, learning, memory, and retrieval, brand image and positioning, brand equity, and brand leverage.

Module IV: Decision Making Process:

Situational Influences; the nature of situational influence, situational characteristics and consumption behavior, ritual situations, situational influences and marketing strategies, Consumer decision process and problem recognition; types of consumer decisions, the process of problem recognition, uncontrollable determinants of problem recognition, marketing strategy and problem recognition. Information search; nature of information search, types of information sought, sources of information, amount of external information search, costs Vs. benefits of external search

marketing strategies based on information search pattern. Alternative evaluation and selection; How consumers makes choices? Evaluative criteria, individual judgment and evaluative criteria, decision rules for attribute-based choices, outlet selection and purchase; outlet choice Vs. Product choice, the retail scene, attributes affecting retail outlet selection, consumer characteristics and outlet choice, In-store and online influences on brand choices, purchase, Post-purchase processes, customer satisfaction, and customer commitment; post purchase dissonance, product use and nonuse, disposition, purchase evaluation and customer satisfaction, dissatisfaction response, customer satisfaction and repeat purchases, and customer commitment.

Module V: Organization as consumer:

Organizational buyer behavior; organizational purchase process, organizational culture, factors influencing organizational culture. Market Segmentation and Consumer Behavior. Relationship Marketing and Consumer Behavior. Consumerism And Consumer Movements- A historical Perspective: Marketing regulation and consumer behavior, regulation and marketing to children, marketing to adults.

Text Books:

- Del I Hawkins, David L Motherbaugh and Amit Mookerjee, “Consumer Behaviour – Building Marketing Strategy”, McGrawHill Publications.
- Leon G Schiffman, Joseph Wisenblit and S Ramesh Kumar “Consumer Behaviour”, Pearson Publications.

References:

- **Soloman and Soloman, “Consumer Behaviour” Pearson publications, latest edition**
- Ramneek Kapoor and Nnamdi O. Madichie, Consumer Behaviour, McGrawHill Publications
- Satish K Batra and S H H Kazmi, “Consumer Bhevaiour – Text and Cases”, Excel Publications.

Title: Business Marketing**Subject code: B13****Work load: 3 hours per week****Contact Hours: 45****Credit Points: 3**

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objective: To make students to learn concepts, theories, principles, functions and objectives of Industrial Marketing. To gain insights in to the various steps of Organizational Buying Process. To understand global practices of Organizational Buying and analyze the web presence of Companies. To understand the mechanism of third party outsourcing including both Products and Services.

Pedagogy: Lectures, Assignments, Projects, Practical Exercises and Seminars, Case Discussion.

MODULE 1: Introduction to the Subject.

Definition of Industrial & Consumer Product. Basis of Classification. Difference between Industrial & Consumer Marketing. Classification of Industrial and Consumers Products.

MODULE 2: Key Characteristics of Organizational Buying Process.

Industrial Buying .Buying Motivations of Organizational Buyers ,Purchaser's Evaluation of Potential .Environmental Influences on Organizational Buying Process.

MODULE 3 : Industrial Marketing Planning.

Problems in Planning. Planning Process. Organizational Demand Analysis. Segmenting the Industrial Market, Targeting & Positioning. Industrial Product Strategies. New Industrial Product Development. Managing Service for Business Markets. Emerging business services.

MODULE 4: Managing Business Marketing Channels.

Pricing Strategy for Business Markett. Industrial Advertising and Promotions. Industrial Advertising. Power of Internet Marketing Communication.

MODULE 5: Managing Industrial selling.

Personal Selling Function .Organizing Personal Selling Effort. Key Account Management. Sales Administration. Transforming the selling process through Internet.

Reference Books:

- *Industrial Marketing By Krishana K Hawaldar 2edition, TMH*
- *Sharad Sarin, "Business Marketing" latest edition, TMH*
- *Sharma Dheeraj, Hutt and Speh "B2B Marketing, Cengage learning.*
- *Industrial Marketing Text and Cases By Francis Cherunilam HPH*

Title: Services Marketing

Subject code: B14

Work load: 3 hours per week

Contact Hours : 45

Credit Points :3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objective: To make students to learn concepts, theories, principles, functions and objectives of Services Marketing.

Pedagogy: Lectures, Assignments, Projects, Practical Exercises and Seminars, Case Discussions, Research Articles Discussions.

Module I: Foundations for Services Marketing:

Introduction to Services; What are services? Why services marketing? Services and technology, comparison of goods and services, services marketing mix, staying focused on the customer. Conceptual Framework: The Gaps Model of Service Quality; customer gap, provider gap, closing the gap.

Module II: Focus on the Customer;

Consumer behavior in services, search, experience and credence properties, consumer choice, experience, post experience evaluation, global differences. Customer Expectations of Service; meaning and types of service expectations, factors that influence customer expectations, issues involving customer' services expectations. Customer Perceptions of Service; customer perceptions, satisfaction, service quality, service encounters.

Module III: Understanding Customer Requirements:

Listening to Customers through Research, using marketing research to understand customer expectations, elements in an effective services marketing research program, analyzing and interpreting marketing research findings, using marketing research information, upward communication. Building Customer Relationships; relationship marketing, relationship value of customers, customer profitability segments, relationship development strategies, relationship challenges, Service Recovery; the impact of service failure and recovery, how customers respond to service failures, customers' recovery strategies, services guarantees.

Module IV: Aligning Service Design and Standards:

Service Innovation and Design; challenges of service innovation and design, new services development process, types of service innovations, stages in services innovation and development, services blueprinting, high performance services innovations Customer-Defined Service Standards; factors necessary for appropriate service standards, types of customer defined services standards, development of customer defined service standards. Physical Evidence and the Servicescape; types of service scapes, framework for understanding servicescape effects on behavior, guidelines for physical evidence strategy.

Module V: Delivering and Performing Service:

Employees' Roles in Service Delivery; service culture, critical role of service employees, boundary spanning roles, strategies for developing service quality through people, customer

oriented service delivery. Customers' Roles in Service Delivery; importance of customers in service co creation and delivery, customer's roles, self-service technologies – the ultimate customer participation, strategies for enhancing customer participation, Delivering service through intermediaries and electronic channel; service distribution, direct/company owned channels, franchising, agents and brokers, E-channels, issues involving intermediaries, strategies for effective service delivery through intermediaries. Managing Demand and Capacity; underlying issue: lack of inventory capacity, capacity constraints, and demand patterns, strategies for matching capacity and demand, yield management: balancing capacity utilization, pricing, etc, waiting line strategies.

Module VI: Managing Service Promises:

Integrated Service Marketing Communications; need for coordination in marketing communication, key service communication challenges, five categories of strategies to match service promises with delivery, Pricing of Services; three key ways that service prices are different for consumers, approaches to pricing services, pricing strategies that link to the four value definitions.

Module VII: Service and the Bottom Line:

The Financial and Economic Impact of Service; service and profitability: the direct relationship, offensive and defensive marketing effects of service, customer perceptions service quality and purchase intentions, the key drivers of service quality, customer retention, and profits, company performance measurement. Cases.

References:

- Zethaml, Bitner, Gremler and Pandit "Services Marketing" 6th edition, McGrawHill publications.
- Christopher Lovelock, "Services Marketing", latest edition, Pearson Publications.

FINANCE SPECIALISATION

Title: Financial Markets & Services

Subject code: B15

Work load: 4 hours per week

Contact Hours: 60

Credit Points:4

Evaluation: Continuous Internal Assessment - 50
Semester End Examination - 50

Objective: The main objective of this course is to provide students an exposure to financial markets and services.

Pedagogy: Lectures, Assignments/Project, Practical Exercises, Student Presentation and Case Analysis.

Module 1: Introduction to Financial Markets:

Overview of Indian Financial System - Financial markets - Capital, Money & Forex markets and their linkages - Role of financial system in economic development, financial services and products, financial innovation, financial engineering.

Module 2: Primary Markets:

Its operations, methods of raising fund, IPO'S, FPO's, OFS, Book Building, participants in PM, price fixing and allotment of share.

Merchant banking: Functions/services of merchant banker - Raising Equity and Debt capital - Management of Capital issues, underwriting and brokerage - SEBI guidelines for Merchant Banking.

Module 3: Secondary Market:

Its Organization & functioning, trading strategies, trading mechanism –trading and Settlement Procedures in BSE & NSE, Internet based trading, margin trading, Stock brokers. Listing and Depository System.

Module 4: Govt. Securities Market:

Money market instruments, trading system, participants, Primary Dealers, Auction System, and NSEWDM.

Module 5: Regulatory Institutions:

SEBI, Role of SEBI in Indian Financial Markets, Rules & regulations of SEBI related to Financial Markets, RBI & its guidelines, IRDAI, AMFI, and PFRDA.

Module 6: Lease Financing:

Leasing Process - Types of leasing - Historical perspective of leasing - Present legislative framework of leasing - Lease and taxes - Lease evaluation from the lessor point of view - Lease evaluation from the lessee point of view

Module 7: Hire purchase:

Concepts and characteristics - Hire Purchase vs Lease - Conditions and warranties in Hire purchase & their implications - Tax implications of hire purchase – Evaluation of hire purchase from hirer and hiree point of view.

Module 8: Factoring & Forfaiting:

Meaning of factoring - Process or steps involved in factoring - Types of factoring - Benefits of factoring - Financial Evaluation of factoring - Process & Features of forfaiting.

Module 9: Credit Rating:

The concept of credit rating - Approaches and process - Classification of credit rating - Benefits and drawbacks of credit rating - Credit rating agencies and their ratings for financial instruments - SEBI Guidelines for Credit Rating Agencies

Module 10: Consumer Finance:

Introduction to Consumer Finance - Credit cards, vehicle financing, financing of other consumer durables.

Housing Finance: Nature, Norms, Refinance support - Housing finance system and schemes - National Housing Bank.

Text books:

- Financial Markets and Institutions By Dr S Gurusamy, Tata McGraw Hill Publication, New Delhi.
- Financial Services' by M Y Khan, Tata McGraw Hill Publication, New Delhi.

Reference Books:

- Indian Financial System By Dr S C Bihari
- Financial Services & Markets By Punithavati Pandian, Vikas Publishing House, New Delhi.
- Merchant Banking & Financial Services by S Guruswamy, Tata McGraw Hill Publication, New Delhi.
- Merchant Banking & Financial Services by Madhu Vij & Swati Dhawan, Tata McGraw Hill Publication, New Delhi

Title: Cost and Management Accounting

Subject code: B16

Work load: 3 hours per week

Contact Hours: 45

Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives: To acquaint the students with cost and management accounting mechanics, process & system and their managerial implications; To familiarise them with cost records / statements and To develop an appreciation about the utility of cost information as a vital input for management information and decision making process.

Pedagogy : Lectures, Assignments/Project, Practical Exercises and Case Analysis

Module 1: Introduction to Cost and Management Accounting

Cost Accounting - meaning, objectives , scope and importance, concepts of costs, classification and elements of cost, cost centre and cost unit, methods and techniques of costing, role of accountant in decision making. Meaning, objectives and Scope of Management Accounting, Tools and Techniques of Management Accounting, Relationship with different branches of accounting, role of management accountant in decision making.

Module 2: Material Cost, Control and Techniques of Inventory Management

Meaning of Material cost, types of materials, purpose for holding material, material control. Procurement procedure and documentation. Inventory Management techniques of fixing stock levels, EOQ, ABC analysis. Treatment of waste, scrap, discarded inventories.

Module 4: Activity Based Costing (ABC)

Meaning, Importance, Characteristics, Elements and Steps involved in ABC, ABC vs. Traditional Costing , Uses and Limitations.

Module 5: Costing System & Methods

Costing Systems 1 Unit and Output Costing 1 Job Costing: Job Cost Cards, Collecting Direct & Indirect Costs, Allocation of Overheads and its Applications. Contract Costing: Features (Theory), Distinction between Job and Contract Costing. Process Costing: Features, Applications. Service Costing: Features and Applications (Transport).

Module 6: Budgeting and Budgetary Control

Meaning, objectives and scope of budgeting - Forecast and budget – Types of budgets – Cash budget, flexible budget (examples), Zero base budget - Budgetary control.

Module 7: Standard Costing & Variance Analysis

Definition, Significance and Applications - Various Types of Standards. Variance Analysis for Materials, Labour and Overheads - Benchmarking for Setting of Standards - Variance Reporting to Management

Module 8: Marginal costing and cost volume profit Analysis: Meaning, objectives & scope of marginal costing - Techniques of marginal costing (including profit-volume ratio, contribution, Break Even Point, Margin of safety) – Application of Marginal Costing

Module 9: Analysis and Interpretation of Financial Statements

Corporate Accounting – Features - Form and Contents of Financial Statements and Interfaces with Companies Act - Analysing and Interpreting Financial Statements – Statement of Changes in financial Position (Funds Flow and Cash Flow Analysis – AS 3) Difference between Cash Flow and Fund Flow Statement. Recent Trends in Management Accounting

Module 10: Management Reporting and Information Systems

Meaning, objectives and scope of Management reporting - Nature and types of Management reporting - Management Information system – Meaning, Objectives and scope - Role of MIS.

Reference Books:

- Cost Accounting – Theory and Practice by K S Thakur – Excel Books Publication
- Costing Accounting – Principles and Practice – Nigam and Jain – PHI
- Cost Accounting – Jawahar Lal & Srivastava – Tata McGraw Hill Publication
- Cost & Management Accounting – M N Arora – Himalaya Publication
- Executive Program Cost and Management Accounting – ICSI Study Material
- Cost and Management Accounting - S.N.Maheshwari, Sultan Chand & Sons, New Delhi

Title: Behavioural Finance

Subject code: B17

Work load: 2 hours per week

Contact Hours: 30

Credit Points: 2

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 25

Pedagogy : Lectures, Assignments/Project, Seminars and Case Analysis

Module 1: Conventional Finance / Standard Finance

Foundations of Conventional Finance - Modern Portfolio Theory - Capital Asset Pricing Model - The Random Walk Hypothesis - Expected Utility Theory (EUT) - Efficient Market Hypothesis (EMH) - Criticisms of EMH - Revolutions that led to the Behavioural Finance.

Module 2: Behaviour and Decision Making

Introduction - Foundations of Behaviour – Cognition - Cognitive Bias - Behavioural Models - Theory of Planned Behaviour - Hierarchical Model

Introduction to Behavioural Finance - Assumptions of Behavioural Finance - Building Blocks of Behavioural Finance.

Module 3: Theories of Behavioural Finance

Introduction – Heuristics - Representativeness Heuristic - Availability Heuristic Biases - Emotional Bias – Over Confidence- Anchoring - Outcomes of Biases - Dealing with Biases - Overcoming the Biases

Prospect Theory - Framing - Loss Aversion - Regret Aversion - Mental Accounting - Uses of Behavioural Finance

Module 4: Market Bubbles

Introduction – CASE: The Mississippi Bubble - CASE: The South Sea Bubble- CASE: Stock Market Bubbles in the Recent History - CASE: Stock Market Crash of 1929 - CASE: The Crash of 1987 –

CASE: The Dotcom/ Internet Bubble- CASE: The Housing Bubble

Identification of a Stock Market Bubble- Behavioural Finance Explanation of Bubbles- Investor Behaviour During Bubbles - Causes of Bubbles – CASE: Tulip Mania - CASE: HFCL— The Indian ICT Bubble.

NOTE: Module 4 is consisting of all the relevant cases from the text book (Behavioural Finance - SULPHIY)

Text Books:

- Behavioural Finance – Sulphrey, MM, Prentice Hall of India, 2014
- Behavioural Finance – Shuchita Singh & Shilpa Bahl, Vikas Publishing House (P) Ltd
- **Reference Books:**
- *Behavioural Finance & Wealth Management* – Michael Pompian, John Wiley Publishing
- *Understanding Behavioural Finance* - Lucy Ackert and Davies, Cengage India, 2011
- *Security Analysis and Portfolio Management* – Prasanna Chandra, Tata McGraw Hill, 3rd Edition, New Delhi, Third Reprint 2012
- *Value Investing and Behavioral Finance* – Parag Parikh, Tata McGraw Hill, New Delhi, Third Reprint 2012

Title: Insurance and Risk Management

Subject code: B18

Work load: 3 hours per week

Contact Hours: 45

Credit Points:3

Evaluation: Continuous Internal Assessment - 25

Semester End Examination - 50

Objective: The main objective of this course is to impart knowledge in life and non-life insurance including reinsurance management and to deepen insights into practical applications of insurance and risk management techniques in a dynamic business environment.

Pedagogy : Lectures, Assignments/Project, and Case Analysis.

Module 1: Risk

Introduction to 'risk', types of business and personal risks, significance of risk management function within business organizations. *Insurance and Risk* - significance of insurance and risk, general structure of the insurance market, significant aspects of this industry. Reforms in Indian Insurance Industry.

Module 2: Life Insurance

factors influencing the key functioning of insurance organizations insurable interest, role of riders in insurance policies.

Module 3: Non-life Insurance

elements of fire insurance Contact and its ancillary features. Significance of marine insurance and its various policies, the role of rural insurance in making people's lives better in rural India. Types of motor insurance policies, critical aspects of aviation industry in the country, significance of liability insurance in India.

Module 4: Functions and Organization of Insurers

components of the distribution system of life insurance companies in the country, role of agents in the life insurance sector in India, important activities carried out in a life insurance organization.

Module 5: Product Design and Development:

Product development in the life and non-life insurance sectors in India, role of risk evaluation in the process of insurance product formation, future trends in the domain of insurance product design and development.

Module 6: Insurance Underwriting

Need for insurance underwriting, factors that affect the activities performed by the underwriter, steps involved in the process of insurance underwriting.

Module 7: Claims Management:

Factors affecting the insurance claim management system, types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement.

Module 8: Insurance Pricing and Marketing

principles of insurance pricing and marketing, tools and techniques used in pricing individual life and health insurance.

Module 9: *Financial* Management in Insurance Companies and Insurance Ombudsman: importance of financial management in insurance companies, tools of managing expenses in the insurance companies, modes used by the insurance companies in channelizing their funds.

Module 10: Reinsurance:

Reinsurance in the insurance sector. Areas of the application of reinsurance.

Module 11: Regulations Relating to Insurance Accounting and Management

framework for IRDA rules and regulations regarding general insurance investment in the country, role of financial reporting in managing insurance operations, significance of determining solvency margins.

Text Books :

- Risk & Insurance Management by P Periaswamy & M Veeraselvam
- Risk Management & Insurance by Harrington & Niehaus
- IC-33 Material for IRDA Exams

HUMAN RESOURCE MANAGEMENT SPECIALISATION

Title: Applications of labour laws

Subject code: B19

Work load: 3 Hours per week

Contact Hours:45

Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives : To expose the students to a variety of IR situations with special reference to disciplinary action, discharge, dismissal and other related matters and to equip them with the necessary tools to apply the law to a given a set of facts.

Module 1. Origin of Law – Sources of Law – Legal Concepts:

Rights – wrongs – Liability –Obligations Duties – Powers – Immunity – Disability – Justice (distributive v. Corrective)

Module 2. Overview of the IDA Act . Analysis of the terms “industry” and “industrial dispute” – Distinction between S. 33(1) and 33(2) – How does S. 33-A operate? – Distinction between S. 33C (1) & 33C (2) – Scope of enquiry under S. 33-C(2) as compared to S. 10 (1).

Module 3. Discipline – Introduction – common law right of employers – the nature of restrictions imposed on the common law right to terminate – rights of workmen u/s. 2-A of the ID Act – Nature of powers conferred on the adjudicators u/s. 11-A – misconduct – misdemeanour – carelessness – standing orders – misconduct: classification

Module 4. Disciplinary proceedings:

implications of preliminary enquiry – Charge-sheet – nature, scope and criticality of CS – contents of CS – precautions, issues and concerns in framing charges – Show-cause notice vs. Charge-sheet – Domestic Enquiry – Principles of Natural Justice reasonable opportunity – representation of parties – examination-in chief – cross-examination – re-examination and re-cross – manner of adducing evidence – leading questions – role of EO – summing-up arguments – enquiry proceedings vs. Enquiry findings – closing of enquiry proceedings – findings or report of the EO;

Module 5.: Overview of Factories Act , 1948, Minimum Wages Act, Payment of Wages Act, Payment of Bonus Act, Workman Compensation Act, PF Act, ESIC Act etc. and contemporary issues in labor laws

Recommended Books:

- N D Kapoor : Industrial Laws
- Dr. B T Lawani : Social Justice and empowerment
- K.R.Balachandani-Business Law for management

Title: Managerial Effectiveness and Leadership**Subject code: B20****Work load: 3 Hours per week****Contact Hours:45****Credit Points:3**

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives

To identify the course participant's strengths and weaknesses as a person and a member of a group or organisation using personality typing. To enhance one's own self awareness and to understand others utilising methods from Neuro-Linguistic Programming (NLP). To sensitize students to the emerging perspectives on spiritual foundations of personal effectiveness and leadership.

Module 1

Understanding your Thinking Process ,Identifying the Filters on your World Enriched Communication Through Sensory Specific Language ,Managing your Internal Dialogue Perceptual Positions for Assertiveness

Module 2

Anchoring a Resourceful State for yourself to Manage Conflicts Creating Rapport ,Powerful Persuasion Strategies ,Personality Typing using Enneagram. Introduction to Briggs-Myers Personality Types

Module 3

NLP Test ,Selling with NLP ,Managing with the Power of NLP

Module 4

Life Planning: Personal Mission and Vision Principle Centered Leadership ,Emotional Intelligence ,The Road Less Travelled

Module 5

The Seven Habits of Highly Effective People ,Effective Life and Time Management Spiritual Foundations of Personal Effectiveness , Contemporary issues

Books:

- The 7 Habits of Highly Effective People Paperback (English) 2004: Stephen Coovey
- Leadership: Personal Effectiveness and Team Building Paperback – 2012 by Ranjana Mittal (Author)
- Unstoppable Confidence: How to Use the Power of NLP to Be More Dynamic and Successful Paperback – Import, 1 Aug 2008 by Kent Sayre (Author)

Reference Books:

- The monk who sold his Ferrari: Robin Sharma
- Who moved my Cheese:
- The Secret:Positive thinking: Napoleon
- Timeless Leadership : Debashish Chatterjee Wiley Publication
- Think and Grow Rich : Napoleon Hill

Title: Career Planning and Development

Subject code: B21

Work load: 3 Hours per week

Contact Hours:45

Credit Points:3

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives:

Provide you with many opportunities to explore your own interests, values and skills and to begin developing those skills and qualities that will enable you to be highly successful in the workplace. Encourage students to engage in thoughtful academic, extracurricular, career and lifelong planning.

Module 1 Career Planning :What is career, Import terms in career planning, career stages, importance of career planning, process of career planning, merits and demerits of career planning.

Module 2 Career Development : Why career development, reason for career development, Scheins model – stages of career development, issues in career development process, career anchors, individual career development, career mistakes to avoid , organizational career development, career development programs in organization, Benefits of career planning and development for individual and organizations, Tips for individual career plan.

Module 3 Factors affecting career planning and development: Hollands occupational orientation (VPT) Career Advising , Career plateau, Strategies dealing with career plateau, Responsibilities of organization and employee in career development, career appraisal, job enrichment, MyersBriggs-Type Indicator, Novations Model.

Module 4 Methods and resources for career development :On the job experience , Off the job learning Managing career development and change- Issues for the 21st century , Career management system, components of career management system, Using performance review and recognition to enhance career development.

Module 5 Career Counselig.: Counselor, counselor counselee relationship, Role of career counselor, Type of career counselor, career movement , career diversity, career unrest , career unrest levels- Job unrest, organizational unrest, career content unrest, career self unrest, personal self-unrest, reasons for career change, types of career change, career change process.
Related contemporary issues

Reference Books :

- Career Development Basics by Michael Kroth , Mckay Christensen, Cengage Learning. Career Planning Strategies by Powell C.Randall, Kendall Hunt Publishing.
- Career Counseling and Planning by Sushil Kumar Srivastava Atlantic Publishers & Distributors.
- Career Development & Planning: A Comprehensive Approach, by Robert C . Reardon, Janet G. Lenz, James P. Sampson, and Gary W. Peterson. Published by Kendall Hunt

Title: Performance Management and Competency Mapping**Subject code: B22****Contact Hours:45****Work load: 3 Hours per week****Credit Points:3**

Evaluation: Continuous Internal Assessment - 25
Semester End Examination - 50

Objectives : The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organisations. It is particularly intended for future managers and supervisors who will conduct the performance appraisal of their subordinates.

Module 1 : Objectives of Performance Appraisal, Historical Review of P A, Research Findings in P A in India and abroad Issues and Problems in P A

Module 2:. Job Description and Performance Appraisal, Job Analysis in **Performance** Appraisal Systems, Measurements in Performance management

Module-3:Methods of P A. Appraisal Forms and Formats , Design , Process and Documentation of P A Appraisal Communication, Self Appraisal and MBO

Module -4: Appraisal Interview, Performance Feedback and Counselling , Implications of Management Styles on P A , P A and its Organisational Implications, Legal and Ethical Perspectives in P A .

Module 5 :Competancy Mapping

Meaning, Characteristics, types of competencies, Purpose and approaches of competency mapping, tools for mapping. Behavioural event interview, repertory grid, critical incident technique, Subject expert discussions, survey method and participant observation.

Issues related to developing competency based applications, formation of competency frame work, Competency mapping and assessment centres. Resistance and recommendations, Contemporary issues

Recommended Books

- Prem Chadha: Performance Management, Macmillan India, New Delhi, 2003.
- Michael Armstrong & Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2002.
- Tripathi P C- Human Resource Development