PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

MBA (Integrated) – 5 years programme curriculum is designed to prepare the graduate students

I. To have a thorough understanding of the core aspects of the business.
II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
III. To prepare them to have a holistic approach towards management functions.
IV. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs):

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to understand one’s own ability to set achievable targets and complete them.
5. Ability to fulfill social outreach
6. Ability to take up challenging assignments
ANNA UNIVERSITY, CHENNAI
NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY
REGULATIONS – 2021
M.B.A. (INTEGRATED) – 5 YEARS
CHOICE BASED CREDIT SYSTEM
CURRICULA AND SYLLABI FOR I TO X SEMESTERS

SEMESTER I

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* Students have to visit 4 organizations and submit individual reports.
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**Summer internship – minimum of 4 weeks of internship**

Summer internship to be done for a period of 4 weeks after the completion of 8th Semester. The report along with the company certificate should be submitted within the two weeks of the reopening date of 9th semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 9th Semester.
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**PRACTICAL**

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**Total Credits:** 20 + 20 + 20 + 20 + 20 + 20 + 20 + 20 + 23 + 12 = 200 credits

### SEMESTER X

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**Total Credits:** 20 + 20 + 20 + 20 + 21 + 21 + 21 + 21 + 23 + 12 = 200 credits
PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from two functional specializations or
2. Students can take six elective subjects from one sectoral specialization

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Stream/ Specialization : **Business Analytics (6 subjects)**

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**SECTORAL SPECIALIZATIONS**

3. Students can take three elective subjects from two functional specializations
or
4. Students can take six elective subjects from the sectoral specialization

(a) Logistics and Supply Chain Management
(b) Tourism Management

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COURSE 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

COURSE 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:
COURSE 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

COURSE OUTCOME:
• 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:
COURSE 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  9
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  9

UNIT-III  SETS AND FUNCTIONS  9
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  9

UNIT-V  INTEGRAL CALCULUS  9

TOTAL: 45 PERIODS

COURSE 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:
COURSE 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

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

REFERENCES:
2. 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/

MI4105    PRINCIPLES OF ACCOUNTING        L    T    P    C
                       3    0    0    3

COURSE 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

COURSE OUTCOME:
Good grasp of basic Accounting nuances.

TEXT BOOKS:

REFERENCES:
COURSE 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

COURSE 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.

MI4111 ENGLISH LANGUAGE LABORATORY L T P C
0 0 4 2

COURSE 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.
2. Participating in group discussions - understanding group dynamics - brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts - gestures, facial.
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
9. Drafting memos in business context - writing for blogs
10. Interview skills - dress code - body language - mock interview.

TOTAL: 60 PERIODS

COURSE 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
COURSE 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.

COURSE OUTCOME:
- 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
COURSE 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.

Total: 45 PERIODS

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

BOOKS RECOMMENDED:
COURSE OBJECTIVE:
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

COURSE OUTCOME:
- 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:
COURSE 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

COURSE 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, NewDelhi, 2001

REFERENCES:
1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
5. Joan Ferrante: Sociology, United states in a global community.
COURSE 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
LISTENING - SPEAKING: Seminars, Conferences, Preparing Powerpoints - READING - Profiles of Companies, Interpreting Data, Case Studies WRITING - Reports - Survey, Feasibility

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

COURSE 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.

TOTAL: 45 PERIODS

TEXT BOOK:

REFERENCES:

WEBSITES:
www.businesscommunicationskills.com
www.mindtools.com
www.businesstrainingworks.com;  www.businesscommunication.org
COURSE 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.


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

COURSE 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:

MI4211 COMPUTER SKILLS - I L T P C 0 0 4 2

COURSE OBJECTIVE:
The course is designed to impart 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

**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

**MI4301 MANAGERIAL ECONOMICS - I**

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**COURSE 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**

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

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

**UNIT IV  COST AND REVENUE**
UNIT V  MARKET STRUCTURE
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.

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

TEXT BOOKS:

REFERENCES:

MI4302 MANAGEMENT INFORMATION SYSTEM  L T P C  3 0 0 3

COURSE 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:

UNIT II  MANAGEMENT DECISION MAKING:
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:

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

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

TEXT BOOKS:

REFERENCES:

MI4303 COST ACCOUNTING L T P C
3 0 0 3

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

UNIT I INTRODUCTION 9

UNIT II MATERIAL COST 9
Material Cost - Material Control - Purchase Control - Inventory Control, meaning and Techniques - Different methods of Pricing Material Issues.

UNIT III LABOUR COST 9

UNIT IV OVER HEADS 9
Overheads - Classification, Allocation, Apportionment - Primary and Secondary - Methods of Absorption of Overhead - Under and Over Absorption - Machine Hour Rate.

UNIT V PROCESS COSTING 9
Process Costing - Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) - Job Costing - Contract Costing.

TOTAL: 45 PERIODS

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

REFERENCES:

MI4304 MARKETING MANAGEMENT - I  L T P C
3 0 0 3

COURSE OBJECTIVES:
- 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.

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

REFERENCES:

MI4305 BUSINESS LAW – I

COURSE 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

COURSE 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

M4306 BUSINESS STATISTICS - II L T P C 3 0 0 3

COURSE 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

COURSE 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:

MI4311 COMPUTER SKILLS-II

COURSE 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

COURSE 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.

TOTAL: 60 PERIODS

REFERENCES:

MI4401 MANAGERIAL ECONOMICS - II

COURSE 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
COURSE OUTCOME:
Students are expected to become familiar with principles of macro economics.

TEXT BOOKS:

REFERENCES:

MI4402 DATA MANAGEMENT L T P C 3 0 0 3

COURSE 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

COURSE 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:

MI4403 CORPORATE ACCOUNTING

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

UNIT I SHARES 9
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 9

UNIT III PREFERENCE SHARES 9

UNIT IV UNDERWRITING 9
Underwriting of Shares and Debentures - Meaning, need and importance - Types of underwriting - Factors affecting valuation of Goodwill and Shares - Methods of valuing Goodwill - Average Profit, Super Profit, Capitalisation methods - Methods of valuation of shares - Net Asset, Yield and Fair Value methods.

UNIT V FINAL ACCOUNTS 9
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

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

TEXT BOOKS:
REFERENCES:

MI4404 QUALITY MANAGEMENT L T P C 3 0 0 3

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

UNIT I INTRODUCTION 9

UNIT II QUALITY GURUS 9

UNIT III QUALITY PRINCIPLES 9
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 9
Overview of Quality Tools - The seven traditional tools of quality - New management tools - Six-sigma- Bench marking - FMEA -Quality circles - Quality Function Deployment (QFD) - Taguchi quality loss function – TPM

UNIT V QUALITY MANAGEMENT SYSTEMS 9

TOTAL: 45 PERIODS

COURSE 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.
COURSE OBJECTIVE:

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

UNIT I: TAXATION

Constitutional frame work 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


UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000


UNIT IV: DIGITAL SIGNATURE

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


COURSE 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.
COURSE OBJECTIVE:
- To learn the fundamentals of operations research to apply 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

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

TEXT BOOKS:

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

COURSE OUTCOME:
Acquire reasonable hands on knowledge of accounting software.

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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>Accounting Voucher creation - Sales, Purchase, Receipt and Payment vouchers</td>
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<td>Trial Balance, Final Accounts without adjustments</td>
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<td>Extended experiment - 2</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>Preparation of Bank Reconciliation Statement</td>
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<td>12</td>
<td>Export and Import of Data, Data Security, Printing of Reports</td>
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TOTAL: 60 PERIODS

REFERENCES:
MI4412  SEMINAR I  L T P C  0 0 2 1

COURSE OBJECTIVE:
- 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

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

MI4501  ORGANIZATIONAL BEHAVIOR  L T P C  3 0 0 3

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

UNIT I  INTRODUCTION  9
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  9

UNIT III  INDIVIDUAL PROCESSES II  9

UNIT IV  GROUP PROCESSES  9
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  9
Organizational culture and climate - Factors affecting organizational climate - Organizational change - Importance - the change process - Resistance to change - Managing change - Conflict - Conflict resolution. Organizational development - Characteristics - objectives - Organizational effectiveness.

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

TEXT BOOKS:

REFERENCES:

MI4502 APPLIED OPERATIONS RESEARCH II

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

UNIT I LINEAR PROGRAMMING (LP) II 9
Introduction to principles of Duality, Solution by Dual Simplex method and Revised Simplex method. Sensitivity Analysis.

UNIT II INTEGER PROGRAMMING 9
Integer Programming - Branch and Bound (Graphical method), Gomory' cutting plane methods - pure and mixed IPP

UNIT III DECISION MODELS 9
Decision Theory - Decision making under risk and uncertainty - Decision trees

UNIT IV QUEUING MODELS 9
Queuing 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 9
Replacement Models - Replacement of capital items, Individual and group replacement of items.

TOTAL : 45 PERIODS

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

TEXT BOOKS:
REFERENCES:

COURSE OBJECTIVE:
- 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 9
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 9
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 9
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 9
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 9

TOTAL : 45 PERIODS
COURSE 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)

MI4504 BANKING THEORY AND PRACTICES L T P C 3 0 0 3

COURSE 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 9
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 9
Types of Bank Accounts - fixed deposits - Fixed deposit receipts and its implications, savings deposit accounts - current Accounts - recurring deposit Accounts - new deposit savings schemes introduced by banks - super savings package - cash certificate, annuity deposit - reinvestment plans - perennial premium plan - Non-resident (external) accounts scheme-Demat account.

UNIT III BANKER AND CUSTOMER RELATIONSHIP 9
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 9
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**


TOTAL : 45 PERIODS

**COURSE 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

**MI4505 ENVIRONMENTAL SCIENCE AND ENGINEERING**

**COURSE 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**

Definition, scope and importance of environment - need for public awareness - concept of an ecosystem - structure and function of an ecosystem - producers, consumers and decomposers - energy flow in the ecosystem - ecological succession - food chains, food webs and ecological pyramids.

**UNIT II BIODIVERSITY**

Introduction to biodiversity definition: genetic, species and ecosystem diversity - biogeographical classification of India - value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values -threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - endangered and endemic species of India - conservation of biodiversity.

**UNIT III ENVIRONMENTAL POLLUTION**

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 9
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 9
Urban problems related to energy - water conservation, rain water harvesting, watershed management- resettlement and rehabilitation of people, Environment protection act - Air(Prevention and Control of Pollution) act - Water (Prevention and control of Pollution) act - Wildlife protection act - Forest conservation act - enforcement machinery involved in environmental legislation- central and state pollution control boards.

COURSE 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:

MI4506 BUSINESS POLICY L T P C 3 0 0 3

COURSE 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 9

UNIT - II 9

UNIT - III 9

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.

COURSE OUTCOME:

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

REFERENCES:


MI4511 DATA ANALYSIS LABORATORY - I

COURSE 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

COURSE 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.

REFERENCES:

COURSE 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

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

COURSE 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

UNIT II SOURCES OF FINANCE
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

UNIT IV DIVIDEND DECISION
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

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

TEXT BOOKS :

MI4602 HUMAN RESOURCE MANAGEMENT  L T P C
3 0 0 3

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

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT

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

UNIT IV EMPLOYEE ENGAGEMENT

UNIT V PERFORMANCE EVALUATION AND CONTROL

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

TEXT BOOKS:

REFERENCES:

MI4603 MARKETING MANAGEMENT - II

COURSE 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

UNIT II PRICING
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.

TOTAL: 45 PERIODS
### UNIT III  DISTRIBUTION MANAGEMENT

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


### UNIT V  CUSTOMER RELATIONSHIP MANAGEMENT AND OTHER CONTEMPORARY ISSUES


### COURSE OUTCOMES:

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

### TEXT BOOKS:


### REFERENCES:


### MI4604  OPERATIONS MANAGEMENT - I

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### COURSE OBJECTIVE:

- To provide an introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

### UNIT I  INTRODUCTION TO OPERATIONS MANAGEMENT

Operations Management - Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy - Strategic fit and framework.

### UNIT II  FORECASTING, CAPACITY AND FACILITY DESIGN

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning - Long range, Types, Developing capacity alternatives.
UNIT III  DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS  9

UNIT IV  MATERIALS MANAGEMENT  9

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

COURSE 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 :

REFERENCES :

MI4605  INFORMATION MANAGEMENT  L T P C 3 0 0 3

COURSE 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

TOTAL: 45 PERIODS

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

REFERENCES:
2. Efraim Turban, Ramesh Shardam, Dursun Delen and David King, Business Intelligence- A managerial Approach, second edition, Pearson 2012

MI4606 ENTERPRISE RESOURCE PLANNING L T P C
3 0 0 3

COURSE 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), ProductLife 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

COURSE 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:

MI4611 INDUSTRIAL VISIT

COURSE 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

COURSE OUTCOME:
- The students will be able to understand the functioning of the organizations.
COURSE 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

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

MI4701 FINANCIAL MANAGEMENT - II

COURSE 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 9
Time value of money - compounding and discounting techniques-valuation of Annuity - Multi period compounding - Valuation of securities - valuation of shares and bonds - Concept of risk and return – single asset and portfolio.

UNIT II INVESTMENT DECISIONS – CAPITAL BUDGETING 9
Capital budgeting: Principles and techniques - Nature of capital budgeting - Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques.

UNIT III INVESTMENT DECISIONS – COST OF CAPITAL 9
Cost of Capital - Meaning, Features and Importance – Classification of Cost of Capital – Computation of Cost of Capital - Debt, Preference and Equity Shares and Retained Earnings - Weighted Average Cost of Capital.

UNIT IV CAPITAL STRUCTURE AND DIVIDEND THEORIES 9

UNIT V FINANCIAL MARKETS 9

TOTAL: 45 PERIODS
COURSE OUTCOME:

- Possess the techniques of managing finance in an organization.

REFERENCES:

REFERENCES:
8. Dr. Jaspreeet Kaur, Customer Relationship Management, Kogent solution.

MI4703 OPERATIONS MANAGEMENT - II

COURSE 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

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

REFERENCES:
COURSE 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
Business Research - Definition and Significance - the research process - Types of Research - Exploratory and causal Research - Theoretical and empirical Research - Cross -Sectional and time - series Research - Research questions / Problems - Research objectives - Research hypotheses - characteristics - Research in an evolutionary perspective - the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT
Research design - Definition - types of research design - exploratory and causal research design - Descriptive and experimental design - different types of experimental design - Validity of findings - internal and external validity - Variables in Research - Measurement and scaling - Different scales - Construction of instrument - Validity and Reliability of instrument.

UNIT III DATA COLLECTION
Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire and instrument - Types of Validity - Sampling plan - Sample size - determinants optimal sample size - sampling techniques - Sampling methods.

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

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

REFERENCES:
COURSE OBJECTIVE:

- To prepare students for a professional qualification in taxation

UNIT I CONCEPTS AND DEFINITION

UNIT II INCOME FROM SALARY AND HOUSE PROPERTY

UNIT III INCOME FROM BUSINESS/PROFESSION
Profits and gains from business and profession - basis of charge - methods of accounting - deductions - dis allowances, computation of taxable income.

UNIT IV INCOME FROM CAPITAL GAINS
Capital gains - basis of charge - short term and long term capital gains - indexed cost of acquisition and improvement - exemptions - chargeability of short and long term capital gains - deduction under section 80C - introduction to direct taxes code.

UNIT V COMPUTATION OF TOTAL INCOME FOR INDIVIDUALS AND COMPANIES AND FILING RETURNS
Clubbing of income - set off - carry forward of losses - deductions from gross total income - preparation of return of income for individuals and companies - PAN - Signing and Filing of Returns - Online Filings - Tax Planning - Relevant case problems. Income tax administration - penalties - when an assessee becomes liable for penalty and prosecution - Appeals - Appellate authorities - revisionary powers of commission - appeals to high court and supreme court - income tax authorities

TOTAL : 45 PERIODS

COURSE OUTCOME:

- To create ethical tax experts and consultants

REFERENCES:
COURSE OBJECTIVE:

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

UNIT I STRATEGY AND PROCESS

UNIT II COMPETITIVE ADVANTAGE

UNIT III STRATEGIES

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION
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
Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

COURSE OUTCOME:

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

MI4711 DATA ANALYSIS LABORATORY - II L T P C 0 0 4 2

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

Exercise 1: Portfolio selection
Exercise 2: Exercise 1 - Extension
Exercise 3: Risk Analysis
Exercise 4: Sensitivity Analysis using Monte Carlo simulation
Exercise 5: Exercise 4 - Extension
Exercise 6: Financial performance Analysis Using What if Analysis
Exercise 7: Transportation problem
Exercise 8: Exercise 7 - Extension
Exercise 9: Assignment problem
Exercise 10: Exercise 9 - Extension
Exercise 11: Shortest path Problem
Exercise 12: Maximum Flow Problem
Exercise 13: Critical path Method
Exercise 14: Queuing Model
Exercise 15: Economic Ordering Quantity (EOQ)

TOTAL: 60 PERIODS

COURSE 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 for management functional areas.

REFERENCES:
MI4712  SEMINAR IV  L T P C  0 0 2 1

COURSE 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

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

MI4801  INTERNATIONAL BUSINESS MANAGEMENT  L T P C  3 0 0 3

COURSE 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  9

UNIT II  THEORIES OF INTERNATIONAL TRADE AND INVESTMENT  9

UNIT III  INTERNATIONAL STRATEGIC MANAGEMENT  9
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  9
UNIT V  HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS  
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

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

REFERENCES :

MI4802  EVENT MANAGEMENT  
L T P C  3 0 0 3

COURSE 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  
History & Evolution - Types of events - MICE - Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry - Event Management as a profession - Perspectives on event : Government, Corporate & Community - Code of Ethics.

UNIT II  EVENT PLANNING & LEGAL ISSUES  
Conceptualizing the event - Host, sponsor, Media, Guest, Participants, Spectators - Crew - Design of concept - Theme and content development - Visualization - Event objectives - Initial planning - Budgeting - Event design and budget checklist - Preparation of functional sheets - Timing - Contracts and Agreements - Insurance, Regulation, Licence and Permits - Negotiation.

UNIT III  EVENT MARKETING  

UNIT IV  EVENT OPERATION  
UNIT V SAFETY & EVENT EVALUATION

COURSE 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, Sucessful Event Management.
7. Shannon Kilkenny, The complete guide to successful event planning.

MI4803 ENTREPRENEURSHIP DEVELOPMENT L T P C 3 0 0 3

COURSE 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
Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality - Characteristics of Successful Entrepreneurs - Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT
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

UNIT IV LAUNCHING OF SMALL BUSINESS

UNIT V MANAGEMENT OF SMALL BUSINESS
Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies TOTAL: 45 PERIODS
COURSE OUTCOME:
- The learners will gain entrepreneurial skills and knowledge needed to run business efficiently and effectively.

REFERENCES:

MI4804 BUSINESS ETHICS AND CORPORATE GOVERNANCE

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

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

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

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

UNIT IV CORPORATE GOVERNANCE
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

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

REFERENCES:

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<th>BUSINESS ANALYTICS</th>
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COURSE OBJECTIVES:
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.

COURSE 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
COURSE 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 - Appling 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

COURSE OUTCOME:
- 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
COURSE 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

COURSE 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

COURSE 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

COURSE OUTCOME:

- The students will gain knowledge about Corporate Social Responsibility Practices in Business Organisations.
MI4912 PROFESSIONAL SKILL DEVELOPMENT LABORATORY

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

COURSE 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

MI4913 SEMINAR VI

COURSE 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

COURSE 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
COURSE OBJECTIVE:
- To study and understand the consumer’s behavior in order to effectively utilise the market’s potential

UNIT I INTRODUCTION 9
Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.

UNIT II INTERNAL INFLUENCES 9
Influences on consumer behavior – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.

UNIT III EXTERNAL INFLUENCES 9
Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior

UNIT IV CONSUMER BEHAVIOR MODELS 9
Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making.

UNIT V PURCHASE DECISION PROCESS 9
Consumer decision making process – Steps, Levels and decision rules - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.

TOTAL: 45 PERIODS

COURSE OUTCOMES:
The student understands
1. Consumer orientation and consumption
2. Intrinsic influences
3. Effects of external influences
4. Models of consumer and industrial buying
5. The decision making process

REFERENCES:
COURSE OBJECTIVE:
- This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.

UNIT I   AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC)  9
An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour

UNIT II  UNDERSTANDING COMMUNICATION PROCESS  9

UNIT III  PLANNING FOR MARKETING COMMUNICATION (MARCOM)  9
Establishing marcom Objectives and Budgeting for Promotional Programmes- Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget

UNIT IV  DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME  9
Planning and development of creative marcom, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions - steps involved and information needed for media planning; Measuring the effectiveness of all Promotional tools and IMC.

UNIT V  DIGITAL MEDIA & ADVERTISING  9

COURSE OUTCOMES:
1. To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
2. This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
3. To Know how IMC fits into the marketing mix.
4. To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
5. To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

REFERENCES:
### MI4003 SERVICES MARKETING

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#### COURSE 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


#### UNIT II  SERVICE MARKETING OPPORTUNITIES

Assessing service market potential — Classification of services — Expanded marketing mix — Service marketing — Environment and trends — Service market segmentation, targeting and positioning.

#### UNIT III  SERVICE DESIGN AND DEVELOPMENT


#### UNIT IV  SERVICE DELIVERY AND PROMOTION

Positioning of services — Designing service delivery System, Service Channel — Pricing of services, methods — Service marketing triangle — Managing demand, Managing supply, managing Demand and Supply of Service — Integrated Service marketing communication.

#### UNIT V  SERVICE STRATEGIES

Service Marketing Strategies for Health — Hospitality — Tourism — Financial — Logistics— Educational — Marketing of Online Services — Entertainment & public utility Information technique Services

**TOTAL: 45 PERIODS**

#### COURSE OUTCOMES:

On successful completion of the course students will be able to:

1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
2. Develop and justify marketing planning and control systems appropriate to service-based activities
3. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
4. Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
5. Recognise the challenges faced in services delivery as outlined in the services gap model

#### REFERENCES:

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

UNIT I  INTRODUCTION  9

UNIT II  PERSONAL SELLING PROCESS, SALES TERRITORIES & QUOTAS  9
Selling process and relationship selling. Designing Sales Territories and quotas. Sales organisation structures.

UNIT III  MANAGING THE SALES FORCE  9
Sales force - recruitment, selection, training, motivating, compensation and control.

UNIT IV  MANAGING DISTRIBUTION CHANNELS  9
Distribution Management - Introduction, need and scope. Channels -Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.

UNIT V  BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT  9
Logistics - Scope, definition and components. Managing FG Inventory & warehouse. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

TOTAL: 45 PERIODS

COURSE OUTCOMES:
The student get to learn about
1. The basics of sales management, theories and strategies
2. The process of personal and relationship selling
3. Managing sales force
4. Managing distribution channels
5. Inventory and supply chain.

REFERENCES:

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

COURSE 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:

MI4006
DIGITAL MARKETING
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COURSE OBJECTIVES:
- The primary objective of this module is to examine and explore the role and importance of digital marketing in today’s rapidly changing business environment.
- It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

UNIT I
Online Market space- Digital Marketing Strategy- Components -Opportunities for building Brand- Website - Planning and Creation- Content Marketing.
UNIT II

UNIT III
E-Mail Marketing - Types of E-Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile - Measuring and maximising email campaign effectiveness. Mobile Marketing - Mobile Inventory/channels - Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns - Profiling and targeting.

UNIT IV

UNIT V
Digital Transformation & Channel Attribution - Analytics - Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis - Recent trends in Digital marketing.

COURSE OUTCOMES:
1. To examine and explore the role and importance of digital marketing in today’s rapidly changing business environment.
2. To focus on how digital marketing can be utilised by organisations and how its effectiveness can be measured.
3. To know the key elements of a digital marketing strategy.
4. To study how the effectiveness of a digital marketing campaign can be measured.
5. To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

REFERENCES:
2. Digital Marketing by Vandana Ahuja; Publisher: Oxford University Press (April 2015)
COURSE OBJECTIVES:
Enables student to
- Understand the nuances of stock market operations.
- Understand the techniques involved in deciding upon purchase or sale of securities.

UNIT I INVESTMENT SETTING

UNIT II FUNDAMENTAL ANALYSIS

UNIT III TECHNICAL ANALYSIS

UNIT IV PORTFOLIO CONSTRUCTION AND SELECTION
Portfolio analysis - Reduction of portfolio risk through diversification – Portfolio risk - Portfolio Selection - Feasible set of portfolios - Efficient set - Markowitz model - Single index model - Construction of optimum portfolio - Multi-index model.

UNIT V CAPITAL ASSET PRICING MODEL
Capital Asset Pricing model - Lending and borrowing - CML - SML - Pricing with CAPM - Arbitrage pricing theory– Portfolio Evaluation - Sharpe’s index Treynor’s index, Jensen’s index – Mutual Funds – Portfolio Revision.

COURSE OUTCOMES :
1. Understand the concept of investment and identify the investment alternatives to investors
2. Learn the nuances of fundamental analyses and technical analyses
3. Analyse and evaluate the value of securities
4. Explain how to construct an efficient portfolio
5. Explore the various methods through which portfolio evaluation could be done

REFERENCES :
8. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012
MI4008 FINANCIAL MARKETS

COURSE OBJECTIVE:

➢ To understand the types and functions of the various financial markets in India, its instruments and Regulations.

UNIT I    FINANCIAL MARKETS IN INDIA
Indian financial system and markets – structure of financial markets in India – Types-Participants in financial Market – Regulatory Environment, - RBI, CCIL, Common securities market, Money market, - Capital market - Governments philosophy and financial market – financial instruments

UNIT II    INDIAN CAPITAL MARKET- PRIMARY MARKET
Primary Market - Primary market system - Types of scripts - Issue of capital: process, regulation pricing of issue, – Methods of floating new issues, Book building - Primary markets intermediaries: commercial banks, development banks, Merchant banker, issue managers, rating agencies etc – Role of primary market – Regulation of primary market.

UNIT III    SECONDARY MARKET

UNIT IV    DEBT MARKET AND FOREX MARKET
Bond markets in India: Government bond market and its interface with capital market - Components of bond market - G-Sec, T-Bills, Corporate Bonds, Yield conventions, Role of primary dealers, Auction Markets - Pricing of Bonds
Introduction to Forex markets, basics in exchange rates theory - Forex risk exposures and basics of corporate forex risk management.

UNIT V    MUTUAL FUNDS, DERIVATIVES MARKETS AND VENTURE CAPITAL AND PRIVATE EQUITY
Mutual funds institutions in India. Types of mutual funds, Basics in portfolio management, Metrics of performance for fund manager
Introduction to Derivatives and the size of derivatives markets - Brief introduction to forwards, Options, Futures And Swaps. Role of VCs and PEs in financial markets - Venture capital and Private equity

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Understanding the basic concepts of the finance markets in India
2. Identify the underlying structure and functions of Indian financial markets
3. Familiarise the methods of issuing shares and the role of intermediaries in the primary market
4. Learn about the trading mechanism in stock market
5. Describe the instruments, participants and trading in debt market

REFERENCES:

MI4009 BANKING AND FINANCIAL SERVICES

COURSE OBJECTIVES:

- Grasp how banks raise their sources and how they deploy it and manage the associated risks.
- Understand e-banking and the threats that go with it.
- Understand about other asset based and fund based financial services in India.

UNIT I INTRODUCTION TO INDIAN BANKING SYSTEM AND PERFORMANCE EVALUATION

UNIT II MANAGING BANK FUNDS/ PRODUCTS & RISK MANAGEMENT

UNIT III DEVELOPMENT IN BANKING TECHNOLOGY

UNIT IV ASSET BASED FINANCIAL SERVICES

UNIT V INSURANCE AND OTHER FEE BASED FINANCIAL SERVICES

COURSE OUTCOMES:

1. Understand the overall structure and functions of Indian Financial System
2. Gain knowledge about regulations governing the Indian Banking system
3. Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
4. Familiarise the students with the concept of e-banking
5. In-depth understanding of fee-based and fund-based financial services in India

REFERENCES:


TOTAL : 45 PERIODS
COURSE OBJECTIVES:
To enable students
- Understand the nuances involved in derivatives
- Understand the basic operational mechanisms in derivatives

UNIT I INTRODUCTION 10

UNIT II FUTURES CONTRACT 10

UNIT III OPTIONS 10

UNIT IV SWAPS 7
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 8

COURSE OUTCOMES:
1. Possess good skills in hedging risks using derivatives
2. Understand about future contract and options
3. Learning in depth about options and swaps
4. Knowing about the evolution of derivative markets
5. Develop in depth knowledge about stock options and index futures in NSE

REFERENCES:
COURSE OBJECTIVE:

➢ To understand the International Financial Environment, Management and Risks involved.

UNIT I INTERNATIONAL TRANSACTIONS

UNIT II MULTINATIONAL FINANCIAL MANAGEMENT

UNIT III INTERNATIONAL MONETARY SYSTEM
Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions – forward market — Hedging and Speculation - Hedging FX Transaction Exposure - The Eurocurrency market – international banking – structure and instruments

UNIT IV BORROWING AND LENDING : INTERNATIONAL SOURCES OF FINANCE
Bond Markets of various countries – Fixed and floating rate notes - Syndicate loans – Syndicated Eurocredits – ADR – GDR – Managing interest rate risk – Bond prices and yields – Bond Management – tools and techniques

UNIT V INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS

TOTAL :45 PERIODS

COURSE OUTCOMES:

1. Learn about evolution, process and system of International Finance
2. Identify the concepts of international merger and acquisitions, financial techniques and regulations
3. Understand about international monetary system
4. Knowing about ADR, GDR and bond management
5. Explore the learning in international risk assessment

REFERENCES:

5. Website of Indian Government on EXIM policy
**COURSE OBJECTIVE:**

- To identify and understand systematic behavioral factors that influence the investment behavior.

**UNIT I**  
**INTRODUCTION: WHY BEHAVIORAL FINANCE**

The role of security prices in the economy – EMH – Failing EMH – EMH in supply and demand framework – Equilibrium expected return models – Investment decision under uncertainty – Introduction to neoclassical economics and expected utility theory – Return predictability in stock market - Limitations to arbitrage

**UNIT II**  
**DECISION AND BEHAVIORAL THEORIES**


**UNIT III**  
**DECISION MAKING BIASES**


**UNIT IV**  
**ARBITRAGEURS**

Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading

**UNIT V**  
**MANAGERIAL DECISIONS**

Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Associated institutions - Relative horizons and incentives - Biased managers

**TOTAL :45 PERIODS**

**COURSE OUTCOMES :**

1. Understanding the need of behavioral finance
2. Knowing about various decision and behavioral theories
3. Learn about heuristic and behavioral biases of investors
4. Analyze and understand about arbitragers and managerial decision
5. Thorough understanding about the price discovery in markets

**REFERENCES :**

COURSE 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


COURSE OUTCOMES:

1. Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
2. Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.
3. To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
4. Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations
5. Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers

REFERENCES:

COURSE OBJECTIVES:

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.

UNIT I INDUSTRIAL RELATIONS

Concept, scope- objectives- Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act, 1926- trade union movement in India- objective -role - functions-procedure for registration of trade unions- Rights and responsibilities- problems- Employee relations in IT sector.

UNIT II INDUSTRIAL CONFLICTS AND LABOUR WELFARE


UNIT III LABOUR LEGISLATIONS-I

Origin and growth of labour legislation in India- Principles of labour legislations- Factories Act 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965-

UNIT IV LABOUR LEGISLATIONS-II


UNIT V LABOUR LEGISLATIONS-III


COURSE OUTCOMES:

The student gets to learn about

1. Industrial relations system and Trade unions
2. Industrial Disputes and labour welfare measures
3. Labour legislation introduction and legal provisions for factory workers, wages and Bonus
4. Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
5. Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.

REFERENCES:


Websites

labour.gov.in/ebooks/ss/index.html
labour.gov.in/ebooks/ir/index.html
labour.gov.in/labour_codes
COURSE 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
Organizational Design – Determinants – Components – 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.

UNIT II ORGANIZATIONAL CHANGE

UNIT III ORGANIZATIONAL DEVELOPMENT
Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD- managing the phases of OD- Organizational diagnosis-Process-stage Techniques-Questionnaire, interview, workshop, task-force- collecting, analyzing- feedback of diagnostic information.

UNIT IV OD INTERVENTION

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

COURSE OUTCOMES:
The student gets to learn about
1. The fundamentals of organizational design and structure
2. Change process, types, and models of change in organizations
3. The fundamentals of organizational development
4. Organizational development Interventions
5. Organizational evolution and sustenance

REFERENCES:
COURSE OBJECTIVES:

- To develop an understanding of the nature and strategies of negotiation.
- To understand conflict and strategies to resolve the conflict.

UNIT I FUNDAMENTALS OF NEGOTIATION 9

UNIT II NEGOTIATION STRATEGIES 9
strategy and planning for negotiation - Strategy and Tactics for distributive bargaining - Integrative negotiation - Negotiation power - source of power - Cross culture Negotiation - Ethics in negotiation.

UNIT III INTRODUCTION TO CONFLICT MANAGEMENT 9

UNIT IV MANAGING INTERPERSONAL, GROUP AND ORGANIZATIONAL CONFLICT 9

UNIT V CONFLICT RESOLUTION AND COST 9

COURSE OUTCOMES:
The student gets to learn about
1. The fundamentals of Negotiation, Types, process and techniques
2. Strategies and tactics in Negotiation
3. The basics of Conflict management, models, approaches and process
4. Managing interpersonal, group and organizational conflict
5. Conflict resolution models and cost of workplace conflict

REFERENCES:
1. Negotiation - Lewicki, Saunders, Barry, TMGH, 2014
9. Conflict Resolution Techniques by Subbulakshmi, ICFAI University press, 2005
COURSE OBJECTIVES:

- To impart skills in designing analyzing and restructuring reward management systems, policies and strategies.
- To understand the various dimensions of Compensation Management.

UNIT I INTRODUCTION

UNIT II EMPLOYEE COMPENSATION AND LABOUR MARKET

UNIT III MANAGING EMPLOYEE BENEFITS AND REWARDS

UNIT V PERFORMANCE RELATED COMPENSATION

UNIT IV EXECUTIVE AND SALES COMPENSATION PLAN
Executive Compensation - Components, Theories, Design - Relationship between Fixed and variable pay - Executive Incentive Programmes. Sale Compensation plan - design and administration - sales incentives and motivations. Compensation Management in Multi-National organisations.

COURSE OUTCOMES:
The student gets to learn about

1. The basics of Compensation Management and Reward system, Theories and strategies
2. Macro and micro economics of labour market and employee compensation
3. Managing employee benefits and rewards
4. Performance related compensation
5. Executive and sales compensation plans, theories and design

REFERENCES:
2. Richard Thrope & Gill Homen: Strategic Reward Systems - Prentice-Hall, 2000
3. Reward Management: A Handbook of salary administration by Armstrong, Michael and
4. Marlis, Kogan page business books, 2005
COURSE OBJECTIVE:
➢ The course aims to provide students insights to HR practices followed in Global organizations.

UNIT I INTRODUCTION TO IHRM 9
Definition – Evolution of HRM- Importance of IHRM, Models of IHRM – Matching Model, Harvard Model, Contextual Model, 5p Model, European Model, IHRM policies, Standardization and Localization of HRM practices

UNIT II IHRM STRATEGIES 10
Internationalization and world business – Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances – IHRM & Competitive advantage - Cultural context of IHRM

UNIT III RECRUITMENT AND SELECTION 6
International Managers staffing – Approaches to staffing – Role of Expatriates – Role of inpatriate – Role of Non expatriates- recruitment and selection methods- Current practices

UNIT IV TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL 10
Expatriate training program, components, types, effectiveness measures, HCN training- Trends in international training and development – repatriation process and training. International performance Management methods – cultural issues in Performance Management

UNIT V INTERNATIONAL COMPENSATION 10
Components of international compensation - Approaches to international compensation – Challenges and choices -International Labor Standards – emerging Issues

TOTAL: 45 PERIODS

COURSE OUTCOMES:
The student gets to learn about
1. the basics of IHRM, models and practices
2. strategic orientation and cultural context towards IHRM
3. International practices on recruitment and selection
4. International perspectives on Training, development, performance appraisal
5. International practices on Compensation management

REFERENCES:
COURSE OBJECTIVE:

➢ To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

UNIT I INTRODUCTION
Supply Chain – Fundamentals, Evolution, Role in Economy, Importance, Decision Phases, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures.

UNIT II SUPPLY CHAIN NETWORK
Distribution Network Design – Role in supply chain, Influencing factors, design options, online sales and distribution network, Distribution Strategies; Network Design in supply chain – Role, influencing factors, framework for network design, Impact of uncertainty on Network Design.

UNIT III PLANNING DEMAND, INVENTORY AND SUPPLY
Managing supply chain cycle inventory and safety inventory - Uncertainty in the supply chain, Analyzing impact of supply chain redesign on the inventory, Risk Pooling, Managing inventory for short life cycle products, multiple item - multiple location inventory management; Pricing and Revenue Management.

UNIT IV LOGISTICS
Transportation – Role, Modes and their characteristics, infrastructure and policies, transport documentation, design options, trade-offs in transportation design, intermodal transportation. Logistics outsourcing – catalysts, benefits, value proposition. 3PL, 4PL, 5PL, 6PL; International Logistics - objectives, importance in global economy, Characteristics of global supply chains, Incoterms.

UNIT V SUPPLY CHAIN INNOVATIONS

COURSE OUTCOMES:
1. Understanding of supply chain fundamentals
2. Ability to design supply chain networks to enhance supply chain performance
3. Ability to plan demand based on inventory and supply
4. Understanding the role of logistics in supply chain performance
5. Awareness of innovations for sustainable supply chains

REFERENCES:
COURSE OBJECTIVE:
- To learn the need and importance of logistics in product flow.

UNIT I  INTRODUCTION  9
Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service

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. Third and fourth party logistics. Selection of service provider.

UNIT III  TRANSPORTATION AND PACKAGING  9

UNIT IV  PERFORMANCE MEASUREMENT AND COSTS  9

UNIT V  CURRENT TRENDS  9

TOTAL: 45 PERIODS

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

REFERENCES:
COURSE 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; Review of deterministic 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

COURSE OUTCOMES:
1. Understanding basics of materials management
2. Understanding requirement analysis for material planning
3. Ability to apply inventory management models
4. Understanding purchasing practices
5. Understanding storage in warehouse

REFERENCES:
COURSE OBJECTIVE:

- To help understand how service performance can be improved by studying services operations management

UNIT I INTRODUCTION
Services – Importance, role in economy, service sector – 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.

COURSE OUTCOMES:
1. Appreciation of nature of service operations
2. Ability to design services
3. Ability to inculcate quality in service design and delivery
4. Apply models to design service facility
5. Ability to grow and sustain service business

REFERENCES:
COURSE OBJECTIVE:
- To treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

UNIT I INTRODUCTION
Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.

UNIT II WAREHOUSING DECISIONS
Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods

UNIT III INVENTORY MANAGEMENT
Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.

UNIT IV TRANSPORTATION NETWORK MODELS

UNIT V MCDM MODELS
Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM

COURSE OUTCOMES:
1. Understanding of supply chain analytics fundamentals
2. Ability to design warehouse models to enhance supply chain performance.
3. Ability to analyse models and strategies in inventory management.
4. Ability to understand network models in transportation.
5. Ability to make decision using multi-criteria in applications of SCM

REFERENCES:
COURSE 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

COURSE OUTCOMES:
1. Ability to understand the roles and responsibilities of a project manager
2. Ability to plan and budget projects
3. Ability to schedule and allocate resources to projects
4. Ability to manage project organization
5. Ability to control and complete projects

REFERENCES:
MI4025 DATA MINING FOR BUSINESS INTELLIGENCE

COURSE OBJECTIVES:

➢ To know how to derive meaning from huge volume of data and information
➢ To understand how knowledge discovering process is used in business decision making.

UNIT I INTRODUCTION

Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and datamarts.

UNIT II DATA MINING PROCESS

Data mining process – KDD, CRISP-DM, SEMMA and Domain-Specific. Classification and Prediction performance measures - RMSME, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC; Validation Techniques - hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.

UNIT III PREDICTION TECHNIQUES

Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.

UNIT IV CLASSIFICATION AND CLUSTERING TECHNIQUES

Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;

UNIT V MACHINE LEARNING AND AI

Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques – Ant Colony, Particle Swarm, DEA

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Learn to apply various data mining techniques into various areas of different domains.
2. Be able to interact competently on the topic of data mining for business intelligence.
   Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
3. Apply various prediction techniques.
4. Learn about supervised and unsupervised learning technique.
5. Develop and implement a basic trainable neural network (or) a fuzzy logic system to design and manufacturing

REFERENCES:

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
7. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011
9. Elizabeth Vitt, Michael LuckovichStaciaMisner, Business Intelligence, Microsoft, 2011
COURSE OBJECTIVES:

- To expose various algorithms related to Deep Learning and Artificial Intelligence.
- To prepare students to apply suitable algorithm for the specified applications.

UNIT I DEEP NETWORKS

UNIT II MODELS

UNIT III INTELLIGENT SYSTEMS

UNIT IV KNOWLEDGE REPRESENTATION

UNIT V APPLICATIONS

COURSE OUTCOMES:
2. Knowledge of applying Algorithm to specified applications.
3. Ability to understand intelligent systems and Heuristic Search Techniques
4. Understanding of Knowledge Representation, Semantic Networks and Frames
5. Knowledge Of Expert systems, applications and Machine learning

TOTAL: 45 PERIODS

REFERENCES:
COURSE OBJECTIVE:

- To showcase the opportunities that exist today to leverage the power of the web and social media

UNIT I INTRODUCTION
Evolution of online communities - History and Evolution of Social Media - Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Viralness - Social theory and social media - technological determinism in popular discourse on social media technologies.

UNIT II COMMUNITY BUILDING AND MANAGEMENT
Science of Social Media - Keys to Community Building - Promoting Social Media Pages - Linking Social Media Accounts - The Viral Impact of Social Media - Digital PR - Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

UNIT III SOCIAL MEDIA POLICIES AND MEASUREMENTS
Social Media Policies - Etiquette, Privacy - ethical problems posed by emerging social media technologies - The road ahead in social media - The Basics of Tracking Social Media - social media analytics - Insights Gained From Social Media - Customized Campaign Performance Reports - Observations of social media use.

UNIT IV WEB ANALYTICS

UNIT V SEARCH ANALYTICS
Search engine optimization (SEO), non-linear media consumption, user engagement, user-generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

COURSE OUTCOMES:
1. The students will be able to enhance the social media skills.
2. The students will be able to develop a mass communication strategy and guide campaigns.
3. To get an idea of social media policies.
4. Understand the fundamentals and concepts of web analytics.
5. How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

REFERENCES:
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
5. ric T. Peterson, Web Analytics Demystified, Celilo Group Media and CafePress, 2004

TOTAL: 45 PERIODS
COURSE OBJECTIVE:

➢ To understand the practices and technology to start an online business.

UNIT I  INTRODUCTION TO e-BUSINESS  8

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

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

UNIT IV  e-BUSINESS PAYMENTS AND SECURITY  9

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

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Ability to build and manage an e-business.
2. Knowledge about Technology Infrastructure
3. Understanding of customer oriented business applications
4. Knowledge of e business payment protocols and security
5. Understanding of ethical, legal, privacy issues and encryption policies

REFERENCES:

5. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007
COURSE OBJECTIVE:
➢ To study the fundamentals of R programming to apply in quantitative analysis.

UNIT I GETTING STARTED WITH R
Installing R - The R environment - R packages - Basics of R - Data Structures - Reading data into R - Graphics in R

UNIT II FUNCTIONS AND STATEMENTS
Writing R functions - Control Statements (if and else, switch, ifelse, compound tests) - Loops in R (for, while, controlling loops) - Applications using the functions and loops.

UNIT III DATA MANIPULATION AND ANALYSIS
Group manipulation - Data Reshaping - Manipulating Strings - Basic Statistics using R (Summaries, Correlation, t-tests, ANOVA)

UNIT IV LINEAR MODELS USING R
Linear Models - Simple and Multiple regression, GLM - Logit Regression, Model diagnostics - Residuals, Cross validation, Boot strapping.

UNIT V NON-LINEAR MODELS, TIME SERIES AND CLUSTERING USING R

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. Explore R language fundamentals, including basic syntax, variables, and types.
2. How to create functions and use control flow.
3. Work with data in R.
4. Understand the linear models using R.
5. The student will learn to use R programming to solve decision models.

REFERENCES:
COURSE OBJECTIVES:
- 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

UNIT II INTRODUCTION TO CLOUD COMPUTING

UNIT III CLOUD COMPUTING APPLICATIONS

UNIT IV CLOUD SECURITY

UNIT V GOVERNANCE AND THE FUTURE OF CLOUD

COURSE OUTCOMES:
1. Students will get to know the history of cloud computing.
2. Identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
3. Provide the appropriate cloud computing solutions and recommendations according to the applications used.
4. Understand the core issues of cloud computing such as security, privacy.
5. Students will get the idea about the future of cloud computing.

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

SECTORAL SPECIALISATION IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MI4051 SUPPLY CHAIN CONCEPTS AND PLANNING  L  T  P  C
3  0  0  3

COURSE OBJECTIVES:
• To describe the various streams of the supply chain
• To describe the drivers of the supply chain
• To describe the concepts employed in the supply chain
• To explain about the strategies employed in the supply chain

UNIT- I CONCEPTS OF SUPPLY CHAIN
Service and manufacturing supply chain dynamics - Evolution of supply chain management - Multiple views and flows - Service supply chains - Manufacturing supply chains - Measures of supply chain performance - Differentiation-Bullwhip effect

UNIT - II SUPPLY CHAIN PROCESSES AND STRATEGIES

UNIT - III SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING
Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction - Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis - Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR

UNIT - IV SALES AND OPERATIONS PLANNING
Introduction to Sales and operations planning - Purpose of sales and operations plans - Decision context - Sales and operations planning as a process - Overview of decision support tools

UNIT- V RESOURCE PLANNING AND SCHEDULING

COURSE OUTCOMES:
The students will be able to
• Identify the concepts of supply chain.
• Analyze supply chain dynamics and various issues of supply chain performance.
TEXT BOOKS:
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009
3. Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010

MI4052 SOURCING AND SUPPLY MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES
- To provide understanding of the framework.
- To illustrate current practices in industries.
- To provide knowledge on certain tools & techniques

UNIT - I INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT

UNIT - II STRATEGIC SOURCING

UNIT - III STRATEGIC SOURCING PROCESS

UNIT - IV SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT

UNIT - V FUTURE DIRECTIONS
Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management

TOTAL: 45 PERIODS

COURSE OUTCOMES:
- To understand basic functions and nuances.
- To understand the holistic dimensions of SCM & corporate perspectives.
- Learn to acquire skills to become a sourcing professional.

TEXT BOOKS:
COURSE OBJECTIVE:
This course provides you the basic concepts and advanced models in inventory management. This course discusses issues related to inventory in a supply chain context. It also gives a multi-dimensional view to approach a problem with case studies.

UNIT I INTRODUCTION TO INVENTORY MANAGEMENT
Inventory in SCM, Cash to cash cycle time, measure of inventory in terms of days, Inventory turnover ratio and its relationship with working capital, Review of models, Q-models and P-models Aggregation of Inventory, Cycle stock concepts, Ordering multiple items in a single order to reduce cycle stock

UNIT II INVENTORY MODELS
Safety stock issues Safety stock with lead time and demand uncertainty (for Q-models), Short term discounting & Forward Buying, Periodic review models with safety stock, Comparison of P and Q systems

UNIT III INVENTORY MANAGEMENT STRATEGIES
Single period models, Inventory management for fashion supply chains, Postponement strategies to reduce inventory, Examples of Fashion supply chains: NFL Reebok, ZARA and Sport Obermeyer Risk Pooling, Applications, Risk pooling in different forms-Substitution, Specialisation, Postponement and Information pooling

UNIT IV INVENTORY OPTIMIZATION
Distribution resource planning techniques, Inventory and transportation integration decisions, Vendor Managed Inventory, Product availability measures, Product fill rate, order fill rate, Cycle service level.

UNIT V LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS
Industry initiatives, Efficient consumer Response and Quick response ,CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations , Best practices in Inventory Management in a Supply Chain

TOTAL: 45 PERIODS

COURSE OUTCOMES:
At the end of this course, the students can confidently approach their supply chain inventory issues and they can use different tools appropriately to solve the problems and enhance the performance of their supply chains.

TEXT BOOKS:
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009
OBJECTIVES:
- To explain the various technological aspects that are described in the different logistical background
- To explain the real time description updated technologies in the logistics sector and supply chain industry

UNIT - I  ELECTRONIC SCM, COMMUNICATION NETWORKS  9
- Introduction e-SCM – e-SCM framework
- Key success factors for e-SCM
- Benefits of e-SCM
- Positioning information in Logistics
- Strategic information linkage
- Supply chain communication networks
- Role of communication networks in supply chains
- Overview of telecommunication networks
- EDI
- Data security in supply chain networks
- Overview of internet able models

UNIT - II ENTERPRISE INFORMATION SYSTEMS  9
- Overview of enterprise information systems
- Information functionality and principles
- Introduction enterprise information systems
- Classification of enterprise information systems
- Information architecture
- Framework for managing supply chain information
- Describe on popular enterprise application packages
- Benefits of enterprise information systems

UNIT - III SCM SYSTEMS DEVELOPMENT, DEPLOYMENT AND MANAGEMENT  9
- Stakeholders in supply chain information systems
- Stakeholders in SCM
- Stakeholders in supply chain information systems
- Information systems development
- Logistics information systems design
- Defining enterprise architecture
- Choosing appropriate system development methodologies
- Adopting relevant systems development model

UNIT - IV DEPLOYMENT AND MANAGEMENT  9
- Information systems deployment
- IT Operations and infrastructure management
- Portfolio, programme and project management
- Management of risk
- Management of value

UNIT - V INFORMATION INTEGRATION  9
- Enterprise application integration and supply chain visibility
- Enterprise application integration
- Supply chain visibility
- Supply chain event management
- Supply chain performance
- Planning and design methodology
- Problem definition and planning
- Data collection and analysis
- Recommendations and implementation
- Decision support systems

COURSE OUTCOMES:
The students will be able to understand the various enterprise information system and its architecture and benefits. Students can gain knowledge about various e-commerce models, e-SCM, benefits and communication networks.

TEXT BOOKS:

REFERENCES:
5. Donald J. Bowersox and David J. Closs, Logistical Management - The Integrated Supply chain
MI4055 WAREHOUSE MANAGEMENT

 COURSE OBJECTIVES:

• To help the students in explaining the significance of Warehousing.
• To provide timely customer service,
• To keep track of items so they can be found readily & correctly
• To minimize the total physical effort
• To minimize the cost of moving goods in & out of stage.

UNIT - I INTRODUCTION WAREHOUSING


UNIT - II INVENTORY MANAGEMENT


UNIT - III INVENTORY CONTROL


UNIT - IV MATERIALS HANDLING


UNIT - V MODERN WAREHOUSING METHODS

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID

COURSE OUTCOMES:

At the end of the course, the students will be able to get complete insight into warehouse concepts, various inventory control techniques and application of inventory management in supply chain.

TEXT BOOKS:

REFERENCES:
COURSE OBJECTIVES:

- To explore the fundamental concepts of transportation and distribution management
- To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.

UNIT I DISTRIBUTION
Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

UNIT II PLANNING
Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

UNIT III TRANSPORTATION
Role of Transportation in Logistics and Business, Principle and Participants - Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

UNIT IV TRANSPORTATION
International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

UNIT V INFORMATION TECHNOLOGY (IT)
Usage of IT applications - E commerce – ITMS, Communication systems - Automatic vehicle location systems, Geographic information Systems.

TOTAL: 45 PERIODS

COURSE OUTCOMES:
The students will be able to:

- Gain knowledge about the distribution requirements planning.
- Predict the scope and relationship of transportation with other business functions
- Make use of the advantages and disadvantages of the various models.

TEXT BOOKS:

REFERENCES:
COURSE OBJECTIVES:

- To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
- To explain the concept and principle of contract logistics and closed supply chain

UNIT - I  CONTRACT LOGISTICS

Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers – Automobile, FMCG and Retail-Third party services and integration

UNIT - II  CLOSED LOOP SUPPLY CHAINS AND LOGISTICS

Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service - Overview of return logistics and closed loop supply chain models – Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains

UNIT - III  BUSINESS AND MARKET


UNIT - IV  EMERGING TRENDS

Emerging trends in Retail, E-Commerce- FMCG and Automobile sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics

UNIT - V  MANAGING PROCESSES

Managing processes - Step by step process - Use of third party service providers - Additional factors – Contemporary issues – Make in India and its impact on Countries GDP and Economic Growth.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The students will be able to understand the basics of contract logistics, third party logistics industry and third party logistics providers. And it helps to gain knowledge about Make in India concept and its impact on the GDP growth

TEXT BOOKS:

1. Janat Shah, Supply Chain Management: Text and Cases, Pearson Education India, 2009

REFERENCES:

2. D. F. Blumberg, Reverse Logistics & Closed Loop Supply Chain Processes, Taylor and Francis, 2005
COURSE OBJECTIVES:

- To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- To create awareness about the Air Cargo management.
- To provide general information or a framework on the setup of air cargo processes, for business.

UNIT I AIR PORTS AND SHIPMENT

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business

UNIT II AIR CARGO

Air Cargo Console - Freighting of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

UNIT III AIRWAY BILLS

Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA - Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometers flown

UNIT IV CARGO VILLAGE

History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?

UNIT V DG CARGO

DG Cargo by Air - Classification and labelling - Types of Labels according Cargo – Samples of Labels - Packing and Transportation of DG Goods by Air

TOTAL: 45 PERIODS

COURSE OUTCOMES:

The outcome of this course will provide the basics concepts of airports and aircrafts and various participants in air cargo transportation. Students will come to know about roles of the customs and the government in air transport.

TEXT BOOKS:


REFERENCES:

COURSE OBJECTIVES:
- To provide an overview of the various elements of containerization and allied businesses
- To realize the potential of containerization and allied businesses

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

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

UNIT III  CHARACTERISTICS AND PHYSICAL OPERATIONS
Containerisation: Concept, Classification, Benefits and Constraints, Container terminal business - World's leading container terminals and location characteristics - container terminal infrastructure - container terminal productivity and profitability - Inland container Depots (ICD) Roles and functions - Container Freight Stations (CFS), Clearance at ICD, CONCOD, ICD's under CONCOD, Charting: Kinds of Charter, Charter Party and Arbitration.

UNIT IV  CONTAINER TYPES AND BUSINESS

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

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

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

UNIT – I FUNDAMENTALS OF IMPORT AND EXPORT

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

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

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

UNIT - V CUSTOMS CLEARANCE AND AGENCIES

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

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

- To provide the knowledge about fundamentals of shipping management
- To equip the students with the knowledge of shipping, ship building and repair

UNIT – I  INTERDICTION OF SHIPPING
Role of Shipping in International trade -Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH) - Ship Registration and Classification.

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

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

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

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

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

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

UNIT – I INTRODUCTION TO PORT AND TERMINAL 9
Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).

UNIT – II PORT OPERATIONS 9
Design features of facilities in ports for handling various cargoes - Organization structure in Ports - Delivery of port services and the relationship between various departments - Marine Department – Traffic Department – other departments.

UNIT – III PORT MARKETING AND SERVICES 9
Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland – Identifying the needs of ship owners and operators, ship agents, forwarders, truckers, rail and barge operators - Concept of Total Logistics cost.

UNIT – IV PORT PERFORMANCE 9
Measurement of port performance - vessel turn round time, cargo volume, speed of cargo handling - Information flow requirements of the port, statutory bodies and port users - Port community computer systems and EDI applications.

UNIT – V PORT SECURITY AND ISSUES 9
Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning / operating / managing ports.

TOTAL: 45 PERIODS

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

REFERENCES:
SECTORAL SPECIALISATION IN TOURISM MANAGEMENT

MI4063 TOURISM PRINCIPLES AND PRACTICES

COURSE OBJECTIVES:

- To comprehend the conceptual dimensions of tourism industry
- To understand the dynamics of tourism businesses and its impacts

UNIT I INTRODUCTION


UNIT II FORMS OF TOURISM


UNIT III TOURISM INDUSTRY


UNIT IV TOURISM THEORY


UNIT V TOURISM ORGANIZATIONS

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

COURSE OUTCOME:

- Students will learn the practices and ways to promote the tourism industry.

REFERENCES:


TOTAL: 45 PERIODS
COURSE OBJECTIVE:
➢ To enable the students to enhance the skills and knowledge on travel industry and its types.

UNIT I
INTRODUCTION
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inbound & Outbound Tours - Classification

UNIT II
TRAVEL AGENCY
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency - Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator-Inbound, Outbound, Domestic, Ground and Specialized.

UNIT III
COMPONENTS OF TRAVEL MANAGEMENT
Market Survey and Research, A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

UNIT IV
CARGO MANAGEMENT
Air & Sea, Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transhipment, Handling at Destination, Regulations.

UNIT V
MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.

COURSE OUTCOME:
➢ The learners will have a complete idea about the different concepts, trends and strategies used in this industry.

REFERENCES:
MI4065  INTERNATIONAL TOURISM

COURSE OBJECTIVE:
- The course aims to provide the past, present and future perspectives of international tourism. The factors and challenges influencing the growth of international tourism will be studied. The students will study the role of international regulatory bodies.

UNIT I THE GLOBAL ENVIRONMENT
Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories-cultural practices-impact on tourism. Cultural influences on intercultural communication- social interactions.

UNIT II INTERNATIONAL TOURISM GROWTH

UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM
International Tourism (inbound and outbound tourism) trends in: Europe - France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

UNIT IV INTERNATIONAL TRENDS

UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS
Tourism Bodies :.Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).
Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviational Organisation( ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

TOTAL: 45 PERIODS

COURSE OUTCOME:
- The students will be able to comprehend the importance of international tourism, trends, formalities. They will know the importance of regulatory bodies in international tourism.

REFERENCES :
MI4066 TOURISM GEOGRAPHY

COURSE OBJECTIVE:
- To introduce the students to the various geographical locations across the world with a tourism perspective.

UNIT I BASIC GEOGRAPHY
Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

UNIT II INDIA
Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio-cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

UNIT III ASIA, CANADA AND EUROPE
An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India.
Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia. Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India.

UNIT V AFRICA, UAE AND AUTRALIA
An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.

COURSE OUTCOMES:
- General knowledge of worldwide tourism flows
- Ability to Plan a trip to a tourism destination

REFERENCES:
COURSE OBJECTIVES:

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.

UNIT I  INTRODUCTION TO INDIAN CULTURE AND HERITAGE  9
Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

UNIT II  CULTURAL DIMENSIONS AND REFLECTIONS  9
Key elements of Indian cultural dimensions – Tangible and intangible culture - Dimensions of national cultures - Distinctiveness of Indian culture in personal life, social life and work life – languages and literature - Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

UNIT III  CULTURAL MIX  9
Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

UNIT IV  CROSS CULTURAL MANAGEMENT  9
Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues- Cultural differences in ethics and decision making

UNIT V  GLOBAL APPROACH  9
UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

- The learners should be able to describe Indian culture and heritage.
- The learners are competent to explain how different national cultures can influence the individuals and groups in social and business settings.

REFERENCES:

1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi
5. Rajiv Desai, Indian business culture - An Insider’s guide, Butterworth and Heinemann, 19
COURSE OBJECTIVE:
➢ To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel.

UNIT I INTRODUCTION

UNIT II NATURAL RESOURCES
Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves& Deserts of India.

UNIT III TOURISM CIRCUITS

UNIT IV MANMADE DESTINATIONS AND THEME PARKS

UNIT V CONTEMPORARY DESTINATIONS IN INDIA
Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Medical Tourism and Pilgrimage Tourism - Camping Tourism.

COURSE OUTCOME:
➢ The students would be able to understand the needs of the tourists and manage their destination requirements.

REFERENCES:
5. The Gazette of India: History and Culture, Vol.2
6. Incredible India website and Tourism websites of individual states like Tamilnadu, Kerala, etc.
COURSE OBJECTIVES:
- To study the flow of activities and functions in lodging operations.
- To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels.

UNIT I  INTRODUCTION  9

UNIT II  FRONT OFFICE MANAGEMENT  9

UNIT III  HOUSE KEEPING MANAGEMENT  9
Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

UNIT IV  HOUSE KEEPING FUNCTION  9

UNIT V  INFRASTRUCTURE MANAGEMENT & OTHER SOURCES  9

TOTAL: 45 PERIODS

COURSE OUTCOMES:
- The learners shall be competent in handling Front Office and Housekeeping management operations.
- The learners will be equipped with knowledge on a wide range of front office and housekeeping tasks and situations in a commercial environment.

REFERENCES:
COURSE OBJECTIVES:
- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.

UNIT I  HISTORICAL UNDERSTANDING OF MASS MEDI UMS
History of print media – Global and Indian context, Advent of printing; British and American streams of journalism; Overview of world mass media – Sky Invasion, Newspapers and Globalization, Role of Travel Media

UNIT II  COMMUNICATION MESSAGE AND ITS CONSTRUCTION
Idea of a successful message; Ethics, Standards and Practices; Relevance of effective messages, interpretation of cues; How and what you communicate; Self-awareness in travel communication – Power of message/words; Organization – converting information into convenient understandable messages, Interpretation – how easily the thoughts of the source is organized for the receiver to interpret it correctly

UNIT III  TRAVEL WRITING
News Worthiness of developed Ideas; Writing Travel Pieces; Writing and Submitting Stories for Travel Mediums; Articles and Short Pieces, Travel Magazines, Travel Newsletters, Travel and Guide Books; Travel Reviews; the Internet; Coffee Table Books and Anthologies; Preparing Scripts for Travel Programs; Conducting Interviews; Visual support

UNIT IV  GENERAL INTRODUCTION TO PUBLIC RELATIONS

UNIT V  ROLE OF PUBLIC RELATIONS
Standard PR Tools and Most Common Travel/Tourism PR Tools, PR at Hotels and Lodging Establishments, Restaurant Public Relations, Transportation Public Relations, Destination and Tourist Attraction PR, What Travel and Tourism Employers Should Understand About PR

COURSE OUTCOME:
- The students will understand about Travel Media and Public Relations field.

REFERENCES:
COURSE OBJECTIVE:
➢ To prepare the learners with knowledge and skills essential to understanding and manage the needs of destination

UNIT I  INTRODUCTION 9
Tourists destination-concepts/notions; Destination- Elements of Tourists Destination - Characteristics of successful destination - Uniqueness of destination management- Sustainable Tourism Development :Meaning, Principles and Practices

UNIT II  TOURISM DESTINATION PLANNING 9
Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning - History & Influence on planning - Factors affecting the planning process - Stages in destination planning Benefits of strategic plans - Outcome of destination planning - Strategic Plans Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

UNIT III  DESTINATION PRODUCT DEVELOPMENT & PROMOTION 9

Resort development-Types , Planning and Development

UNIT IV  TOURISM DESTINATION MANAGEMENT 9
Stakeholders in destination management- Destination governance- Destination management organization (DMO)Partnership and Team-building –Leadership and Coordination- Community Relations & Roles - Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management

UNIT V  EMERGING TRENDS IN DESTINATION MANAGEMENT 9

COURSE OUTCOME:
➢ The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

REFERENCES:
COURSE OBJECTIVE:
➢ To make the students knowledgeable in tour operations and its related documentation. The student will study the tour preparation, marketing tour products and the role of guides and escorts in tour operations.

UNIT I TOUR INDUSTRY
Tour operations business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic & international, collaborative tourism.

UNIT II ITINERARY PREPARATION
Itinerary Preparation - meaning, types, Resources and steps of preparation, Do’s and don’ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

UNIT III TOUR OPERATIONS BUSINESS
Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

UNIT IV MARKETING AND PROMOTION OF TOUR
Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

UNIT V GUIDING AND ESCORTING
Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

TOTAL:45 PERIODS

COURSE OUTCOME:
➢ The students will have good learning on tour operations. They can prepare and market tour itinerary. They will know the importance of tour operators, guides and escorts.

REFERENCES:
COURSE OBJECTIVE:
- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

UNIT I INTRODUCTION TO LEISURE
Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

UNIT II SECTORS IN LEISURE
The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

UNIT III INTRODUCTION TO RECREATION

UNIT IV RECREATION MANAGEMENT

UNIT V RECENT TRENDS
Trends in the recreation industry - Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

COURSE OUTCOME:
- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations

REFERENCES:
COURSE OBJECTIVE:

➢ To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists.

UNIT I   INTRODUCTION TO HEALTH CARE IN INDIA  9

UNIT II   MEDICAL TOURISM  9
Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

UNIT III   MEDICAL TOURISM PRODUCT AND PACKAGE  9
Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

UNIT IV   LEGAL ASPECTS OF MEDICAL TOURISM  9
Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

UNIT V   MEDICAL TOURISM IN INDIA  9

TOTAL : 45 PERIODS

COURSE OUTCOME:

➢ The students will have an overview of contemporary tourism practices and global perspectives.

REFERENCES:

2. Raj Pruthi, Medical Tourism in India , Arise publishers & Distributors, 2006
5. Sonali Kulkarni, Medical Tourism in India, Book Enclave, 2008