### SEMESTER – I

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### SUMMER SEMESTER (4 WEEKS)

**SUMMER TRAINING**

Summer Training – The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.
## SEMESTER – III

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TOTAL NUMBER OF CREDITS = 96
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Note: Three electives from two specializations from among the 5 areas of specialization are to be chosen by the students.
COURSE OUTCOME:
The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

UNIT I  INTRODUCTION TO MANAGEMENT

UNIT II  PLANNING

UNIT III  ORGANISING
Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

UNIT IV  DIRECTING
Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V  CONTROLLING
Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

TOTAL: 45 PERIODS

COURSE OBJECTIVE:
To expose the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today’s business firms.

TEXT BOOKS:

REFERENCES:
COURSE OBJECTIVE:
To learn the applications of statistics in business decision making.

UNIT I INTRODUCTION

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETRIC TESTS
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TOTAL: 60 PERIODS

COURSE OUTCOME:
To facilitate objective solutions in business decision making under subjective conditions

TEXTBOOKS:

REFERENCES:
COURSE OBJECTIVE:
To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

UNIT I INTRODUCTION

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

UNIT III PRODUCT AND FACTOR MARKET

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

TOTAL: 60 PERIODS

COURSE OUTCOME:
Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

TEXT BOOKS
COURSE OBJECTIVE:
To learn the quality philosophies and tools in the managerial perspective.

UNIT I INTRODUCTION

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT

UNIT III STATISTICAL PROCESS CONTROL

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION

TOTAL: 45 PERIODS

COURSE OUTCOME:
To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

TEXT BOOKS

REFERENCES
4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi
COURSE OBJECTIVE:
To provide an overview of theories and practices in organizational behavior in individual, group and
organizational level.

UNIT I  FOCUS AND PURPOSE  5
Definition, need and importance of organizational behaviour – Nature and scope – Frame work –
Organizational behaviour models.

UNIT II  INDIVIDUAL BEHAVIOUR  12
The learning process – Learning theories – Organizational behaviour modification.
Misbehaviour – Types – Management Intervention.
Emotions - Emotional Labour – Emotional Intelligence – Theories.
Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression
Management.
Motivation – Importance – Types – Effects on work behavior.

UNIT III  GROUP BEHAVIOUR  10
Organization structure – Formation – Groups in organizations – Influence – Group dynamics –
Emergence of informal leaders and working norms – Group decision making techniques – Team
building - Interpersonal relations – Communication – Control.

UNIT IV  LEADERSHIP AND POWER  8
Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power
– Power centers – Power and Politics.

UNIT V  DYNAMICS OF ORGANIZATIONAL BEHAVIOUR  10
Organizational culture and climate – Factors affecting organizational climate – Importance. Job
satisfaction – Determinants – Measurements – Influence on behavior. Organizational change –
Importance – Stability Vs Change – Proactive Vs Reaction change – the change process –
Resistance to change – Managing change. Stress – Work Stressors – Prevention and
Management of stress – Balancing work and Life. Organizational development – Characteristics –
objectives –. Organizational effectiveness Developing Gender sensitive workplace

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will have a better understanding of human behavior in organization. They will know the
framework for managing individual and group performance.

TEXT BOOKS
1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education,

REFERENCES
2011.
COURSE OBJECTIVE:
- Acquire a reasonable knowledge in accounts
- Analysis and evaluate financial statements

UNIT I  FINANCIAL ACCOUNTING  12

UNIT II  COMPANY ACCOUNTS  12
Meaning of Company - Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buy back of securities.

UNIT III  ANALYSIS OF FINANCIAL STATEMENTS  12
Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT IV  COST ACCOUNTING  12

UNIT V  ACCOUNTING IN COMPUTERISED ENVIRONMENT  12
Significance of Computerised Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

TOTAL: 45+15 = 60 PERIODS

COURSE OUTCOME
- Possess a managerial outlook at accounts.

TEXTBOOKS

REFERENCES
COURSE OBJECTIVE:
To create the knowledge of Legal perspective and its practices to improvise the business.

UNIT I COMMERCIAL LAW
THE INDIAN CONTRACT ACT 1872

THE SALE OF GOODS ACT 1930

UNIT II COMPANY LAW
Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW

UNIT IV INCOME TAX ACT AND SALES TAX ACT

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS

TOTAL: 45 PERIODS

COURSE OUTCOME:
Legal insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS
REFERENCES
2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.

BA7108 WRITTEN COMMUNICATION  L T P C  3 0 0 3

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

UNIT I PERSONAL COMMUNICATION  9
Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

UNIT II SOCIAL COMMUNICATION  9
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III WORK PLACE COMMUNICATION  9
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 V RESEARCH WRITING  9
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

UNIT V WRITING FOR MEDIA AND CREATIVE WRITING  9
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing

TOTAL: 45 PERIODS

COURSE OUTCOME:
Learners should be able to
i) get into the habit of writing regularly,
ii) express themselves in different genres of writing from creative to critical to factual writing,
iii) take part in print and online media communication,
iv) read quite widely to acquire a style of writing, and
v) identify their areas of strengths and weaknesses in writing.

TEXT BOOKS
COURSE OBJECTIVE:
To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT
Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit, framework; Supply Chain Management

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS

UNIT IV MATERIALS MANAGEMENT

UNIT V SCHEDULING AND PROJECT MANAGEMENT
Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, shopfloor control; Flow shop scheduling – Johnson’s Algorithm – Gantt charts; personnel scheduling in services.

TOTAL: 45 PERIODS
COURSE OUTCOME:
Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

TEXT BOOKS

REFERENCES

BA7202 FINANCIAL MANAGEMENT L T P C 3 0 0 3

COURSE OBJECTIVES:
Facilitate student to
- Understand the operational nuances of a Finance Manager
- Comprehend the technique of making decisions related to finance function

UNIT I FOUNDATIONS OF FINANCE: 9
Financial management – An overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation.

UNIT II INVESTMENT DECISIONS: 9
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

Dividend policy - Aspects of dividend policy - practical consideration - forms of dividend policy - forms of dividends - share splits.

UNIT III FINANCING AND DIVIDEND DECISION: 9
Financial and operating leverage - capital structure - Cost of capital and valuation - designing capital structure.

DIVIDEND POLICY:
- Aspects of dividend policy
- Practical consideration
- Forms of dividend policy
- Forms of dividends
- Share splits.

UNIT IV WORKING CAPITAL MANAGEMENT: 9
UNIT V    LONG TERM SOURCES OF FINANCE:
9
Indian capital and stock market, New issues market Long term finance: Shares, debentures and
term loans, lease, hire purchase, venture capital financing, Private Equity.
TOTAL: 45 PERIODS

COURSE OUTCOME:
Possess the techniques of managing finance in an organization

TEXT BOOKS
1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill,

REFERENCES
   2012.
   Learning 2010.

BA7203 MARKETING MANAGEMENT    L T P C
                                      4 0 0 4

COURSE OBJECTIVE:
• To understand the changing business environment
• To identify the indicators of management thoughts and practices
• To understand fundamental premise underlying market driven strategies

UNIT I    INTRODUCTION
12
Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External
Marketing interface with other functional areas – Production, Finance, Human Relations

UNIT II    MARKETING STRATEGY
12
Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial
Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of
consumer and industrial markets – Strategic Marketing Mix components.

UNIT III    MARKETING MIX DECISIONS
12
Product planning and development – Product life cycle – New product Development and
Management – Market Segmentation – Targeting and Positioning – Channel Management –
Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV    BUYER BEHAVIOUR
12
Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour
Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer
relationships management – Customer acquisition, Retaining, Defection.
UNIT V  MARKETING RESEARCH & TRENDS IN MARKETING  12
Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven
organizations - Cause related marketing - Ethics in marketing –Online marketing trends.
TOTAL: 60 PERIODS

COURSE OUTCOME:
• knowledge of analytical skills in solving marketing related problems
• awareness of marketing management process

TEXT BOOKS
2. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGrawHill-Vijaynicole,
   First edition,2010
4. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-
   A south Asian perspective, Cengage Learning — 2012

REFERENCES
1. Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning,
   2000.

BA7204       HUMAN RESOURCE MANAGEMENT          L  T  P  C
                                  3  0  0  3

COURSE OBJECTIVE:
To provide knowledge about management issues related to staffing, training, performance,
compensation, human factors consideration and compliance with human resource requirements.

UNIT I   PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT  5
Evolution of human resource management – The importance of the human factor – Challenges –
Inclusive growth and affirmative action -Role of human resource manager – Human resource
policies – Computer applications in human resource management – Human resource accounting
and audit.

UNIT II  THE CONCEPT OF BEST FIT EMPLOYEE          8
Importance of Human Resource Planning – Forecasting human resource requirement –matching
supply and demand - Internal and External sources. Recruitment – Selection – induction –
Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT          10
Types of training methods –purpose- benefits- resistance. Executive development programmes –
Common practices - Benefits – Self development – Knowledge management.

UNIT IV  SUSTAINING EMPLOYEE INTEREST               12
Compensation plan – Reward – Motivation – Application of theories of motivation – Career
management – Development of mentor – Protégé relationships.
UNIT V PERFORMANACE EVALUATION AND CONTROL PROCESS

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will gain knowledge and skills needed for success as a human resources professional.

TEXT BOOKS

REFERENCES

BA7205 INFORMATION MANAGEMENT

COURSE OBJECTIVE
- To understand the importance of information in business
- To know the technologies and methods used for effective decision making in an organization.

UNIT I INTRODUCTION

UNIT II SYSTEM ANALYSIS AND DESIGN
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.

UNIT III DATABASE MANAGEMENT SYSTEMS
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart

UNIT IV SECURITY, CONTROL AND REPORTING

UNIT V NEW IT INITIATIVES
Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

TOTAL: 45 PERIODS

16
COURSE OUTCOME

- Gains knowledge on effective applications of information systems in business

TEXTBOOKS


REFERENCES


BA7206 APPLIED OPERATIONS RESEARCH L T P C
3 1 0 4

COURSE OBJECTIVE:

To learn the concepts of operations research applied in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 12
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Dual simplex method. Principles of Duality. Sensitivity Analysis.

UNIT II LINEAR PROGRAMMING EXTENSIONS 12

UNIT III INTEGER PROGRAMMING AND GAME THEORY 12
Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms. Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.
UNIT IV INVENTORY MODELS, SIMULATION AND DECISION THEORY  

UNIT V QUEUING THEORY AND REPLACEMENT MODELS  
Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Replacement Models-Individuals replacement Models (With and without time value of money) – Group Replacement Models.

TOTAL: 60 PERIODS

COURSE OUTCOME: 
To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.

TEXT BOOKS  

REFERENCES  

BA7207 BUSINESS RESEARCH METHODS  
L T P C  
3 0 0 3

COURSE OBJECTIVE: 
To expose the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications.

UNIT I INTRODUCTION  

UNIT II RESEARCH DESIGN AND MEASUREMENT  
UNIT III DATA COLLECTION

UNIT IV DATA PREPARATION AND ANALYSIS

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.

TEXT BOOKS

BA7211 DATA ANALYSIS AND BUSINESS MODELING

COURSE OBJECTIVE
- to have hands-on experience on decision modeling

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

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Spreadsheet Software and
Data Analysis Tools

TOTAL: 60 PERIODS

REQUIREMENTS for a batch of 30 students
1. Personal Computers – 30 nos
2. Any licensed Spreadsheet and Analysis software like Microsoft Excel, SPSS etc– 30 user licenses

COURSE OUTCOME
- Knowledge of spreadsheets and data analysis software for business modeling

TEXT BOOKS
5. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012

BA7301 ENTERPRISE RESOURCE PLANNING L T P C
3 0 0 3

UNIT I INTRODUCTION
Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES
Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR, and best business practices - Business process Management, Functional modules.
UNIT III ERP IMPLEMENTATION 10

UNIT IV POST IMPLEMENTATION 8
Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

UNIT V EMERGING TRENDS ON ERP 9

TOTAL: 45 PERIODS

COURSE OUTCOMES
- knowledge of ERP implementation cycle
- awareness of core and extended modules of ERP

TEXT BOOK

REFERENCES
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009

BA7302 STRATEGIC MANAGEMENT L T P C 3 0 0 3

COURSE OBJECTIVE:
To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS 9

UNIT II COMPETITIVE ADVANTAGE 9
UNIT III STRATEGIES 10

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9
The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES 8
Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

TOTAL: 45 PERIODS

COURSE OUTCOME:
This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

TEXT BOOKS

REFERENCES

BA7311 PROFESSIONAL SKILL DEVELOPMENT

COURSE OBJECTIVE:
To enable learners to speak fluently and flawlessly in all kinds of communicative Contexts with speakers of all nationalities.
UNIT I PERSONAL COMMUNICATION  
10
Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

UNIT II SOCIAL COMMUNICATION  
10
Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT III GROUP/MASS COMMUNICATION  
10
Group discussion (brainstorming), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

UNIT IV INTEGRATED SPEAKING AND PRESENTATION SKILLS  
10
Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview).

UNIT V EMPLOYABILITY AND CORPORATE SKILLS  
20
Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management. Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music. Decision making and Negotiation skills, People skills, Team work, development of leadership qualities.

TOTAL: 60 PERIODS

Note: Students will undergo the entire programme similar to a Seminar. It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course.

COURSE OUTCOMES:
Learners should be able to
I. speak confidently with any speakers of English, including native speakers,
II. speak effortlessly in different contexts – informal and formal,
III. ‘think on feet’ even in difficult circumstances,
IV. hold interesting and meaningful conversations with others, including strangers, and
V. listen to others with utmost attention.

REFERENCES:
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries).
COURSE OBJECTIVE:
To expose the students to the basic concepts of international business management

UNIT I  INTRODUCTION 6

UNIT II  INTERNATIONAL TRADE AND INVESTMENT 11

UNIT III  INTERNATIONAL STRATEGIC MANAGEMENT 11

UNIT IV  PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS 11

UNIT V  CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 6
Disadvantages of international business – Conflict in international business – Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision-making.

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

TEXT BOOKS
COURSE OBJECTIVE:
To have grounding on theory through the understanding of real life situations and cases.

UNIT I INTRODUCTION
Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

UNIT II ETHICS THEORY AND BEYOND
Management of Ethics - Ethics analysis [ Hosmer model ]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.

UNIT III LEGAL ASPECTS OF ETHICS
Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

UNIT IV ENVIRONMENTAL ETHICS
Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

UNIT V CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE
Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.

COURSE OUTCOME:
To understand ethical issues in workplace and be able to find solution for 'most good'.

TEXT BOOKS

REFERENCES
3. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
5. Satheesh kumar, Corporate governance, Oxford University, Press, 2010.

BA7411 CREATIVITY AND INNOVATION L T P C
0 0 4 2

COURSE OBJECTIVES:
(i) To understand the nuances involved in Creativity & Innovation.
(ii) To get hands on experience in applying creativity in problem solving.

UNIT I INTRODUCTION
Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION
Definitions and theory of mechanisms of mind heuristics and models : attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III CREATIVITY
Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

UNIT IV CREATIVITY IN PROBLEM SOLVING
Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.

UNIT V INNOVATION

TOTAL: 60 PERIODS

Note: Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course.
COURSE OUTCOMES:
Student will be equipped to apply his/her creative and innovative skills in solving complex problems confronting corporate realm.

REFERENCES
2. Geoffrey Petty," how to be better at Creativity", The Industrial Society 1999

BA7011 BRAND MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVE:
To understand the methods of managing brands and strategies for brand management.

UNIT I INTRODUCTION 8

UNIT II BRAND STRATEGIES 10

UNIT III BRAND COMMUNICATIONS 8
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV BRAND EXTENSION 9
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V BRAND PERFORMANCE 10

TOTAL: 45 PERIODS

COURSE OUTCOME:
To successfully establish and sustain brands and lead to extensions

TEXT BOOKS
REFERENCES
4. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

BA7012 RETAIL MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVE:
To understand the concepts of effective retailing

UNIT I INTRODUCTION
An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II RETAIL FORMATS
Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC’s role in organized retail formats.

UNIT III RETAILING DECISIONS

UNIT IV RETAIL SHOP MANAGEMENT

UNIT V RETAIL SHOPPER BEHAVIOUR
Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TOTAL: 45 PERIODS

COURSE OUTCOME:
To manage the retail chains and understand the retail customer’s behavior

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To understand the meaning of services and the significance of marketing the services.

UNIT I INTRODUCTION

UNIT II SERVICE MARKETING OPPORTUNITIES
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

UNIT IV SERVICE DELIVERY AND PROMOTION
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES

TOTAL: 45 PERIODS

COURSE OUTCOME:
Will be able to apply the concepts of services marketing in promoting services.

TEXT BOOKS

REFERENCES
5. Gronroos, Service Management and Marketing –Wiley India.
COURSE OBJECTIVE:
This course introduces students to the basic concepts of advertising and sales promotion and how business organisations and other institutions carry out such activities.

UNIT I INTRODUCTION TO ADVERTISEMENT

UNIT II ADVERTISEMENT MEDIA

UNIT III SALES PROMOTION
Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies.

UNIT IV PUBLIC RELATIONS

UNIT V PUBLICITY

TOTAL: 45 PERIODS

COURSE OUTCOME:
Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.

TEXT BOOKS
REFERENCES

BA7015 CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVE:
To understand the need and importance of maintaining a good customer relationship.

UNIT I INTRODUCTION

UNIT II UNDERSTANDING CUSTOMERS
Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.

UNIT III CRM STRUCTURES

UNIT IV CRM PLANNING AND IMPLEMENTATION

UNIT V TRENDS IN CRM
e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

TOTAL:45 PERIODS

COURSE OUTCOME :
To use strategic customer acquisition and retention techniques in CRM.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVES:

- The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.
- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
- To familiarize with the special problems related to sales in rural markets.

UNIT I  
OVERVIEW OF RURAL MARKETING  

UNIT II  
RURAL MARKETS & DECISION  

UNIT III  
PRODUCT & DISTRIBUTION  
Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management- Managing Physical distribution in Rural Marketing- Fostering Creativity & Innovation in Rural Marketing- Sales force Management in Rural Marketing.

UNIT IV  
RURAL CONSUMER BEHAVIOUR IN MARKETING RESEARCH  
Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural Marketing-CSR and Marketing Ethics in Rural Marketing- Source of Financing and credit agencies- Consumer Education & Consumer Methods in Promotion of Rural Marketing- Advertisement & Media Role in Rural Marketing Promotion Methods.

UNIT V  
TRENDS IN RURAL MARKETING  

TOTAL: 45 PERIODS

COURSE OUTCOMES:
Perspectives of rural marketing and the knowledge of the emerging managerial initiatives and relevant frameworks in rural marketing, institutions engaged in rural marketing

TEXT BOOKS
1. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
2. Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash pandey New age publishers
3. A Textbook on Rural Consumer Behaviour in India: A Study of FMCGs By Dr. A Sarangapani
REFERENCE BOOKS
1. New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.
2. Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra
3. Rural Marketing – U.C.Mathur, excel books, 1/e
4. Indian Rural Marketing Rajagopal Rawat Publishers
5. Integrated Rural Development – R. C. Arora (S. Chand & Co.)

BA7021 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT L T P C 3 0 0 3

COURSE OBJECTIVES :
Enables student to
- Understand the nuances of stock market operations
- Understand the techniques involved in deciding upon purchase or sale of securities

UNIT I INVESTMENT SETTING 8

UNIT II SECURITIES MARKETS 10

UNIT III FUNDAMENTAL ANALYSIS 9

UNIT IV TECHNICAL ANALYSIS 9

UNIT V PORTFOLIO MANAGEMENT 9
Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision – Portfolio Evaluation – Mutual Funds.

TOTAL: 45 PERIODS

COURSE OUTCOME
- Become a good investment analyst

TEXT BOOKS
REFERENCES

OBJECTIVES:
To enable student
- Understand the modes of issuing securities
- Acquire financial evaluation technique of leasing and hire purchase

UNIT I  MERCHANT BANKING

UNIT II  ISSUE MANAGEMENT

UNIT III  OTHER FEE BASED SERVICES
Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT IV  FUND BASED FINANCIAL SERVICES

UNIT V  OTHER FUND BASED FINANCIAL SERVICES

TOTAL: 45 PERIODS

OUTCOME
- Good knowledge on merchant banking activities

TEXT BOOKS
REFERENCES:
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
5. Website of SEBI

OBJECTIVES:
To enable student
- Understand export import finance and forex management
- Understand the documentation involved in international trade

UNIT I INTERNATIONAL TRADE

UNIT II EXPORT AND IMPORT FINANCE

UNIT III FOREX MANAGEMENT

UNIT IV DOCUMENTATION IN INTERNATIONAL TRADE

UNIT V EXPORT PROMOTION SCHEMES

TOTAL: 45 PERIODS

OUTCOME
- Possess good knowledge on international trade and the documentation involved in it.
TEXT BOOKS

REFERENCES
3. Website of Indian Government on EXIM policy

OBJECTIVES:
Student will acquire
• Nuances involved in short term corporate financing
• Good ethical practices

UNIT I INDUSTRIAL FINANCE
Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks.- Finance for rehabilitation of sick units.

UNIT II SHORT TERM-WORKING CAPITAL FINANCE

UNIT III ADVANCED FINANCIAL MANAGEMENT
Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

UNIT IV FINANCING DECISION
Simulation and financing decision - cash inadequacy and cash insolvency- determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.

UNIT V CORPORATE GOVERNANCE
Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

TOTAL: 45 PERIODS

OUTCOME
• Good ethical corporate manager

TEXT BOOKS
REFERENCES
5. Website of SEBI

BA7025 MICRO FINANCE L T P C 3 0 0 3

OBJECTIVES:
Enable students to
• Comprehend the importance of Micro finance
• Understand the techniques involved in their evaluation

UNIT I INTRODUCTION TO MICROFINANCE

UNIT II FINANCIAL AND OPERATIONAL EVALUATION

UNIT III OTHER EVALUATIONS OF MICROFINANCE

UNIT IV MICROFINANCE IN INDIA
Challenges to Microfinance movement – Demand and Supply of Micro financial services – State Intervention in rural credit – RBI Initiatives - NABARD & SHG – Bank Linkup & Programs- – Governance and the constitution of the Board of various forms of MFIs – Intermediaries for Microfinance – State sponsored Organizations.

UNIT V ISSUES, TRENDS AND FRONTIERS OF MICROFINANCE
Issue – Role of Technology-Strategic issues in Microfinance: Sustainability - opening new markets – Gender issues

TOTAL: 45 PERIODS

OUTCOME
• Possess good knowledge in micro finance management

TEXT BOOKS

REFERENCES
www.microfinancesummit.org.
COURSE OBJECTIVES:
- Grasp how banks raise their sources and how they deploy it and manage the associated risks
- Understand e-banking and the threats that go with it.

UNIT I: OVERVIEW OF INDIAN BANKING SYSTEM 9

UNIT II: SOURCES AND APPLICATION OF BANK FUNDS 9
Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

UNIT III: CREDIT MONITORING AND RISK MANAGEMENT 9
Need for credit monitoring, Signals of borrowers’ financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

UNIT IV: MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION 9
Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS.

UNIT V: HIGH TECH E-BANKING 9

TOTAL: 45 PERIODS

COURSE OUTCOME:
- Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks

TEXT BOOKS

REFERENCES:
COURSE OBJECTIVE:
To examine managerial styles in terms of concern for production and concern for people. To assess different systems of management and relate these systems to organisational characteristics.

UNIT I  DEFINING THE MANAGERIAL JOB  8

UNIT II  DESIGNING THE MANAGERIAL JOB  12

UNIT III  THE CONCEPT OF MANAGERIAL EFFECTIVENESS  7
Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness - the Effective Manager as an Optimizer.

UNIT IV  ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS  8

UNIT V  DEVELOPING THE WINNING EDGE  10
Organisational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation .

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will gain knowledge about appropriate style of managerial behaviour.

REFERENCES
COURSE OBJECTIVE:
To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

UNIT I  ENTREPRENEURIAL COMPETENCE  6

UNIT II  ENTREPRENEURIAL ENVIRONMENT  12

UNIT III  BUSINESS PLAN PREPARATION  12

UNIT IV  LAUNCHING OF SMALL BUSINESS  10

UNIT V  MANAGEMENT OF SMALL BUSINESS  5
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will gain knowledge and skills needed to run a business.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes.

UNIT I ORGANISATION & ITS ENVIRONMENT 8

UNIT II ORGANIZATIONAL DESIGN 15
Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment - Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT III ORGANISATIONAL CULTURE 6
Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT IV ORGANISATIONAL CHANGE 6

UNIT V ORGANISATION EVOLUTION AND SUSTENANCE 10
Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will be able to analyze organizations more accurately and deeply by applying organization theory.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

UNIT I  INDUSTRIAL RELATIONS  7
Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II  INDUSTRIAL CONFLICTS  12

UNIT III  LABOUR WELFARE  8

UNIT IV  INDUSTRIAL SAFETY  9

UNIT V  WELFARE OF SPECIAL CATEGORIES OF LABOUR  9

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To have a broad understanding of the legal principles governing the employment relationship at individual and collective level. To familiarise the students to the practical problems inherent in the implementation of labour statutes.

Contained in the following acts are to be studied.

<table>
<thead>
<tr>
<th>Periods</th>
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<tr>
<td>1.</td>
<td>The Factories Act, 1948</td>
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<td>2.</td>
<td>The Trade Unions Act, 1926</td>
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<td>3.</td>
<td>The Payment of Wages Act, 1936</td>
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<td>4.</td>
<td>The Minimum Wages Act, 1948</td>
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<td>5.</td>
<td>The Industrial Disputes Act, 1947</td>
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<td>The Workmen’s Compensation Act, 1923</td>
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<td>The Payment of Gratuity Act, 1972</td>
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<td>The Payment of Bonus Act, 1965</td>
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<td>10.</td>
<td>The Employees State Insurance Act, 1948</td>
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<td>11.</td>
<td>The Industrial Employment (Standing Orders) Act, 1946</td>
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<td>12.</td>
<td>The Apprentices Act, 1961</td>
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<td>13.</td>
<td>The Equal Remuneration Act, 1976</td>
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<td>15.</td>
<td>Contract Labour Regulations and Abolition Act, 1970</td>
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TOTAL: 45 PERIODS

COURSE OUTCOME:
To appreciate the application of labour laws.

Legal Provision relating to
a) Wages
b) Working Conditions and Labour Welfare
c) Industrial Relations
d) Social Security

TEXT BOOKS:

REFERENCES
5. Respective Bare Acts.
COURSE OBJECTIVE:
To help students understand the transformation in the role of HR functions from being a support function to strategic function.

UNIT I    HUMAN RESOURCE DEVELOPMENT  10

UNIT II  E-HRM  6

UNIT III  CROSS CULTURAL HRM  7

UNIT IV  CAREER & COMPETENCY DEVELOPMENT  10

UNIT V  EMPLOYEE COACHING & COUNSELING  12

TOTAL: 45 PERIODS

COURSE OUTCOME:
Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVES

- To understand the various advanced databases used in the organization
- To be aware of recent trends in database management

UNIT I INTRODUCTION
DBMS Models - Multimedia Databases, Parallel Databases, embedded, web, spatial, temporal databases, Virtualization, Active Databases - Embedded databases - Web databases.

UNIT II DATABASE IMPLEMENTATION

UNIT III DISTRIBUTED DATABASES

UNIT IV OBJECT ORIENTED DATABASES
Object Oriented Concepts – Data Object Models –Object Oriented Databases – Issues in OODBMS - Object Oriented Relational Databases – Object Definition Languages – Object Query Languages

UNIT V EMERGING TRENDS
Data Mining – Data warehousing – Star, Snowflake, Fact Constellation; open source database systems, Scripting Language, JDBC, ODBC

TOTAL: 45 PERIODS

COURSE OUTCOMES

- Awareness of database models
- Knowledge of database technologies

TEXT BOOKS
1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and Management, 7th edition, Cengage Learning,

REFERENCES
COURSE OBJECTIVE

- To understand the practices and technology to start an online business

UNIT I INTRODUCTION TO E-BUSINESS 8

UNIT II TECHNOLOGY INFRASTRUCTURE 10
Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

UNIT III BUSINESS APPLICATIONS 10
Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals – social media marketing

UNIT IV E-BUSINESS PAYMENTS AND SECURITY 9

UNIT V LEGAL AND PRIVACY ISSUES 8
Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

TOTAL: 45 PERIODS

COURSE OUTCOME

- To know how to build and manage an e-business

TEXT BOOKS


REFERENCES

COURSE OBJECTIVES
- To understand project management cycle in software development
- To study various project estimation and quality models in software development

UNIT I INTRODUCTION

UNIT II SOFTWARE METRICS
Goal, Question, Metric (GQM) model, Product Quality metrics, In process Quality metrics, Metrics for software maintenance and testing, Complexity Metrics.

UNIT III SOFTWARE PROJECT ESTIMATION

UNIT IV SOFTWARE QUALITY

UNIT V SOFTWARE QUALITY ASSURANCE

COURSE OUTCOMES
- Knowledge of software development process and quality models
- Knowledge of software project estimation and quality assurance

TEXT BOOKS

REFERENCES
COURSE OBJECTIVES
- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making

UNIT I INTRODUCTION
Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI

UNIT II DATA WAREHOUSING
Data warehouse – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design

UNIT III DATA MINING TOOLS, METHODS AND TECHNIQUES
Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization

UNIT IV MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES
Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.

UNIT V BI AND DATA MINING APPLICATIONS
Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.

TOTAL: 45 PERIODS

COURSE OUTCOMES
- Big Data Management
- Appreciate the techniques of knowledge discovery for business applications

TEXT BOOKS
1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.

REFERENCES
5. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011
7. Elisabeth Vitt, Michael Luckevich Stacia Misner, Business Intelligence, Microsoft, 011
9. Galit Shmueli, Nitin R. Patel and Peter C. Bruce, Data Mining for Business Intelligence – Concepts, Techniques and Applications Wiley, India, 2010
COURSE OBJECTIVE:
- Understand the scope and practice of business logistics and supply chain management

UNIT I INTRODUCTION

UNIT II MANAGING FLOWS

UNIT III INVENTORY AND WAREHOUSING
Inventory–objectives, bullwhip effect, control - Probabilistic inventory models, Risk pooling, Vendor managed inventory, Multi-echelon inventory.

UNIT IV TRANSPORTATION AND PACKAGING

UNIT V ORGANISATION AND CONTROL

COURSE OUTCOME:
Student gains knowledge on effective management of the logistics and supply chain

TEXT BOOKS:

REFERENCES:
COURSE OBJECTIVE:
To help understand how service performance can be improved by studying services operations management.

UNIT I INTRODUCTION
Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

UNIT II SERVICE DESIGN
New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration ; Managing Service Experience –experience economy, key dimensions ; Vehicle Routing and Scheduling

UNIT III SERVICE QUALITY

UNIT IV SERVICE FACILITY
Servicescapes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem

UNIT V MANAGING CAPACITY AND DEMAND
Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization.

TOTAL: 45 PERIODS

COURSE OUTCOME:
To design and operate a service business using the concepts, tools and techniques of service operations management.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To learn the concepts of managing projects.

UNIT I  INTRODUCTION TO PROJECT MANAGEMENT  9

UNIT II  PLANNING AND BUDGETING  9

UNIT III  SCHEDULING & RESOURCE ALLOCATION  9

UNIT IV  CONTROL AND COMPLETION  9

UNIT V  PROJECT ORGANISATION & CONFLICT MANAGEMENT  9

TOTAL: 45 PERIODS

COURSE OUTCOME:
To apply project management principles in business situations to optimize resource utilization and time optimisation.

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
To gain insights about the importance of lean manufacturing and six sigma practices.

UNIT I LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS
Historical Overview – Definition of quality – What is six sigma - TQM and Six sigma - lean manufacturing and six sigma - six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing – assessment questions

UNIT II THE SCOPE OF TOOLS AND TECHNIQUES

UNIT III SIX SIGMA METHODOLOGIES
Design For Six Sigma (DFSS),Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed leadership – Change Acceleration Process (CAP)- Developing communication plan – Stakeholder

UNIT IV SIX SIGMA IMPLEMENTATION AND CHALLENGES
Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index – challenges – program failure, CPQ vs six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics

UNIT V EVALUATION AND CONTINUOUS IMPROVEMENT METHODS
Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP), processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S

TOTAL: 45 PERIODS

COURSE OUTCOME:
The student would be able to relate the tools and techniques of lean sigma to increase productivity

REFERENCES:
3. Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
COURSE OBJECTIVE:
- To provide an overview of the various elements of containerization and allied businesses
- To realize the potential of containerization and allied businesses

UNIT - I  BASIC CONCEPT OF CONTAINERIZATION  8
Introduction to Liner Shipping industry - Unitization concept and methods - Malcolm Mclean and the birth of containerization - Generations of container ships and their specification - Container types, their specifications and cargoes carried in them.

UNIT - II  FREIGHTING AND SIZE OF CONTAINER  10
Container shipping business - FCL and LCL sea freight products - Freighting of FCL and LCL cargo - Slot utilization strategies - Estimation of optimum container fleet size - Multiport LCL consolidation

UNIT - III  CHARACTERISTICS AND PHYSICAL OPERATIONS  12
Container terminal business- World’s leading container terminals and location characteristics - container terminal infrastructure - container terminal productivity - container terminal profitability - Inland container terminals - Container Freight Stations

UNIT - IV  CONTAINER TYPES AND BUSINESS  8

UNIT - V  MULTIMODAL TRANSPORT  7
Alternate uses of containers -marketing of used containers -carriage of shipper own containers -multimodal transport options for containers -Insurance for containers -strategies for managing container imbalance.

TOTAL: 45 PERIODS

COURSE OUTCOME:
- The students will learn the practices and ways to promote containerization and allied businesses
- The learners will have a complete idea about the different concepts, trends and strategies used for containerization and allied businesses

REFERENCES:
COURSE OBJECTIVE:
- To enlighten the students about the major functions in export and import processes.
- To provide the expertise for solving issues related to requirements in exim management.

UNIT - I  FUNDAMENTALS OF IMPORT AND EXPORT  8

UNIT - II  OVERVIEW OF EXPORT AND IMPORT  10
Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes - Role of Logistics in Exports - Export Houses / Trading Houses

UNIT - III  DOCUMENTATION FRAMEWORK  7
Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import

UNIT - IV  CREDIT AND PAYMENTS  8
Payment methods in Foreign Trade - Documentary Credit / Letter of Credit – UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.

UNIT - V  CUSTOMS CLEARANCE AND AGENCIES  12

TOTAL: 45 PERIODS

COURSE OUTCOME:
- The students would be aware about the formalities of export and import industry
- The students will be able to comprehend the importance of exim management.

REFERENCES:
3. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015

COURSE OBJECTIVE:
- To provide the knowledge about fundamentals of shipping management
- to equip the students with the knowledge of shipping, ship building and repair
UNIT - I  INTERDICTIOON OF SHIPPING  8
Role of Shipping in International trade - Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH) - Ship Registration and Classification.

UNIT - II  LINER SHIPPING OPERATIONS  8
Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates - Liner cargo documentation - Liner agency functions

UNIT - III  DRY BULK BUSINESS  8
Dry Bulk shipping business - World’s leading dry bulkports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering - Port agency functions.

UNIT - IV  TANKER OPERATIONS AND BUSINESS  12
Liquid Bulk shipping business - World’s leading wet bulk ports and cargoes handled by them - Types of tankers and gas carriers - Tanker freighting system (worldscale) - Factors affecting Tanker markets - Marine pollution conventions.

UNIT - V  SHIP BUILDING AND REPAIR  9
Service providers to shipping industry - Ship management companies - Ports, inland terminals and Container Freight Stations - Ship building and repair yards - Financing the Shipping industry - Marine insurance providers.

TOTAL: 45 PERIODS

COURSE OUTCOME:
- The students would be acquainted with the basics of shipping management
- The students will learn the skills needed for shipping industry

REFERENCES:

BA7064  PORT AND TERMINAL MANAGEMENT  L  T  P  C
3  0  0  3

COURSE OBJECTIVE:
- To enlighten the students about the major functions in the port and terminal management
- To expose the students on the trends in port and terminal management

UNIT - I  INTRODUCTION TO PORT AND TERMINAL  8
Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).

UNIT - II  PORT OPERATIONS  12
Design features of facilities in ports for handling various cargoes - Organization structure in Ports - Delivery of port services and the relationship between various departments - Marine Department – Traffic Department – other departments.
UNIT - III PORT MARKETING AND SERVICES 8
Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland – Identifying the needs of ship owners and operators, ship agents, forwarders, truckers, rail and barge operators - Concept of Total Logistics cost.

UNIT - IV PORT PERFORMANCE 10
Measurement of port performance - vessel turn round time, cargo volume, speed of cargo handling - Information flow requirements of the port, statutory bodies and port users - Port community computer systems and EDI applications.

UNIT - V PORT SECURITY AND ISSUES 7
Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning / operating / managing ports.

TOTAL: 45 PERIODS

COURSE OUTCOME:
• The students would be aware about skills pertaining to port and terminal management
• The students should be able to understand the principles and applications for port and terminal management

REFERENCES: