PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

MBA programme curriculum is designed to prepare the post 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

MASTER OF BUSINESS ADMINISTRATION (FULL – TIME)

CHOICE BASED CREDIT SYSTEM

CURRICULA AND SYLLABI FOR I TO IV SEMESTERS

## SEMESTER - I

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**TOTAL** 21 0 8 29 25

**NOTE:** In the first semester students need to choose one elective from the Non-Functional stream
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**Summer internship – minimum of 4 weeks of internship**

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd 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 3rd Semester.

## SEMESTER - III

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**TOTAL :90 CREDITS**
NON FUNCTIONAL ELECTIVES (2 electives)

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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 any one sectoral specialization

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| 9.     | BA4009      | Consumer Behavior                                                           | PEC      | 3    | 0    | 0    | 3                   | 3       |
| 10.    | BA4010      | Integrated Marketing Communication                                           | PEC      | 3    | 0    | 0    | 3                   | 3       |
| 11.    | BA4011      | Services Marketing                                                          | PEC      | 3    | 0    | 0    | 3                   | 3       |
| 12.    | BA4012      | Sales and Distribution Management                                            | PEC      | 3    | 0    | 0    | 3                   | 3       |
| 13.    | BA4013      | Product and Brand Management                                                | PEC      | 3    | 0    | 0    | 3                   | 3       |
| 14.    | BA4014      | Digital Marketing                                                           | PEC      | 3    | 0    | 0    | 3                   | 3       |</p>
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Stream/ Specialization: **Human Resource Management [ 6 ]**

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Stream/ Specialization: **Operations Management [ 6 ]**

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Stream/ Specialization: **Business Analytics [ 5 ]**
SECTORAL SPECIALIZATIONS

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

(a) Logistics and Supply Chain Management
(b) Infrastructure and Real Estate Management
(c) Tourism Management

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Sectoral Specialization: Logistics and Supply Chain Management

Sectoral Specialization: Infrastructure and Real Estate Management

Sectoral Specialization: Tourism Management
<table>
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COURSE OBJECTIVE:

- To learn the applications of statistics in business decision making.

UNIT I INTRODUCTION
Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

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

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

UNIT IV NON-PARAMETRIC TESTS

UNIT V CORRELATION AND REGRESSION

COURSE OUTCOMES:
- To facilitate objective solutions in business decision making.
- To understand and solve business problems.
- To apply statistical techniques to data sets, and correctly interpret the results.
- To develop skill-set that is in demand in both the research and business environments.
- To enable the students to apply the statistical techniques in a work setting.

REFERENCES:
COURSE OBJECTIVES:

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
- To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

UNIT I NATURE AND THEORIES OF MANAGEMENT

UNIT II PLANNING AND ORGANISING

Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation,Control: meaning, function, Process and types of Control.

UNIT III INDIVIDUAL BEHAVIOUR

UNIT IV GROUP BEHAVIOUR

UNIT V EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR
Comparative Management Styles and approaches - Japanese Management Practices Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

On completion of course, Students will develop
CO1 Understanding of various management concepts and skills required in the business world
CO2 In-depth knowledge of various functions of management in a real time management context
CO3 Understanding of the complexities associated with management of individual behavior in the organizations
CO4 Develop the skillset to manage group behaviour in Organizations
CO5 Insights about the current trends in managing organizational behaviour
REFERENCES:
COURSE OBJECTIVE:
• To introduce the concepts of scarcity and efficiency; to explain principles of microeconomics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business.

UNIT I INTRODUCTION 9

UNIT II CONSUMER AND PRODUCER BEHAVIOUR 9

UNIT III PRODUCT AND FACTOR MARKET 9

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS 9

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY 9

TOTAL: 45PERIODS

COURSE OUTCOMES:
• To introduce the concepts of scarcity and efficiency;
• 2. To explain principles of microeconomics relevant to managing an organization
• 3. To describe principles of macroeconomics
• 4. To have the understanding of economic environment of business.
• 5. To study about the policies that regulate economic variables

REFERENCES:
COURSE OBJECTIVE:

➢ Acquire a reasonable knowledge in accounts analysis and evaluate financial statements

UNIT I FINANCIAL ACCOUNTING 9

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 9
Financial ratio analysis, Interpretation of ratio for financial decisions - DuPont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III COST ACCOUNTING 9

UNIT IV MARGINAL COSTING 9
Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems - Make or Buy decisions - Determination of sales mix - Exploring new markets - Add or drop products - Expand or contract.

UNIT V BUDGETING AND VARIANCE ANALYSIS 9
Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) - Accounting standards and accounting disclosure practices in India.

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. A thorough grounding of financial accounting concepts
2. Preparation of financial statement analysis
3. Understand the management and cost accounting techniques
4. Apply the management and cost accounting techniques for decision making
5. Assess the accountancy standards of practices in India

REFERENCES:
COURSE OBJECTIVE:
- The objective of this course is to familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.

UNIT I  COMMERCIAL LAW

THE INDIAN CONTRACT ACT 1872

THE SALE OF GOODS ACT 1930 Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller -

NEGOTIABLE INSTRUMENTS ACT 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT II  COMPANY LAW AND COMPETITION ACT

COMPANY ACT 1956&2013 Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

Competition Act 2002 - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.

UNIT III  INDUSTRIAL LAW


UNIT IV  CORPORATE TAX & GST

Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge

UNIT V  CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS


COURSE OUTCOMES:
1. Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
2. Identify the common forms of business associations and elements of Corporate Governance
3. Develop insights regarding the laws related to industrial environment
4. Ability to understand the fundamentals of corporate tax and GST
5. Understand the role of consumer rights and cyber laws in the modern business environment
REFERENCES:
5. Sinha P. K., Dr. Vinod Singania, Text Book of Indirect Tax, Taxman Publication, New Delhi

BA4106 INFORMATION MANAGEMENT

COURSE OBJECTIVES:
- To understand the importance of information in business
- To know about the recent information systems and technologies.

UNIT I INTRODUCTION
Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems.

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

UNIT III DATABASE MANAGEMENT SYSTEMS
DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.

UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL
Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.

UNIT V NEW IT INITIATIVES
Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing

TOTAL : 45 PERIODS

COURSE OUTCOMES:
1. Learn the basics of data and information system.
2. Understand the system development methodologies.
3. Understand database management system and its types.
4. Learn the various technologies in information system and its security.
5. Gains knowledge on effective applications of information systems in business.
REFERENCES:

BA4111 INDIAN ETHOS

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.

NOTE:
➢ The following is the list of topics suggested for preparation and presentation by students twice during the semester.
➢ This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
   1) Indian Ethos and Personality Development
   2) Work ethos and ethics for Professional Managers
   3) Indian Values, Value Systems and Wisdom for modern managers
   4) Ethos in leadership development

TOTAL: 60 PERIODS

COURSE OUTCOMES:
1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
2. The learners can handle issues of business ethics and offer solutions in ethical perspectives
3. The learners are professionally efficient and skilful in value systems and culture
4. The learners are capable in ethically manage business towards well being of the society.
5. The learners can be socially effective in undertaking business responsibilities.

BA4112 BUSINESS COMMUNICATION (LABORATORY)

COURSE OBJECTIVES:
➢ To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one’s poise in private and in public,

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION
UNIT II  BUSINESS COMMUNICATION WRITING MODELS AND TOOLS  12
Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III  EFFECTIVE PRESENTATIONS  12
Principles of Effective Presentations, Principles governing the use of audiovisual media.

UNIT IV  INTERVIEW SKILLS  12
Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V  REPORT WRITING  12

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1-This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Practical - Module 3-This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL : 60 PERIODS

COURSE OUTCOMES:
1. Develop good managerial communication skills
2. Ability to excel in different forms of written communication required in a business context
3. Develop good presentation skills
4. In-depth understanding of interview skills
5. Ability to prepare Business reports

REFERENCES:
5. C. S. Rayadu, Communication by, HPH, 2015

WEBSITES:
www.businesscommunicationskills.com
www.kcittraining.com
www.mindtools.com
www.businesscommunication.org

BA4201 QUANTITATIVE TECHNIQUES FOR DECISION MAKING L T P C
3 0 0 3

COURSE OBJECTIVE:
➢ To apply quantitative techniques in modeling and solving business related problems.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9
Relevance of quantitative techniques in management decision making. Linear Programming - formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Sensitivity Analysis.

UNIT II LINEAR PROGRAMMING EXTENSIONS 9


UNIT III DECISION AND GAME THEORIES 9
Decision making under risk – Decision trees – Decision making under uncertainty.

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

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

Replacement Models-Individual replacement Models (With and without time value of money) – Group Replacement Models.

UNIT V QUEUING THEORY AND SIMULATION 9
Queuing Theory - single and multi-channel models – infinite number of customers and infinite calling source.

Monte Carlo simulation – use of random numbers, application of simulation techniques

TOTAL: 45 PERIODS
COURSE OUTCOMES:
To understand the applications of
1. Linear programming in product mix decisions
2. Transportation and assignment in logistics and job allocation scenarios
3. Game theory and heuristics of decision making in real time decisions
4. Inventory management and replacement models in manufacturing context
5. Queuing and simulation in real time scenario optimisation

REFERENCES:

BA4202 FINANCIAL MANAGEMENT

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

UNIT I FOUNDATIONS OF FINANCE

UNIT II INVESTMENT DECISIONS
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 - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION

UNIT IV WORKING CAPITAL MANAGEMENT

UNIT V LONG TERM SOURCES OF FINANCE

TOTAL :45 PERIODS
COURSE OUTCOMES:
1. Identify the concepts of financial decision of an organisation
2. Recognize the time value of money
3. Learn the capital budgeting and cost of capital techniques
4. Understand how to decide the decision of capital structure and distribution of dividend
5. Assess the short-term and long-term sources of finance

REFERENCES:

BA4203 HUMAN RESOURCE MANAGEMENT

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

UNIT IV EMPLOYEE ENGAGEMENT

UNIT V PERFORMANCE EVALUATION AND CONTROL

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. Students would have gained knowledge on the various aspects of HRM
2. Students will gain knowledge needed for success as a human resources professional.
3. Students will develop the skills needed for a successful HR manager
4. Students would be prepared to implement the concepts learned in the workplace.
5. Students would be aware of the emerging concepts in the field of HRM
REFERENCES:

BA4204 OPERATIONS MANAGEMENT L T P C
3 0 0 3

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

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT

UNIT II OPERATIONS AND THE VALUE CHAIN
Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement - Strategic sourcing, make or buy decision, procurement process, managing vendors.

UNIT III DESIGNING OPERATIONS

UNIT IV PLANNING AND CONTROL OF OPERATIONS
Demand Forecasting – Need, Types, Objectives and Steps - Overview of Qualitative and Quantitative methods. Operations planning - Resource planning - Inventory Planning and Control. Operations Scheduling - Theory of constraints - bottlenecks, capacity constrained resources, synchronous manufacturing

UNIT V QUALITY MANAGEMENT
Definitions of quality, The Quality revolution, quality gurus; TQM philosophies; Quality management tools, certification and awards. Lean Management - philosophy, elements of JIT manufacturing, continuous improvement. Six sigma.

COURSE OUTCOMES:
1. Understanding of the evolution of operations management practices and world class manufacturing processes
2. Knowledge about capacity planning, strategic sourcing and procurement in organizations
3. Enhances the understanding of product development and design process
4. Ability to forecast demand and overcome bottlenecks
5. Provides insight to Quality management tools and practices.
REFERENCES:


BA4205 BUSINESS RESEARCH METHODS

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

UNIT II RESEARCH DESIGN AND MEASUREMENT

UNIT III DATA COLLECTION

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

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

COURSE OUTCOMES:
1. Students will understand and appreciate scientific inquiry
2. Students would know to write research proposals
3. The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
4. Students would be able to analyze data and find solutions to the problems.
5. Students could prepare research reports

TOTAL : 45 PERIODS
REFERENCES:

BA4206 BUSINESS ANALYTICS

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

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. Ability to understand the role of Business Analytics in decision making
2. Ability to identify the appropriate tool for the analytics scenario
3. Ability to apply the descriptive analytics tools and generate solutions
4. Understanding of Predictive Analytics and applications
5. Knowledge of Prescriptive Analytics and demonstrating business process improvement

REFERENCES
COURSE OBJECTIVES:
- To understand the changing business environment and the fundamental premise underlying market driven strategies.
- To identify the indicators of management thoughts and practices.

UNIT I INTRODUCTION

UNIT II MARKETING STRATEGY

UNIT III MARKETING MIX DECISIONS

UNIT IV BUYER BEHAVIOUR

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

COURSE OUTCOMES:
1. Applied knowledge of contemporary marketing theories to the demands of business and management practice.
2. Enhanced knowledge of marketing strategies for consumer and industrial marketing
3. Deep understanding of choice of marketing mix elements and managing integrated marketing channels
4. Ability to analyze the nature of consumer buying behaviour
5. Understanding of the marketing research and new trends in the arena of marketing

REFERENCES:
COURSE OBJECTIVE:

- To enable the learners to have exposure on business ethics and ethical business perspectives.

NOTE:

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
  1) Individual Culture and Ethics
  2) Ethical codes of conduct and value Systems
  3) Loyalty and Ethical Behaviour, Ethical decision making
  4) Ethical business issues and solutions
  5) Corporate Social Responsibilities of Business

TOTAL: 60 PERIODS

COURSE OUTCOMES:

1. The learners can handle issues of business ethics and offer solutions ethical perspectives
2. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
3. The learners can handle issues of business ethics and offer solutions in ethical perspectives
4. The learners are professionally efficient and skilful in value systems and culture
5. The learners are capable in ethically manage business towards well being of the society.
6. The learners can be socially effective in undertaking business responsibilities.

BA4212  DATA ANALYSIS AND BUSINESS MODELING
(LABORATORY)

OBJECTIVE:

- to have hands-on experience on data analysis for business modeling.

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<td>Revenue Management</td>
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Spreadsheet Software and Data Analysis Tools

COURSE OUTCOMES:
1. Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
2. Facilitates to identify the relationship between variables using data analytical tools
3. Provides understanding about forecasting in real time business world using analytical tools
4. Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data
5. Enhances knowledge about networking, inventory models and queuing theory using data analytical tools

REFERENCES:

BA4301 STRATEGIC MANAGEMENT

COURSE OBJECTIVE:
To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management 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  9

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

UNIT V  OTHER STRATEGIC ISSUES  9

Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. Ability to understand the Strategic management process and social responsibility of business organizations
2. In-depth understanding about the need for developing competitive advantage for organizations
3. Provides insights into various corporate and business level strategies
4. Facilitates to identify the various control systems required for organizational strategy implementation process
5. Enhances the cognitive knowledge about various strategic issues and development of new business models

REFERENCES:
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

UNIT II THEORIES OF INTERNATIONAL TRADE AND INVESTMENT

UNIT III GLOBAL ENTRY
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, FINANCIALS OF GLOBAL BUSINESS

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.

COURSE OUTCOMES:
1. In Depth knowledge of driving factors of international Business
2. Understanding of theories of trade and investment practiced in the global world
3. Deep Insights in to various market entry strategies followed by Global Organizations
4. Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
5. Enhance the cognitive knowledge of managing business across the cultures

TOTAL: 45 PERIODS

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

UNIT I  INTRODUCTION  12
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  12
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, colour 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  12

UNIT IV  CREATIVITY IN PROBLEM SOLVING  12
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. Assessing Your Personal Creativity and Ability to Innovate, Enhancing Your Creative and Innovative Abilities

UNIT V  INNOVATION  12

COURSE OUTCOMES:
1. Provides insights about approaches to creativity and innovation
2. Understanding of heuristic models and its applications
3. Enhances the knowledge of nature of creativity
4. Ability to apply creativity in problem solving
5. Knowledge about radical and disruptive models of innovation

Note: Students will undergo the entire programme similar to a Seminar. It is an 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 2012
5. CSG Krishnamacharyalu, Lalitha R Innovation management , Himalaya Publishing House 2013

BA4032 ENTREPRENEURSHIP DEVELOPMENT

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

UNIT III BUSINESS PLAN PREPARATION

UNIT IV LAUNCHING OF SMALL BUSINESS

UNIT V MANAGEMENT OF SMALL BUSINESS

TOTAL : 45 PERIODS

COURSE OUTCOMES:
After the completion of the course, the students will be able to:
1. The learners will gain entrepreneurial competence to run the business efficiently.
2. The learners are able to undertake businesses in the entrepreneurial environment
3. The learners are capable of preparing business plans and undertake feasible projects.
4. The learners are efficient in launching and develop their business ventures successfully
5. The learners shall monitor the business effectively towards growth and development..

REFERENCES:
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

UNIT II  EVENT PLANNING & LEGAL ISSUES

UNIT III  EVENT MARKETING

UNIT IV  EVENT OPERATION

UNIT V  SAFETY & EVENT EVALUATION

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. Learning about structure and code of ethics of events
2. Exploring and getting to know about event planning and regulations
3. Understand about event marketing, planning and strategies
4. Enhance professional skills in event management
5. Analyse the safety measure of event management

REFERENCES:
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
7. Shannon Kilkenny, The complete guide to successful event planning.
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
Fundamental Analysis Vs Technical Analysis -- Dow theory – Charting methods - Chart Patterns Trend – Trend reversals – Market Indicators –Moving Average – Exponential moving Average Oscillators -RSI- ROC - MACD.
Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form - Empirical tests of market efficiency -its application.

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 - 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:
7. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012
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
Stock exchanges in India - History and development -listing - Depositories - Stock exchange mechanism: Trading, Settlement, risk management, Basics of pricing mechanism - Player and stock exchange - Regulations of stock exchanges –Role of SEBI – BSE, OTCEI, NSE, ISE, - Role of FIs, MFs and investment bankers –Stock market indices – calculation.

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:
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

TOTAL : 45 PERIODS

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:
COURSE OBJECTIVES:
To enable students

- Understand the nuances involved in derivatives
- Understand the basic operational mechanisms in derivatives

UNIT I INTRODUCTION

UNIT II FUTURES CONTRACT

UNIT III OPTIONS

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

UNIT V DERIVATIVES IN INDIA

TOTAL: 45 PERIODS

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:
- Making students to build financial models by including various fields of study viz Financial Management and Derivatives.

UNIT I INTRODUCTION TO FINANCIAL MODELLING & BUILT IN FUNCTIONS USING SPREAD SHEETS 9

UNIT II BOND & EQUITY SHARE VALUATION MODELLING 9
Bond valuation – Yield to Maturity(YTM): Rate method Vs IRR method-Flexi Bond and Strip Bond YTM Modelling-Bond redemption modelling -Equity share valuation : Multiple growth rate valuation modelling with and without growth rates

UNIT III CORPORATE FINANCIAL MODELLING 9
Alt Man Z score Bankruptcy Modelling- Indifference point modelling – Financial Break even modelling -Corporate valuation modelling (Two stage growth)- Business Modelling for capital budgeting evaluation: Payback period,NPV, IRR and MIRR

UNIT IV PORTFOLIO MODELLING 9
Risk, Beta and Annualised Return –Security Market Line Modelling –Portfolio risk calculation (Equal Proportions)-Portfolio risk optimisation (varying proportions)-Portfolio construction modelling

UNIT V DERIVATIVE MODELLING 9
Option pay off modelling: Long and Short Call & Put options -Option pricing modeling (B-S Model)- Optimal Hedge Contract modelling

COURSE OUTCOMES:
1. Develop fast, efficient and accurate excel skills
2. Design and construct useful and robust financial modelling applications
3. Recognize efficient financial budgeting and forecasting techniques
4. Familiarise the students with the valuation modelling of securities
5. The course establishes the platform for students to develop various portfolio models

REFERENCES:
COURSE OBJECTIVE:

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

UNIT I  INTERNATIONAL TRANSACTIONS  9
Overview and Evolution of International Finance – Institutions for International Finance –
Internationalization process – International Monetary and Financial System – Balance of Payments –
Exchange rate and money supply – International parity relations – Purchasing power parity – interest
rate parity – Forward rate parity.

UNIT II  MULTINATIONAL FINANCIAL MANAGEMENT  9
Process of overseas expansion – Reasons for cross-border investing – The theory of investment –
techniques of project evaluation – Approaches for investment under uncertainty – FDI – Measuring
and Managing Risk – International M&A – Financial Techniques in M&A – Regulations of M&A in
major countries.

UNIT III  INTERNATIONAL MONETARY SYSTEM  9
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  9
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  9
Country and political risk analysis – benefits and risks of international portfolio investment – assessing
country creditworthiness – futures markets and instruments – option markets and instruments – option
pricing – option pricing theory in financial risk assessment

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 influences 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

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

REFERENCES:
COURSE OBJECTIVE:

➢ To understand the concepts of effective retailing

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

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

UNIT III RETAILING DECISIONS

UNIT IV RETAIL SHOP MANAGEMENT

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

TOTAL: 45 PERIODS

COURSE OUTCOMES:
1. To provide insights on retail operation
2. To understand effective methods and strategies required for retail management.
3. To understand how to utilize resources and techniques used in retail management.
4. To understand analysis of store location, merchandising, products and pricing.
5. To gain knowledge about shopping behaviour

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

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

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

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

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

UNIT V PURCHASE DECISION PROCESS
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:
UNIT II UNDERSTANDING COMMUNICATION PROCESS

UNIT III PLANNING FOR MARKETING COMMUNICATION (MARCOM)
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
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

TOTAL: 45 PERIODS

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:
7. Dr Niraj Kumar, Integrated Marketing Communication, Himalaya Publishing House 2015
COURSE OBJECTIVE:
- 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

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:
COURSE 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 & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

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:
COURSE 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:

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 focuses 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 focuses 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.

TOTAL: 45 PERIODS

REFERENCES:

2. Digital Marketing by Vandana Ahuja; Publisher: Oxford University Press (April 2015)
COURSE OBJECTIVE:

- To help students understand the transformation in the role of HR functions from being a support function to a strategic function.

UNIT I  CONTEXT OF SHRM  9
- 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 - Benchmarking.

UNIT II  HUMAN RESOURCE DEVELOPMENT  9

UNIT III  E-HRM  9

UNIT IV  CAREER & COMPETENCY DEVELOPMENT  9

UNIT V  EMPLOYEE COACHING & COUNSELING  9

TOTAL: 45 PERIODS

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-Factory 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

TOTAL: 45 PERIODS

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:
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

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

UNIT II NEGOTIATION STRATEGIES
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

UNIT IV MANAGING INTERPERSONAL, GROUP AND ORGANIZATIONAL CONFLICT

UNIT V CONFLICT RESOLUTION AND COST

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
2. Corporate Conflict Management - concepts & skills by Eirene Rout; Nelson Omika, PHI, 2007
9. Conflict Resolution Techniques by Subbulakshmi, ICFAI University press, 2005
BA4019 REWARD AND COMPENSATION MANAGEMENT

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
Performance management system (PMS)-performance objectives - indicators- standards and metric - effective performance modeling-dimensions of performance- competency based pay. Team Compensation – Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs

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
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 HRM STRATEGIES
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
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
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
Components of international compensation - Approaches to international compensation – Challenges and choices -International Labor Standards – emerging Issues

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

TOTAL: 45 PERIODS

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 various principles and practices of Quality Management

UNIT I  INTRODUCTION

UNIT II  QUALITY MANAGEMENT PHILOSOPHIES AND PRINCIPLES

UNIT III  STATISTICAL PROCESS CONTROL

UNIT IV  QUALITY TOOLS AND TECHNIQUES

UNIT V  QUALITY MANAGEMENT SYSTEMS

COURSE OUTCOMES:
1. Understanding the evolution of Quality management
2. Understanding of quality philosophies and practices
3. Ability to apply statistical process control to enhance quality.
4. Ability to apply quality tools to enhance organization's quality performance
5. Awareness of quality management systems

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

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

UNIT I  INTRODUCTION  9
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  9

UNIT III  INVENTORY MANAGEMENT  9
Policy Decisions–objectives-control -Retail Discounting Model, Newsvendor Model; Review of deterministic models, Probabilistic inventory models.

UNIT IV  PURCHASING MANAGEMENT  9
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  9
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 -operative 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– RetailDiscounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising, globalization.

TOTAL: 45 PERIODS

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

TOTAL: 45 PERIODS

REFERENCES:
COURSE OBJECTIVE:

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

UNIT I INTRODUCTION TO PROJECT MANAGEMENT 9

UNIT II PLANNING, BUDGETING AND RISK MANAGEMENT 9

UNIT III SCHEDULING & RESOURCE ALLOCATION 9

UNIT IV PROJECT ORGANISATION & CONFLICT MANAGEMENT 9

UNIT V CONTROL AND COMPLETION 9

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:

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  9
Data mining, Text mining, Web mining, Spatial mining, Process mining, Data warehouse and datamarts.

UNIT II  DATA MINING PROCESS  9
Datamining process – KDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures - RSME, 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  9
Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.

UNIT IV  CLASSIFICATION AND CLUSTERING TECHNIQUES  9
Classification - Decision trees, k nearestneighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;

UNIT V  MACHINE LEARNING AND AI  9
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. Jiawei Han and Micheline Kamber, Data Mining concepts and techniques, Kaufmann 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 Luchekvich StaciaMisner, 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.

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.

TOTAL: 45 PERIODS

REFERENCES:
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
5. ric T. Peterson, Web Analytics Demystified, Cellio Group Media and Café Press, 2004
COURSE OBJECTIVE:
➢ To understand the practices and technology to start an online business.

UNIT I  INTRODUCTION TO E-BUSINESS

UNIT II  TECHNOLOGY INFRASTRUCTURE
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
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

UNIT V  LEGAL AND PRIVACY ISSUES
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 OBJECTIVES:

- To exhibit the theoretical aspects of Enterprise Resource Planning.
- To provide practical implication on ERP Suite implementation.

UNIT I INTRODUCTION
Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - warehouse management.

UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES
Overview of ERP software solutions, BPR, Project management, Functional modules-Organisational data, master data and document flow.

UNIT III ERP IMPLEMENTATION

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

UNIT V EMERGING TRENDS ON ERP

COURSE OUTCOMES:
2. Knowledge or ERP solutions and functional modules
3. Exposure to the implementation environment
4. Understanding of post implementational impact and maintenance of ERP
5. Knowledge of emerging trends on ERP

REFERENCES:
5. Mahadeo Jaisw al and Ganesh Vanapalli, ERP Macmillan India, 2009

TOTAL: 45 PERIODS
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
- Integrated supply chains design
- Customer relationship process
- Order fulfillment process
- Supplier relationship process
- Supply chain strategies
- Strategic focus
- Mass customization
- Lean supply chains
- Outsourcing and offshoring
- Virtual supply chains

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
- 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
- Enterprise resource planning
- Planning and control systems for manufacturers
- Materials requirement planning
- Drum – Buffer – Rope system
- Scheduling service and manufacturing processes
- Scheduling customer demand
- Scheduling employees
- Operations 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
COURSE 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 9

UNIT - II STRATEGIC SOURCING 9

UNIT - III STRATEGIC SOURCING PROCESS 9

UNIT - IV SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT 9

UNIT - V FUTURE DIRECTIONS 9
Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management

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.

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
COURSE 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

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

TOTAL: 45 PERIODS

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
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

TOTAL: 45 PERIODS

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:
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  9

UNIT - II  OVERVIEW OF EXPORT AND IMPORT  9
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  9
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  9
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  9

TOTAL: 45 PERIODS

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:

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.

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:
COURSE OBJECTIVE:
- To give an exposure to the students on the concept and the principles of planning, scheduling and control about infrastructure industry.

UNIT I INTRODUCTION
Introduction to infrastructure - Need and importance of infrastructure in India - Overview of power sector - Overview of water supply and sanitation sector - Overview of road, rail, air and port transportation sectors - Overview of telecommunication sector - Overview of rural and urban infrastructure - Introduction to special economic zones - Organizations and players in infrastructure field - Overview of infrastructure project finance.

UNIT II INFRASTRUCTURE PRIVATIZATION
Privatization of infrastructure in India - Benefits of privatization - Problems with privatization - Challenges in privatization of water supply projects - Challenges in privatization of power sector projects - Challenges in privatization of road transportation projects.

UNIT III RISKS IN INFRASTRUCTURE PROJECTS
Economic and demand risks, political risks, socio-economic risks and cultural risks in infrastructure projects - Legal and contractual issues in infrastructure projects - Challenges in construction of infrastructure projects.

UNIT IV RISK MANAGEMENT FRAMEWORK
Planning to mitigate risk - Designing sustainable contracts - Introduction to fair process and negotiation - Negotiation with multiple stakeholders - Sustainable development - Information technology and systems for successful management.

UNIT V DESIGN & MAINTENANCE OF INFRASTRUCTURE
Innovative design and maintenance of infrastructure facilities - Modeling and life cycle analysis techniques - Capacity building and improving Government’s role in implementation - Integrated framework for successful planning and management.

COURSE OUTCOMES
On successful completion of the course, students will be able to
- Explain the basic concepts related to infrastructure and understand management.
- Explain the benefits and problems with infrastructure
- Identify the challenges and strategies for successful planning and implementation of infrastructure.
- Apply the above concepts to various infrastructure domains.

REFERENCES
7. Urban Water Development in India 2011 – Published and Distributed by India Infrastructure Research
8. Manual on sewerage and sewage treatment, CPHEEO, Ministry of urban affairs and employment, Govt.of India, New Delhi, 2012

BA4064 CONTRACTS AND ARBITRATION

COURSE OBJECTIVE:
- To create awareness on contracts for construction industry, impart knowledge on tender preparation, tendering process, laws on arbitration, arbitration procedure and laws on dispute resolution in India.

UNIT I INTRODUCTION TO CONTRACTS IN CONSTRUCTION INDUSTRY 9

UNIT II LAWS RELATED TO CONSTRUCTION INDUSTRY 9
Labor and industrial laws - Payment of wages act, contract labor - Workmen’s compensation act - Insurance, industrial dispute act - Role of RERA

UNIT III ARBITRATION OF ENGINEERING CONTRACTS 9

UNIT IV NEGOTIATION, MEDIATION AND CONCILIATION 9
Concepts and purpose - Statutory back ground ADR and mediation rules - Duty of mediator and disclose facts - Power of court in mediation.

UNIT V ALTERNATE DISPUTE RESOLUTION 9
Structure of Indian Judicial - The arbitration and reconciliation ordinance 1996 - Dispute resolution mechanism under the Indian judicial system - Litigation in Indian courts - Case studies.

COURSE OUTCOMES:
On successful completion of the course, students will be able to
- understand the laws on contracts for construction industry in India
- apply knowledge of contracts in preparation of contract document and tendering process
- apply appropriate methods to assess the critical factors in contracts leading to arbitration and disputes between the parties
- suggest suitable type of arbitration or dispute resolution for the situation of problem

TOTAL : 45 PERIODS
REFERENCES
2. Case study of Southern Railway Arbitration Caseswiki.iricen.gov.in/doku/lib/exe/fetch.php
5. International Federation of Consulting Engineers (FIDIC) documents, Geneva, 2009 (http://www.fidic.org)

BA4065 PROJECT MANAGEMENT FOR INFRASTRUCTURE

COURSE OBJECTIVE:
- To impart projects types, time & resource management, resource optimization and new trends in project management.

UNIT I PROJECT AND ITS PROCESS
Define project and process - Boundaries of project - Objectives and functions of project management - Characteristics and types of projects - Organization structure / styles - Roles of project management group - Project management office and its role - Project knowledge area - Project integration - Process group interaction - Project flow - Project life cycle - Influencing factors. - Case study.

UNIT II PROJECT TIME MANAGEMENT
Project scope management - Work breakdown structure - Activity/Task – Events - Case study - Project planning tools - Rolling wave planning - Gantt chart, Milestone chart, Program progress chart - Creating milestone plan - Project network - Fulkerson's rules - A-O-A and A-O-N networks - Analyze project time - Critical path method (deterministic approach) - Activity oriented network analysis - 80-20 rule - Case study - Type of time estimates & square network diagram - Project updating and monitoring - Case study - Estimate time - Program Evaluation & Review Technique (Probabilistic approach) - Event oriented network analysis - Optimistic, pessimistic and most likely time - Degree of variability in average time - Probabilistic estimate - % utilization of resources.

UNIT III RESOURCE MANAGEMENT

UNIT IV RESOURCE OPTIMIZATION
Types of cost – Direct, indirect and total cost - Variation of cost with time - Schedule compression techniques - Crashing, fast tracking & Re-estimation - Crash time and crash cost - Optimize project cost for time and resource - CPM cost model - Life cycle assessment - Impacts and economical assessment - Life cycle cost - Maintenance and operation - Life cycle forecasting – Concept and applications.
UNIT V EMERGING TRENDS IN PROJECT MANAGEMENT
AGILE Project management and Project Management using latest tools - Case study.

TOTAL : 45 PERIODS

COURSE OUTCOMES:
On successful completion of the course, the students will be able to
- Explain the concept of projects, its process, objectives and functions of project management
- Analyze and manage time in projects through gantt charts, cpm and pert techniques
- Balance resource requirements of projects so as to avoid idling of resources
- Update projects and determine revised schedule of activities and critical path, if any
- Crash projects to determine its optimum time-minimum cost relationships

REFERENCES

BA4066 MANAGEMENT OF HUMAN RESOURCES, SAFETY AND QUALITY L T P C
3 0 0 3

COURSE OBJECTIVE:
- to impart knowledge on management of human resources, labor legislation, safety and quality aspects in construction

UNIT I HUMAN RESOURCES MANAGEMENT
Introduction - Concept- Growth - Role and function - Manpower planning for construction companies - Line and staff function - Recruitment, selection, placement, induction and training; over staffing; Time office and establishment functions; wage and salary administration - Discipline - Separation process.

UNIT II LABOR LEGISLATION
Labor laws- Labor law relating to construction industry- Interstate migration- Industrial relations- Collective bargaining- Worker’s participation in management - Grievance handling - Discipline - Role of law enforcing agencies and judiciary -Women in construction industry.

UNIT III SAFETY MANAGEMENT

UNIT IV SAFETY IMPLEMENTATION
Application of ergonomics to the construction industry - Prevention of fires at construction site- Safety audit.
UNIT V QUALITY MANAGEMENT IN CONSTRUCTION

Importance of quality - Elements of quality - Quality characteristics - Quality by design - Quality conformance - Contractor quality control - Identification and traceability - Continuous chain management - Brief concept and application - Importance of specifications - Incentives and penalties in specifications - Workmanship as a mark of quality - Final inspection - Quality assurance techniques - Inspection, testing, sampling - Documentation - Organization for quality control, Cost of quality - Introduction to TQM, Six sigma concept - ISO 14000 in quality management.

TOTAL : 45 PERIODS

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

- Identify the need and importance of human resource management, labour laws relating to construction industry
- Identify the need and measures to improve safety in construction industry and safety audit
- Identify the need for applying ergonomics to construction industry
- Enumerate the need, importance, elements of quality and significance of quality assurance in industry

REFERENCES
3. Arya Ashok “Discipline & Disciplinary procedure” Organisation Development Institute, 1998
4. Arya Ashok, “Management case studies – An analytical and Developmental Tool” Organisation Development Institute, New Delhi, 1999
COURSE OBJECTIVES:
- To create an awareness on the various types of disasters and to expose the students about the measures, its effect against built structures, and hazard assessment procedure in India.
- To impart knowledge on the methods of mitigating various hazards such that their impact on communities is reduced.

UNIT I INTRODUCTION
Difference between hazards and disaster - Types of disasters - Phases of disaster management - Hazards - Classification of hazards - Hazards affecting buildings - Building safety against hazards - Floods - Cyclone - Landslides - Tsunami - Fire.

UNIT II EARTHQUAKE DISASTER

UNIT III OTHER DISASTERS
Landslides - Landslide zoning map - Causes - Protection measures - Floods - Flood zone map - Effects on buildings - Protection measures from damage to buildings - Mitigation strategies - Tropical cyclones - Effects on buildings - Protection measures from damage to buildings - Tsunami - Tsunami wave characteristics - Peculiarities of tsunami deposits - Tsunami impact on coastal lines - Effects of Tsunami on built structures - Fire disaster - Causes and effects of fire disaster - Preventive mechanism.

UNIT IV HAZARD ASSESSMENT

UNIT V LAND USE ZONING REGULATIONS, QUALITY CONTROL AND DISASTER MANAGEMENT POLICY

COURSE OUTCOMES:
On successful completion of the course, students will be able to
- Understand the various types of disaster viz. hydrological, coastal and marine disasters, atmospheric disasters, geological, mass movement and land disasters, wind and water driven disasters.
- To identify the potential deficiencies of existing buildings for eq disaster and suggest suitable remedial measures.
- Derive the guide lines for the precautionary measures and rehabilitation measures for eq disaster.
Understand the effects of disasters on built structures
- Derive the protection measures against floods, cyclone and land slides
- Understand the hazard assessment procedure
- Get the awareness regarding landuse zoning regulations & quality control

REFERENCES

BA4068 ECONOMICS AND FINANCIAL MANAGEMENT IN CONSTRUCTION  L  T  P  C  3  0  0  3

COURSE OBJECTIVE:
- To study the concepts of construction economics and finance such as comparing alternatives proposals, evaluating alternative investments, management of funds, Insurance procedures, risks involved and economics of costing.

UNIT I  BASIC PRINCIPLES  9
Time Value of Money - Cash flow diagram - Nominal and effective Interest - Continuous interest - Nominal and effective interest - continuous interest . Single Payment Compound Amount Factor (P/F, F/P) – Uniform series of Payments (F/A, A/F, F/P, A/P) – Problem time zero (PTZ)- equation time zero (ETZ). Constant increment to periodic payments – Arithmetic Gradient(G), Geometric Gradient (C)

UNIT II  MARKET STRUCTURE AND CONSTRUCTION ECONOMICS  9
Types of Market Structure in the Construction Industry – Markets and the competitive environment- Perfect competition -. Monopolistic competition - Oligopoly - Monopoly – Characteristics and economic Profit – Construction Economics – BOOT, BOT, BOO Methods - Depreciation - Inflation-Taxes

UNIT III  EVALUATING ALTERNATIVE INVESTMENTS  9
Present worth analysis, Annual worth analysis, Future worth analysis, Rate of Return Analysis (ROR) and Incremental Rate of Return (IROR) Analysis, Benefit/Cost Analysis, Break Even Analysis - Replacement Analysis- Equipment Replacement Analysis.

UNIT IV  FUNDS MANAGEMENT  9
Project Finance - Sources - Working capital management - Inventory Management - Mortgage Financing- Interim construction financing - Security and risk aspects
UNIT V ECONOMICS OF COSTING


COURSE OUTCOME:

- On completion of this course the students will be able to know the concepts in Economics and Finance in Construction.

REFERENCES


BA4069 URBAN ENVIRONMENT MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVES:

- To create an awareness on the various environmental issues in an urban scenario and give an exposure to the urban water resources and its management.
- To impart knowledge on the stages of works involved in a water supply project of a city, safe wastewater collection system for generated wastewater and its management, solid waste and their safe disposal beyond urban limit to be free from pollution is also addressed in the course work.

UNIT I URBAN ENVIRONMENTAL ISSUES


UNIT II URBAN MASTER PLANS

Planning and organizational aspects - Urban waste resources management - Water in urban ecosystem - Urban water resources planning and organization aspects - Storm water management practices - Types of storage - Magnitude of storage - Storage capacity of urban components - Percolation ponds - Temple tanks - Rainwater harvesting - Urban water supply - Demand estimation - Population forecasting - Source identification - Water conveyance - Storage reservoirs - Fixing storage capacity - Distribution network - Types - Analysis - Computer applications - Conservation techniques - Integrated urban water planning - Smart city project planning - Green Building - LEED certification - Green audit

UNIT III URBAN WASTEWATER MANAGEMENT

Sewage generation - Storm drainage estimation - Industry contribution - Wastewater collection system - Separate and combined system - Hydraulic design of sewer and storm drain - Wastewater treatment - Disposal methods - Concept of decentralization - 3R concepts.
UNIT IV  MUNICIPAL SOLID WASTE MANAGEMENT  9
Sources of solid waste - Characteristics - Rate of generation - Segregation at source - Collection of solid waste - Methods of collection - Route analysis - Transfer and transfer stations - Processing and disposal of solid waste.

UNIT V  CASE STUDIES  9
Environmental economics - Social and physiological aspects of pollution - Successful urban management - Models - Urban management - Case studies from developed nations - Software.

COURSE OUTCOMES:
On successful completion of the course, students will be able to
  • understand planning of a city and identify various urban environmental issues
  • apply and prepare project plans to integrate urban water resource
  • develop water resource management using available water resources
  • understand and apply the principles of solid waste management

REFERENCES

BA4070  SMART MATERIALS, TECHNIQUES AND EQUIPMENTS FOR INFRASTRUCTURE  L T P C
FOR INFRASTRUCTURE  3 0 0 3

COURSE OBJECTIVE:
  • To give an exposure on the advanced materials, techniques and equipments used in infrastructure industry.

UNIT I  SPECIAL CONCRETES  9

UNIT II  METALS  9

UNIT III  ADVANCED CONSTRUCTION TECHNIQUES  9
Sub structure construction: Box jacking - Pipe jacking - Under water construction of diaphragm walls and basement - Tunneling techniques - Cable anchoring and grouting - Driving diaphragm walls, sheet piles, laying operations for built up offshore system - Shoring for deep cutting - Large reservoir construction - Trenchless technology.

UNIT IV  SUPERSTRUCTURE CONSTRUCTION FOR BUILDINGS  9
Vacuum dewatering of concrete flooring - Concrete paving technology - Techniques of construction for continuous concreting operation in tall buildings of various shapes and varying sections - Launching techniques suspended form work - Erection techniques of tall structures, large span structures - Launching techniques for heavy decks - Inset pre-stressing in high rise structures, aerial transporting, handling, erecting lightweight components on tall structures.
UNIT V CONSTRUCTION OF SPECIAL STRUCTURES

Erection of lattice towers and rigging of transmission line structures - Construction sequence in cooling towers, silos, chimney, sky scrapers, bow string bridges, cable stayed bridges - Launching and pushing of box decks - Advanced construction techniques of offshore structures - Construction sequence and methods in domes and prestress domes - Support structure for heavy equipment and conveyor and machinery in heavy industries - Erection of articulated structures, braced domes and space decks. Demolition Techniques - Advanced techniques and sequence in demolition and dismantling.

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

- explain the properties and applications of special concretes, composites, smart and intelligent materials
- identify and explain advanced construction techniques used for sub structure construction
- select appropriate techniques for super structure construction of buildings
- select suitable techniques for construction of special structures
- choose relevant technique for demolition and dismantling works

REFERENCES

BA4071 STRATEGIC AIRPORT INFRASTRUCTURE MANAGEMENT

COURSE OBJECTIVE:
- To provide the participants with a good knowledge on strategic planning and marketing in airport organizations.

UNIT I INTRODUCTION TO AIRPORT INFRASTRUCTURE
Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic zones and approach areas. Context of airport system planning - Development of airport planning process - Ultimate consumers - Airline decision - Other airport operations.

UNIT II AIRPORT INFRASTRUCTURE CAPACITY DESIGN
Components, size, turning radius, speed, airport characteristics. Capacity and Delay - Factors affecting capacity, determination of runway capacity related to delay, gate capacity and taxiway capacity.

UNIT III AIRPORT INFRASTRUCTURE PLANNING AND SURVEYS
Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. Planning and design of the terminal area: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. Air traffic control and aids: Runways and taxiways markings, day and night landing aids, airport lighting and other associated aids.
UNIT IV  AIRPORT INFRASTRUCTURE ENTERPRISE  9
The economic impact on countries and regions - the main governance patterns in the airport business - The International path of evolution in the airport business - Airport transport value chain - Air enterprises - two primary actors in the air transport value chain - Skipping peripheral positions in the value chain. Rise of airport marketing for the aviation related business - Airport revenue management- Airport alliances- management contract.

UNIT V  THE DEVELOPMENT OF THE NON AVIATION INFRASTRUCTURE  9
Related value Proposition. Evolution of traditional Airport - Evolutionary patterns for airport enterprises- Commercial Airport Philosophy - tourist and conference service - logistic services-property management- consulting services - BAA and the non aviation business - best airport in the world: The case of Singapore Airport - Role and meaning of loyalty for a service company- Bench marking airline experience - Provider - Customer relational link - benefits from ALPS implementation of ALPS.

TOTAL :45 PERIODS

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

- Explain the classification of airports airfield components
- Explain the main governance patterns in the airport business
- Identify the evolutionary patterns for airport enterprises.
- Explain the primary actors in the air transport value chain

REFERENCES

BA4072  REAL ESTATE MARKETING AND MANAGEMENT  L T P C  3 0 0 3

COURSE OBJECTIVE:
- To provide the participants with a good knowledge on real estate marketing and management.

UNIT I  CONCEPT  9
Fundamental concepts and techniques involved in real estate development process- Role of various organizations - CREDAI- BAI etc

UNIT II  EVENTS AND PRE-PROJECT STUDIES  9
Modeling sequential events in real estate development process - Site evaluation - Land procurement - Development Team assembly - Market study

UNIT III  DEVELOPMENT PLANNING & APPROVAL PROCESS  9
Identifying technical inputs required, planning objectives, front end clearances from various authorities, timing of the project and scheduling

UNIT IV  CONSTRUCTION AND PROJECT MANAGEMENT  9
Identifying the elements of infrastructure and the resource mobilization, disaggregating the project components, mobilizing the human and fiscal resources procuring and storing materials
UNIT V  PROJECT MARKETING & HANDING OVER  9
Over of the completed project- Communication tools required for presenting the project - In house sales promotion -Franchisee system -Joint venture and sharing issues - Procedure and laws relating to transfer of completed project.

TOTAL :45 PERIODS

COURSE OUTCOMES:
On successful completion of the course, students will be able to
- Explain the fundamental concepts and techniques involved in real estate development process
- Explain the procedure and laws relating to transfer of completed project
- Identify the fiscal resources procuring and storing materials process.

REFERENCES:
2. Fillmore W Galaty, “Modern real estate practice” (2002); Dearborn Trade publishing, New York, USA
3. Tanya Davis, “Real estate developer’s handbook” (2007), Atlantic pub company, Ocala, USA.

BA4073  INFRASTRUCTURE AND REAL ESTATE ENTREPRENEURSHIP  L T P C 3 0 0 3

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

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

UNIT II  ENTREPRENEURIAL ENVIRONMENT  9

UNIT III  BUSINESS PLAN PREPARATION  9

UNIT IV  LAUNCHING OF SMALL BUSINESS  9

UNIT V  MANAGEMENT OF SMALL BUSINESS  9
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TOTAL :45 PERIODS
COURSE OUTCOME:
Students will gain knowledge and skills needed to start and run an enterprise.

REFERENCES

BA4074 VALUATION OF REAL ESTATE AND INFRASTRUCTURE ASSETS

COURSE OBJECTIVE:
• To gain knowledge about the valuation of different infrastructure assets

UNIT I REAL ESTATE VALUATION
Scope and objectives - Concepts of valuation - Types of value - Value vs Price vs Cost - Different methods of valuation - SWOT analysis

UNIT II APPROACHES TO REAL ESTATE VALUATION
Sales comparison approach - Cost approach - Income approach - SWOT analysis

UNIT III VALUATION OF VARIOUS CATEGORIES OF REAL ESTATE
Residential real estate valuation - Commercial real estate valuation - Industrial real estate valuation - Retail real estate valuation - Mixed-use real estate valuation

UNIT IV INFRASTRUCTURE ASSET VALUATION
Objective and approaches - Different categories of infrastructure assets - Valuation methodology - Key operational and financial parameters - Valuation framework and models.

UNIT V SECTORAL INFRASTRUCTURE VALUATION
Power sector - IT sector - Telecom sector - Aviation - Education sector - Other service sectors - Plant and Machinery - Case studies

TOTAL : 45 PERIODS

COURSE OUTCOMES:
• Students will gain knowledge and skills in connection to the valuation of different types of real estates and infrastructure assets.

REFERENCES:
1. Infrastructure valuation – Frederic Blanc - Brude and Majid Hasan, EDHEC Risk Institute
2. Infrastructure Asset Management - Frederic Blanc - Brude and Majid Hasan, EDHEC Risk Institute
3. Valuation techniques for infrastructure investment decisions, Michael J. Garvin, Department of Civil Engineering and Engineering Mechanics, Columbia University
7. Application of Real Options in Infrastructure Projects Charles Y.J. Cheah, PhD, CFA
SECTORAL SPECIALISATION IN TOURISM MANAGEMENT

BA4075 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
Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’sIrridex Model – Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Gunn’s Tourism Planning Model

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.

TOTAL: 45 PERIODS

COURSE OUTCOME:
➢ Students will learn the practices and ways to promote the tourism industry.

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

UNIT I INTRODUCTION 9
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels-
Inbound & Outbound Tours - Classification

UNIT II TRAVEL AGENCY 9
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 9
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 9
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 9
Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers,
Consolidations, and Acquisitions in Travel Industry.

TOTAL : 45 PERIODS

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

REFERENCES:
Pvt. Ltd., New Delhi.
Press, New Delhi.
University Press, New Delhi.
Wiley & Sons, London.
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 9
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 9

UNIT III  REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM 9
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 9

UNIT V  ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS 9
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:
COURSE OBJECTIVE:
➢ To introduce the students to the various geographical locations across the world with a tourism perspective.

UNIT I BASIC GEOGRAPHY 9
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 9
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 9
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 9
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 AUSTRALIA 9
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.


TOTAL: 45 PERIODS

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
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
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
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
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
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. Allichin, 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 OUTCOMES:
➢ 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.
BA4081  ACCOMMODATION AND HOUSE KEEPING MANAGEMENT

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

UNIT II  FRONT OFFICE MANAGEMENT

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

UNIT IV  HOUSE KEEPING FUNCTION

UNIT V  INFRASTRUCTURE MANAGEMENT & OTHER SOURCES

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 MEDIUMS 9
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 9
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 9
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 9

UNIT V  ROLE OF PUBLIC RELATIONS 9
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

TOTAL: 45 PERIODS

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

TOTAL : 45 PERIODS

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 9
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 9
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 9
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 9
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 9
Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escort, 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  9
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  9
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  9

UNIT IV  RECREATION MANAGEMENT  9

UNIT V  RECENT TRENDS  9
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

TOTAL: 45 PERIODS

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