FACULTY OF MANAGEMENT SCIENCES

Approved Special Electives for
M.S. / Ph.D. Degree Programs

(upto 22nd AC 26.07.2017)
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FB 1911  EMOTIONAL INTELLIGENCE  3 0 0 3

OBJECTIVES:

This course explores basic concepts of emotional intelligence and the application of emotional intelligence to learning, the work place, and personal psychological adjustment. This course provides students with some of the theories, skills, and tools needed to identify the role of emotions in managerial function and organizational life.

UNIT I  INTRODUCTION TO EMOTIONAL INTELLIGENCE  9

Meaning of Emotions, Emotional Intelligence- Importance- Models of Emotional Intelligence- Social Intelligence- IQ and EQ- Self Awareness- Social Skills – Relationship Management- EI and Motivation

UNIT II  UNDERSTANDING EMOTIONS  9

The Brain and Emotion - The Relationship of Mood and Emotion - The Role of Emotion in Organizational Health and the Bottom Line - Types of Emotions- Control of Emotions Gender Differences in Emotion - Impulse Control- Marshmallow Experiment- Negative and Positive Emotions – Emotion and Health

UNIT III  MANAGING EMOTIONS  9

Learning EI – Emotional Self Awareness – EI Assessment Tools - Emotional Intelligence and Psychological Adjustment - Issues in Anxiety, Stress, Depression, Anger, Self Esteem and Self Management Empathy

UNIT IV  EI PRACTICE IN ORGANIZATIONS  9


UNIT V  EMOTIONAL COMPETENCE  10


TOTAL: 45 PERIODS

REFERENCES:

FB 1912  SHIPPING BUSINESS MANAGEMENT  3003

UNIT I  INTRODUCTION

Total and Patterns of trade- Shipping Business-Definition. Demand for Shipping: Demand for sea transport-Factors influencing the demand for shipping services, Competition from within the industry and from other modes of transport modes, Quality assurance systems.

UNIT II  SHIPPING BUSINESS SECTORS-CHARTERING

Dry Cargo Chartering: Role of the broker; Relationship with Ship Owners and Charterers, the market and its operation.
Tanker Chartering: Distinctive features of the market, Brokers, Owners and Charterers, Use of world Scale.

UNIT III  SHIPPING BUSINESS SECTORS-OPERATIONS AND MANAGEMENT

Ship Operation and Management: The need for Ship Managers, In-House or Independent-Services offered-including total, commercial, technical Management, Crewing Agencies.
Port Agency: Tramp and Tanker Agents- Scope of work, Relationship with Ship owner and Charterer, Supervisory / Protecting Agents.
Liner Agency: In-House or Independent, Types of Appointment, Range of responsibilities, Relationship with Liner Operators, Exporters, Shippers, Forwarders, NVOCC’S.

UNIT IV  CONTAINERISATION, INTERMODAL TRANSPORT AND LOGISTICS 9

The Concept of unitization and intermodalism. Container Types and Terminology, Non-Port Depots, Inland Haulage; Carrier/Merchant Haulage, Feeder Services, Container Management-Owning/Leasing, Repairs and Interchange.
Freight Forwarders and Non-Vessel Operating Carriers, Agency role and Carrier Role, Multi Modal Transport, Logistics and Supply Chain Management.

UNIT V  SHIPPING ORGANISATIONS – ROLE AND CONTRIBUTIONS. 9

Ship Owner Organisations: INTERCARGO, INTERTANKO, Baltic and International Maritime Council(BIMCO), International Chamber of Shipping, National Owners association.

TOTAL: 45 PERIODS

REFERENCES:
UNIT I  INTRODUCTION


UNIT II  BALANCE OF PAYMENTS AND EXCHANGE RATES


UNIT III  MACROECONOMICS AND THE INTERNATIONAL MONETARY SYSTEMS


UNIT IV  INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT


UNIT V  INTERNATIONAL TRADE RELATIONS

Trade and development issues – Developed and developing nations perspectives – Barriers to trade – International and Regional trade organizations –Trade problems of developing nations - The role of WTO – Indian trade reforms – Trade performance – Composition of Trade – Trade policy of India.

TOTAL: 45 PERIODS

REFERENCES:
FB 1914  MULTIVARIATE STATISTICAL ANALYSIS  3 0 0 3

UNIT I  INTRODUCTION  6

Introduction – Basic concepts – Uni-variate, Bi-variate and Multi-variate techniques – Types of multivariate techniques – Classification of multivariate techniques – Guidelines for multivariate analysis and interpretation – Approaches to multivariate model building.

UNIT II  PREPARING FOR MULTIVARIATE ANALYSIS  6


UNIT III  MULTIPLE LINEAR REGRESSION ANALYSIS, FACTOR ANALYSIS, AND CANONICAL CORRELATION ANALYSIS  12

Multiple Linear Regression Analysis – Introduction – Basic concepts – Multiple linear regression model – Least square estimation – Inferences from the estimated regression function – Validation of the model. Factor Analysis: Definition – Objectives – Approaches to factor analysis – Methods of estimation – Factor rotation – Factor scores Sum of variance explained – Interpretation of resuCanonical Correlation Analysis: Objectives Canonical variates and canonical correlation – Interpretation of variates and correlations.

UNIT IV  MULTIPLE DISCRIMINANT ANALYSIS, CLUSTER ANALYSIS AND CONJOINT ANALYSIS  12


UNIT V  MULTI DIMENSIONAL SCALING AND ADVANCED TECHNIQUES  9


REFERENCES:
Faculty of Management Sciences  

(Approved in 13th AC 20.12.2008) ITEM NO. FN 13.01(3)

FB 1915 BEHAVIOURAL FINANCE 3 0 0 3

UNIT I INTRODUCTION 5


UNIT II EFFICIENCY AND INEFFICIENCY OF CAPITAL MARKETS 9


UNIT III PERSONALITY AND INVESTOR BEHAVIOUR 9

Stock price Forecasting – Stock picks to beat the market-Gender personality type and investor behaviour-Investor personality types – Greed and Fear – Neuroeconomics and investor behaviour.

UNIT IV INVESTOR BIASES AND INVESTMENT DECISIONS 12

Overconfidence bias-Representatives bias – Anchoring and adjustment bias-cognitive dissonance bias-availability bias-Self-Attribution bias-Illusion of control bias-Conservation bias-Ambiguity aversion bias-Endowment bias-Self control bias-optimism bias-mental accounting bias-Confirmation bias-Hindsight bias-Loss aversion bias-Regret aversion bias-Framing bias-Status quo bias.

UNIT V BEHAVIOURAL FINANCE AND WEALTH MANAGEMENTB 9

Analyst's Optimism and Pessimism – Prediction and earnings – Stock recommendations – Options and Futures – Optimal portfolio – Case studies.

TOTAL: 45 PERIODS

REFERENCES:
FB 1916  EXPERIMENTAL METHODS FOR EMPLOYEE PERFORMANCE  3 0 0 3

UNIT I  

UNIT II  6

UNIT III  9

UNIT IV  12

UNIT V  6

REFERENCES:


TOTAL: 45 PERIODS
UNIT I  ARTIFICIAL INTELLIGENCE


UNIT II  FUZZY LOGIC AND FUZZY SETS


UNIT III  NEURAL NETWORK


UNIT IV  GENETIC ALGORITHM


UNIT V  HYBRID SYSTEMS


TOTAL: 45 PERIODS

REFERENCES:

UNIT I PRINCIPLES OF BANKING 8

UNIT II EVOLUTION AND CHALLENGES OF RETAIL BANKING 8
Definition and Meaning of Retail Banking - Evolution of Retail Banking - Need for Retail Banking - Present Scenario of Retail Banking - Strategies for Increasing Retail Banking Business - Innovation in Costumer Service in Banks – Challenges of Retail Banking

UNIT III RETAIL BANKING PRODUCTS 9
Retail Banking Products - Categorization of Retail Bank Services - Emerging Trends in Retail Bank Services – Bank Service to Common Man - Retail Banking: A Customer Centric Process.

UNIT IV MARKETING & BANKING SERVICES 10

UNIT V BANK PERSONNEL MANAGEMENT 10
Fundamentals of human resource management - Structure and functions - Role of the HRD professional – Recruitment, Selection, Training and development of human resources, Compensation, Separation-Performance appraisal

TOTAL: 45 PERIODS

REFERENCES:
3. Mohan Prasad Shrivastava, Pradeep Kumar Pandey, V. P. Vidyarthi; Banking Reforms and Globalization; Global Media Publications, New Delhi, 2005
4. Katuri Nageswara Rao, ICFAI University, Banking Series, Hyderabad, 2002
5. Katuri Nageswara Rao; Innovations in Banks; ICFAI University Press, Hyderabad, 2005
UNIT I INTRODUCTION
Introduction to CSR – Need and scope – Corporate social initiatives – external and internal forces in CSR – Social and Cultural impacts – Stakeholder theory – Dilemmas

UNIT II CORPORATE SUSTAINABILITY

UNIT III PHASES OF CORPORATE SUSTAINABILITY
Monitoring and assessment of corporate sustainability – sustainability models – implementation of sustainable initiatives – compliance – strategic opportunities – incremental, radical and transformational changes.

UNIT IV LEADING CORPORATE SOCIAL RESPONSIBILITY
Role of corporate leaders and change agents – effect of change on key stakeholders – CSR & CS audits – leading CSR & CS.

UNIT V FROM THEORY TO PRACTICE
Historical and theoretical perspectives of CSR Economic and Political economy of CSR – measuring CSR – CSR and Investor Perspectives – Aligning with interest of other stakeholders - Corporate Citizenship - Human Rights issues - Cases in CSR and CS.

TOTAL: 45 PERIODS

REFERENCES:
1. Kotler Philip and Lee Nancy, Corporate Social Responsibility: doing the most good for your company and your cause – Wiley India – Reprint 2008.
UNIT I  INTRODUCTION
Introduction to education management, Organizational levels of education: primary, secondary, higher education, its growth and development, problems and challenges, social relevance, Comparison of Indian education system with the other countries’ educational system (like Japan, U.S.A., U.K.), International Baccalaureate Diploma program, Theories and models of educational leadership.

UNIT II  EDUCATION POLICY IN INDIA
Historical and political development of Education policy, interplay with socio-cultural and political factors, Educational Legislation, policy analysis, control in educational system – internal and external agencies, Educational reforms

UNIT III  EDUCATION MANAGEMENT
Funding of the educational institutions: Sources of finance for educational institutions, internal generation as a source of finance, Environmental Scanning and marketing opportunity analysis, Marketing information system: marketing research, marketing planning, Promotion decision: communication process; promotion strategies relation to education

UNIT IV  CURRICULUM MANAGEMENT AND PLANNED CHANGE
Curriculum planning & designing for formal / informal education, Curriculum and assessment theories and models, Need for review and revision of curriculum, Strategies for teaching / learning, Curriculum Organization: Curriculum Mapping & Alignment and Curriculum Implementation, Curriculum Accountability and Evaluation

UNIT V  EMERGING ISSUES RELATED TO EDUCATION MANAGEMENT
Privatization of educational institutions (its importance and problems), Role of UGC, AICTE in technical and non – technical education system, Ethical and spiritual issues in education management, Foreign Educational Institutions (Regulation of Entry and Operation) Bill, 2010, Issues of diversity in educational organizations, including issues related to biculturalism, gender and multiculturalism

TOTAL: 45 PERIODS

TEXT BOOK :

REFERENCES:
2. Amrik Singh, Fifty years of Higher Education in India: The role of the University Grants Commission, Sage Publications Ltd, 2004
UNIT I  INTRODUCTION  9
History and Applications of Artificial Intelligence – Algorithmic versus Heuristic reasoning, Representation and Intelligence. Knowledge Representation: Rule based, Model based, Case based and hybrid systems. Logic based Abductive Inference, Stochastic approach to uncertainty, Decision Making and DSS in business using Intelligent System.

UNIT II  GENETIC ALGORITHMS  9

UNIT III  NEURAL NETWORKS  9

UNIT IV  FUZZY LOGIC  9

UNIT V  HYBRID SYSTEMS  9

TOTAL = 45 PERIODS

TEXT BOOKS:

REFERENCES:
UNIT I  CONCEPTS IN DECISION MAKING  9
Individual View of Decision Making – Group View of Decision Making- Social View of

UNIT II  BUSINESS STRATEGY MODELING  9

UNIT III  OPTIMIZATION  9

UNIT IV  OPTIMIZATION PROGRAMMING  9

UNIT V  ADVANCED NETWORK OPTIMIZATION  9
Network optimization Models- The shortest path Problem- the maximum flow problem- the minimum cost flow problem - The Project Management with PERT/CPM - Agile process model – Agile development and principles – Agile four phases - Responsive agile methodology – Agile process method and project management

TOTAL:45 PERIODS

TEXT BOOKS

REFERENCES
UNIT I ORGANIZATIONAL BEHAVIOR 8

UNIT II PERFORMANCE PLANNING AND MONITORING 9

UNIT III MEASUREMENT OF PERFORMANCE 10

UNIT IV PERFORMANCE MANAGEMENT SYSTEM 9

UNIT V ORGANIZATIONAL EFFECTIVENESS 9

TOTAL : 45 PERIODS

TEXT BOOKS:

REFERENCES:
3. T.V.Rao, Performance management and appraisal systems, 2004
OBJECTIVES:
- To be acquainted with the concept of Human Development, its origin, implementation, development, relevance and importance in today's world.
- To understand the fundamental constructs, development needs, issues and crucial areas of impact on human well-being.
- To be knowledgeable about ways and means of planning, financing, executing and accomplishing such development and the role of governments and international agencies.
- To ascertain the Human Development initiatives and progress with special reference to India.

UNIT I CONCEPT & MEASUREMENT 5

UNIT II HUMAN DEVELOPMENT MANAGEMENT 11

UNIT III ISSUES IN HUMAN DEVELOPMENT 11

UNIT IV FINANCING HUMAN DEVELOPMENT 9
Role of Central Government- National Budgets – Planning for Human Development – Role of State - International Assistance – UN Contributions – Gender Budgeting

UNIT V HUMAN DEVELOPMENT IN INDIA 9

TOTAL : 45 PERIODS

OUTCOMES:
At the end of this course, the student will be able to:
- Define human development and measure its status using various indices and identify more variables for creating newer indices.
- Evaluate performances and scrutinize policies based on understanding of fundamental constructs.
- Identify impediments and comprehend its impact, and ways to counter them.
- Analyze budgetary allocations and propose changes to prioritize human development.
- Detect the actual status of India and explore the causes.
TEXT BOOKS:

REFERENCES:

JOURNALS:
1. Journal of Human Development & Capabilities
2. World Development Journal

Faculty of Management Sciences (Approved in 19th AC 03.04.2014) ITEM NO. FN 19.02(2)

FN 9009 WORKPLACE SPIRITUALITY L T P C 3 0 0 3

OBJECTIVES
This course explores basic concepts of Workplace spirituality and the application of Workplace spirituality in the workplace, and personal psychological adjustment. This course provides students with some of the theories, skills, and tools needed to identify the role of spiritual value systems in managerial function and organizational life.

UNIT I FRAMEWORK OF WORKPLACE SPIRITUALITY 8
Definition – spirituality concepts – religion v/s spirituality – influence of Hinduism, Christianity, Islam, Buddhism, etc., on work – models of spirituality

UNIT II APPLICATION OF SPIRITUALITY IN THE WORKPLACE 9
Four levels of spiritual evolution – individual – group – organisational – societal – Spiritual transformation

UNIT III INTEGRATION OF SPIRITUALITY WITH CAREER 10
Career, vocation and calling – career decisions - career drivers - career progression – career development

UNIT IV LEADERSHIP AND SPIRITUALITY 9
Leadership models – transactional – transformational – servant leadership – spiritual leadership models – leadership and performance – approaches to creating spiritual organisations

UNIT V CONTEMPORARY ISSUES IN SPIRITUALITY 9
Ethics and values – Eastern and Western perspectives – Multiculturism - Spiritual intelligence – spiritual capital – spiritual audit.

TOTAL: 45 PERIODS
OUTCOME:
Learning Workplace spirituality critically analyses spirituality as a managerial function and its impact in the workplace. It helps students to understand the core ethics and value systems pertaining to organisations.

REFERENCES:
5. Margaret Benefial, Soul at work, spiritual leadership in organisation, Seabury books, New York, 2005
UNIT IV MEDIA, MARKETING & CONSUMPTION 9
Does marketing matter- Importance of branding to product success- Effect of advertising on eating- Effect of food labels- Packaging messages- Health claims- Logos and endorsements on food products- Buyer Behaviour in Food & Beverages- Influence of media on Buying Behaviour

UNIT V PERSONALITY, MOTIVATION & DIET 9

TOTAL: 45 PERIODS

COURSE OUTCOMES:
- To understand the development of food preferences
- To get a broad overview of social psychology of food-related behaviour and attitudes

TEXT BOOKS

REFERENCES

Faculty of Management Sciences
(Approved in 22nd AC 26.07.2017) ITEM NO. FN 19.02(2)

FN 9011 FINANCIAL ECONOMETRICS L T P C
3 0 0 3

OBJECTIVES:
- To familiarise the student to the principles of financial econometrics in the study of financial development in an economy; to develop analytical skill of financial sector and its elements.

UNIT I UNIVARIATE STATIONARY 9
Time-series Models Introduction to stochastic process, stationary processes, Wold representation theorem, auto covariance functions, autocorrelation and partial autocorrelation, auto regressive and moving average models, conditions for stationary and invertible process, Box-Jenkins approach, forecasting. Seasonal models, deseasonalization of time series (classical decompositions).
UNIT II  UNIVARIATE NONSTATIONARY PROCESSES  9
Nonstationary process, deterministic and stochastic trends, integrated process and random walk, random walk with drift, Unit root process- Martingale process, test for unit root- Dicky Fuller tests, other unit roots tests – PP, KPSS, ARIMA process. Fractional integrated process

UNIT III  MODELING VOLATILITY CLUSTERING  9
Volatility-Meaning and measurement, Volatility clustering, Econometric models of volatility, ARCH model, GARCH model and its various extensions, testing for ARCH/GARCH effects, Stochastic volatility models, multivariate GARCH modeling

UNIT IV  MULTIVARIATE STATIONARY AND NON-STATIONARY PROCESSES  9
ARDL Models and its applications, vector autoregressive model, Granger causality, impulse response function, variance decomposition, introduction to cointegration, testing for cointegration: Single-equation approaches: ARDL and Engle Granger method, Johansen test for cointegration, Vector error correction model

UNIT V  PANEL DATA MODELS  9
Arellano and Bond Estimator, Arellano and Bover Estimator and Blundell and Bond System GMM Estimator, Nonstationarity and Panel data, Panel unit root and cointegration tests, Panel VAR models

COURSE OUTCOMES:
- Students would become acquainted with the statistical tools of econometrics applied in finance. They would also become analytically skillful.

TEXT BOOKS
UNIT I INTRODUCTION TO CORPORATE FRAUDS
Understanding Corporate Frauds-Types of Frauds- Motivations for committing financial statement fraud-Categories of fraudulent financial reporting-Application of financial statement analysis techniques- red flags of fraud-Case Studies

UNIT II BUSINESS VALUATION PRINCIPLES
Asset valuation- Forms of intangible assets- Share prices -Earnings valuation -Dividend valuation-dividend growth model, including estimating growth from past or forecast figures- non-constant growth assumptions -Discounted free cash flow valuation -Ideas of diversifiable risk (unsystematic risk) systematic risk- Strengths and weaknesses of each valuation method-Validity of the results for use in decision making according to the nature of the target entity (e.g. a division, a whole entity, quoted or unquoted) Valuation of Intangibles (a) Intellectual Property (b) Intangibles (c) Brand Valuation

UNIT III COST OF EQUITY
Capital asset pricing model (CAPM)-meaning and derivation of the component -To gear and un-gear betas-cost of capital- discounted cash flow analysis - reference to the nature of the transaction (e.g. division or an entire entity)-Efficient market hypothesis- its relevance for the valuation of quoted entities-Impact of government incentives on entity value

UNIT IV FRAUD RISK ASSESSMENT AND PREVENTION
Introduction to Fraud Risk- Fraud Risk Assessment- Criteria for Good Fraud Risk Assessment - Developing an Effective Fraud Risk Assessment-Preparing the Company for the Fraud Risk Assessment- Fraud Prevention and Internal Control- Occupational Fraud Schemes- Fraud Prevention at the Entity Level

UNIT V

TOTAL: 45 PERIODS

OUTCOMES:
On course completion one will have a knowledge and understanding of:
- Corporate frauds and its impact on the business valuation of a firm, the competitors and the Industry as a whole.
- Fraud theory and prevention
- Compare different fraud risk management frameworks and their various components
- Examine the roles of those involved in the fraud risk management process
- Implement methods for ensuring fraud awareness and establishing an effective anti-fraud culture
- strategies for early fraud detection, the uses and limitations of external and internal audits in fraud prevention
- the role of management in fraud prevention

REFERENCES
6. Fraud and corruption: prevention and detection by Iyer, N. and Samociuk, M., Publisher Routledge (December, 2006)