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* Students have to visit 4 organizations and submit individual reports.
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*Summer Internship - Summer internship to be done for a period of 4 weeks after the completion of 8th Semester. The training report along with the company certificate should be submitted within two weeks of the reopening date of 9th semester. The report should be around 40 pages containing the details of training undergone, the departments wherein he/she was trained with duration (chronological diary), along with the type of managerial skills developed during training.*

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### LIST OF ELECTIVES

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Note: Three electives from two specializations from among the 5 areas of specialization are to be chosen by the students to be awarded specialization in two functional areas.

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<td>6</td>
<td>MI7030</td>
<td>Supply Chain Management</td>
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OBJECTIVES:
- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I  INTRODUCTION  9
Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

UNIT II  PLANNING AND DECISION MAKING  10
Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

UNIT III  ORGANIZING  9
Organizing – Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

UNIT IV  DIRECTION  8
Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

UNIT V  CONTROL  9
Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

TOTAL: 45 PERIODS

OUTCOMES:
At the close of the semester, a student should:
- Understand basic terminology and concepts for Management theory.
- Be proficient in case study analysis and writing for Management applications.
- Demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
- Demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.

REFERENCES:
OBJECTIVES:
To understand the various aspects of Indian Economy and to develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS

UNIT II INDIAN DEMOGRAPHY

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR
Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures.

UNIT IV INDUSTRIAL SECTOR

UNIT V FOREIGN TRADE

TOTAL : 45 PERIODS

OUTCOMES:
• The course expects students to understand the economic issues in range of economic activities in the Indian Economy. The Students are made to understand role of Indian Economy in global context and how different factors affect them.

REFERENCES:
OBJECTIVE:
The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES
Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT-II VECTORS, MATRICES AND DETERMINANTS

UNIT-III SETS AND FUNCTIONS
Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses.

UNIT-IV DIFFERENTIAL CALCULUS

UNIT-V INTEGRAL CALCULUS

TOTAL: 45 PERIODS

OUTCOMES:
1. Students will be able to formulate and analyze mathematical problems, precisely define the key terms and draw clear conclusion.
2. Students will be able to present their mathematical work both in oral and written formats.

REFERENCES:
OBJECTIVES:
- To familiarize tertiary level grammatical usage in language
- To acquire LSRW skills in a professional context
- To orient the learner towards applied language skills

UNIT I
LISTENING barriers, strategies for improving listening skills, listening to a story, short talk–
SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear
articulation, Introducing oneself, Speaking about past events, experiences, discussing music.
READING – Comprehension, developing reading skills, Reading articles WRITING the
characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity
of language, stylistic variation Grammar – Tenses, Adjectives, Adverbs Vocabulary – Synonyms,
Antonyms, Guessing meaning from Context

UNIT II
LISTENING – listening to short speeches, conversations, TED Talks, listening for information –
SPEAKING- Participating in informal discussions, expressing different points of view - READING –
strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading
Articles, Taking notes. – WRITING – Short Article, blogging, Email Etiquette, Emails Grammar –
Clauses, Comparison of Adjectives Vocabulary – Prefixes, Suffixes, Foreign words and phrases

UNIT III
LISTENING – Telephonic Conversations, leaving a message– SPEAKING Exchanging
information, Discussing Future Plans, Conversational Skills, - READING – Brochures, Emails,
Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar –
Determiners, Relative Clauses, Conditionals, Vocabulary – Phrasal Verbs, Single word
Substitution

UNIT IV
LISTENING – Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers
- READING – Newspaper Reports, Product Review WRITING – Essays –analytical and
argumentative, Letters seeking permission, making enquiries. Grammar – Expressing causes and
results, Modals, Vocabulary – Word Formation

UNIT V
LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language,
Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short
Reports, Writing notices, Grammar – Reported Speech, Vocabulary –Sequencing Words, Linkers

TOTAL : 45 PERIODS

OUTCOME:
This is a foundational course designed to facilitate the transition from secondary to tertiary level of
language usage. The course sensitizes the learner regarding various aspects of the language in
order to make effective use of it in his/her personal, academic or professional contexts.

TEXT BOOKS:
English in Mind, Second Edition-Student’s Book, Herbert Puchta and Jeff Stranks, Cambridge

REFERENCES:
A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash,
Foundation Books, New Delhi, India, 2008.
WEBSITES:
www.onestopenglish.com
www.bbc.co.uk/worldservice/learningenglish
www.eslcafe.com/
www.learnenglish.britishcouncil.org/en/

MI7105 PRINCIPLES OF ACCOUNTING L T P C
3 0 0 3

OBJECTIVE:
Acquire fundamental knowledge in Accounting.

UNIT I INTRODUCTION

UNIT II FINAL ACCOUNTS
Preparation of Final Accounts of Sole Trading Firms – with adjustments (Simple adjustments only).

UNIT III RECTIFICATION OF ERRORS & DEPRECIATION
Rectification of Errors including preparation of Suspense Account – Depreciation – Meaning and Types – Methods of Charging and Providing depreciation – Straight Line and Written Down Value methods (Change in method excluded).

UNIT IV BANK RECONCILIATION STATEMENT
Bank Reconciliation Statement (simple problems only) – Insurance Claim – Average Clause (Loss of profit excluded).

UNIT V ACCOUNTING FOR NON-PROFIT ORGANISATION
Accounting for Non-profit Organisation – Receipts and Payments Account, Income and Expenditure Account and Balance Sheet (simple problems only).

TOTAL : 45 PERIODS

OUTCOME:
Good grasp of basic Accounting nuances.

TEXT BOOKS:

REFERENCES:
OBJECTIVES:
- Develop a strong research background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behaviour across the broad areas of psychology.
- Become aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION
Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behaviour: Neurons, nervous system – basic structure and function, The brain

UNIT II SENSATION AND PERCEPTION

UNIT III MEMORY
Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting – Memory Distortion and memory construction – Memory in everyday life – Memory and the brain: Evidence from memory impairments

UNIT IV COGNITION AND INTELLIGENCE
Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

UNIT V HUMAN DEVELOPMENT
Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

TOTAL: 45 PERIODS

OUTCOMES:
By the time they graduate, students will:
- Demonstrate knowledge of the major theoretical approaches and findings in psychology
- Know the research methods used in psychology, apply their knowledge in research design, and data analysis
- Critically assess information related to the study of behaviour and mental processes, and use the critical assessment in forming conclusions and arguments
- Develop tolerance for ambiguity and opinions that differ from their own

TEXT BOOKS
1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology
REFERENCES
2. James W. Kalat - Introduction to Psychology (10th edition)
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI7111 ENGLISH LANGUAGE LABORATORY L T P C
0 0 4 2

OBJECTIVES:
• To enable learners develop their communicative competence.
• To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
• To enhance the employability skills of students to improve their prospects of placements.

MODULES
1. Listening to academic and professional lectures and presentations.
3. Making presentations – introducing oneself – introducing a topic – answering questions – individual presentation practice-
4. Creating effective PPTs – presenting the visuals effectively - designing slides.
5. Reading reports in newspaper, making a summary and presenting it.
6. Understanding graphical data – summarizing and interpreting it.
7. Writing job applications - writing covering letter and résumé - Applying for jobs online - email etiquette.
8. Writing for publications – conference papers, research reports
10. Interview skills – dress code – body language – mock interview.

TOTAL: 60 PERIODS

OUTCOMES:
• Speak confidently and professionally in business contexts
• Comprehend models of business communication in real time contexts
• Participate in discussions and interviews in a self-assured manner.

TEXT BOOKS:
1. Effective Communication. John Adair, Pan Publishing
OBJECTIVE:
Acquire fundamental knowledge in Management Accounting

UNIT I INTRODUCTION 9

UNIT II RATIO ANALYSIS 9
Ratio Analysis – Meaning, Merits and Demerits – Classification of Ratios – Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).

UNIT II FUND FLOW AND CASH FLOW STATEMENTS 9
Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).

UNIT IV BUDGETARY CONTROL 9
Budgetary Control – Meaning, steps involved – Merits and Demerits – Types of Budgets – Production, Sales, Cash – Fixed and Flexible Budgets.

UNIT V MARGINAL COSTING 9
Marginal Costing (excluding decision making) – BEP, Break Even Charts, Limiting Factors.

OUTCOMES:
• Posses a reasonable knowledge of the basic tools in Management Accounting.

TEXT BOOKS:
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi

REFERENCES:
1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
OBJECTIVES:
- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organisation.
- Prepare them to face emerging challenge of managing business.

UNIT I INTRODUCTION

UNIT II LOCATION OF INDUSTRY
Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre.

UNIT III FORMS OF BUSINESS ORGANISATION
Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization.

UNIT IV JOINT STOCK COMPANY

UNIT V BUSINESS COMBINATIONS
Business Combination- Meaning, Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce.

OUTCOME:
The student will understand the modern business practices, forms, procedures and functioning of various business organizations

BOOKS RECOMMENDED:
OBJECTIVES:
The objective is to provide with a working knowledge of how to apply statistics to business situation.

UNIT I  FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS  9

UNIT II  DESCRIPTIVE AND INFERENTIAL STATISTICS  9
Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, skewness kurtosis, standard deviation, variance - Application in business scenario.

UNIT III  PROBABILITY  9
Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

UNIT IV  PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES  9
Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions.

UNIT V  PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES  9
Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution - Markov inequality - Chebychev's inequality - Central limit theorem.

TOTAL: 45 PERIODS

OUTCOMES:
- Develop and refine decision-making skills by basing decision upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique to utilize.

REFERENCES:
OBJECTIVES:

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality and society.
- To identify the nature and characteristics of social processes.

UNIT-I INTRODUCTION
Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS
Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION
Meaning of Socialization, Socialization as a Process of Learning, Stages and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control

UNIT-IV SOCIAL PROCESS
Social Process in Social Institution: Meaning, Causes and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

UNIT-V APPLIED SOCIOLOGY
Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming and Green house effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability

TOTAL: 45 PERIODS

OUTCOMES:

- Students will demonstrate the ability to discuss sociological theories and concepts
- Students will exhibit knowledge of the primary institutions of family, education, religion, and economic and political structures.
- Students will demonstrate an understanding of race, class, and gender inequality.

TEXT BOOKS:

2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001

REFERENCES:

1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
5. Joan Ferrrante: Sociology, United states in a global community.
OBJECTIVES:
- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I  FUNDAMENTALS OF BUSINESS COMMUNICATION  9

UNIT II  PRESENTATION AND GROUP DISCUSSION SKILLS  9

UNIT III  DOCUMENTING SKILLS  9
Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING – Critical Thinking, Problem Definition and Solving WRITING – Company Profiles, Minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats

UNIT IV  NON-VERBAL COMMUNICATION  9
Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication SPEAKING: Presentations - READING – Meeting and their procedures WRITING – Project Proposals, Mini Projects, Seeking Funding , Drafting Tenders, Circulars

UNIT V  TELEPHONE AND EMAIL ETIQUETTE  9

TOTAL: 45 PERIODS

OUTCOME:
This is an intermediate level course facilitating the application of the language skills acquired during the first semester. The learner focuses on using the LSRW skills in a business context for effective participation and communication.

TEXT BOOK:

REFERENCES:

WEBSITES:
www.businesscommunicationskills.com
www.mindtools.com
www.businesstrainingworks.com; www.businesscommunication.org
OBJECTIVES:
The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I           INTRODUCTION TO COMPUTERS
COMPUTER AND ITS APPLICATIONS: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.


UNIT II         DATA PROCESSING AND DATA STORAGE
TRANSFORMING DATA INTO INFORMATION: The difference between data and information, How computers represent data, How computers process data - CPU , Machine cycles, Memory, Factors effecting processing speed, The computer’s internal clock, The Bus, Cache memory.

TYPES OF STORAGE DEVICES: Primary and Secondary Storage devices, How data is stored on a disk, How data is organized on disks, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III           OPERATING SYSTEM
OPERATING SYSTEMS BASICS: OVERVIEW: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.


UNIT IV         THE INTERNET AND ITS SERVICES
INTRODUCTION TO INTERNET AND WORLD WIDE WEB (WWW): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet's history, the Internet's major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

E-MAIL AND OTHER INTERNET SERVICES: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features of the Internet.

UNIT V

INTRODUCTION TO PRESENTATIONS: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

OUTCOMES:
Upon completion of this course, students will
- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets and presentations
- Explore the Web and how to conduct research
- Experience working with email and recognize email netiquette

TEXT BOOKS:

REFERENCES:

MI7211 COMPUTER SKILLS - I
0 0 4 2

OBJECTIVES:
The course is designed to aim at imparting a basic computer skills for Word Processing, Presentations and Spreadsheets

EXPERIMENTS:

PRACTICALS ON SPREADSHEET

Exercise 1: Getting Started
- creating new worksheet
- selecting cells, navigating with mouse and keyboard
- entering, editing text and checking spelling
- saving the worksheet
- open the existing worksheet
- moving cells, copying cells, sorting cell data, referencing cells
- inserting columns, inserting rows and inserting cells
- filtering cell data
- deleting parts of a worksheet
Exercise 2: Spreadsheet Formatting
- page setup
- changing column widths and row
- auto format, manual formatting
- conditional formatting
- usage of format painter
- changing font sizes and attributes
- adjusting alignments, centering text across columns
- changing colors and shading
- inserting and removing page breaks
- hiding rows and columns
- protecting and unprotecting documents and cells

Exercise 3: Functions
- parts of a function
- basic functions – sum, average, percentage
- Rank & Percentile
- Group & Ungroup
- Subtotal
- Random Number Generation
- entering and editing functions
- order of evaluation in functions
- error messages from functions

Exercise 4: Charts & Graphics
- creating charts using chart wizard
- creating charts on separate worksheets
- resizing and moving charts, editing chart
- controlling which series on which axis
- creating trend lines
- creating and placing graphic objects
- resizing graphics

Exercise 5: Pivot Table & Pivot Charts
- creating pivot table
- editing the different parts of pivot table
- creating pivot chart
- creating and placing pivot chart

Exercise 6: Creating Daily and Monthly Sales Reports

Exercise 7: Creating Cash Flow Statement

Exercise 8: Creating Balance Sheet

Practicals on Word Processors
Exercise 1: Getting Started
- creating new document
- typing text, selecting text, deleting text and checking spelling
- inserting text, replacing text, formatting text
- open the existing document
- cut, copy, paste
- saving and printing document

Exercise 2: Formatting Text and Documents
- Auto format
- line and paragraph spacing
- Margins, Borders and Shading
- definition of headers and footers
- creating basic headers and footers
- creating different headers and footers for odd and even pages
- Creating hyperlinks

**Exercise 3: Tables & Graphics**
- creating a simple table
- creating a table using the table menu
- entering and editing text in a table
- selecting in table
- adding rows, changing row heights and deleting rows
- inserting columns, changing column width and deleting columns
- importing graphics and
- inserting picture

**Exercise 4: Creating Resume**

**Exercise 5: Creating Blog**

**Exercise 6: Creating Business Letters**

**Exercise 7: Creating Product Brochure**

**Exercise 8: Creating Project Report**

**Practicals on Presentations:**

**Exercise 1: Getting Started**
- Creating Presentations : Using blank presentation option
- Creating Presentations :Using template option
- Adding Slides, Deleting a slide, Numbering a Slide
- Saving and Printing Presentation

**Exercise 2: Graphics & Visual Effects**
- Importing the images into presentation
- Building Transition Effects

**Exercise 3: Creating Company Profile Presentation**

**Exercise 4: Creating Product Presentation**

**Exercise 5: Creating Project Presentation**

**Practicals on Internet and Services**

**Exercise 1: WWW and Web Browser**
- Connecting to World Wide Web (WWW)
- Popular Web Browsers – Google Chrome, Internet Explorer, Mozilla Firefox
- Popular Search Engines (google/bing)/ Search for content
- Accessing Web Browser
- Using Favorites Folder
- Downloading Web Pages
• Printing Web Pages
• Understanding URL
• Surfing the web

Exercise 2: Email
• Basics of E-mail
• What is an Electronic Mail
• Email Addressing
• Using E-mails
• Opening Email account
• Mailbox: Inbox and Outbox
• Creating and Sending a new E-mail
• Replying to an E-mail message
• Forwarding an E-mail message
• Sorting and Searching emails

TOTAL: 60 PERIODS

OUTCOMES:
Upon completion of this course, students will
• Gain familiarity to word processor, presentation and spreadsheet
• Experience working with email and recognize email netiquette

TEXT BOOKS:
1. Taxali R.K., PC Software for Windows made simple

http://www.openoffice.org/documentation/conceptualguide/conceptual_guide_OOo_3_ebook.pdf

MI7301 MANAGERIAL ECONOMICS - I L T P C
3 0 0 3

OBJECTIVES :
• To expose the basic principles of microeconomic theory.
• To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION 9

UNIT II DEMAND AND SUPPLY 9
Concept of Demand- Elasticity of Demand -their types and determinants-Concepts of Supply – Elasticity of Supply their types and determinants.

UNIT III PRODUCTION 9
Introduction to production process, short run production function: law of variable Proportions, long run production.

UNIT IV COST AND REVENUE 9
Revenue Concepts – Total Revenue, Marginal Revenue, Average Revenue and their relationship.
UNIT V
MARKET STRUCTURE
9
Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly - kinked demand curve, Factor Market.

OUTCOME:
- Students are expected to become familiar with principles of micro economics.

TEXT BOOKS:

REFERENCES:

MI7302
MANAGEMENT INFORMATION SYSTEM
L T P C
3 0 0 3

OBJECTIVES:
- To understand the fundamental concepts of system, information.
- To study the importance of decision making
- To impart the knowledge of development of MIS
- To know the security issues of MIS

UNIT I
CONCEPTUAL FOUNDATIONS:
9

UNIT II
MANAGEMENT DECISION MAKING:
9
Introduction to different kinds of Information Systems and Concept, Characteristics and Components: ESS, EIS, DSS, MIS, KWS, TPS, OAS and EDP- GDSS

UNIT III
AN OVERVIEW OF MANAGEMENT INFORMATION SYSTEM:
9

UNIT IV
DEVELOPING INFORMATION SYSTEMS:
9
UNIT V SECURITY AND ETHICAL ISSUES:
Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

OUTCOME:
- Students are expected to gain knowledge of fundamentals of system and information.

TEXT BOOKS:

REFERENCES:

MI7303 COST ACCOUNTING

OBJECTIVE:
- To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world.

UNIT I: INTRODUCTION

UNIT II: MATERIAL COST
Material Cost - Material Control – Purchase Control – Inventory Control, meaning and Techniques – Different methods of Pricing Material Issues.

UNIT III: LABOUR COST

UNIT IV: OVER HEADS

UNIT V: PROCESS COSTING
Process Costing – Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) – Job Costing – Contract Costing.

TOTAL: 45 PERIODS

OUTCOME:
- Students are expected to possess good knowledge of the basic nuances involved in Cost Accounting.
TEXT BOOKS:

REFERENCES:

<table>
<thead>
<tr>
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OBJECTIVE:
- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I  INTRODUCTION TO MARKETING MANAGEMENT:
9

UNIT - II  MARKETING ENVIRONMENT:
9

UNIT - III  CONSUMER AND BUSINESS BUYER BEHAVIOUR:
9

UNIT - IV  SEGMENTATION, TARGETING AND POSITIONING:
9

UNIT - V  INTERNATIONAL MARKETING MANAGEMENT:
9
Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy.

TOTAL: 45 PERIODS

OUTCOMES:
- Knowledge of basic understanding in solving marketing related problems.
- Awareness of marketing management process, and the marketing mix elements.
TEXT BOOKS :

REFERENCES:

MI7305 BUSINESS LAW – I L T P C 3 0 0 3

OBJECTIVE:
To understand the basic legal terms and concepts used in law pertaining to business

UNIT I: THE INDIAN CONTRACT ACT 1872

UNIT II: SALE OF GOODS ACT, 1930
Definition of Sales, essentials for contract of sale, Documents of title, risk of loss, Guarantees and Warranties, performance of sale of contracts, conditional sales and rights of an unpaid seller

UNIT III: NEGOTIABLE INSTRUMENTS ACT, 1881

UNIT IV: COMPANY LAW
Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and articles of association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance

UNIT V: THE COMPETITION ACT, 2002
Objectives of Competition Act, the features of Competition Act, components of Competition Act, Competition Commission of India, Appellate Tribunal, offences and penalties under the Act.

TOTAL: 45 PERIODS

OUTCOME:
- Students are expected to become familiar with legal concepts pertaining to Business.

TEXT BOOKS:
REFERENCES:
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016

MI7306 BUSINESS STATISTICS - II

OBJECTIVES:
This course introduces some of the ideas of statistics, emphasising the applications of these methods in the business scenario. It provides a basic knowledge of how to do estimation of population, test hypothesis and summarise results. It provides knowledge about the various parametric and non parametric tests.

UNIT I SAMPLING DISTRIBUTION AND ESTIMATION
9
Sampling - sampling methods - sampling distribution - sampling and non sampling errors - mean and standard deviation of sampling distribution - Estimation - Introduction - Estimators and properties - Point and Interval estimate - introduction to t-distribution - interval estimation of population mean: large and small samples - Interval estimation of population mean - finite and infinite population - Interval estimation for population proportion- large and small samples.

UNIT II HYPOTHESIS TESTS I
9
Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - probability value method (p value)- power of test- Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions; large and small samples.

UNIT III HYPOTHESIS TESTS II
9
Hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions - large and small case- F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV PARAMETRIC TESTS
9

UNIT V CORRELATION AND REGRESSION
9

TOTAL: 45 PERIODS

OUTCOMES:
After successfully completing this course students understand
• How to do estimation
• The type of formulate a hypotheses, test them and draw conclusions.
• When and how to use parametric and non parametric tests
TEXT BOOKS:

REFERENCES:

MI7311 COMPUTER SKILLS-II

OBJECTIVES:
The course is designed to aim at imparting computer skills for data analysis, word processing and presentations.

EXPERIMENTS:

Practicals on Spreadsheet

Exercise 1: Look up and Reference
- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements
- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting
- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors

Exercise 1: Tools for editing a document
- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting
- Bookmark
Exercise 2: Mail Merge  
Exercise 3: Macros  
Exercise 4: Styles  
Exercise 5: Linking and embedding objects  
Exercise 6: Templates  

Practicals on Presentations  
Exercise 1: Create a presentation with animation effects  
Exercise 2: Create a looping introduction  
Exercise 3: Loop a motion path animation  
Exercise 4: Master slide  
Exercise 5: Sound effects  
Exercise 6: Videos  
Exercise 7: Macros  

OUTCOMES:  
Upon completion of this course, students will  
- Gain familiarity with advanced features in word processor, presentation and spreadsheet.  
- Experience working with macros.  
- Experience working with animations.  

REFERENCES:  

MI7401  
MANAGERIAL ECONOMICS - II  
L T P C  
3 0 0 3  

OBJECTIVE:  
- To introduce the students to the basic concepts of macroeconomics.

UNIT I  
NATIONAL INCOME  

UNIT II  
INFLATION  
Inflation: meaning, types of inflation, Demand and cost push, Stagflation, Effects of inflation in economy and Philip’s Curve. Unemployment, Okun's Law, Business cycle.

UNIT III  
THEORY OF INVESTMENT  
Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance and limitations.

UNIT IV  
MONEY  
Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.

UNIT V  
INTERNATIONAL TRADE  

TOTAL: 45 PERIODS
OUTCOME:
Students are expected to become familiar with principles of macro economics.

TEXT BOOKS:

REFERENCES:

MI7402 DATA MANAGEMENT

OBJECTIVES:
- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I DATABASE MANAGEMENT SYSTEMS: 9
Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model)

UNIT II RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS): 9
Relational Model -Relations, Tupples, domains and type of keys, Boyce–Codd Normal Form, normalization of databases– The first and second normal form of databases.

UNIT III INTRODUCTION TO SQL: 9
Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL

UNIT IV XML: 9
Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web

UNIT V EMERGING DATABASE TECHNOLOGIES - NOSQL: 9
Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models– Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL

TOTAL: 45 PERIODS

OUTCOMES:
At the end of this course, student should be able to:
- Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- Write SQL statements for a variety of data definition and data manipulation scenarios
- Define and manipulate XML Data
- Handle unstructured data using NoSQL.
TEXT BOOKS:

REFERENCES:

MI7403 CORPORATE ACCOUNTING L T P C
3 0 0 3

OBJECTIVE:
- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses.

UNIT I: SHARES
Shares – Definition – Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.

UNIT II: DEBENTURES

UNIT III: PREFERENCE SHARES

UNIT IV: UNDERWRITING

UNIT V: FINAL ACCOUNTS
Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting.

TOTAL: 45 PERIODS

OUTCOME:
Good grasp of accounting procedures followed in corporate world.

TEXT BOOKS:
REFERENCES:

MI7404 QUALITY MANAGEMENT

OBJECTIVE:
- To learn the various principles and practices of Quality Management

UNIT I INTRODUCTION

UNIT II QUALITY GURUS

UNIT III QUALITY PRINCIPLES
Leadership – Strategic quality planning, - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDSA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT IV QUALITY TOOLS

UNIT V QUALITY MANAGEMENT SYSTEMS

OUTCOME:
- Understanding of quality philosophies and practices and how to apply them in an organization

TEXT BOOKS :

REFERENCES :
2. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business

UNIT I: TAXATION 9
Constitutional framework of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT II: THE CONSUMER PROTECTION ACT, 1986 9

UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000 9

UNIT IV: DIGITAL SIGNATURE 9
Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

UNIT V: INTELLECTUAL PROPERTY RIGHTS 9

OUTCOME:

- Students are expected to comprehend the applicability of legal principles to situations in Business world.

TEXT BOOKS:


REFERENCES:

4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016.
MI7406  APPLIED OPERATIONS RESEARCH I  L T P C
                                       3 0 0 3

OBJECTIVE :
• To learn the fundamentals of operations research to applied in business decision making.

UNIT I  INTRODUCTION TO LINEAR PROGRAMMING (LP)  9
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase).

UNIT II  TRANSPORTATION MODELS  9

UNIT III  ASSIGNMENT MODELS  9

UNIT IV  INVENTORY MODELS  9
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.

UNIT V  GAME THEORY  9
Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

TOTAL: 45 PERIODS

OUTCOME :
• To facilitate modelling a business situation to arrive at quantitative solutions.

TEXTBOOKS :

REFERENCES :
OBJECTIVE:
Understand the techniques of using accounting software package for recording accounts.

OUTCOME:
Acquire reasonable hands on knowledge of accounting software.

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<tr>
<th>S.No.</th>
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<tr>
<td>1</td>
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<td>Company creation and management</td>
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<td>Accounting Groups and Ledger creation and management</td>
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<td>Cash and Bank transactions</td>
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<td>4</td>
<td>Accounting Voucher creation – Sales, Purchase, Receipt and Payment vouchers</td>
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<td>Contra, Journal vouchers, Debit Notes, Credit Notes</td>
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<td>Extended experiment - 1</td>
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<td>Trial Balance, Final Accounts without adjustments</td>
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<td>Final Accounts with adjustments,</td>
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<td>Report generation</td>
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<td>Extended experiment - 2</td>
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<tr>
<td>11</td>
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<td>Inventory management – Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters</td>
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<td>Inventory Voucher creation – Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher</td>
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<td>13</td>
<td>11</td>
<td>Preparation of Bank Reconciliation Statement</td>
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<td>14</td>
<td>12</td>
<td>Export and Import of Data, Data Security, Printing of Reports</td>
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</tbody>
</table>

TOTAL: 60 PERIODS

REFERENCES:
MI7412 SEMINAR I

OBJECTIVES:
- To expose the students to the basics of business etiquette

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:
1. Business Communication Etiquette
2. Professional Image
3. Body language and Gestures
4. Impression management
5. Networking
6. Restaurant Etiquette
7. Business travel planning
8. Hosting and attending Events
9. Business meetings
10. Time Management

TOTAL: 30 PERIODS

OUTCOME:
- The students will be equipped to conduct themselves professionally.

MI7501 ORGANIZATIONAL BEHAVIOR

OBJECTIVE:
- To provide an overview of theories and practices in organizational behavior at individual, group and organizational level.

UNIT I INTRODUCTION
Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models- Diversity in work place- Organization structure – Formation - Types.

UNIT II INDIVIDUAL PROCESSES I

UNIT III INDIVIDUAL PROCESSES II

UNIT IV GROUP PROCESSES
Groups in organizations – types- Group dynamics –Team and team building – Developing high performance teams. Communication in teams and organizations – Control. Leader Vs Managers- Power and influence in work place- Organizational Politics.

UNIT V ORGANIZATIONAL PROCESSES

TOTAL : 45 PERIODS
OUTCOMES:
- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

TEXT BOOKS:

REFERENCES:

MI7502 APPLIED OPERATIONS RESEARCH II

OBJECTIVE:
- To learn the fundamentals of operations research to applied in business decision making.

UNIT I LINEAR PROGRAMMING (LP)II
Introduction to principles of Duality, Solution by Dual Simplex method and Revised Simplex method. Sensitivity Analysis.

UNIT II INTEGER PROGRAMMING
Integer Programming – Branch and Bound (Graphical method), Gomory' cutting plane methods - pure and mixed IPP

UNIT III DECISION MODELS
Decision Theory - Decision making under risk and uncertainty - Decision trees

UNIT IV QUEUING MODELS
Queueing Models - Single (M/M/1): (α/FIFO), (M/M/1): (N/FIFO) and multi Channel Models (M/M/C): (α/FIFO), (M/M/C): (N/FIFO)

UNIT V REPLACEMENT MODELS
Replacement Models - Replacement of capital items, Individual and group replacement of items.

TOTAL: 45 PERIODS

OUTCOME:
- To facilitate modeling a business situation to arrive at quantitative solutions.

TEXTBOOKS:
REFERENCES:

MI7503 PRINCIPLES OF INSURANCE

OBJECTIVES:
• The main objective of this is to make the learners understand about the principles of insurance and the essentials of a valid insurance contract. The relationship between insurers and their customers and the importance of insurance contracts are discussed.

UNIT I THE CONCEPT OF INSURANCE AND ITS EVOLUTION AND SCOPE OF INSURANCE
The basics and nature of insurance – evolution and nature of insurance - Nature and Scope of Insurance, how insurance operates today –importance of insurance – Common terms used in insurance -Life and nonlife insurance - how insurance takes care of unexpected eventualities.

History of Insurance in India. Introduction to Insurance - What is insurance – how it works – importance of insurance industry – history of insurance.

UNIT II DIFFERENT TYPES OF INSURANCE
Health Insurance- Auto Insurance- Group Insurance – Unit linked insurance Accident or Sickness Insurance-Property Insurance-Liability Insurance- Other Types of Insurance.

Insurance Customers: Understanding insurance customers – different customer needs - importance of customers – customer mindsets - customer satisfaction - customer behavior at purchase point - customer behavior when claim occurs - importance of ethical behavior.

UNIT III THE BUSINESS OF INSURANCE
Management of risk by individuals – management of risk by insurers – fixing of premiums – reinsurance and its importance for insurers - role of insurance in economic development and social security - contribution of insurance to the society.

Premium Payment, Lapse and Renewal: Premium, Surrender Values, Non- Forfeiture Options, Revival; Assignment Nomination Loans – Surrenders – Foreclosure: Assignment, Nomination, Loan and Surrenders, Foreclosure.


UNIT IV THE INSURANCE CONTRACT
Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest – the principle of indemnity - the principle of subrogation - the principle of contribution – disclosure of all relevant information - principle of utmost good faith - the relevance of proximate cause - the insurance contract

Reinsurance: What is reinsurance - Need for reinsurance - Functions of reinsurance - Types of reinsurance – Reinsurance

UNIT V DISPUTE RESOLUTION MECHANISM

TOTAL: 45 PERIODS
OUTCOMES:
Upon completion of the subject, students will be able to:

- Identify what insurance is, why insurance works and how to determine insurance needs.
- Explain insurance operation, including functions of insurance, insurance customers, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.
- Familiarize themselves with major insurance products, such as life insurance, health insurance, property and liability insurance.

TEXT BOOKS:

REFERENCES:
1. P. Periasami- Principles And Practice Of Insurance (Himalaya Publications, 2012)

MI7504 BANKING THEORY AND PRACTICES L T P C
3 0 0 3

OBJECTIVES:
The course aims at imparting knowledge about the Banking Operations among the students
- Students will get exposure for banking operations
- Students will be exposed to various dimensions of day to day operations.

UNIT- I: BANKING AN OVERVIEW
Origin and development of banking in India- Functions of Banks-Credit creation-Techniques of Credit creation and its limitations –Commercial banks – role in the Indian money market -Reserve bank of India- Functions-Monetary policy-Instrument of Credit control operation–relation to cooperative banks and credit institutions.

UNIT- II: OPERATIONS OF BANK ACCOUNTS

UNIT- III: BANKER AND CUSTOMER RELATIONSHIP
Definition of Banker-Customer-General relationship-Bankers lien-Secrecy of customer Account, banker as borrowers-Opening, conducting and closing of accounts of special types of customer-Minor- Lunatic-Drunkard-Married Woman-Trustee-Partnership-Joint stock companies.

UNIT- IV: METHODS OF PAYMENT AND COLLECTION
Cheque-Requisites of cheque-crossing of cheque- types of crossing-Different kinds of crossing and their significance.-Duties and responsibilities of the paying banker-Endorsement-Kinds of endorsement-Statutory protection to the banker and paying banker-Payment in due course.

Collection of cheque- Duties and responsibilities of collecting banker- precautions, statutory protection to the collecting banker-Pass book- Effect of entries in the pass book. Loans and
advances- Forms of advance, Cash credit-Over draft- Principles of lending-Modes of creating charge, Lien, Pledge, Hypothecation, Mortgage.

UNIT- V : ELECTRONIC BANKING AND ELECTRONIC FUND TRANSFER 9

TOTAL : 45 PERIODS

OUTCOME :
• Students would have acquired practical applications of banking aspects in real life situations and in Business Operations.

TEXT BOOKS :
4. Banking Theory and Practice, 21/e,K C Shekhar & Lekshmy Shekhar, Vikas Publishing

MI7505 ENVIRONMENTAL SCIENCE AND ENGINEERING L T P C
3 0 0 3

OBJECTIVES :
• To study the nature and facts about environment.
• To study the interrelationship between living organism and environment.
• To appreciate the importance of environment by assessing its impact on the human world; envision the surrounding environment, its functions and its value.
• To study the integrated themes and biodiversity, natural resources, pollution control and waste management.

UNIT I ENVIRONMENT AND ECOSYSTEMS 9

UNIT II BIODIVERSITY 9

UNIT III ENVIRONMENTAL POLLUTION 9
Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards – soil waste management: causes, effects and control measures of municipal solid wastes, climate change, acid rain, disaster management: floods, earthquake, cyclone and landslides.
UNIT IV NATURAL RESOURCES
Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, equitable use of resources, resource conservation, Sustainable development.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT

TOTAL : 45 PERIODS

OUTCOMES:
• Will become aware of the ecosystem, the biosystem, the natural resources and the environment.
• Will work towards protecting the environment as well as be aware of the Acts.
• Resource conservation will help individuals to appreciate the utility value of the resources.

TEXT BOOKS:

REFERENCES:

MI7506 BUSINESS POLICY
L T P C
3 0 0 3

OBJECTIVE:
• The objective of this course is to help students develop the skills for formulating business policy. It provides an understanding of : i) A firm's operative environment and how to sustain competitive advantage. ii) Role of creativity and Innovation in building Business Culture.

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV : 

UNIT - V :  
Role of Creativity and Innovation in Business; Creativity, Innovation, Creating and building Creative and Innovative Business Culture, Business Practices adopted to promote Creativity and Innovation- Importance of creativity and Innovation- Challenges involved in Innovation and Creativity.

OUTCOME :
- Enable to formulate suitable policy in connection with conducting business, social responsibility, corporate governance, use innovative and creativity in the business activities.

REFERENCES :

MI7511 DATA ANALYSIS LABORATORY - I

OBJECTIVE :
The objective is to provide a hands-on knowledge of how to apply statistics to business situation using spreadsheets.

Exercise 1 : Random number generation
Exercise 2 : Rank and percentile
Exercise 3 : Simple Random sampling and Systematic Random sampling
Exercise 4 : Descriptive Statistics
Exercise 5 : t-test
Exercise 6 : z-test
Exercise 7 : F-Test
Exercise 8 : ANOVA
Exercise 9 : Chi-square test
Exercise 10 : Mann- Whitney U test
Exercise 11 : Kruskal-Wallis test
Exercise 12: Correlation and Regression
Exercise 13: One sample Run test
Exercise 14: Moving average and Exponential Smoothing
Exercise 15: Trend analysis

TOTAL: 60 PERIODS

OUTCOME:
- Develop and refine decision-making skills, upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique.

REFERENCES:

MI7512 SEMINAR II

OBJECTIVE:
- To introduce the students to the relevant economics topics

Note: Students are expected to prepare and present on topics suggested below:

1. Capitalism
2. Communism
3. Protectionism
4. Globalization
5. Developmental Economics
6. Poverty, inequality and economic growth
7. IMF
8. WTO
9. Behavioural Economics
10. The Nobel Memorial Prize in Economic Sciences

TOTAL: 30 PERIODS

OUTCOME:
1. The students will be able to appreciate pluralism in economics.

MI7601 FINANCIAL MANAGEMENT – I

OBJECTIVES:
- Acquaint the students with the basic concepts of Financial Management and its pivotal role in the corporate world.
- Encourage students to think critically about issues in corporate financial management.
- Understand some of the approaches used by a Finance Manager with respect to financial analysis, profit planning, control and management of current resources.
UNIT I OVERVIEW OF FINANCIAL MANAGEMENT 9

UNIT II SOURCES OF FINANCE 9
Long term finance- Shares, Debentures, Preference stock and term loans- Features, Rights, Advantages and Disadvantages- Short Term sources-Trade credit, Commercial paper, Certificate of deposit and Bank Finance.

UNIT III FINANCING DECISION 9

UNIT IV DIVIDEND DECISION 9
Objectives of Dividend policies-Types- Determinants of dividend policy - forms of dividend- Bonus shares- Share split- Reverse split-Buy back of shares.

UNIT V WORKING CAPITAL MANAGEMENT 9

OUTCOME :
- Possess the techniques of managing finance in an organization.

TEXT BOOKS :

MI7602 HUMAN RESOURCE MANAGEMENT L T P C
3 0 0 3

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 9

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 9
UNIT III  TRAINING AND DEVELOPMENT  9
Types of training methods – purpose - benefits - resistance. Executive development programmes –
Common practices - Benefits – Self development – Knowledge management.

UNIT IV  EMPLOYEE ENGAGEMENT  9
Compensation plan – Reward – Motivation – Application of theories of motivation – Career
management – Mentoring - Development of mentor – Protégé relationships.

UNIT V  PERFORMANCE EVALUATION AND CONTROL  9
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion,
Transfer and Separation – Implication of job change. The control process – Importance – Methods
– Requirement of effective control systems grievances – Causes – Implications – Redressal
methods.

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

TEXT BOOKS :
  Education Limited, 2015.

REFERENCES :
  Learning. 2012

MI7603  MARKETING MANAGEMENT - II  L T P C 3 0 0 3

OBJECTIVES :
• 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  PRODUCT MANAGEMENT  9
Product- Meaning, Classification of Products, Levels of Products- Product Hierarchy- Product
Development Strategies and Product Life Cycle (PLC) - Product Line Strategies - Product Mix
Strategies - Packaging and Labelling - New Product Development -
BRAND: Introduction to Brand and Branding - Advantages and disadvantages of branding - Brand

UNIT II  PRICING  9
Introduction - Factors Affecting Price Decisions - Cost Based Pricing - Value Based and
Competition Based Pricing - Product Mix Pricing Strategies - Adjusting the Price of the Product -
Initiating and Responding to the Price Changes - Global and International Pricing.
UNIT III DISTRIBUTION MANAGEMENT 9
Introduction - Need for Marketing Channels - Decisions Involved in Setting up the Channel - Channel Management Strategies - Introduction to Logistics Management - Reverse Logistics - Backward and Forward Integration - Introduction to Retailing and Wholesaling.

UNIT IV PROMOTION MANAGEMENT 9

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER CONTEMPORARY ISSUES 9

OUTCOMES :
- Knowledge of analytical skills in solving marketing related problems.
- Awareness of marketing management process.

TEXT BOOKS:

REFERENCES
UNIT III  DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS  9
Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues.

UNIT IV  MATERIALS MANAGEMENT  9
Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives,
Functions, Policies, Vendor rating and Value Analysis.

UNIT V  SCHEDULING AND PROJECT MANAGEMENT  9
Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature,
importance; Priority rules and techniques, Shopfloor control.

TOTAL : 45 PERIODS

OUTCOMES :
- 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 :
1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage
   Learning, 2002.

REFERENCES :
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya

MI7605  INFORMATION MANAGEMENT  L T P C
3 0 0 3

OBJECTIVES :
- 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  10
Data, Information, information as resource, Intelligence, decision making with MIS- tactical,
operational and strategic decisions, ethical and social issues.

UNIT II  ENTERPRISE INFORMATION SYSTEM  10
Business process integration, Motivation for Enterprise systems-ERP system-Finance and
accounting module, HR management Module, Manufacturing and operations Module, Sales and
Marketing module, CRM.
UNIT III MANAGING DATA RESOURCES  8
Need for data management, Challenge for data management-data independence, consistency, data access, data administration, concurrency, security, recovery, data base design, data warehouses - uses.

UNIT IV DATA MINING AND BUSINESS INTELLIGENCE  8
Data Mining-virtuous cycle of data mining, data mining application for effecting decision making, Business Intelligence-framework of business intelligence ,BI implementation and integration.

UNIT V RECENT TRENDS IN INFORMATION SYSTEMS  9

OUTCOME :
• Gains knowledge on effective applications of information systems in business.

REFERENCES :
2. EfraimTurban,Ramesh Shardam,DursunDelen and David King ,Business Intelligence- A managerial Approach , second edition, Pearson 2012

MI7606 ENTERPRISE RESOURCE PLANNING  L T P C
3 0 0 3

OBJECTIVES:
• To understand the various enterprise business process.
• To understand the emerging trends in ERP developments.
• To obtain knowledge on the various ERP software products available in Market.
• Role of ERP in business transformation.

UNIT I ERP - INTRODUCTION  9

UNIT II ERP AND TECHNOLOGY  9
ERP and Related Technologies, Business Intelligence (BI) and Business Analytics (BA), E-Commerce and E-Business, Business Process Reengineering (BPR), Data Warehousing and Data Mining, On-line Analytical Processing (OLAP), Product Life Cycle Management (PLM), Supply Chain Management (SCM), Customer Relationship Management (CRM), Geographic Information System (GIS), Advanced Technology and ERP Security
UNIT III  ERP IMPLEMENTATION
Implementation Challenges, ERP Implementation Strategies, ERP Implementation Life Cycle, Pre-Implementation Tasks, Implementation Methodologies, ERP Deployment Methods, ERP Project Teams, Vendors and Consultants, Employees and Employee Resistance, Contracts with Vendors, Consultants and Employees, Training and Education, Data Migration, Project Management and Monitoring, Post-Implementation Activities, Success and Failure Factors of an ERP Implementation

UNIT IV  BUSINESS MODULES
Business Modules of an ERP Package, Financials, Manufacturing, Human Resource Management, Plant Maintenance, Materials Management, Quality Management, Marketing, Sales, Distribution and Service

UNIT V  ERP - PRESENT AND FUTURE
Turbo Charge the ERP System, Enterprise Application Integration (EAI), ERP and E-Business, ERP and Total Quality Management, Future Directions and Trends in ERP.

TOTAL : 45 PERIODS

OUTCOMES:
- Knowledge of ERP implementation cycle.
- Awareness of core and extended modules of ERP.
- Various ERP products available in Market.
- Challenges in implementing ERP for an organization

TEXT BOOKS:

REFERENCES:

MI7611  INDUSTRIAL VISIT
L  T  P  C
0 0 4 2
OBJECTIVE:
- To introduce the students to industries and their working style.

Note: Students are expected to go on industrial visit to at least 4 firms and submit a diary of events - of things learned at the industries

TOTAL : 60 PERIODS

OUTCOME:
- The students will be able to understand the functioning of the organizations.
OBJECTIVE:
- To introduce the students to the organization behaviour topics.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Pygmalion Effect
2. Transaction analysis
3. Strokes
4. Life Positions
5. Self-efficacy/ Confidence
6. Positive Psychology
7. Psychological Capital
8. Happiness/ Subjective well-being
9. Emotional Labour
10. Creating Rapport

TOTAL: 30 PERIODS

OUTCOME:
1. The students will be able to understand their own and others behaviour in organization.

MI7701 FINANCIAL MANAGEMENT - II

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

UNIT I FUNDAMENTAL VALUATION CONCEPTS

UNIT II INVESTMENT DECISIONS – CAPITAL BUDGETING
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

UNIT III INVESTMENT DECISIONS – COST OF CAPITAL

UNIT IV CAPITAL STRUCTURE AND DIVIDEND THEORIES

UNIT V FINANCIAL MARKETS

TOTAL: 45 PERIODS
OUTCOME:

- Possess the techniques of managing finance in an organization.

REFERENCES:


MI7702 LABOUR LEGISLATIONS

OBJECTIVES:

- 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.

1. The Factories Act, 1948
2. The Trade Unions Act, 1926
3. The Payment of Wages Act, 1936
4. The Minimum Wages Act, 1948
5. The Industrial Disputes Act, 1947
6. The Workmen's Compensation Act, 1923
7. The Payment of Gratuity Act, 1972
8. The Payment of Bonus Act, 1965
10. The Employees State Insurance Act, 1948
11. The Industrial Employment (Standing Orders) Act, 1946
12. The Apprentices Act, 1961
13. The Equal Remuneration Act, 1976
15. Contract Labour Regulations and Abolition Act, 1970

TOTAL: 45 PERIODS

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

REFERENCES:

7. Respective Bare Acts.
OBJECTIVE:
- To explain the concepts, strategies, tools and techniques for managing the critical decision areas in operations management

UNIT I     PROCESS STRATEGY
Process Structure - manufacturing, services; Process strategy decisions - customer involvement, resource flexibility, capital intensity; Strategic fit; strategies for changes - reengineering, improvement, process analysis and documentation.

UNIT II     CONSTRAINT MANAGEMENT

UNIT III    OPERATIONS PLANNING
Operations planning - Framework - Aggregate Planning - Approaches, costs, relationship to Master Production schedule. Materials requirement planning - MRP, MRP II and ERP.

UNIT IV     INVENTORY MANAGEMENT
Inventory - objectives, costs and control techniques - Fixed order quantity and fixed time period models; Just-in-time and lean systems; Stores Management

UNIT V     FACILITY LOCATION AND LAYOUT

TOTAL: 45 PERIODS

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.

REFERENCES:
OBJECTIVE:
- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

UNIT I INTRODUCTION

UNIT II RESEARCH DESIGN AND MEASUREMENT

UNIT III DATA COLLECTION

UNIT IV DATA PREPARATION AND ANALYSIS
Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

OUTCOME:
- The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making.

REFERENCES:
OBJECTIVES:
- To prepare students for a professional qualification in taxation

UNIT I  CONCEPTS AND DEFINITION  9

UNIT II  INCOME FROM SALARY AND HOUSE PROPERTY  9

UNIT III  INCOME FROM BUSINESS/ PROFESSION  9

UNIT IV  INCOME FROM CAPITAL GAINS  9

UNIT V  COMPUTATION OF TOTAL INCOME FOR INDIVIDUALS AND COMPANIES AND FILING RETURNS  9

OUTCOMES:
- To create ethical tax experts and consultants

REFERENCES:
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

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.
REFERENCES:

MI7711 DATA ANALYSIS LABORATORY - II L T P C
0 0 4 2

OBJECTIVE:
- The objective is to provide a hands-on knowledge of how to apply statistics to business situation in management functional areas using spreadsheets.

Exercise1: Portfolio selection
Exercise2: Exercise1 - Extension
Exercise3: Risk Analysis
Exercise4: Sensitivity Analysis using Monte Carlo simulation
Exercise5: Exercise4 - Extension
Exercise 6: Financial performance Analysis Using What if Analysis
Exercise7: Transportation problem
Exercise8: Exercise7 - Extension
Exercise9: Assignment problem
Exercise 10: Exercise9 - Extension
Exercise11: Shortest path Problem
Exercise 12: Maximum Flow Problem
Exercise13: Critical path Method
Exercise14: Queuing Model
Exercise15: Economic Ordering Quantity (EOQ)

TOTAL: 60 PERIODS

OUTCOMES:
Develop and refine decision-making skills, upon the outcome of statistical tests. Analyze real world scenarios and determine the appropriate type of analytical problem solving technique for management functional areas.

REFERENCES:
OBJECTIVE:
- To introduce the students to research practices and tools in Management.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:

1. Types of Data collection and challenges
2. Exploratory research
3. Regression analysis
4. Sampling techniques and its limitations
5. Cross sectional vs longitudinal research
6. Experimental design
7. Validation techniques
8. Design of questionnaire
9. Visualization techniques
10. Descriptive statistics

TOTAL : 30 PERIODS

OUTCOME:
- The students will have an awareness of the practical challenges of data analysis in business research.

MI7801 INTERNATIONAL BUSINESS MANAGEMENT

OBJECTIVE:
- To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.

UNIT I AN OVERVIEW OF INTERNATIONAL BUSINESS

UNIT II THEORIES OF INTERNATIONAL TRADE AND INVESTMENT

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT
Strategic compulsions— Strategic options – Global portfolio management- Global entry strategy, different forms of international business, advantages - Organizational issues of international business – Organizational structures – Controlling of international business, approaches to control – Performance of global business, performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL OF GLOBAL BUSINESS
UNIT V   HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS  9
Selection of expatriate managers- Managing across cultures -Training and development-Compensation- Disadvantages of international business – Conflict in international business-Sources and types of conflict – Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making.

TOTAL : 45    PERIODS

OUTCOME :
• Students would be familiar with global business environment, global strategic management practices and get acquainted with global functional domain practices.

REFERENCES :

MI7802       EVENT MANAGEMENT       L T P C
                                          3 0 0 3

OBJECTIVE :
• This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I   EVENT CONTEXT   9

UNIT II  EVENT PLANNING & LEGAL ISSUES   9

UNIT III  EVENT MARKETING   9

UNIT IV  EVENT OPERATION   9
UNIT V  SAFETY & EVENT EVALUATION  9

OUTCOME :
• At the end of the course students can plan, develop, manage and implement an event successfully. Student can enhance their professional skills in the field of Event Management, to prepare them for successful careers in this field

REFERENCES :
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
7. Shannon Kilkenny, The complete guide to successful event planning.

MI7803  ENTREPRENEURSHIP DEVELOPMENT  L   T    P    C
3 0 0 3

OBJECTIVES :
• To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
• To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I  ENTREPRENEURIAL COMPETENCE  9
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II  ENTREPRENEURIAL ENVIRONMENT  9
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations

UNIT III  BUSINESS PLAN PREPARATION  9

UNIT IV  LAUNCHING OF SMALL BUSINESS  9

UNIT V  MANAGEMENT OF SMALL BUSINESS  9

TOTAL : 45 PERIODS
OUTCOME:
- The learners will gain entrepreneurial skills and knowledge needed to run business efficiently and effectively.

REFERENCES:

MI7804 BUSINESS ETHICS AND CORPORATE GOVERNANCE  

OBJECTIVE:
- To provide an understanding on ethical practices in business and corporate governance.

UNIT I  INTRODUCTION  9
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  9
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  9
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. with lessons learnt.

UNIT IV  CORPORATE GOVERNANCE  9
Understanding Corporate Governance: Corporate governance – an overview, History of corporate governance-Concept of corporations • Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders (Fernando, 4), Ownership structures and corporate governance- Pyramids and Tunneling: • Issues of corporate control and cash flow rights • Examples from restructure proposals of Vedanta group • Need for investor protection

UNIT V  THEORIES AND PRACTICE OF CORPORATE GOVERNANCE  9

TOTAL: 45 PERIODS
OUTCOME:
- To be equipped with knowledge on ethical issues and corporate governance.

REFERENCES:

MI7805 BUSINESS ANALYTICS

OBJECTIVE:
Learn to
1. Use business analytics for decision making
2. To apply the appropriate analytics and generate solutions
3. Model and analyse the business situation using analytics.

UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA) 9
Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, BA for Competitive Advantage.

UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS 9
Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.

UNIT III DESCRIPTIVE ANALYTICS 9
Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics

UNIT IV PREDICTIVE ANALYTICS 9
Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics

UNIT V PRESCRIPTIVE ANALYTICS 9
Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimisation - Demonstrating Business Performance Improvement.

OUTCOMES:
Ability to
1. understand the role of Business Analytics in decision making
2. identify the appropriate tool for the analytics scenario
3. to apply the tools and generate solutions
4. analyse the results
5. interpret the results

TOTAL: 45 PERIODS
OBJECTIVES:
- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I
INTRODUCTION
9
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
9
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
9
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
9
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
9

TOTAL: 45 PERIODS

OUTCOMES:
- Student will be equipped to apply his/her creative and innovative skills in solving complex problems confronting corporate realm.

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

REFERENCES:
2. Geoffrey Petty," how to be better at Creativity", The Industrial Society 1999
OBJECTIVES:
- To equip students with required soft skills and leadership skills that will build their confidence in interacting effectively in professional tasks, through activity-based learning, enable the students in developing their soft skills.

Activities need to be conducted in the below mentioned areas.
1. Leadership skills
2. Self awareness – Johari window
3. Team Building Skills
4. Problem Solving - analytical, creative and critical skills
5. Decision Making
6. Negotiation skills
7. Managing Conflicts
8. Prioritizing skills
9. Lateral thinking
10. Disruptive thinking

TOTAL : 60 PERIODS

OUTCOME:
- Students equipped with employability skills that would enhance their prospect of placements and being effective in tasks requiring interpersonal interactions,

REFERENCES:
4. Dr. S.P. Dhanvel, English and Soft Skills, Orient Blackswan, 2011

OBJECTIVE:
- To introduce the students to Corporate Social Responsibility Practices.

Note: Students Are Expected To Prepare And Present On Topics Suggested Below:
1. Introduction to CSR
2. Emergence of CSR
3. Stakeholders of CSR (Environments)
4. Planning CSR
5. Implementation CSR
6. Evaluation of CSR
7. Development CSR
8. Corporate Governance
9. CSR and sustainability
10. Current Scenario of CSR

Case studies for listed private and foreign companies

TOTAL : 30 PERIODS

OUTCOME:
- The students will gain knowledge about Corporate Social Responsibility Practices in Business Organisations.
COURSE OBJECTIVE:
To enable learners to develop professional and corporate skills

Activities need to be conducted in the below mentioned areas:
1. Group Discussion
2. Preparation for an Interview
3. Facing Interviews
4. Stress interview
5. Multitasking
6. Time management
7. Work-life balance
8. Life long learning
9. Speed reading skills
10. Organising events

OUTCOME
Through activity based sessions students will develop various professional and employability skills

TOTAL: 60 PERIODS

REFERENCES
3. The 5 Levels Of Leadership : Proven Steps To Maximize Your Potential, John C. Maxwell, 2014

OBJECTIVES:
- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
- To enable the learners to have exposure on business ethics and ethical business perspectives.
  1) Indian Ethos
  2) Work ethos
  3) Indian Values, Value Systems and Wisdom for modern managers
  4) Management Lessons from Thirukural
  5) Spirituality in business management
  6) Individual Culture and Ethics
  7) Ethical codes of conduct and value Systems
  8) Loyalty and Ethical Behaviour
  9) Ethical business issues and solutions
  10) Social Responsibilities of Business

TOTAL: 30 PERIODS

OUTCOMES:
- The learners are able to apply the basic concepts of Indian ethos and value systems at work.
- The learners can handle issues of business ethics and offer solutions ethical perspectives
OBJECTIVES:

- To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management.
- To provide a framework to understand the new product development process, the organisational structures for new product development and product management functions within an organisation.
- To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset, including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TOTAL: 45 PERIODS

OUTCOMES:
- Apply the fundamental concepts of product and brand development and management.
- Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
- Use tools and metrics to analyse competitors and develop positioning strategies.
- Recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
- Apply an understanding of the product manager’s role in product pricing, sales, and promotion.

REFERENCES:


MI7002 SALES AND DISTRIBUTION MANAGEMENT

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OBJECTIVE:
- To gain insights into the selling and distribution process.

UNIT I INTRODUCTION

UNIT II PERSONAL SELLING, TERRITORIES & QUOTAS
Selling process and relationship selling. Designing Sales Territories and quotas. Sales organisation structures.

UNIT III MANAGING THE SALES FORCE
Sales force - recruitment, selection, training, motivating, compensation and control.

UNIT IV MANAGING DISTRIBUTION CHANNELS
Distribution Management - Introduction, need and scope. Channels - Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.

UNIT V ELEMENTS OF SUPPLY CHAIN
Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

TOTAL : 45 PERIODS

OUTCOME:
- The student will understand the process of being a part of and managing the sales force.

REFERENCES:
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

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

REFERENCES:
OBJECTIVES:
- To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.
- To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT I  INTRODUCTION  9

UNIT II  SERVICE MARKETING OPPORTUNITIES  9
Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III  SERVICE DESIGN AND DEVELOPMENT  9
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL.

UNIT IV  SERVICE DELIVERY  9
Positioning of services – Designing service delivery System, Service Channel — Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–

UNIT V  SERVICE PROMOTION  9
Integrated Service marketing communication - Challenges in Service Communication - Strategies to Match Service Promises and Delivery. Pricing of services - methods.

TOTAL: 45 PERIODS

OUTCOMES:
- The students will be able to develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
- Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix.

REFERENCES:
OBJECTIVE:
To understand the concepts of effective retailing.

UNIT I   INTRODUCTION
Retail trends in India – Opportunities and Challenges - Socio economic and technological Influences on retail management – Government of India policy implications on retail stores.

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.

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

REFERENCES:
8. Dr.Jaspreet Kaur , Customer Relationship Management, Kogent solution.
OBJECTIVE:
- To study and understand the consumer’s behavior in-order to effectively utilise the market potential.

UNIT I INTRODUCTION
Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.

UNIT II PURCHASE DECISION PROCESS
Consumer decision making process – Steps, Levels and decision rules - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.

UNIT III INTERNAL INFLUENCES
Influences on consumer behavior – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.

UNIT IV EXTERNAL INFLUENCES
Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior

UNIT V CONSUMER BEHAVIOR MODELS
Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making.

TOTAL : 45 PERIODS

OUTCOME:
- The student will understand the factors and process that influence a consumer’s buying behaviour.

REFERENCES:
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

UNIT II SOURCES AND APPLICATION OF BANK FUNDS
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
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
Mergers and Diversification of banks into securities market, underwriting, UTI & Mutual funds and insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS.

UNIT V E-BANKING &FINANCIAL INSTITUTIONS

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

REFERENCES:
OBJECTIVE:
- To understand the nuances involved in derivatives and to understand the basic operational mechanisms in derivatives.

UNIT I: INTRODUCTION

UNIT II: FUTURES CONTRACT

UNIT III: OPTIONS

UNIT IV: SWAPS
Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

UNIT V: DERIVATIVES IN INDIA

OUTCOME:
- This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

REFERENCES:
8. Website of NSE, BSE.
OBJECTIVES:
To enable student
- Understand the modes of issuing securities
- Acquire financial evaluation technique of leasing and hire purchase

UNIT I  MERCHANT BANKING  5

UNIT II  ISSUE MANAGEMENT  12

UNIT III  OTHER FEE BASED SERVICES  10
Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT IV  FUND BASED FINANCIAL SERVICES  10

UNIT V  OTHER FUND BASED FINANCIAL SERVICES  8

TOTAL: 45 PERIODS

OUTCOME:
- Good knowledge on merchant banking activities.

REFERENCES:
4. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
7. Website of SEBI
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 & SMALL FINANCE BANKS
Issue – Role of Technology-Strategic issues in Microfinance: Sustainability - opening new markets – Gender issues -Role of small finance banks in financial literacy - Licensing small finance banks in the private sector - operating guidelines for small finance banks - small finance banks and financial inclusion - types of customers for small finance banks..

OUTCOME:
- Possess good knowledge in micro finance management.

TEXTBOOKS

REFERENCES
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

OUTCOME:
- Become a good investment analyst.

REFERENCES:
OBJECTIVE:
- Enable students to acquire techniques of evaluating strategic investment decisions and understand the causes of prediction modes of financial distress.

UNIT I INVESTMENT DECISIONS
- Project Investment Management Vs Project Management
- Introduction to profitable projects
- Evaluation of Investment opportunities
- Investment decisions under conditions of uncertainty
- Risk analysis in Investment decision
- Types of investments and disinvestments.

UNIT II CRITICAL ANALYSIS OF APPRAISAL TECHNIQUES
- Significance of Information and data bank in project selections
- Investment decisions under capital constraints
- Capital rationing, Portfolio
- Portfolio risk and diversified projects.

UNIT III STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS
- Lease financing
- Lease Vs Buy decision
- Hire Purchase and installment decision
- Hire Purchase Vs Lease Decision
- Mergers and acquisition
- Cash Vs Equity for mergers.

UNIT IV FINANCING DECISIONS
- Capital Structure
- Capital structure theories
- Capital structure Planning in Practice.

UNIT V FINANCIAL DISTRESS
- Consequences, Issues, Bankruptcy, Settlements, reorganization and Liquidation in bankruptcy.

TOTAL: 45 PERIODS

OUTCOME:
- Possess good knowledge in techniques for making strategic investment decision and tackling financial distress

REFERENCES:

Website of IDBI Related to Project Finance
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

OUTCOME:

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

REFERENCES:
OBJECTIVES:
- 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

UNIT II DESIGNING THE MANAGERIAL JOB

UNIT III THE CONCEPT OF MANAGERIAL EFFECTIVENESS
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
Organizational Processes – Organizational Climate – Leader – Group Influences – Job Challenge – Competition – Managerial Styles.

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

TOTAL: 45 PERIODS

OUTCOMES:
- The learners will gain knowledge about appropriate style of managerial behaviour.
- The learners will acquaint with different streams of managerial effectiveness.

REFERENCES:
OBJECTIVES:
- To help the students to gain knowledge about the concepts of change management and to acquire the skills required to manage any change effectively.
- To understand the concept and techniques of OD and to enable the skills for the application of OD in organizations.

UNIT I ORGANIZATIONAL DESIGN 9
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 II ORGANIZATIONAL CHANGE 9
Meaning, Nature, Forces for change- change agents-Evolutionary and revolutionary change- Change process-Types and forms of change- Models of change- Lewis’ force field model, systems model, action research model

UNIT III RESISTANCE TO CHANGE AND CHANGE PROGRAMS 9
Resistance to change – individual factors – organizational factors – techniques to overcome change- Change programs – effectiveness of change programs –job redesign

UNIT IV ORGANIZATIONAL DEVELOPMENT 9

UNIT V OD INTERVENTION 9

TOTAL: 45 PERIODS

OUTCOMES:
- Students will understand as how to manage change effectively in an organization and it helps in understanding the Organizational development and its interventions.

REFERENCES:
OBJECTIVE:
- To study how people view themselves and others, how people interact, influence and act when they are a part of a group.

UNIT I INTRODUCTION TO SOCIAL PSYCHOLOGY 6
Social Psychology – Origin and development – Social behavior and social thought – Applications in society and business.

UNIT II PERCEIVING AND UNDERSTANDING OTHERS 9
Social perception – Nonverbal communication – Attribution – Impression formation and impression management.

UNIT III COGNITION IN THE SOCIAL WORLD 10

UNIT IV INTERPERSONAL RELATIONS 10

UNIT V APPLIED SOCIAL PSYCHOLOGY 10

TOTAL: 45 PERIODS

OUTCOME:
- Students will gain knowledge on self, dynamics of intergroup relationships, conflict and cooperation and relationship between the individual and society.

REFERENCES:
5. Myers and Twenge, Social Psychology, 2018, Mcgraw Hill.
OBJECTIVE:
- To help students understand the transformation in the role of HR functions from being a support function to strategic function.

UNIT I  CONTEXT OF SHRM
SHRM - SHRM models - strategic HRM vs Traditional HRM - Barriers to Strategic HR - Adopting an Investment Perspective - Understanding and Measuring Human capital - Human side of corporate strategies - strategic work redesign - Strategic Capability - Bench Marking

UNIT II  HUMAN RESOURCE DEVELOPMENT

UNIT III  E-HRM

UNIT IV  CAREER & COMPETENCY DEVELOPMENT

UNIT V  EMPLOYEE COACHING & COUNSELING
Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs

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

REFERENCES:
STRESS MANAGEMENT

OBJECTIVE:
- To provide a broad physical, social and psychological understanding of human stress. The main focus is on presenting a broad background of stress research.

UNIT I  UNDERSTANDING STRESS

UNIT II  COMMON STRESS FACTORS TIME & CAREER PLATEAUING
Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say „No”.

UNIT III  CRISIS MANAGEMENT

UNIT IV  WORK PLACE HUMOUR

UNIT V  SELF DEVELOPMENT

OUTCOME:
- Students will be able to understand the management of work related stress at an individual and organizational level and will help them to develop and implement effective strategies to prevent and manage stress at work.

REFERENCES:
1. Cooper, Managing Stress, Sage, 2011

CLOUD COMPUTING

OBJECTIVE:
- To expose the students to the frontier areas of Cloud Computing
- To provide an in-depth and comprehensive knowledge of the Cloud Computing fundamental issues, technologies, applications and implementations.
- To shed light on the Security issues in Cloud Computing
- To introduce about the Cloud Standards.
UNIT I  HISTORY OF CLOUD COMPUTING
9

UNIT II  INTRODUCTION TO CLOUD COMPUTING
9
Introduction to Cloud Computing- Cloud issues and challenges - Properties - Characteristics - Service models, Deployment models. Cloud resources: Network and API - Virtual and Physical computational resources - Data-storage. Virtualization concepts - Types of Virtualization- Introduction to Various Hypervisors - High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs

UNIT III  CLOUD COMPUTING APPLICATIONS
9

UNIT IV  CLOUD SECURITY
9

UNIT V  GOVERNANCE AND THE FUTURE OF CLOUD
9

TOTAL: 45 PERIODS

OUTCOMES :
• Articulate the main concepts, key technologies, strengths and limitations of cloud computing
• Identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
• Understand the core issues of cloud computing such as security, privacy.

REFERENCES :
1. Kai Hwang, Geoffrey C. Fox and Jack J. Dongarra, Distributed and cloud computing from Parallel Processing to the Internet of Things, Morgan Kaufmann, Elsevier, 2012
OBJECTIVE:
- To know the BI as expert information, knowledge and technologies efficient in the management of organizational and individual business.

UNIT I DECISION SUPPORT AND BUSINESS INTELLIGENCE
Changing Business environments and computerized decision support, managerial decision making and support for decision making - DSS concept and framework Business intelligence - Major tools and techniques of managerial decision support - BI architectures.

UNIT II ESSENTIALS OF BUSINESS INTELLIGENCE
Origins and drivers of business intelligence, successful BI implementation, characteristics of BI-Architecting the Data, Enterprise Data Model and its Benefits, Granularity of Data in Data Warehouse and Role of Metadata.

UNIT – III ADVANCED DATA WAREHOUSING PRINCIPLES
Data warehousing architectures, DW development, real time DW and DW Administration and security issues-Visualization of Dimension model-Star, snowflake and other advanced models- Aggregated Fact tables -Relational DBMS Support for Dimensional Modeling- Advanced Topics in Dimensional Modeling - Selecting a Modeling Tool - Populating Data Warehouse.

UNIT – IV DIMENSIONAL MODELING IN BI ENVIRONMENT
Dimensional Modeling - Modeling considerations -Dimensional model design life cycle - Case studies - Business Analytics and data Visualization - Business analytics overview, reports and queries, Advanced business analytics, data visualization, Real time BI, Business analytics and web intelligence - Structure of mathematical models for decision support and visual interactive simulation.

UNIT – V BUSINESS PERFORMANCE MANAGEMENT
Business Intelligence Applications: Marketing models, Logistic and production models and Data Development analysis.

TOTAL: 45 PERIODS

OUTCOME:
Students will be able to
- Explain the concepts of decision support and framework for Business Intelligence
- Identify the practical implications and functions of BI
- Describe dimensional modelling and analytics involved in BI

REFERENCES
1. Ramesh Sharda, Dursun Delen and Efraim Turban, Business Intelligence: A Managerial Perspective on Analytics, 3rd edition, Pearson Education, 2017
OBJECTIVES:
- To understand the components of DSS and IS.
- To know the appropriate model to be used for a problem.

UNIT I  INTRODUCTION
Management Support systems, Decision making, Models, DSS Overview, Data, Model, Knowledge Management system.

UNIT II DATA AND MODEL MANAGEMENT SYSTEMS
Data Collection, Data Warehousing, Data Mining, Data visualization, Modeling, Static and dynamic, Optimization, Heuristic, Simulation, Multidimensional modeling.

UNIT III GSS, ENTERPRISE DSS, KMS
Group support system, Technologies, Enterprise DSS, Knowledge management methods, Technologies, Tools.

UNIT IV KNOWLEDGE BASED DSS
Artificial Intelligence, Expert System, Knowledge Acquisition and validation, Knowledge representation, Inference techniques.

UNIT V ADVANCED INTELLIGENT SYSTEMS
Neural Computing, Fuzzy Logic, Intelligent Agents, Implementation, Integration, Intelligent DSS.

TOTAL: 45 PERIODS

OUTCOME:
To be equipped with Knowledge of designing DSS/IS for specific problems.

REFERENCES:
MI7022  E - BUSINESS MANAGEMENT  L T P C  3 0 0 3

OBJECTIVE:
• To understand the practices and technology to start an online business.

UNIT I  INTRODUCTION TO E-BUSINESS  9

UNIT II  TECHNOLOGY INFRASTRUCTURE  9
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  9
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  9
Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

OUTCOME:
• To know how to build and manage an e-business.

REFERENCES:

MI7023  KNOWLEDGE MANAGEMENT SYSTEMS  L T P C  3 0 0 3

OBJECTIVE:
• To know how to design and maintain knowledge management system.

UNIT I  INTRODUCTION  9
Knowledge management theory and practice, Major approaches to KM cycle, Zack, Bukowitz and Williams, McElroy, Wiig, Integrated cycle.
UNIT II KNOWLEDGE MANAGEMENT MODELS
Major theoretical KM models, Von Krogh and Ros, Nonaka and Takeuchi, Choo sense-making KM model, Wiig model, Boisot I–space, Complex Adaptive System models, Tacit and Explicit knowledge capture.

UNIT III KM TOOLS STRATEGY AND METRICS
Knowledge acquisition and creation tools, Sharing and Dissemination tools, KM strategy, Knowledge audit, Gap analysis, KM metrics, Benchmarking, Balanced scorecard, House of Quality method.

UNIT IV KM IN ORGANISATION
Organisational culture, Organisational maturity models, KM team, Ethics of KM, future Challenges for KM, Research issues, Knowledge application at individual, group and organisational levels, Knowledge reuse, Knowledge repositories.

UNIT V KNOWLEDGE LEADERSHIP
Knowledge Leadership styles, Knowledge alignment with business strategies, Pragmatic knowledge development, Balancing knowledge and business management systems, Constructing knowledge infrastructure.

OUTCOME:
- Knowledge of components in KMS and how to use in business environment for effective decision making

REFERENCES:

MI7024 SOFTWARE PROJECT AND QUALITY MANAGEMENT

OBJECTIVES:
- To create an understanding on methodologies, tools, techniques, metrics, quality and risk issues in software project management.
- To provide the knowledge and necessary skills for taking up quality related task in Software projects.

UNIT I SPM CONCEPTS
UNIT II  SOFTWARE MEASUREMENTS  9
Monitoring & measurement of SW development – cost, size and time metrics – methods and tools for metrics – issues of metrics in multiple projects.

UNIT III  SOFTWARE QUALITY AND RISK ISSUES  9

UNIT IV  QUALITY PLANNING  9

UNIT V  QUALITY CONTROL PRACTICES  9

OUTCOME:
• Students will be having knowledge on Software Project and Quality Management.

REFERENCES

MI7025  LOGISTICS MANAGEMENT  L T P C
OBJECTIVE :
• To learn the need and importance of logistics in product flow.

UNIT I  INTRODUCTION  9

UNIT II  DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS  9
Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members; Logistics outsourcing – catalysts, benefits, value proposition, . 3PL, 4PL, 5PL, 6PL.

UNIT III  TRANSPORTATION AND PACKAGING  9
Transportation System – Evolution, Infrastructure and Networks. Freight Management – Vehicle Routing – Containerization; Modal Characteristics - Inter-modal Operators and Transport
UNIT IV PERFORMANCE MEASUREMENT AND COSTS

UNIT V CURRENT TRENDS

OUTCOME:
- To enable an efficient method of moving products with optimization of time and cost.

REFERENCES:

MI7026 MATERIALS MANAGEMENT L T P C
3 0 0 3

OBJECTIVE:
- To understand why materials management should be considered for profit in operations

UNIT I INTRODUCTION
Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches-master scheduling-manufacturing planning and control system-manufacturing resource planning-enterprise resource planning-making the production plan

UNIT II MATERIALS PLANNING

UNIT III INVENTORY MANAGEMENT
Policy Decisions–objectives-control -Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand With and without shortages -Quantity discount models. Probabilistic inventory models.

UNIT IV PURCHASING MANAGEMENT
Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment-international purchasing
UNIT V  WAREHOUSE MANAGEMENT

Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency-productivity-cost effectiveness-performance measurement

TOTAL: 45 PERIODS

OUTCOME :
- Student gain knowledge on effective utilisation of materials in manufacturing and service organisation

REFERENCES :

MI7027  PRODUCT DESIGN  L T P C  3 0 0 3

OBJECTIVE :
- To understand the application of structured methods to develop a product.

UNIT I  PRODUCT DESIGN & DEVELOPMENT  9
Product design & development - characteristics, duration and cost, challenges; Development Process - Generic Process, Concept development, Adapting to product types; Product Planning - Process, Understanding customer need, Product Specification; Concept Generation Evaluation - decay curve, cost expenditure curve; Technology Life Cycle; Disruptive Technologies.

UNIT II  PRODUCT CONCEPT  9
Concept Selection – Importance, Methodology, concept Screening, Concept Scoring, Concept Testing; Product Architecture - Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.

UNIT III  PRODUCT DATA MANAGEMENT  9
PDM - concept and benefits, functions, Product data and workflow, Product reliability, CIM data, Architecture of PDM systems, Product data interchange, Portal integration, PDM acquisition and implementation; Product Life Cycle management - strategy, Change management for PLM.

UNIT IV  DESIGN TOOLS  9
Design Approaches - Industrial Design, Design for Manufacturing, Value Engineering, Ergonomics, Robust Design, Design for Excellence; Collaborative Product development-Prototyping, failure rate curve, product use testing-Product development economics, scoring model, financial analysis.

UNIT V  PATENTS  9

TOTAL : 45 PERIODS
OUTCOME

- Student gains knowledge on how a product is designed based on the needs of a customer.

REFERENCES:


MI7028 PROJECT MANAGEMENT

OBJECTIVE:

- To learn the fundamental principles and practices of managing projects.

UNIT I INTRODUCTION TO PROJECT MANAGEMENT


UNIT II PLANNING, BUDGETING AND RISK MANAGEMENT


UNIT III SCHEDULING & RESOURCE ALLOCATION


UNIT IV PROJECT ORGANISATION & CONFLICT MANAGEMENT


UNIT V CONTROL AND COMPLETION


TOTAL: 45 PERIODS

OUTCOME:

- To apply project management principles and practices in business situations to effectively manage projects.

REFERENCES:

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 – nature, growth. Nature of services - distinctive characteristics, Service Package, Service classification, service-dominant logic, open-systems view. Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness.

UNIT II SERVICE DESIGN

UNIT III SERVICE QUALITY
Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL, Walk-through Audit, Quality service by design , Service Recovery, Service Guarantees. Process Improvement – productivity improvement - DEA, quality tools, benchmarking, Quality improvement programs.

UNIT IV SERVICE FACILITY

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

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

REFERENCES:
OBJECTIVE:
- To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

UNIT I INTRODUCTION

UNIT II STRATEGIC SOURCING

UNIT III SUPPLY CHAIN NETWORK

UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY

UNIT V CURRENT TRENDS
Supply Chain Integration, SC process restructuring, IT in Supply Chain; Agile Supply Chains, Leagilesupply chain, Green Supply Chain, Reverse Supply chain; Supply chain technology trends – AI, Advanced analytics, Internet of Things, Intelligent things, conversational systems, robotic process automation, immersive technologies, Blockchain.

TOTAL: 45 PERIODS

OUTCOME:
- Ability to build and manage a competitive supply chain using strategies, models, techniques and information technology.

REFERENCES: