

ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES

(AUTONOMOUS)

RAJAMPET - 516126

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ACADEMIC REGULATIONS (R17)

AND

COURSE STRUCTURE & SYLLABI

(For the batches admitted from the academic year 2017-18)



MASTER OF BUSINESS ADMINISTRATION

ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES
(AN AUTONOMOUS INSTITUTION)
RAJAMPET
(Affiliated to JNTU Anantapur, Anantapur)

Academic Regulations for Master of Business Administration

The Master of Business Administration Degree of JNTUA, Anantapur shall be confirmed on candidate who is admitted to the program and fulfil all the requirements of the award of the degree.

1.0 ELIGIBILITY FOR ADMISSION

Admission to the MBA Degree programme shall be made subject to the eligibility, qualification prescribed by the competent authority from time to time.

Admissions shall be made on the basis of rank obtained by the qualifying candidates at the entrance test, subject to reservations or policies framed by the Government of Andhra Pradesh from time to time.

2.0 ADMISSION PROCEDURE

Admissions as per the existing stipulations of A.P State Council of Higher Education (APSCHE), Government of Andhra Pradesh, admissions are made into the first year as follows:

- (a) A- category seats are to be filled by the Convener, through ICET
- (b) B-category seats will be filled by the Management as per the norms stipulated by Govt. Of Andhra Pradesh.

3.0 COURSE WORK

- 3.1 A candidate after securing admission must pursue the MBA course of study for four semesters duration
- 3.2 Each semester shall be of 90 instruction days.
- 3.3 A candidate admitted to a programme should complete it within a period equal to twice the prescribed duration of the programme from the date of admission.

4.0 ATTENDANCE

- 4.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in at least 75% of attendance aggregate in all subjects/courses in the semester.

- 4.2 Condonation of shortage of attendance up to 10% i.e., between 65% and above and less than 75% may be granted by the Institute Academic committee.
- 4.3 Shortage of attendance below 65% in aggregate shall in no case be condoned.
- 4.4 Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- 4.5 A stipulated fee shall be payable towards condonation of shortage of attendance to the institute as per following slab system
- 4.6 **1st Slab:** Less than 75% attendance but equal to or greater than 70% a normal condonation fee can be collected from the student.
2nd Slab: Less than 70% but equal to or greater than 65%, double the condonation fee can be collected from the student.
- 4.7 Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class and their registration shall stand cancelled for that semester.
- 4.8 A student will not be promoted to the next semester unless he satisfies the attendance requirements of the current semester, as applicable.
- 4.9 A student detained due to shortage of attendance, will have to repeat that semester when offered next.

5.0 CREDIT SYSTEM NORMS: Credit system norms given in the following table:

Subject	Period(s)/Week	Credit(s)
Theory	01	01
Practical	03	02
Seminar	03	02
Personality Development Programme	03	02
Project Work	..	12

6.0 EVALUATION

The performance of the candidate in each semester shall be evaluated subject-wise, with maximum of 100 marks for Theory and 100 marks for practical on the basis of internal evaluation and end semester examination.

6.0 For the theory subjects 60 marks shall be awarded in end semester examination.
 40 marks shall be awarded in Mid-term examination.

6.2 **Semester End Examination:** the question paper shall be of descriptive type with five essay questions with either or choice from each unit (5X12=60) in the end examinations in each semester.

6.3 **Mid Examination:** Four essay questions with either or choice from each unit (4X10=40) in the mid examinations in each semester.

6.3.1 Two Mid: Examinations are to be conducted for 40 marks each in semester. 80% weight age for better performance and 20% for other shall be considered

MID-I: After the first spell of the instructions (I&II Units)

MID-II : After the second spell of the instructions (III,IV&V Units)

6.3.2 The student who has missed both mid examinations will be permitted to appear for a substitute examination covering the total syllabus. The substitute examination will be given a weight age of 80%. This to be conducted before the commencement of end semester examinations, can be even outside the working hours, can be even two mid examinations a day also.

6.4 For practical subjects, 60 marks shall be awarded in the end semester examination, 40 marks shall be awarded for internal evaluation. Out of 40 marks, 10 marks shall be awarded based on best of the two internal lab examinations including viva voce and 30 marks shall be awarded based on day-to-day work including lab record.

6.5 For Seminar and Executive Development Programme (EDP), there shall be an internal evaluation for 100 marks, out of which 80 marks for day-to-day evaluation for the student's active participation and 20 marks for record/report submission.

6.6 A candidate shall be deemed to have secured minimum academic requirement in the subject/practical, if he secures a minimum of 40% marks in the end examination and a minimum aggregate of 50% of total marks in the end semester examination and internal evaluation taken together. For the EDP he should secure a minimum of 50% marks.

6.7 In case the candidate does not secure the minimum academic requirement in any subject/practical, he/she has to re-appear for the end examination in that subject/practical.

7.0 RE-REGISTRATION FOR IMPROVEMENT OF INTERNAL EVALUATION MARKS FOR THEORY SUBJECTS:

7.1 The candidate should have completed the course work for all four semester pending project work submission.

7.2 Out of the subjects the candidate has failed in the examination due to internal evaluation marks secured being less than 50%, the candidate shall be given one chance for each theory subject and for a maximum of three theory subjects for improvement of internal evaluation marks.

7.3 The candidate has to re-register for the chosen subjects and fulfil the academic requirements. Registration shall not be permitted after the commencement of class work for that semester.

7.4 For each subject, the candidate has to pay a fee equivalent to one third of the semester tuition fee.

7.5 In the event of availing the improvement of internal evaluation marks, the internal evaluation marks as well as end examination marks secured in the previous attempt(s) for the re-registered subjects stand cancelled.

8 EVALUATION OF PROJECT WORK:

8.1 Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses (theory and practical courses of I to III Semester)

8.2 The Departmental Committee (DC) consisting of HOD, Project supervisor and two internal senior experts shall monitor the progress of the project work. A Project Review Committee (PRC) shall be constituted with Principal as Chair Person, Head of the department and two other senior faculty members, as members of the PRC. PRC will come into action when the DC is not able to resolve the issues.

8.3 The work on the project shall be initiated in the penultimate semester and continued in the final semester. The candidate can submit Project thesis with the approval of D.C. at the end of the IV semester Instruction.

8.4 The student must submit status report at least in two different phases during the project work period. These reports must be approved by the D.C before submission of the Project Work.

8.5 A candidate shall be allowed to submit the thesis / dissertation only after passing all the prescribed subjects (theory, practical, seminar and project work internal evaluation).

8.6 For carrying out project work, a total of 200 marks will be awarded, out of which 120 marks shall be awarded by a Board consisting of Supervisor, HOD and external Examiner, based on the project evaluation and viva-voce examination, 80 marks shall be awarded based on internal evaluation out of which 40 marks shall be awarded by the supervisor. The remaining 40 marks shall be awarded by Project Review Committee, consisting of HOD, Supervisor and two other senior faculty members in the department, based on two seminars given by the student on his / her project.

9. CREDIT POINT AVERAGE (CPA) & CUMULATIVE CREDIT POINT AVERAGE (CCPA):

9.1 For a semester/year:

$$\text{CREDIT POINT AVERAGE [CPA]} = \frac{1}{10} \frac{\sum_i C_i T_i}{\sum_i C_i}$$

Where C_i = Credits earned for Course i in any semester/ year,

T_i = Total marks obtained for course i in any semester/year,

9.2 For the entire programme:

$$\text{CUMULATIVE CREDIT POINT AVERAGE [CCPA]} = \frac{1}{10} \frac{\sum_n \sum_i C_{ni} T_{ni}}{\sum_n \sum_i C_{ni}}$$

n -refers to the semester in which such courses were credited

9.3 Overall Performance

CCPA	Classification of final result
7.0 and above	First Class with Distinction
6.0 and above but below 7.0	First class
5.0 and above but below 6.0	Second class

10. TRANSCRIPTS:

After successful completion of the entire programme of study, a transcript consisting of performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued, if required, after payment of requisite fee. Partial transcript will also be issued up to any point of study to a student on request.

11. ELIGIBILITY:

A student shall be eligible for the award of M.B.A Degree if he fulfills all the following conditions:

- i. Registered and successfully completed all the components prescribed in the programme of study to which he is admitted.
- ii. Successfully acquired all the 118 credits as specified in the curriculum within the stipulated time.
- iii. No disciplinary action is pending against him.

12. AWARD OF DEGREE:

The Degree will be conferred and awarded by Jawaharlal Nehru Technological University Anantapur, Anantapur on the recommendations of the Principal of Annamacharya Institute of Technology and Sciences (Autonomous).

13. AMENDMENTS TO REGULATIONS:

The Chairman, Academic Council of Annamacharya Institute of Technology and Sciences, Rajampet (Autonomous) reserves the right to revise, amend, or change the Regulations, Scheme of Examinations, and / or Syllabi or any other policy

relevant to the needs of the society or industrial requirements etc., without prior notice.

14. **GENERAL:**

Where the words "he", "him", "his", "himself" occur in the regulations, they include "she", "her", "herself".

COURSE STRUCTURE
(for the batches from 2017-18)

Regulation		R17			
Programme Code & Name		P1, M.B.A.			
Semester – I					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
7P1A11	Management and Organization Behaviour	4	0	4	100
7P1A12	Business & Legal Environment	4	0	4	100
7P1A13	Managerial Economics	4	0	4	100
7P1A14	Business Ethics and Corporate Governance	4	0	4	100
7P1A15	Financial Accounting for Managers	4	0	4	100
7P1C16	Business Statistics	4	0	4	100
7P1C17	Managerial Communications	4	0	4	100
7P1A18	Personality Development Programme– I	1	3	3	100
7P1A19	Computer Applications Lab	0	3	2	100
Total		29	6	33	900
Semester – II					
7P1A21	Human Resource Management	4	0	4	100
7P1A22	Financial Management	4	0	4	100
7P1A23	Marketing Management	4	0	4	100
7P1A24	Production and Operations Management	4	0	4	100
7P1A25	Management Information System	4	0	4	100
7P1A26	Research Methodology	4	0	4	100
7P1C27	Operations Research	4	0	4	100
7P1A28	Personality Development Program me – II	1	3	3	100
7P1C29	Executive Communication Lab	0	3	2	100
Total		29	6	33	900

Semester – III					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
7P1A31	Logistic and Supply Chain Management	4	0	4	100
7P1A31	Entrepreneurship Development	4	0	4	100
7P1A31	Cost and Management Accounting	4	0	4	100
7P1A34A 7P1A34B 7P1A34C 7P1A34D	Elective – I Knowledge Management Corporate Finance Retail Marketing E-Business	4	0	4	100
7P1A35A 7P1A35B 7P1A35C 7P1A35D	Elective – II Personal Administration, Policy and Procedure Financial Markets and Services Services Marketing Enterprise Resource Planning	4	0	4	100
7P1A36A 7P1A36B 7P1A36C 7P1A36D	Elective – III Wage and Compensation Management Security Analysis and Portfolio Management Consumer Behaviour Customer Relationship Management	4	0	4	100
7P1A37A 7P1A37B 7P1A37C 7P1A37D	Elective – IV Employee Performance Management Financial Engineering Brand Management Data Warehousing and Mining	4	0	4	100
7P1A38	Seminar (Success Stories of Entrepreneurs)	0	3	2	100
Total		28	3	30	800

Semester – IV					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
7P1A41	Strategic Management	4	0	4	100
7P1A42	International Business Management	4	0	4	100
7P1A43A 7P1A43B 7P1A43C 7P1A43D	ELECTIVE V International Human Resource Management International Financial Management Digital Marketing Corporate Information Management	4	0	4	100
7P1A43A 7P1A43B 7P1A43C 7P1A43D	ELECTIVE VI Organization Development Financial Derivatives Advertising and Sales Promotions Data Communication and Network Analysis	4	0	4	100
7P1A45	Comprehensive Project Work		0	12	200
Total		16		30	600

Note: T- Theory; P-Practical; C – Credits.

Semester - I

Course Code: Course Name:	7P1A11 Management and Organization Behaviour
Course Pre-requisites:	
Course Objectives:	
Expected Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate applicable knowledge of the common skills needed for managerial effectiveness within the functions of management. 2. Demonstrate applicable knowledge of various human behaviour & motivation techniques relating to leading individual & teams. 3. Understand individual behaviour in organisations including attitudes, personality, perception & decision making.
Unit 1:	MANAGEMENT Definition & Significance – Evolution of Management Thought – Management Functions – Levels of Management – Managerial Roles and Skills – Social Responsibility of Management.
Unit 2:	FUNCTIONS OF MANAGEMENT Nature & Purpose of Planning – Types of Plans – Steps in Planning- Decision Making – Definition & Types- Decision Making Conditions & Styles – Decision Making Process – Organizing & Organizations Structure - Definitions – Organizing Concepts – Work Specialization - Chain of Command - Line & Staff Authority - Delegation of Authority – Span of Control – Centralization & Decentralization – Organization Structure.
Unit 3:	ORGANISATION BEHAVIOUR Attitudes – Definitions – Components of Attitudes – Job Related Attitudes – Personality – Meaning – MBIT – Big Five Model – Other Traits – Perception: Definition, Perceptual Process – Learning Theories – Motivation – Theories of Motivation.
Unit 4:	GROUP FOUNDATIONS & LEADERSHIP Concept of Group & Team – Team Foundation – Types of Teams – Creating Effective Teams – Creating Effective Teams – Concepts & Views of Conflicts – Conflicts Process- Leadership: Theories of Leadership – Transformational Leadership.
Unit 5:	CONTROLLING & ORGANISATIONAL DYNAMICS Concepts of Control – Controlling Methods & Techniques – Basic Control Process – Concept and Importance of Organizational Culture – Concept of Organizational Change & Resistance to Change.
Text Books:	<ol style="list-style-type: none"> 1. Robbins S.P, Management PHI 2. Robbins S.P, Organizational Behaviour, PHI
Reference Books:	<ol style="list-style-type: none"> 1. Stoner. J., Freeman, Management, PHI 2. Luthans F., Organisational Behaviour, TMH 3. Koontz, Weirich, Management, TMH 4. Griffin & Moorhead, Organisational Behaviour
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PO2
CO2	PO2, PO8, PSO2
CO3	PO4, PO7

Course Code:	7P1A12
Course Name:	Business & Legal Environment
Course Pre-requisites:	
Course Objectives:	1. The objective of the course is to enable students understand the legal framework of business.
Expected Outcomes:	1. Legal insight will be established in the business practices according to the situation of changing environment.
Unit 1:	INTRODUCTION TO BUSINESS ENVIRONMENT Meaning of Business, Nature of Business environment, Significance, Environment of Business, Introduction to Economic Environment, Perspectives on the Economic Problem, Industry policy of 1991 and recent development, Policy on FDI in Indian industry.
Unit 2:	FISCAL POLICY AND MONETARY POLICY Public Revenues, Public Expenditure, Public Debt, Development Activities financed by public expenditure, Monetary Policy, Demand for supply of money, Objectives of Monetary and Credit policy, Recent Trends – Role of Finance commission.
Unit 3:	LAW OF CONTRACT Definition of Law-Need, classification and sources of Business Law, Law of Contract -1872 (Part-I): Nature of contract and essential elements of valid contract, Offer and Acceptance. Law of Contract – 1872 (part-II): Consideration, Capacity to contract and free consent, Legality of object.
Unit 4:	COMPANY LAW Companies Act, 1956 (Part-I): Kinds of Companies, Formulation of Companies, incorporation, Company Documents. Company Act, 1956 (Part-II): Company Management, Directors, Company meetings, Resolutions, Auditors, and Modes of Winding-up of a company.
Unit 5:	INTRODUCTION OF CYBER LAWS AND IPR Scope and application of IT act, 2000, Digital signature, e-governance, penalties and adjudication, Cyber regulations appellate, Tribunals, Duties of subscribers. Introduction of IPR – Copy rights, Trade marks, Patent Act
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008. 2. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008. 3. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008. 4. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2012 5. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2012 6. Ravinder Kumar– Legal Aspect of Business – Cengage Learning, 2nd Edition-2011. 7. Mercantile Law, N.D. Kapoor, Sultan Chand & Sons 8. Mercantile Law, S.S. Gulshan, 3/e, Excel Books, 9. Business Law, Mathur, Tata McGraw-Hill. 10. Legal Aspects of Business, Ravinder Kumar, Cengage. 11. A Manual of Business Laws, S.N. Maheshwari & Maheshwari, Himalaya.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO3, PO5, PO6, PSO3
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Course Code:	7P1A13
Course Name:	Managerial Economics
Course Pre-requisites:	
Course Objectives:	1. To enable the students to understand economic concepts and theories, role of government in market economy and their application in management decision-making.
Expected Outcomes:	1. Students should be able to understand the basic economic principles, forecast demand and supply 2. Should be able to estimate cost 3. Understand market structure and pricing practices, market economy and national income 4. To understand the inflation and recession
Unit 1:	INTRODUCTION Nature and Scope of Managerial Economics, Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioural Theories; Profit Maximization Vs Wealth Maximization.
Unit 2:	DEMAND ANALYSIS Demand-Meaning, Determinations of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products.
Unit 3:	PRODUCTION ANALYSIS Production Function –Law of Variable Proportions, Iso-quant and Iso-costs Curves, Least Cost Combination and Returns to Scale; Economies of Large Scale; Cobb- Douglas Production Function and Constant Elasticity of Substitution.
Unit 4:	MARKET ANALYSIS Price and Output Determination under Perfect and imperfect Competition; Profit- Meaning and Profit Theories-Profit Planning-Measurement.
Unit 5:	ECONOMIC OPTIMISATION Economic Problems and Optimization Techniques – Unconstrained and Constrained Optimization – Unbounded Maxim – Optimization Functions of One Variable and Optimization with Multivariable Function.
Text Books:	1. Economics for Managers, Hirschey, Thomson, 2007. 2. Gupta: Managerial Economics TMH 2009.
Reference Books:	1. Managerial Economics, 4th Edition, Craig Peterson. 2. Managerial Economics—A Problem Solving Approach, Froeb: Thomson, 2007. 3. Managerial Economics Analysis, Problems, Cases, Mehta P.L., Sultan Chand and Sons, New Delhi, 2001. 4. Managerial Economics, Pearson Education, James Pappas and Engene Brigham: New Delhi, 2006. 5. Managerial Economics, Suma Damodaran, Oxford, 2007. 6. Management accounting, M.E. Thukaram Rao, New Age International publishers, New Delhi. 7. Cost Accounting Principles and Practices, S P Jain & K L Narang 17th Revised Edition, Kalyani Publishers.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO2, PO3, PO7
CO2	PO1, PO2, PO7, PSO2
CO3	PO6, PO7
CO4	PO3, PO6, PSO3

Course Code:	7P1A14
Course Name:	Business Ethics and Corporate Governance
Course Pre-requisites:	
Course Objectives:	1. The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business
Expected Outcomes:	1. To understand the principles of corporate governance, to know the social responsibility of the corporate. 2. To Understanding of the ethical influences on economic, financial, managerial and environmental aspects of business. 3. It helps the Student ability to critically analyses ethical issues in business.
Unit 1:	BUSINESS ETHICS AND CORPORATE ETHICS Meaning, Importance, functions, Unethical Practices and ethical dilemma, Ethical theories and Approaches Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for manager, ethics in business competition.
Unit 2:	ETHICAL ASPECTS IN ORGANISATION Marketing ethics and consumer ethics- ethical issues in advertising, criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place – Ethics in performance appraisal.
Unit 3:	ETHICAL ASPECTS IN ORGANISATION Ethics in Finance: Insider trading - ethical investment - combating Frauds. Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cybercrime.
Unit 4:	CORPORATE GOVERNANCE Purpose–Theories and Philosophies of Corporate Governance
Unit 5:	CORPORATE GOVERNANCE STRUCTURES Directors, committees, Institutional investors – Auditors. Corporate Social Responsibility: Stakeholders – Environment – social Development. Corporate Social Responsibility- Indian Companies Act, 2013.
Text Books:	1. Business Ethics –An Indian perspective, Fernando, Pearson Education. 2. Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
Reference Books:	1. “Perspectives in Business Ethics”, Laura P Hartman, Tata McGraw Hill. 2. Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas 3. Bob Tricker, Corporate Governance, Oxford. 4. Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI 5. Business Ethics -Concepts and Cases, Weiss,Cengage. 6. Business Ethics, Himalaya, C.S.V.Murthy. 7. Ethical Management, Satish Modh, Mcmillan. 8. The Theory and practice of Managerial Ethics, Jayashree sadri, Dastoor, Jaico.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO2, PO6, PO7, PSO3
CO2	PO3, PO6, PSO3
CO3	PO2, PO3, PO6, PSO3

Course Code:	7P1A15
Course Name:	Financial Accounting for Managers
Course Pre-requisites:	
Course Objectives:	2. The aim of this paper is to develop an insight of postulates, principles and techniques of accounting and utilization of financial accounting information for planning, and decision- making.
Expected Outcomes:	1. To prepare, understand, interpret and analyse financial statements with confidence. 2. To use the analytical techniques and arriving at conclusions from financial information for the purpose of decision making
Unit 1:	INTRODUCTION TO ACCOUNTING Meaning and Definition of Accounting, Importance of accounts – Objectives, Branches of Accounting, Accounting Concepts and Convention- Indian Accounting Standards.
Unit 2:	THE ACCOUNTING PROCESS Overview, Books of Original Record; Journal and Subsidiary books, Ledger, Trial Balance- Final Accounts – Trading, Profit and Loss account and Balance sheet with simple adjustments (Theory & simple problems).
Unit 3:	VALUATION OF FIXED ASSETS AND INVENTORY Tangible Vs Intangible assets, Depreciation of fixed assets and methods of depreciation. Methods of inventory valuation (Theory & simple problems).
Unit 4:	FINANCIAL ANALYSIS Meaning of financial analysis-importance- uses types of financial analysis-tools and techniques of financial analysis (Theory & simple problems).
Unit 5:	RATIO ANALYSIS Significance of Ratio Analysis – Limitations - Liquidity, Activity, Capital Structure and Profitability Ratios – Du Pont Chart (Theory & simple problems).
Text Books:	1. Accounting for Managers, M E Thukaram Rao, New Age International Publishers. 2. Accounting for Managers, Made Gowda, Himalaya, 2009. 3. Financial accounting theory and analysis: Text and cases, Richard G. Schroeder, Myrtlew. Clark, Jack M. Cathey, John Wiley and Sons, 2010.
Reference Books:	1. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI, 2009. 2. Financial Accounting Management: An Analytical Perspective, Ambrish Gupta, Pearson Education-2009. 3. Accounting for Management, Vijaya Kumar, TMH, 2009. 4. Financial Accounting, Dr.S.N. Maheshwari and Dr.S.K. Maheshwari, Vikas Publishing House Pvt. Ltd., 2007. 5. Financial Accounting, Weygandt, Kieso, Kimmel, 4/e, Wiley India Edition, 2006. 6. Accounting and Financial Management, T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications.

Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO2, PO4, PO7, PSO2
CO2	PO2, PO4, PO7, PSO1

Course Code:	7P1A16
Course Name:	Business Statistics
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To understand several important concepts of Origin and growth of basic statistics. 2. To understand the concepts of tabulation, diagrammatic and graphical representation of data. 3. To get the knowledge on the concepts of measures of central tendency and dispersion. 4. To get the knowledge on the concepts of correlation and regression analysis. 5. To get the knowledge on the concepts of time series analysis.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Gain the knowledge on the concepts of Origin and growth of basic statistics. 2. Apply the knowledge to represent the in diagrammatic and graphs of frequency distribution. 3. Get the knowledge to on applications of measure of central tendency and dispersion 4. Have the knowledge about Correlation and regression analysis. 5. Get the knowledge on the concept of Time series analysis.
Unit 1:	INTRODUCTION TO STATISTICS: Definition, Origin and Growth, functions, Applications and Limitations, Classification of data: Types of classification.
Unit 2:	TABULATION OF DATA Role and General Rules of Tabulation, Types of tables, Diagrammatic and graphical Representation of Data: Types of Diagrams, Graphs, Graphs of frequency distributions.
Unit 3:	MEASURES OF CENTRAL TENDENCY AND DISPERSION Characteristics of a good Measure of Central Tendency; Types of Averages-Mean, Median, Mode and Its Applications, Range, Quartile Deviation, Mean Deviation, Variance, Standard Deviation, Coefficient of variation and its Applications.
Unit 4:	CORRELATION AND REGRESSION ANALYSIS Definition, Types, Methods, Scatter diagram, Positive and Negative Correlation, limits for Coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, Concept of Multiple and Partial Correlation. Least square fit of a linear regression, two lines of regression, Properties of regression coefficients.
Unit 5:	TIME SERIES ANALYSIS Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend Analysis-Free hand curve, Semi averages, moving averages, Least Square methods.
Text Books:	1. Statistical Methods, Gupta S.P., S.Chand. 2008 (42 Revised Edition).
Reference Books:	<ol style="list-style-type: none"> 1. Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai. 2. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH, 2008. 3. Statistics for Management, Lerin, Pearson Company, New Delhi.

	<p>4. Business Statistics for Contemporary decision making, Black Ken, New age publishers, New Delhi.</p> <p>5. Statistics for Business and Economics, Anderson, Sweeney, William, 9/e, Thomson Publishers, 2007.</p>
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO7
CO2	PO2, PO3, PSO2
CO3	PO2, PO3, PO4
CO4	PO2, PO3, PO4
CO5	PO2, PO3, PO4

Course Code:	7P1A17
Course Name:	Managerial Communications
Course Pre-requisites:	
Course Objectives:	1. To enable the students to understand economic concepts and theories and their application in management decision making.
Expected Outcomes:	1. Students should be able to understand the basic economic principles, forecast demand and supply and should be able to estimate cost and understand market structure and pricing practices.
Unit 1:	INTRODUCTION TO MANAGERIAL COMMUNICATION Meaning, Importance & objectives - Principles of Communication, Communication Process, Barriers of effective communication and Techniques of effective communication.
Unit 2:	MANAGING ORGANIZATION COMMUNICATION Formal and informal communication- intra and personal communication – models for inter personal communication – exchange theory, Johari window and transactional analysis.
Unit 3:	NON-VERBAL COMMUNICATION Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of electing response, probing questions, Observation. Business and social etiquettes.
Unit 4:	MANAGERIAL SPEECHES Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - vote of thanks - occasional speech - theme speech - Use of audio visual aids.
Unit 5:	INTRODUCTION TO MANAGERIAL WRITING Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference, Memos, minutes, Circulars & notices.

Text Books:	<ol style="list-style-type: none"> 1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi 3. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
Reference Books:	<ol style="list-style-type: none"> 1. Adair, J. (2003). Effective Communication. Pan McMillan. 2. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York. 3. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

Course Code:	7P1A18
Course Name:	Personality Development Programme– I
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. The aim of conducting executive development programmers is to explore the inner potentials of the students and make them aware of their strengths and weaknesses.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Creating self-awareness and potential development of the students, 2. Developing communication skills, 3. Developing problem solving and creative abilities, 4. Developing ethical, cultural and responsive personality, 5. Developing employability skills for the industry and also fostering entrepreneurial skills.
Unit 1:	<p>Following activity areas for the current semester are proposed below. The in-charge of the programme is instructed to keep in view the broad framework provided in previous pages while conducting following activities.</p> <ul style="list-style-type: none"> ❖ Goal setting ❖ Listening ❖ Reading ❖ Presentation skills ❖ Etiquettes & manners ❖ Successful presentations ❖ Group discussions ❖ Written skills ❖ Memory development Programme ❖ Time management
Unit 2:	
Unit 3:	
Unit 4:	
Unit 5:	

Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Developing Management Skills – David A. Whetten & Kim S. Cameron, 7/e, PHI, 2007 2. More Games Trainers play – Scannel Newstrom, TMH 3. Developing Communication Skill – Krishna Mohan & Meera Banerji, MacMillan 4. Basic Managerial Skills for All – EH McGrath, 6/e, PHI 5. Creativity, Innovation and Quality – Paul E. Plsek, PHI 6. Human Skills – Creating the Future – Frenandez, Pattanayak, Upinder Dhar & Ravishanker, HPH 7. Effective Training – Blanchard Thacker, 3/e, PHI 8. Sales Games and Activities for Trainers – Gary B. Connar & John A. Woods, TMH 9. Team Games for Trainers – Nileos, TMH 10. Public Speaking – Michael Osborn & Suganne Osborn, 6/e, Biztantra 11. Body Language – Hedwig Lewis, Response Books.
Assessment Mode:	There shall be an internal evaluation for 100 marks, out of which 80 marks for day-to-day evaluation for the student's active participation and 20 marks for record/report submission. He/she should secure a minimum of 50% marks.

CO1	PO4, PO8
CO2	PO3, PO4, PO8, PSO2
CO3	PO2, PO4, PO8
CO4	PO4, PSO3
CO5	PO5, PSO2

Course Code: Course Name:	7P1A19 Computer Applications Lab
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To understand the need of PC Hardware, internet & world wide web and office suites 2. To be able to use different software. 3. Will show understanding about the need of PC hardware, internet & world wide web and office suites
Expected Outcomes:	<ol style="list-style-type: none"> 1. Present and describe how PCs and larger computer systems are used in the business community and the positive/negative impacts of that technology in business and society. 2. Explain the difference between hardware, software; operating systems, programs and files. 3. Identify the purpose of different software applications. 4. Describe how business information systems are likely to change.
Unit 1:	INTRODUCTION TO COMPUTERS Introduction of computers, Generations – Computer Networks – Application of Computers in Management, E – Commerce, E – Business
Unit 2:	MS WORD Creation of Document – Format Document – Text editing and Saving – Organizing information with tables and outlines – Mail merge – publishing documents on Web MS Excel: Creating and editing worksheets – cell formatting – creating and using formulas and functions – Use Macros – Sorting and querying data – Working with graphs and charts.

Unit 3:	MS POWER POINT Creation of Slides – Use templates and slide designs for creating power point slides – drawings and graphics; MS ACCESS - Create databases, tables, relationships – Create forms to enter data – Filter data – Use of queries in data manipulation – Generating reports.
Unit 4:	OVERVIEW OF SPSS AND TALLY Uses, data analysis – Making students learn and familiar with SPSS and Tally packages.
Unit 5:	DATA ANALYSIS WITH STATISTICAL TOOLS (SPSS) Graphical and Diagrammatic Representation of Data – Measures of Central Tendency – Measures of Dispersion – Skewness, Kurtosis – Index numbers – Correlation, Simple Regression, etc. using
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Introduction to Computers and Communications-Sixth Edition-Tata McGraw Hill. 2. Introduction to Information Technology, V.Rajaraman, Prentice Hall India, 3. Doing Data Analysis with SPSS 16.0, Carver,3/e, Cengage, 2009 4. SPSS for Windows Step by Step, George,6/e, Pearson Education, 2009 5. 2007 Microsoft Office System Step-by- Step, Coxetall, First Edition, PHI, 2007. 6. Microsoft Office Excel 2007 Data Analysis and Business Modeling, Winston, First Edition, Prentice Hall India, 2007. 7. Microsoft Office Access 2007 Step-by-Step, Lambet, Lambert III & PrepernauFirst Edition, Prentice Hall India, 2007. 8. Business Data Analysis Using Excel, David Whigam, First Edition, Oxford University Press, 2007. 9. Nandhni, Nadhani Implementing Tally9: Comprehensive guide for Tally 9&8.1 BPB publications 2010. 10. Ndhani, Tally,ERP, BPB Publications 2010. 11. Data Base Management Systems, ISRD, Tata – McGraw Hill 2009.
Assessment Mode:	For practical subjects, 60 marks shall be awarded in the end semester examination, 40 marks shall be awarded for internal evaluation. Out of 40 marks, 10 marks shall be awarded based on best of the two internal lab examinations including viva voce and 30 marks shall be awarded based on day-to-day work including lab record. He/she should secure a minimum of 50% marks.

CO1	PO2, PO4, PSO1
CO2	PSO1
CO3	PO7
CO4	PO3, PO5

Semester - II

Course Code:	7P1A21
Course Name:	Human Resource Management
Course Pre-requisites:	
Course Objectives:	1. The major objective of this subject is to understand current issues, trends, practices, and processes in HRM.
Expected Outcomes:	1. Students should be able to understand the basic HR concepts. 2. They will be able to understand the process of recruitment, selection, performance appraisal, training & development, compensation and employee career development strategies.
Unit 1:	HUMAN RESOURCE MANAGEMENT Introduction- definitions- Nature & Scope of HRM- Functions of HRM- changing roles & responsibilities of HR department - meeting competitive challenges through HRM.
Unit 2:	HUMAN RESOURCE PROCESS HR planning process - factors affecting HR planning process-job analysis & job design- recruitment, selection & placement process- orientation concept.
Unit 3:	HR TRAINING PROCESS Training process-employee development-T&D effectiveness-performance management- Performance Appraisal methods –performance measures criteria & Approaches.
Unit 4:	CAREER STAGES Career stages-Career Development-compensation management, Industrial relations- collective bargaining.
Unit 5:	CONTEMPORARY ISSUES IN HRM Knowledge management – participative management - employee retention –work-life balance-talent management-learning organizations.
Text Books:	1. Human Resource Management, Dessler Gary, 10th Edition, Pearson/Prentice Hall of India 2006. 2. Human Resource Management, R.Wayne Mondy, Robert M.Noel, Pearson 3. Human Resource Management, Aswathappa, 4th Edition, TMH 2006. 4. Personnel and Human Resource Management – Text and cases, P.Subbarao, Himalaya, 2009.
Reference Books:	1. Human Resource Management, Bohlander, 10th Edition, Thomson 2006. 2. Human Resource Management, NoeA. Raymond, John Hollenbeck, Barry Gerhart and Patrick Wright, Tata McGraw Hill. 3. Human Resource Management a case study approach, Muller Jaico Publishers,2008 4. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2006.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PSO1
CO2	PO2, PO3, PSO2

Course Code:	7P1A22
Course Name:	Financial Management
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> To give an overview of the problem facing a financial manager in the commercial world. It will introduce you to the concepts and theories of corporate finance that underlie the techniques that are attend an aids for the understanding, evaluating an resolution & financial managers problems.
Expected Outcomes:	<ol style="list-style-type: none"> It enables manager to monitor their decisions for any potential financial implications and for lessons to be learned from experience and to adopt or react as needed.
Unit 1:	FINANCIAL MANAGEMENT OVERVIEW Introduction: Meaning of finance- Functions of financial management –Objectives of financial management - Profit maximization and Wealth maximization– Role of the financial manager. (Theory only)
Unit 2:	CAPITAL BUDGETING Investment Decision: Capital Budgeting- Concept– Process – Techniques of capital budgeting – Traditional method - Payback period (PB), Average Rate of Return – Discounted cash flow techniques - Net Present Value, Internal Rate of Return and Profitability Index – Capital rationing. (Theory and Problems)
Unit 3:	WORKING CAPITAL MANAGEMENT Management of Working Capital: Concepts- Need for working capital-Operating cycle- Estimation of working capital requirements-Management of cash, Receivables and inventory. (Theory and Problems)
Unit 4:	CAPITAL STRUCTURE AND COST OF CAPITAL Financing Decision: Capital Structure - Theories of capital structure – NI, NOI, Traditional and MM Theories Operating and Financial Leverages- Computation of Leverages Specific cost of capital- Determination of weighted averages of capital. (Theory and Problems)
Unit 5:	DIVIDEND DECISION Dividend Decision: Types of dividends- Factors influencing the dividend policy –Theories of dividends – Walter, Gordon and MM Hypothesis (Theory only)
Text Books:	
Reference Books:	<ol style="list-style-type: none"> Pandy, I.M: Financial Management – Vikas Publishing House, New Delhi. Sheeba Kapil, Financial Management, Pearson Education, New Delhi. Jonathan Berk Peter DeMarzo, Financial Management, Pearson Education,2008. Chandrabose, Fundamentals of, Financial Management – PHI, New Delhi. Khan and Jain: Financial Management, Tata Mc Graw Hill, New Delhi. Maheswari, S.N.: Financial Management, Sultan Chand and Sons, New Delhi. Kulakarni. P.V., Financial Management Himalaya Publishing Houses Co Ltd, Mumbai. Van Horne: Financial Management and Policy, Prentice Hall of India, New Delhi. Prasanna Chandra, Financial Management Tata Mc Graw Hill, New Delhi Sheeba Kapil, Financial Management Strategy, Implementation and Control, Pragathi Prakasam Publication, Meerut
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO2, PO8, PSO1, PSO2
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Course Code: Course Name:	7P1A23 Marketing Management
Course Pre-requisites:	
Course Objectives:	
Expected Outcomes:	<ol style="list-style-type: none"> 1. Apply marketing concepts & theories to realistic marketing situations. 2. Use marketing concepts to make business decisions 3. Develop effective marketing strategies to achieve organizational objectives 4. Understand & appreciate the concepts of marketing in theory & practice
Unit 1:	<p>INTRODUCTION</p> <p>Definition & Functions of Marketing – Core concepts of Marketing: Transactions, Exchange, Need, Want & Demand – Approaches to Marketing: Production, Product, Selling, Marketing & Holistic Marketing Concepts – Marketing Vs Selling. Components of a Modern Marketing Information System: Internal Records & Marketing Intelligence – Industry & Competition Analysis.</p>
Unit 2:	<p>STP</p> <p>Levels of Marketing: Mass, Segment, Niche & Local Marketing – Bases of Segmenting Consumer & Business Markets – Market Targeting – Developing & Establishing a Brand Positioning – Concept of Marketing Mix & 4Ps.</p>
Unit 3:	<p>PRODUCT & PRICING STRATEGIES</p> <p>Product Levels & Classification – Product Hierarchy – Product Systems & Mixes – Product Line Analysis – Product Line Length – Product Line Analysis – Concept of Brand Equity & Branding Decisions. Pricing Views – Pricing Objectives – Pricing Methods – Adopting the Price – Initiating & Responding to Price Changes.</p>
Unit 4:	<p>PLACE & PROMOTION STRATEGIES</p> <p>Role of Marketing Channels – Channel Design Decisions – Channel Management Decisions – Types, Causes & Management of Channel Conflicts – Concept of Logistics. Definition & Components of Marketing Communication mix – Characteristics of Marketing Communication Mix – Developing Effective Communication mix.</p>
Unit 5:	<p>ORGANISING & CONTROL AND MARKETING PRACTICES</p> <p>Marketing Department – Marketing Control & Types of Control. Modern Marketing Practices – Green Marketing, Cause – related Marketing, Mobile Marketing and Online Marketing.</p>
Text Books:	<ol style="list-style-type: none"> 1. Marketing Management, Phillip Kotler, Kevin Lane Keller, 12/e, Pearson, 2007 2. Marketing Management, Czinkota&Kotabe, 2/e, South Western Cengage Learning, 2008 3. Marketing Management, V.S. Ramaswamy and S. Namakumari, 4/e McMillan, 2010. 4. Marketing Management, RajanSaxena, TMH, 2008.
Reference Books:	<ol style="list-style-type: none"> 1. Marketing – The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin, 2007. 2. Case Studies in Marketing, The Indian Context, Srinivasan, PHI, 2009 3. Marketing, Lamb, Hair and McDaniel, 7/e, Thomson Publishers, 2006. 4. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH, 2010 5. Introduction to Marketing theory and practice, Adrian Palmer , Oxford University Press 2007
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PO5, PSO1
CO2	PO2, PSO2
CO3	PO4, PO5
CO4	PO6, PO8, PSO3

Course Code:	7P1A24
Course Name:	Production and Operations Management
Course Pre-requisites:	
Course Objectives:	1. The course aims to introduce concepts of production and operations management in an organization and expose to analytical methods.
Expected Outcomes:	1. The students will be able to understand operations management, product & process design, analysis, plant location, layout, Scheduling and Material Management.
Unit 1:	INTRODUCTION Nature and Scope of Production and Operation Management- Historical Evolution – Types of Manufacturing Systems – Differences Between Manufacturing and Service Operations Role of Production and Operation Manager.
Unit 2:	PRODUCTION PLANNING AND CONTROL Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management – Industrial Safety.
Unit 3:	PLANT LOCATION Facility Location and Layout Planning –Types of Layouts – Material Handling Equipment – Material Handling Principles – Models Used in Lay Out Designs.
Unit 4:	PRODUCTIVITY Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioural Approaches.
Unit 5:	MATERIAL MANAGEMENT Cost Associated with Inventory – Economic Order Quantity – ABC Analysis - Materials Requirement Planning – Just In – Time Production Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle – Zero Defects Programmes – ISO 9000 – Application of Computer in Production and Operations.
Text Books:	1. Gaither & Frazier, Operations Management, Cengage, New Delhi 2. Panner Selvem, Production and Operation Management, Prentice Hall of India. 3. Chunnawals, Production & Operation Management Himalaya, Mumbai. 4. Kanishka Bedi, Production & Operation Management, University Press.
Reference Books:	1. Upendra Kachru: Operation Management, Excel Publications. 2. Adam, E.E& Ebert; R.J. Production and Operation Management, 6th Ed., Prentice Hall. 3. Chary S.N., Production and Operation Management, New Delhi, Tata McGraw Hill. 4. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO2, PO7, PSO1, PSO2
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Course Code:	7P1A25
Course Name:	Management Information System
Course Pre-requisites:	
Course Objectives:	1. Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges; Learn the core activities in the systems development process; Cultivate skills and experience in the development and implementation of information systems projects.
Expected Outcomes:	1. Understand the basic concepts and technologies used in the field of MIS; 2. Have the knowledge of the different types of management information systems; 3. Understand the processes of developing and implementing information systems.
Unit 1:	INTRODUCTION Management information system-Definition-Importance of Information System-Functions of Management Information Systems-Objectives of MIS-Components of Information System, MIS FOR OPERATIONS: Marketing IS, Manufacturing IS, Human Resource IS and Financial IS.
Unit 2:	INFORMATION SYSTEMS Computers in Management-MIS Office Automation-Decision Support System-Expert System-Knowledge Work System-Artificial Intelligence-Group Decision Support System (GDSS).
Unit 3:	SYSTEM DEVELOPMENT System Concepts-Types of Systems-Modern Information Systems-System Development Life Cycle-Structured Methodologies: Pitfalls in MIS development-System modeling of MIS-System engineering methodologies for MIS problem solving.
Unit 4:	STRATEGIC INFORMATION SYSTEMS (SIS) An understanding of strategic information system-Benefits of SIS (Strategic Grid) – Components of Strategic Information planning-Strategic Information System-Business Intelligence System-Computing System for Strategic Planning-The value chain model
Unit 5:	INFORMATION SYSTEM SECURITY AND CONTROL: Vulnerability – Firewalls – Systems Audit – System Security – Security Risks – Computer Virus – Security Threads.
Text Books:	1. Management Information System C. Laudon and Jane P Laudon, et at, 9/e, PHI and Pearson Education. 2. Management Information System, O'Brien, Tata McGraw Hill 2009. 3. Management Information System, Jawedekar, Tata McGraw Hill, 2007. 4. Management Information Systems, C.S.V. Murthy, Himalaya Publishing House, 2009.
Reference Books:	1. Management Information System, Robert Schuthesis and Mary Sumner, Tata McGraw Hill. 2. Management Information Systems, Balasubramanian, Excel books, 2009. Management Information Systems, Gordon B. Davis & Margrethe H. Olson, Tata McGraw Hill, 2006. 3. Management Information Systems, McCleod, Schell, Pearson 2009. 4. Information Technology for Management, Tuban, Liedner, Mclean, Wetherbe, Wiley India, 2008. 5. Principles of Information Systems, Stair, George, Cengage Learning, 2008.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO7, PSO1
CO2	PO8, PSO2
CO3	PO3

Course Code:	7P1A26
Course Name:	Research Methodology
Course Pre-requisites:	
Course Objectives:	1. To understand the basics of research methodology and to provide insight into the application of modern analytical concepts and techniques for the purpose of management decision making.
Expected Outcomes:	1. Students will be able to apply the principles of research methodology for the research design that will be useful for the various mini and major projects of the Social Sciences.
Unit 1:	INTRODUCTION Meaning and significance of research - Types of research - Research Process: Problem identification and definition – Criteria for good research- Hypothesis: Null Hypothesis Vs Alternative Hypothesis, Hypothesis formulation – Various types of variables.
Unit 2:	RESEARCH DESIGN AND SAMPLING METHODOLOGY Meaning of and need for research design – Various types of research Design - Nature of sampling. Probability and Non-Probability sampling methods - Steps in sample design - Sample size determination and approaches.
Unit 3:	MEASUREMENT AND SCALING TECHNIQUES Nature of measurement and scaling- Measurement scales - Scaling Techniques - Constructing, Drafting and refining the questionnaires.
Unit 4:	DATA COLLECTION, PROCESSING AND ANALYSIS Sources of data: Primary and secondary Data- Data collection Method, Processing and Analyzing of data.
Unit 5:	DATA PRESENTATION AND REPORT WRITING Diagrammatic and graphical presentation: Techniques - Merits and Demerits - Report writing - Types and layout of research reports.
Text Books:	1. Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009 2. Business Research Methods, William G. Zikmund, 7/e, Cengage, 2008. 3. Marketing Research Contemporary Approach, Dr. P. Naryana Reddy, Dr. GVRK Acharyulu, 2/e, Excel Books. 4. Research Methodology – Methods & Techniques, C.R. Kothari, 2/e New Age International, New Delhi. 2008.
Reference Books:	1. Research methods for managers' 3/e, John Gill & Phil Johnson, Sage Publications. 2. Research Methods for Business—A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt.Ltd, Singapore, 2003. 3. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House. 4. An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill. 5. Research Methodology in Management, Michael, V.P., Himalaya Publishing House. 6. Research Methodology, Dipak Kumar. Bhattacharya, Excel Books, 2006
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO1, PO2, PO4, PSO2
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Course Code:	7P1A27
Course Name:	Operations Research
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Introduce the use of linear programming for decision making 2. Introduce transportation algorithm for making allocation related decisions 3. Explain methods for solving sequencing and making decision under uncertainty 4. To minimize the cost of waiting without increasing the cost of servicing. 5. Explain project management methods for managing projects
Expected Outcomes:	<ol style="list-style-type: none"> 1. Understand the importance of Operations Research 2. Formulate & solve LPP 3. Apply Transportation, Assignment algorithms to business situations 4. Simulate business events for forecasting 5. Apply Sequencing algorithms to develop routing plan and job schedules 6. Use project management methods to accomplish projects
Unit 1:	INTRODUCTION TO OPERATIONS RESEARCH Origin, Nature, Definitions, Characteristics, scope and Managerial applications of Operations Research. Linear Programming Problem - Introduction, formulation of Linear Programming problem, Limitations of L.P, Graphical solution to L.P.P, Simplex Method, Artificial variable techniques
Unit 2:	TRANSPORTATION MODEL Introduction, Transportation Model, finding initial basic feasible solutions, moving towards optimality, Unbalanced Transportation problems, Transportation problems with maximization, degeneracy
Unit 3:	ASSIGNMENT MODEL Introduction, Mathematical formulation of the problem, Solution of an Assignment problem, Hungarian Algorithm, Multiple Solution, Unbalanced Assignment problems, Maximization in Assignment Model. Travelling salesman problem.
Unit 4:	Game Theory Introduction to theory of games, Two-person zero-sum games, pure strategies-games with saddle point, mixed strategies- games without saddle point rules of dominance, games without saddle point by algebraic method, graphical method Queuing Models Introduction to Queuing theory, single server queuing models (M/M/1): (∞ /FCFS), (M/M/1): (N/FCFS).
Unit 5:	P.E.R.T & C.P. M Network Drawing- Critical Path Method (CPM) and Project Evolutionary and Review Technique (PERT)- Probability of completing the project within the given time -optimum cost and optimum duration-Differences between P.E.R.T & C.P.M
Text Books:	<ol style="list-style-type: none"> 1. Kanti Swaroop, Gupta P.K. Man Mohan, "Operations Research", Sultan Chand and Sons, 1978 2. Business Research methods, William G. Zikmund, 7/e, Cengage, 2008

Reference Books:	<ol style="list-style-type: none"> 1. J K Sharma, Operations Research: Theory and Practice, Macmillan Publishers India Ltd, 5th Edition, 2013 2. FS Hillier and GJ Lieberman, Introduction to Operations Research, TMH, 8/E, 2006. 3. Operations Research / R. Pannerselvam, PHI Publications. 4. Research Methodology, Dipak Kumar, Bhattacharya, Excel Books, 2006 5. JC Pant, Introduction to Optimization: Operations Research, Jain Brothers, New, 6/E, 2004.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO7, PSO2
CO2	PO2
CO3	PO2
CO4	PO3
CO5	PO2
CO6	PO4

Course Code:	7P1A28
Course Name:	Personality Development Programme– II
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. The aim of conducting executive development programmers is to explore the inner potentials of the students and make them aware of their strengths and weaknesses.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Creating self-awareness and potential development of the students, 2. Developing communication skills, 3. Developing problem solving and creative abilities, 4. Developing ethical, cultural and responsive personality, 5. Developing employability skills for the industry and also fostering entrepreneurial skills.
Unit 1:	<p>Following activity areas for the current semester are proposed below. The in-charge of the programme is instructed to keep in view the broad framework provided in previous pages while conducting following activities.</p> <ul style="list-style-type: none"> ❖ Elocution ❖ Business quiz ❖ Creative thinking ❖ Team work ❖ Debate ❖ Event Management ❖ Negotiation skills ❖ Human rights awareness ❖ Problem solving ❖ Interview skills ❖ Basket exercises ❖ Mind management

	❖ Stress and emotional management
Unit 2:	
Unit 3:	
Unit 4:	
Unit 5:	
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Developing Management Skills – David A. Whetten & Kim S. Cameron, 7/e, PHI, 2007 2. More Games Trainers play – Scannel Newstrom, TMH 3. Developing Communication Skill – Krishna Mohan & Meera Banerji, MacMillan 4. Basic Managerial Skills for All – EH McGrath, 6/e, PHI 5. Creativity, Innovation and Quality – Paul E. Plsek, PHI 6. Human Skills – Creating the Future – Frenandez, Pattanayak, Upinder Dhar & Ravishanker, HPH 7. Effective Training – Blanchard Thacker, 3/e, PHI 8. Sales Games and Activities for Trainers – Gary B. Connar & John A. Woods, TMH 9. Team Games for Trainers – Nileos, TMH 10. Public Speaking – Michael Osborn & Suganne Osborn, 6/e, Biztantra 11. Body Language – Hedwig Lewis, Response Books.
Assessment Mode:	There shall be an internal evaluation for 100 marks, out of which 80 marks for day-to-day evaluation for the student's active participation and 20 marks for record/report submission. He/she should secure a minimum of 50% marks.

CO1	PO4, PO8
CO2	PO3, PO4, PO8, PSO2
CO3	PO2, PO4, PO8
CO4	PO4, PSO3
CO5	PO5, PSO2

Course Code:	7P1A29
Course Name:	Executive Communication Lab
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To train students to use language effectively in business letters, emails and reports 2. To sensitize the learners to language skills in conducting meetings 3. To help the students face interviews confidently and present their ideas effectively 4. To enhance the listening comprehension of the students syllabus
Expected Outcomes:	<ol style="list-style-type: none"> 1. The student will be able to express himself fluently in social and professional contexts. 2. The student will enhance his skills to make a presentation assertively. 3. The student will learn how to face Interviews, to participate in meetings confidently. 4. The student will be able to write business reports/letters, emails correctly.
Unit 1:	<p>The following course content is prescribed for the Advanced Communication Skills Lab:</p> <p>Listening Comprehension</p> <ol style="list-style-type: none"> 1. Oral presentations (prepared and extempore) 2. Face to face communication 3. Business Letters and e-mails (Analysis of Correspondence from Industry) 4. Business Reports

	5. Meetings and Group Discussions 6. Resume Writing (electronic version) 7. Interviews
Unit 2:	
Unit 3:	
Unit 4:	
Unit 5:	
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Business Communication for Managers, Penrose, Rasberry and Myers, Cengage, 2009 2. Basic Business Communication Skills for empowering the internet generation, Lesikar Flatly, Tata Mc Graw Hill, 2009 3. Business Communication, Ramachandran KK et al. MacMillan India Ltd., 2009 4. Speaking and Writing for Effective Business Communication, Francis, MacMillan India Ltd, 2007 5. Business Communication, Asha Kaul, PHI, 2009 6. Speaking about Science, A manual for creating clear presentations, Scott Morgan and Barret Whitner, CUP, 2006 7. The Ace of Soft Skills, Gopal Ramesh and Mahadevan Ramesh, Pearson Education, 2006 8. From Campus to Corporate, Ramachandran KK and Karthcik KK, MacMillan India Ltd, 2010 9. Body Language – Your success mantra, Dr. Shalini Varma, S Chand <p>Suggested Software:</p> <ul style="list-style-type: none"> • It's your Job from Clarity • Business Writing from Clarity • Report Writer, Clarity, Young India Films, Chennai • Letter Writing, Clarity, Young India Films, Chennai
Assessment Mode:	For practical subjects, 60 marks shall be awarded in the end semester examination, 40 marks shall be awarded for internal evaluation. Out of 40 marks, 10 marks shall be awarded based on best of the two internal lab examinations including viva voce and 30 marks shall be awarded based on day-to-day work including lab record. He/she should secure a minimum of 50% marks.

CO1	PO4, PO8
CO2	PO3, PO4, PO8
CO3	PO8, PSO3
CO4	PO3, PO4, PSO3

Semester - III

Course Code:	7P1A31
Course Name:	Logistic and Supply Chain Management
Course Pre-requisites:	
Course Objectives:	1. The objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operations in Logistics and Supply Chain Management and also the ability to apply them in the enterprise reality.
Expected Outcomes:	1. Able to apply the logistics management and the role in the economy. 2. Able to apply the supply chain management. 3. Aware of Supply Chain Logistics Operations and Logistics and Supply Chain Design. 4. Able to apply the general concepts of customer service applications of logistics information systems.
Unit 1:	INTRODUCTION TO LOGISTICS The Logistics of Business – The logistical Value Proposition – The work of Logistics – Logistical Operations and arrangements – Supply Chain Synchronization – Elements of Logistics - Customer Accommodations.
Unit 2:	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT Introduction to Supply Chain Management – Evolution of SCM – Key Concepts of SCM – Decisions in SC – Importance and Objectives of SCM – Linking Supply Chain and Business Performance – Materials Function – Relationships in Material Function SCM – Outsourcing – Achieving Strategic Fit in SCM.
Unit 3:	SUPPLY CHAIN LOGISTICS OPERATIONS Inventory – Transportation Regulation, Structure and Service – Transportation Operations: Warehouse Operations, Arrangements and Decisions – Transportation Management – Packaging and Material handling – Logistic Supply Chain Information technologies.
Unit 4:	LOGISTICS AND SUPPLY CHAIN DESIGN Global Strategic Positioning – International Sourcing – Network Integration: warehouse requirements, Total Cost Integration and Formulating Logistical Strategy – Logistics Design and Operational planning – Design Options for a Transportation Networking – Logistic Reengineering and Procedure – Logistics Environmental Assessment.
Unit 5:	INFORMATION TECHNOLOGY AND CONTROLS IN SCM Concept of IT, IT Application in SCM, Advanced Planning and Scheduling(APS), SCM in electronic Business – Forms of Benchmarking – SCOR(Supply Chain Operating Reference) Modeling – Balanced Score Card for SCM.
Text Books:	1. Donald J.Bowersox and David J. Closs, Logistical Management: The Integrated Supply Chain Process, TMH, 2003. 2. Bowersox, Logistical Management, Mc-Graw Hill, 2000
Reference Books:	1. Sunil Chopra, Peter Meindl and D.V Karla: Supply chain Management: Strategy, Planning and Operation, 2/e, Pearson Education, New Delhi 2009 2. Edward J Bradi, John J Coyle: A Logistics Approach to Supply Chain Management, Cengage learning, New Delhi, 2010. 3. D.K.Agrawal: Logistics and Supply Chain Management, MacMillan Publishers, 2010. 4. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009. 5. K.Sridhar Butt: Logistics and Supply Chain Management, Himalaya Publishing, New Delhi, 2009.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.

	Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO1, PO6
CO2	PO5
CO3	PO5, PO6
CO4	PO6, PSO2

Course Code:	7P1A32
Course Name:	Entrepreneurship Development
Course Pre-requisites:	
Course Objectives:	1. The main objective of the programme is to facilitate successful and profitable operation of an enterprise.
Expected Outcomes:	1. Upon completion of the subject, students will be able to apply the entrepreneurship knowledge to a new or existing company, use analytical and critical thinking skills to evaluate the feasibility of a business concept and develop the communication and critical thinking skills to present and respond to critical questions related to the business plan.
Unit 1:	ENTREPRENEURSHIP Definition of Entrepreneur, Functions, and Qualities of Entrepreneur, Features, and Competencies of Entrepreneur.
Unit 2:	FORMS OF ENTREPRENEURSHIP Types of Ownership, Sole trading, Partnership, Corporate entrepreneurship, Small Business, Role of Government in the promotion of Entrepreneur.
Unit 3:	FINANCIAL ASPECTS OF THE ENTREPRENEURSHIP Sources of Capital, Debt Capital, Seed Capital, Venture Capital, Informal Agencies, Government Grants & Subsidies, Types of Investors & Private Offerings.
Unit 4:	PROJECT PLANNING & ENTREPRENEURIAL STRATEGY Project Life cycle, Project Proposal & Report Preparation, First-mover advantages & disadvantages, Decisions under uncertainty.
Unit 5:	INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES International Entrepreneurship, International Vs. Domestic Entrepreneurship, Foreign Direct Investment & its types, Export, Stages of Economic Development, Barriers of International Trade
Text Books:	1. The Dynamics of Entrepreneurial Development & Management, Vasanth Desai, Himalaya. 2. Nina Jacob – Creativity in Organisations, Wheeler, 1998. 3. Innovation & Creativity, Jonne & Ceserani, Crest (2010). 4. Entrepreneurship Management – Text & Cases, Bholanath Dutta Excel Books 2009.
Reference Books:	1. Entrepreneurial Development, S.S. Khanka, S. Chand & Company Limited, New Delhi. 2. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A Shepherd, TMH, 2009. 3. Fundamentals of Entrepreneurship, H. Nandan, PHI, New Delhi.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO2, PO4, PO5, PO8, PSO2, PSO3
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Course Code: Course Name:	7P1A33 Cost and Management Accounting
Course Pre-requisites:	
Course Objectives:	1. The objective of the course is to enable the students to the components of product cost, their calculation methods, and their control.
Expected Outcomes:	1. The students will be able to apply the concepts of the components of product cost, their calculation methods, and their control
Unit 1:	INTRODUCTION TO MANAGEMENT ACCOUNTING COST ANALYSIS AND CONTROL Management accounting Vs. Cost accounting vs. financial accounting, Role of accounting information in planning and control, Cost concepts and Managerial use of classification of costs. Cost analysis and control: Direct and Indirect expenses, allocation and apportionment of overheads, calculation of machine hour rate. An introduction to activity based costing.
Unit 2:	COSTING FOR SPECIFIC INDUSTRIES Unit costing, Job Costing, Cost Sheet and tender and process costing and their variants, treatment of normal losses and abnormal losses, inter-process profits, costing for byproducts and equivalent production.
Unit 3:	MARGINAL COSTING -1 Introduction, Application of Marginal costing in terms of cost control, profit planning, Closing down a plant, dropping a product line, charging general and specific fixed costs, fixation of selling price. Make or buy decisions, key or limiting factor.
Unit 4:	MARGINAL COSTING II Selection of suitable product mix, desired level of profits, diversification of products, closing down or suspending activities, level of activity planning. Break-even analysis: application of BEP for various business problems. Inter-firm comparison: need for inter-firm comparison, types of comparisons, advantages.
Unit 5:	BUDGETARY CONTROL Budget, budgetary control, steps in budgetary control, Flexible budget, different types of budgets: sales budget, Cash budget, Production budget, Performance budgets, Zero Based Budgeting; An introduction to cost audit and management audit. Standard Costing: Standard Cost and Standard Costing, Standard costing Vs Budgetary control, Standard costing Vs estimated cost, Standard costing and Marginal costing, analysis of variance, Material variance, Labor variance and Sales variance.
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Hansen Mowen, Cost and Management Accounting & Control, Thompson Publications 2012 2. S.P.Jain and K.L.Narang, Cost and Management Accounting, Kalyani Publishers, New Delhi, 2006. 3. M.Y. Khan, P.K. Jain, Management Accounting: Theory and Problems, TMH, New Delhi, 4/e, 2007. 4. James Jiambalvo, Managerial Accounting, John Wiley & Sons, Inc. New Delhi, 2007. 5. Atkinson, Banker, Kaplan and Young, Management Accounting, PHI, 2006. 6. Manash Gupta, Cost Accounting Principles and Practice, Pearson Education, 2006
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PO4, PO9, PSO1
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Course Code: Course Name:	7P1A34A Knowledge Management
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To understand the history, state-of-the-art and future of knowledge management System applications. 2. To use and evaluate knowledge management systems to facilitate individual and group work. 3. To develop a thorough review of knowledge management application type, both historical and speculative.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Students had the knowledge of history, state-of-the-art and future of knowledge management System applications. 2. Able to use and evaluate knowledge management systems to facilitate individual and group work. 3. Able to apply the knowledge of management application type, both historical and speculative.
Unit 1:	<p>KNOWLEDGE MANAGEMENT Concept of Knowledge Management, KM Myths – KM Life Cycle – Understanding Knowledge – Knowledge, intelligence –Experience – Common Sense –; Characteristics of Knowledge Management Types of Knowledge – Expert Knowledge – Human Thinking and Learning. Knowledge – Definitions of Knowledge, Data, information & knowledge, wisdom basic types of knowledge, Knowledge society-from data to information to knowledge- Drivers of knowledge management Intellectual capital- KM and learning organizations.</p>
Unit 2:	<p>KNOWLEDGE MANAGEMENT SYSTEM LIFE CYCLE Organizational knowledge management- need, benefits, drivers, approaches strategies, components and functions. Challenges in Building KM Systems – Conventional Vrs KM System Life Cycle (KMSLS) – Knowledge Creation and Knowledge Architecture– Nonaka’s Model of Knowledge Creation and Transformation. Knowledge Architecture.</p>
Unit 3:	<p>CAPTURING KNOWLEDGE Recent Tools For KM - Intelligent support systems- intelligent systems an A.I. comparing artificial and neural intelligence, conventional Vs. A.I. computing Fuzzy logic, Emerging technology, virtual reality. Evaluating the Expert – Developing a Relationship with Experts – Fuzzy Reasoning and the Quality of Knowledge – Knowledge Capturing Techniques, Brain Storming – Protocol Analysis – Consensus Decision Making – Repertory Grid- Concept Mapping –Black boarding</p>
Unit 4:	<p>KNOWLEDGE CODIFICATION Modes of Knowledge Conversion – Codification Tools and Procedures – Knowledge Developer’s Skill Sets – System Testing and Deployment – Knowledge Testing –Approaches to Logical Testing, User Acceptance Testing – KM System Deployment Issues – User Training – Post implementation. Looking Ahead: Future of Knowledge Management-Challenges to Knowledge Management; Future of Knowledge Management</p>
Unit 5:	KNOWLEDGE TRANSFER AND SHARING

	Enabling Knowledge Management through Information Technology-Role of Information Technology in Creating Knowledge-Management Systems; Transformation of an Enterprise through Knowledge Management-; Transfer Methods – Role of the Internet – Knowledge Transfer in e- world – KM System Tools – Neural Network – Association Rules – Classification Trees – Data Mining and Business Intelligence – Decision Making Architecture – Data Management – Knowledge Management Protocols – Managing Knowledge Workers.
Text Books:	<ol style="list-style-type: none"> 1. Elias.M. Award & Hassan M. Ghaziri – “Knowledge Management” Pearson Education 2003. 2. Guus Schreiber, Hans Akkermans, Anjo Anjewierden, Robert de Hoog, Nigel Shadbolt, Walter Van de Velde and Bob Wielinga, “Knowledge Engineering and Management”, Universities Press, 2001. 3. C.W. Holsapple, “Handbooks on Knowledge Management”, International Handbooks on Information Systems, Vol 1 and 2, 2003 4. Sudhir Warier, Knowledge Management Vikas Publications. 5. Pankaj Sharma, Knowledge Management APH Pub.
Reference Books:	<ol style="list-style-type: none"> 1. E.Wainright Martin, Carol V. Brown, Danial W. DeHayes, Jeffrey A. Hoffer, William C. Perkins, "Managing Information Technology" 3rd Edition, Prentice Hall International edition 1999. 2. Harold Koontz, Heinz Weihrich, "Essentials of Management", 5th Edition, Tata McGraw Hill 1998. 3. AmritTiwana, : The Knowledge Management Toolkit (Orchestrating IT, Strategy, and Knowledge Platforms, Pearson Education Limited 4. Elias M. Awad, Hassan M. Ghaziri,: Knowledge Management, Pearson Education Limited 5. G. Natrajan& S. Shekhar : Knowledge Management (Enabling Business Growth, Tata McGraw- Hill Publishing Company Limited, New Delhi. 6. H. C. Chaudhary, : Knowledge Management for Competitive Advantage (Changing the world through Knowledge), Excel Books. 7. M. Rao, :Leading with Knowledge (Knowledge Management Practices in Global InfoTech Companies), Tata McGraw-Hill Publishing Company Limited New Delhi. 8. O. P. Goyal, : Knowledge Management (Analysis Design for Indian Commercial Banking Sector), Kalpaz Publications, Delhi 9. W. R. Bukowitz and R. L. Williams,:The Knowledge Management Fieldbook, Pearson Education limited.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO2, PO5, PO6
CO2	PO1, PO4, PO8, PSO1
CO3	PO1, PO3, PO6, PSO2

Course Code:	7P1A34B
Course Name:	Corporate Finance
Course Pre-requisites:	
Course Objectives:	<p>Student will acquire</p> <ol style="list-style-type: none"> 1. Students involved in short term corporate financing 2. Good ethical practices
Expected Outcomes:	<ol style="list-style-type: none"> 1. Will be able to apply the knowledge in short term corporate financing
Unit 1:	<p>INDUSTRIAL FINANCE</p> <p>Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks– Finance for rehabilitation of sick units.</p>
Unit 2:	<p>SHORT TERM-WORKING CAPITAL FINANCE</p> <p>Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments.</p>
Unit 3:	<p>ADVANCED FINANCIAL MANAGEMENT</p> <p>Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.</p>
Unit 4:	<p>FINANCING DECISION</p> <p>Simulation and financing decision - cash inadequacy and cash insolvency- determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.</p>
Unit 5:	<p>CORPORATE GOVERNANCE</p> <p>Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.</p>
Text Books:	<ol style="list-style-type: none"> 1. Richard A.Brealey, Stewart C.Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011 2. I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 12th Edition, 2012.
Reference Books:	<ol style="list-style-type: none"> 1. Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition, 2011. 2. M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition, 2011 3. Smart, Megginson, and Gitman, Corporate Finance, 2nd Edition, 2011. 4. Krishnamurthy and Viswanathan, Advanced Corporate Finance, PHI Learning, 2011. 5. Website of SEBI.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PO2, PO3, PO7, PSO3
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Course Code: Course Name:	7P1A34C Retail Marketing
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To understand the concepts, functions and types of retailers. 2. To acquire an understanding of retailing strategies and retail locations. 3. To develop knowledge of pricing and retail communication mix. 4. To enhance the knowledge of retailing store management. 5. To understand the concepts of CRM in retailing.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Describe the basic concepts and trends of retail management 2. Demonstrate retailing strategies and retail locations 3. Assess the knowledge of pricing and retail communication mix 4. Identify the knowledge of retailing store management. 5. Demonstrate understand the concepts of CRM in retailing.
Unit 1:	<p>INTRODUCTION TO RETAILING</p> <p>Definition - Importance to Economy of Retailing - Functions of Retailing - Opportunities in Retailing -Types of Retailers - The Wheel of Retailing - Retail Management Decision Process - Trends in Retail Industry - Retail Characteristics - Retailing in India.</p>
Unit 2:	<p>RETAIL MARKET STRATEGY & RETAIL LOCATIONS</p> <p>Definition of Retail Strategy - Building a Sustainable Competitive Advantage - The Strategic Retail Planning Process - Retail Locations - Shopping Centers - Location & Retail Strategy and Legal Considerations - Retail Site Location - Evaluating areas for Locations - Evaluating a site for locating a Retail Store and Trade area Characteristics - Gaining Competitive Advantage Through HRM.</p>
Unit 3:	<p>PRICING AND RETAIL COMMUNICATION MIX</p> <p>Retail Pricing Strategies - Approaches for Setting Prices - Price Adjustments - Using Price to Stimulate Retail Sales -Methods of communicating with customers - Planning the Retail Communication Process.</p>
Unit 4:	<p>STORE MANAGEMENT</p> <p>Recruiting &Selecting store Employees - Motivating and Managing Store employees - Evaluating, Compensating and Rewarding store employees – Objectives of Store Design – Store Layout - Space Planning – Merchandising Presentation Techniques – Retail Atmospherics.</p>
Unit 5:	<p>CRM AND CUSTOMER SERVICE</p> <p>CRM Process - CRM in Retailing – Developing CRM Programme - E-retailing – Collecting Customer Data – Setting Services Standards – Meeting and Exceeding Service Standards – Service Recovery.</p>
Text Books:	<ol style="list-style-type: none"> 1. Levy, Weitz and Pandit – Retailing Management, 6/e, Tata McGraw-Hill 2. SwapnaPradhan – Retailing Management, 3/e, Tata McGraw-Hill 3. Berman Barry, Evans Joel R, (2002) Retail Management- A Strategic Approach 8thEdition (Prentice Hall of India). 4. The Art of Retailing by A.J.Lamba (Tata McGraw-Hill Publishing). 5. Dunne Patrick M, Lusch Robert F, Griffith David A, (2002) Retailing 4thEdition, (Thomson SouthWestern). 6. Levy and Weitz - Retailing Management, 6/e, Tata McGraw-Hill
Reference Books:	<ol style="list-style-type: none"> 1. SinhaPiyush Kumar and UniyalDwarika, Retail Management - An Asian Perspective, ThomsonLearning, Singapore, 2005. 2. Retail Management by Chetan Bajaj, RajnishTuli and Nidhi V Srivastava. (OxfordUniversity Press). 3. Retailing by Dale M. Lewison (sixth edition-Prentice Hall)

Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO3, PO5, PSO1
CO2	PO6, PO8, PSO2
CO3	PO3, PSO1
CO4	PO7, PSO2
CO5	PO3, PSO1

Course Code:	7P1A34D
Course Name:	E-Business
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Explain the growth of e-business to date, both business-to-consumer and business-to-business, using relevant theories from business, management and the social sciences. 2. Use the Internet to expand my business. 3. Provide instant information to prospects and customers by making it possible to view product descriptions, FAQ's, price information and applications information directly from Internet.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Critically discuss successful and failed e-business ventures. 2. Assess the role of innovation in e-business. 3. Apply economic theories, such as transaction cost analysis, to explain the economics of e-business.
Unit 1:	E-BUSINESS STRATEGY AND MODELS E-Business-elements-Business requirements, Inhibitors of e-business, e-Business Strategy.
Unit 2:	SECURITY AND RELIABILITY FOR E-BUSINESS Reliability and Quality considerations, Quality requirements, Risk Management, Trust, e-business security, Realizing a secure e-Business infrastructure.
Unit 3:	APPROACHES TO MIDDLEWARE Middleware, messaging, Remote Procedure Calls (RPC), Remote Method Invocation (RMI), Message – Oriented Middleware (MOM), Data access middleware, Transaction-oriented middleware, Distributed-object middleware.
Unit 4:	LEVERAGING LEGACY APPLICATIONS Enterprise information systems and legacy enterprise assets, Strategies for modernizing legacy systems, Non-invasive approaches, Legacy modernization techniques.
Unit 5:	ENTERPRISE APPLICATION AND E-BUSINESS INTEGRATION Overview of enterprise application and e-business integration, Integration challenges.
Text Books:	<ol style="list-style-type: none"> 1. e-business Roadmap for Success, Ravi Kalakota&Maina Robinson, Pearson, 2008 2. E-Commerce, PargDiwan, Excel, 2008 3. e-Business, Michael P. Papazoglou& Pieter M.A. Ribbers, 1/e, WILEY 4. e-Commerce and e-Business, Chaffey, Pearson, 2009
Reference Books:	<ol style="list-style-type: none"> 1. e-Commerce, the Cutting Edge of Business, Kamalesh K Bajaj &Debjani Nag, TMH,2008 2. Creating a winning e-business, Napier, 2/e Thomson, 2009
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO1, PO3, PO5, PSO1
CO2	PO5, PSO2
CO3	PO3, PO7, PSO1

Course Code:	7P1A35A
Course Name:	Personal Administration, Policy and Procedure
Course Pre-requisites:	
Course Objectives:	1. The objective of this course is to teach the student about the Personnel Administration - Application and Procedure in the organisation for various Human Resource related decisions.
Expected Outcomes:	1. To understand personnel administration policies and procedures 2. To draft Appointment orders, Interview letters, Promotion, Transfer & Appreciation Letters 3. To understand of employee disciplinary action procedure. 4. Able to calculate benefits covered under Calculation for Superannuation, Gratuity & Bonus.
Unit 1:	PERSONNEL ADMINISTRATION Definition, Nature, Objectives, Principles, Challenges of modern Personnel Manager.
Unit 2:	PERSONNEL POLICY Definition, Scope, Process, Objectives, Contents of Personnel file & Personnel audit, Personnel Department Structure, Proper Environment around Factory.
Unit 3:	GENERAL COMMUNICATION Drafting of appointment orders, Interview Letters, Promotion, Transfer & Appreciation Letters, Notices & Circulars (All Types)
Unit 4:	WAGE & SALARY ADMINISTRATION General consideration in wage & Salary administration – Objectives & principles, Time keeping, Attendance, Statutory Returns – TDS, Professional Tax, Form 16 (A) PF & ESI Returns.
Unit 5:	DISCIPLINARY ACTION COMMUNICATION Suspension Orders, show cause, Notices, memo, charge sheet, warning, letter of termination & dismissal and Calculations – Calculation for Superannuation, Gratuity & Bonus.
Text Books:	1. Guide on Labour Management forms and precedents (Law, Practice & Procedure) by S.D. Puri (Snow white publications) 2. Personnel Management by Edwin Flippo 3. Personnel Management by C.B. Mamoria 4. Dynamics of personnel Administration by Rudrabaswaraj.
Reference Books:	
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO3, PO5, PSO1
CO2	PO8, PSO2
CO3	PO2, PSO1, PSO2
CO4	PO1, PO4, PSO3

Course Code:	7P1A35B
Course Name:	Financial Markets and Services
Course Pre-requisites:	
Course Objectives:	1. To enlighten the students with the Concepts and Practical dynamics of Financial Markets and Financial Services.
Expected Outcomes:	1. The objective of the course is to provide to students an understanding of financial markets and the services offered within this framework.
Unit 1:	FINANCIAL AND SECURITIES MARKETS AND SERVICES Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India. Financial Markets- Characteristics- Structure and functions of Call Money Market, Government Securities Market – T-bills market, Commercial Bills market, Commercial paper and certificate of deposits.
Unit 2:	CAPITAL MARKETS New Issue Market -Stock Exchange - Functions of Stock Exchange – Organization and structure- Trading in Stock Exchange-SEBI and Regulation of Primary and Secondary Markets.
Unit 3:	ASSET BASED FINANCIAL SERVICES – I Leasing –Definition- types- Advantages – Process- Evaluation. Hire Purchase – Evolution – process –Parties-Legal Frame work.
Unit 4:	ASSET BASED FINANCIAL SERVICES – II Venture Capital: Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal aspects and Guidelines for Venture Capital. Factoring –definition- functions- advantages, evaluation and forfeiting.
Unit 5:	FEE BASED FINANCIAL SERVICES Stock broking – Registration– Clearing and settlement Procedure at NSE –margin trading. Credit Rating-Definition-Process- Credit Rating agencies in India.
Text Books:	1. Financial Institutions and Markets, L.M. Bhole, 4/e Tata McGraw Hill, 2007 2. Financial Services and System, Sasidharan, Mathews, Tata McGraw Hill, 2007. 3. Financial Services, Gorden &Natarajan, Himalaya Publishers, 2009. 4. Investment Institutions and Markets, Jeff Madura, Cengage, 1st Edition, 2009. 5. Financial Markets & Services, Vasanthdesai, Himalaya, 2009
Reference Books:	1. Financial services, Thripati, PHI, 2009 2. Financial Institutions and Markets, Meir Kohn, Oxford University Press, 2007 3. Financial markets and institutions, Mishkin, Pearson Education, 6th edition, 2008 4. Financial Institutions and Markets, Gupta Agarwal, Kalyani Publishers, 2008.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO5, PO6, PSO1
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Course Code:	7P1A35C
Course Name:	Services Marketing
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. To understand the differences between services and physical goods and to understand importance to services and growth in services sector. 2. To understand what service market segmentation means in service and how to maintain valued relations in service by customers. 3. To know the value addition of to the service product and new service development. 4. To discuss service quality audit, gap model of service quality and pricing strategies linked to value perceptions. 5. To find out the role of marketing communication.
Expected Outcomes:	<ol style="list-style-type: none"> 1. The students should be able to understood importance to services, growth of services and Indian economy in service sector. 2. Design service quality measurements to build customer loyalty, evaluate the effectiveness and efficiency of customer service offerings and maintain valued relations with customers. 3. Explain positioning a service in the market and planning and branding service products. Apply new approaches for managing customer satisfaction and loyalty (service quality audit, gap model of service quality and pricing strategies linked to value perceptions).
Unit 1:	UNDERSTANDING SERVICES MARKETING Introduction to Services Marketing - Importance and characteristics of Services - Growth of Services Sector - Services in the Indian Economy - Services Strategy.
Unit 2:	SERVICES MARKET SEGMENTATION The process of market segmentation - Selecting the appropriate customer portfolio - Creating and maintaining valued relations - Customer loyalty.
Unit 3:	CREATING VALUE IN A COMPETITIVE MARKET positioning a service in the market - Value addition to the service product - Planning and branding service products -New service development.
Unit 4:	SERVICE QUALITY MANAGEMENT Service Quality Audit - GAP Model of Service Quality - Total quality Services Marketing - Service Excellence - Pricing of Services - Pricing Strategies Linked to Value Perceptions.
Unit 5:	EXTERNAL MARKETING: Word of Mouth Communication - Interactive Marketing - Management of Moments of Truth - Service Deficiencies - Consumer Grievance Recovery Strategies.
Text Books:	<ol style="list-style-type: none"> 1. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, 6/e, Pearson, 2009. 2. Services Marketing – Integrating Customer Focus Across the Firm, Valarie A.Zeithaml and Mary Jo-Bitner: 4/e, TMH, 2009 3. Services Marketing – Concepts Planning and Implementation, Bhattacharjee, Excel, 2009.

Reference Books:	<ol style="list-style-type: none"> 1. Marketing of Services, Hoffman, Bateson, Cengage, 2006. 2. Services Marketing, Srinivasan, 2/e, PHI, 2009. 3. Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford, 2009. 4. Services Marketing – Text and Cases, Rajendra Nargundkar, TMH, 2009. 5. Service Sector Management, C. Bhattacharjee, Jaico, 2008.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO3, PO5, PO6, PSO1
CO2	PO7, PSO2
CO3	PO8, PSO3

Course Code:	7P1A35D
Course Name:	Enterprise Resource Planning
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Learn concepts of reengineering and how they relate to ERP system implementations 2. Be able to map business processes using process mapping techniques 3. Understand the steps and activities in the ERP life cycle 4. Be able to identify and describe typical functionality in an ERP system
Expected Outcomes:	<ol style="list-style-type: none"> 1. To know the strategic importance of Enterprise Resource Planning. 2. Integrate operations management theory with its practice specifically as the nature of operations is changing from mystification of goods and services to mass customization of goods and services 3. Become fluent with the terminology, concepts and tools needed to understand the issues confronting the operations management function.
Unit 1:	ERP AND TECHNOLOGY: Introduction – Related Technologies – Business Intelligence – E-Commerce and E-Business– Business Process Reengineering – Data Warehousing – Data Mining –OLAP – Product life Cycle management – SCM – CRM
Unit 2:	ERP IMPLEMENTATION: Implementation Challenges – Strategies – Life Cycle – Pre-implementation Tasks –Requirements Definition – Methodologies – Package selection – Project Teams –Process Definitions – Vendors and Consultants – Data Migration – Project management– Post Implementation Activities.
Unit 3:	ERP IN ACTION & BUSINESS MODULES: Operation and Maintenance – Performance – Maximizing the ERP System – Business Modules – Finance – Manufacturing – Human Resources – Plant maintenance –Materials Management – Quality management – Marketing – Sales, Distribution and service.
Unit 4:	ERP MARKET: Marketplace – Dynamics – SAP AG – Oracle – PeopleSoft – JD Edwards – QAD Inc. –SSA Global – Lawson Software – Epicor – Intuitive.
Unit 5:	ENTERPRISE APPLICATION INTEGRATION – ERP and E-Business – ERP II – Total quality management – Future Directions – Trends in ERP.
Text Books:	<ol style="list-style-type: none"> 1. Enterprise Resource Systems, Motiwala, Pearson, 2009. 2. Enterprise Resource Planning, Alexis Lenon, TMH, 2008. 3. Concepts in ERP, Monk, 2/e Thomson, 2009. 4. Managerial Issues of ERP, David L. Olson, TMH, 2009.

Reference Books:	<ol style="list-style-type: none"> 1. Enterprise Resource Planning and MIS, Venugopal Rao, Excel 2009. 2. ERP concepts & practice, Vinod Kumar Kard arid NK VenkataKristan, PHI, 2008. 3. ERP in Practice, Vaman, TMH, 2008. 4. Enterprise Resource Planning, MahadeoJaiswal& Ganesh V Anapalli, Macmillan, 2008.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PO3, PSO1
CO2	PO5, PO6
CO3	PO4, PO7, PSO1

Course Code:	7P1A36A
Course Name:	Wage and Compensation Management
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. The course is designed broadly to promote understanding of the nature of industrial employee's compensation package; principles regulating different components and their role in the compensation package; problem areas; and scope for rationalizing compensation policy; impart skills in formulating a compensation policy and planning a suitable package on principles of equity and efficiency.
Expected Outcomes:	<ol style="list-style-type: none"> 1. After completion of the course the student will be able to analyse different pay structures and employee benefits and manage compensation system.
Unit 1:	INTRODUCTION Concept of wage - Principles and techniques of wage fixation - Basic, dearness and other allowances - Job evaluation - Methods of wage payment. Wage Management - Nominal and real wages, factors affecting them - Wages, incentives, D.A. and other allowances, consumer prices index – Wage differentials.
Unit 2:	THEORIES OF WAGE Economic Theories - Subsistence Theory, Surplus Value Theory, Wages-Fund Theory, Marginal Productivity Theory, Bargaining Theory, Demand and Supply Theory, Purchasing Power Theory. The Behavioural Theories of Motivation - Equity Theory, Expectancy Theory. Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive.
Unit 3:	WAGE POLICY AND REGULATIONS Statutory wage fixation, Minimum Wages Act, 1948 (All provision), Payment of Wages Act, 1936 (All Provisions), The Payment of Bonus Act, 1965(All provisions), Equal Remuneration Act, 1976(All provisions).
Unit 4:	COMPENSATION MANAGEMENT Conceptual and theoretical understanding of economic theory related to Compensation Management - Employees satisfaction and Motivation issues in compensation design. Determination of Inter and Intra industry compensation differentials. Individual and Group Incentives.

Unit 5:	ISSUES RELATED TO COMPENSATION Concept of Dearness Allowance - The role of fringe benefits in reward systems, Retirement Plans including VRS/Golden Handshake Schemes. The Executive Compensation - Workmen's Compensation Act, 1923.
Text Books:	<ol style="list-style-type: none"> 1. Compensation and Reward Management, Sigh BD, Excel Books. 2. Compensation, Ninth Edition, Milkovich, Newman, and Venkata Ratnam, TMH, New Delhi. 3. Compensation Management: Text and Cases, Tapomoy Deb, Excel Books. 4. Industrial Relations, Venkataratnam CS, Oxford University Press, 2006. 5. Industrial Relations, Arun Monappa, TMH, New Delhi, 2009.
Reference Books:	<ol style="list-style-type: none"> 1. Negotiated Change – Collective Bargaining, Liberalization and Restructuring in India, Venkata Ratnam CS, Response Books, New Delhi, 2003. 2. Industrial Relations, Trade Unions and Labour Legislation, Sinha, Pearson, 2007. 3. Labour and Industrial Laws, P.K. Padhi, PHI, 2007. 4. Law of Industrial Disputes, Bagri, Kamal Law House, 2010. 5. Law of Trade Unions, Eastern Book Company, Srivastava, 4th Edition, 2002. 6. Labour and Industrial Law, Dr. V.G. Goswami, Central Law Agency, Allahabad. 7. S.N.M.Mishra: Labour and Industrial Law, Central Law Agency, Allahabad. 8. Labour Law, Khan& Khan, Asia Law House, Hyderabad.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO3, PO4, PO8, PSO1, PSO2
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Course Code:	7P1A36B
Course Name:	Security Analysis and Portfolio Management
Course Pre-requisites:	
Course Objectives:	1. To enlighten the students with the Concepts and Practical applications of Investment Analysis and Portfolio Management.
Expected Outcomes:	1. The objective of this course is to provide the conceptual and Practical understanding of Stock markets Equity & Bond Valuation, Cash market and also Mutual funds.
Unit 1:	INTRODUCTION TO INVESTMENT AND PORTFOLIO MANAGEMENT Definition, Investment Attributes, Investment Vs Speculation. Portfolio Management- Definition and portfolio management Process.
Unit 2:	FUNDAMENTAL ANALYSIS Key variables of Macro Economic Analysis. Industry Life Cycle Analysis – Study of the structure and Characteristics of an Industry – Porter's Model. Company Analysis- A study of Financials – A study of other factors.
Unit 3:	TECHNICAL ANALYSIS Fundamental Analysis Vs Technical Analysis, Dow Theory, Technical Indicators, Moving Averages and Relative Strength Index (RSI).
Unit 4:	MEASUREMENT OF RETURN AND RISK

	Return – Components of Return – Measuring Historical Return. Risk- Definition- Classification – Systematic risk – Unsystematic risk – Standard Deviation – Variance- Measuring expected return and risk.
Unit 5:	PORTFOLIO MANAGEMENT Portfolio models – Markowitz model – Sharpe single index model - Capital Asset Pricing Model. Performance Measures - Sharpe measure – Jensen measure – Treynor measure.
Text Books:	1. Investment Analysis and Portfolio Management, Chandra McGraw Hill 2009. 2. Security Analysis and Portfolio Management, SudhindraBhat, 2008 Excel. 3. Investment Management, V.K. Balla, S.K. Tuteja, Sultan & Chand Company Ltd, 2009. 4. Investment Management, Preethi Singh, Himalaya Publishing House, Mumbai, 2009.
Reference Books:	1. Security Analysis and Portfolio Management, Avadani, Himalaya Publishers, 2009. 2. Investment analysis Portfolio Management, Rely & Brown, Cengage, 8/e, 2009. 3. Investment, Bodie, McGraw Hill Book Company, 2009. 4. Security Analysis and Portfolio Management, Ranganatham & Madhumathi, Pearson Education, 2004.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO2, PO3, PO4, PO8, PSO1, PSO2
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Course Code:	7P1A36C
Course Name:	Consumer Behaviour
Course Pre-requisites:	
Course Objectives:	1. To understand the conceptual foundations of consumer buying behaviour. 2. To provide students with an understanding of the wide range of social, cultural and economic factors which influence consumer behaviour. 3. To familiarize the decision-making process of the consumer. 4. To familiarize models of consumer behaviour. 5. To understand the basic concepts in consumer protection act.
Expected Outcomes:	1. Familiar with the advances in consumer research in deciphering buyer motivation, and behaviour (pre-purchase, purchase and post purchase), impact of social and cultural variables on consumption decisions 2. Explain how the cultural, social, personal and psychological factors that influences the consumer behaviour. 3. Appreciate the application of Consumer Behaviour and Consumer decision process. 4. Link the decision-making process and models of the consumer behaviour. 5. Recognize the need and essence of consumerism and consumer protection acts.
Unit 1:	INTRODUCTION Introduction and overview to study of Consumer Behaviour – Definition of Consumer Behaviour – Significance – Development of the concept & The discipline of Consumer

	Behaviour – Marketing impact on Consumers – Marketing ethics and Social Responsibility – Understanding consumer and Market Segments.
Unit 2:	ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR Reference Groups – Family– Social Class – Culture – Sub-Culture influences on consumer.
Unit 3:	CONSUMER AS INDIVIDUAL AND CONSUMER DECISION PROCESS Consumer Motivation – Consumer Personality - Information Processing - Consumer Perception - Consumer Learning -Consumer Attitudes - Consumer Decision Process.
Unit 4:	MODELS OF CONSUMER BEHAVIOUR: Howard Model, Howard, Sheth Model, EKB Model, Webster and Wind Model, Sheth Industrial Buyer Behaviour Model.
Unit 5:	CONSUMERISM AND THE CONSUMER PROTECTION ACT (1986): Roots of Consumerism, Consumer Safety and Information, Environmental Concerns, Consumer Privacy, Consumer Protection Act 1986, Central and State Consumer Protection Councils, Consumer Disputes Redressal Agencies and Forum, National Consumer Disputes Redressal Commission.
Text Books:	1. David L Loudon and ALBERT J Della Bitta: Consumer Behaviour, 4/e Tata McGraw Hill. Hawkins, Best, Coney, Consumer Behaviour, 8/e, Tata McGraw Hill. 2. Schiffman, L.G and Kanuk L. L Consumer Behaviour, 8/e, Pearson Education, New Delhi, 2003. 3. Henry Assael: Consumer Behaviour And Marketing Action, Kent Publishing Co.
Reference Books:	1. Blackwell, Miniard & Engel: Consumer Behaviour(Thomson) 2. Ramesh Kumar: Consumer Behaviour(Pearson). 3. Suja R. Nair: Consumer Behaviour in Indian Perspective (Himalaya). 4. Subhash Mehta: Consumer Behaviour (Tata McGraw Hill) 5. Satish K Batar Shh kazmi: Consumer Behaviour(Excel) 6. Bennet and Kassarian: Consumer Behaviour, (Prentice Hall Of India)
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO5, PSO1
CO2	PO3, PO7
CO3	PO2, PO7, PSO2
CO4	PO5
CO5	PO3, PO8, PSO3

Course Code:	7P1A36D
Course Name:	Customer Relationship Management
Course Pre-requisites:	
Course Objectives:	1. The ideas behind customer equity and its components – brand equity, value equity and relationship equity 2. Identification and Selection of customers (for both consumer and business markets). 3. Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis
Expected Outcomes:	1. To create insight and new learning in the area of customer relationship management. 2. To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers.

	3. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.
Unit 1:	CONCEPTUAL FOUNDATIONS OF CRM: Evolution of CRM-Building Customer Relationship – Economics of CRM- The Relationship selling concept.
Unit 2:	CRM IN CONSUMER MARKETS: Customer Service and Contact Centres for CRM – Customer Satisfaction and Loyalty.
Unit 3:	TECHNOLOGICAL TOOLS FOR CRM: Components of CRM Solutions – Product Offerings in the CRM Market Space – Comparison of Siebel, Oracle, My SAP, People soft – e CRM.
Unit 4:	TECHNOLOGICAL AND OPERATIONAL ISSUES IN IMPLEMENTING CRM: Benefits and barriers to CRM. CRM Road blocks: Privacy and Ethics – Future of CRM.
Unit 5:	CUSTOMER RELATIONSHIP QUALITY MANAGEMENT: Designing Effective Relationship Management System.
Text Books:	1. Customer Relationship Management, Jagadish Seth, TMH, 2008 2. Customer Relationship Management, Chaturvedi Mukesh, Excel, 2008. 3. Customer Relationship Management, Roger J. Baran: Cengage, 2009. 4. Customer Relationship Management Essentials John W Gosney and Thomas P Boehm, PHI, 2008
Reference Books:	1. Customer Relationship Management A Strategic Perspective, G. Shainesh & Jagadish N Sheth, McMillan. 2. Customer Relationship Management, Das Subhasish, Excel, 2008. 3. Customer Relationship Management, Peelan, Pearson, 2008.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO3, PSO1
CO2	PO4, PO5
CO3	PO6, PSO2

Course Code:	7P1A37A
Course Name:	Employee Performance Management
Course Pre-requisites:	
Course Objectives:	1. To give an understanding about performance management and reward system linked with performance.
Expected Outcomes:	1. The students can understand the importance of performance Management, Performance Appraisals, Reward System, and other performance related concepts.
Unit 1:	PERFORMANCE MANAGEMENT Concept – Performance Management Vs Performance appraisal – Performance Management Vs Human Resource Management – Purpose – Significance: Benefits to organization, Benefits to managers, Benefits to employees – Characteristics of Performance Management – Process. Introducing PMS in an organization.
Unit 2:	MONITORING PERFORMANCE Monitoring performance – Performance reviews: Objectives, Frequency of review, Conducting review meetings, Problems in conducting meetings, Guidelines for conducting meetings.

Unit 3:	COACHING AND COUNSELLING Coaching for Performance Improvement – Concept – Tips for effective coaching Counseling – Functions of Counselling – Steps in Counselling Process.
Unit 4:	ANNUAL STOCK TAKING Stock taking of Performance – Uses – Appraisal system design: Process and approaches – Appraisal methods – MBO and Assessment centre – 360-degree appraisal – Balanced scorecard.
Unit 5:	REWARD AND COMPENSATION MANAGEMENT: Concept and types of compensation, Objectives – Competitive compensation design – Internal factors – External factors – Equity in compensation systems – Fringe benefits – Objectives – Factors influencing fringe benefits – Types of fringe benefits – Retirement benefits, Statutory and tax aspects.
Text Books:	1. Performance Management, Herman, Aguinis, Pearson Education, 2009. 2. Performance Management and Appraisal Systems, T.V.Rao, Response, 2008. 3. Performance Management, Kandula, PHI, 2009. 4. Performance Management, Michael Armstrong, Kogan Page, 2007.
Reference Books:	1. Performance Management, A.S. Kohil, T. Deb, Oxford, 2008. 2. Performance Management, Dinesh K. Srivatsava, Excel, 2008 3. 360 Degree Feedback and Assessment and Development Centres, T.V. Rao, Excel, 2008.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO3, PO8, PSO1, PSO3
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Course Code:	7P1A37B
Course Name:	Financial Engineering
Course Pre-requisites:	
Course Objectives:	1. To know about tools of financial engineering 2. To develop new financial products 3. To identify the risk management issues and instruments 4. To know about mergers and acquisitions 5. To identify the recent developments in financial globalization
Expected Outcomes:	1. On completion of the course students will be able to know how to explore new financial technologies in risk measurement and management, Derivatives pricing and hedging, Portfolio management, Model validation and Corporate finance
Unit 1:	INTRODUCTION TO FINANCIAL ENGINEERING Meaning, Scope and Need-Tools of Financial Engineering – Financial Engineering and Financial Analysis – Factors Contributing to the Growth of Financial Engineering – Financial Engineering Process.
Unit 2:	FINANCIAL PRODUCT DEVELOPMENT Need – Direction – Design – Testing and Introduction – Recent Debt Market Innovations – Zero Coupon Securities – Repo and reverse Market, Junk Bonds, Fixed Vs Floating Rate – Equity and Equity Related Instruments – Equity Options – Warrants – Equity Distribution –

	The Role of Equity in Corporate Capital Structure – Hybrid Securities – Meaning – Need and Types of Securities.
Unit 3:	FINANCIAL ENGINEERING PROCESS AND STRATEGIES Overview – Changing Face of Liquidity Management – Asset Liability Management (ALM) in Banking sector – Hedging – Process of Hedging – Risk Management issues and Instruments – Liquidity Risk Management – Interest Rate Risk Management – Currency Risk Management – Role of GAP – Simulation – Duration Method – Value at Risk (VAR).
Unit 4:	CORPORATE RESTRUCTURING Mergers and De-mergers – Motives – Acquisitions – Takeover – LBO – Sources of Value in a Leveraged Buy Out – Disinvestments Process – Motives – The Role of Financial Engineer.
Unit 5:	GLOBALIZATION AND FINANCIAL ENGINEERING Meaning – Recent Developments Towards Financial Globalization – International Capital Markets and Instruments – Development of New Markets and Market Linkages – Recent Trends in Settlement and Clearing – Financing Engineering and Monetary Policy – Legal Protection for Dept. of Management Studies 81 P a g e innovative Finance Products – Using a Copy Right – Patent Right and Trade Mark – Legal Protection Against Unfair Competition.
Text Books:	1. John F. Marshall & Vipul; K. Bansal, Financial Engineering; A complete Guide to Financial innovation, Prentice-Hall of India, Private Ltd., New Delhi, 2. Prasanna Chandra Financial Management, Tata McGraw Hill
Reference Books:	1. Gerald A. Fleischer, Capital Allocation Theory: The Study of Investment Decisions, Appleton-Century- Crofts, Merdith Corporation, New York. 2. S. Roman, Introduction to the Mathematics of Finance: From Risk Management to Options Pricing, Springer, 2004. 3. J.C. Hull, Options, Futures and Other Derivatives, 6th Edition, Prentice Hall of India / Pearson Education, 2006. [7th international edition is available now. 4. Buckley Andriaw, “Multinational Finance”, PHI. New Delhi. 5. Jeevanandam C, “Foreign Exchange and Risk Management”, Sultan Chand & Sons, New Delhi 6. Edwards Franklin, “Futures ad options”, TMH (International Edition), New Delhi 7. Chaterjee B.K., “Principles of Foreign Exchange” MPH, Mumbai 8. Dubofsky, “Options and Financial Futures Valuation and Uses”, TMH, New Delhi
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO3, PO8, PSO1, PSO3
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Course Code:	7P1A37C
Course Name:	Brand Management
Course Pre-requisites:	
Course Objectives:	1. To understand the Brand concepts and different types of Brands. 2. To know Brand Strategies and Position. 3. To understand the Brand Communications 4. To asses Brand extension and factors influencing decision for extension 5. To understand brand performance and branding challenging and opportunities.
Expected Outcomes:	1. To successfully known the Brand concepts and different types of Brands. 2. To familiarize Brand Strategies and Position.

	<p>3. To familiarize the Brand Communications</p> <p>4. To assessed Brand extension and factors influencing decision for extension</p> <p>5. To successfully establish and sustain brands and lead to extensions.</p>
Unit 1:	<p>INTRODUCTION</p> <p>Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.</p>
Unit 2:	<p>BRAND STRATEGIES</p> <p>Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.</p>
Unit 3:	<p>BRAND COMMUNICATIONS</p> <p>Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.</p>
Unit 4:	<p>BRAND EXTENSION</p> <p>Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.</p>
Unit 5:	<p>BRAND PERFORMANCE</p> <p>Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.</p>
Text Books:	<p>1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.</p> <p>2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012.</p>
Reference Books:	<p>1. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.</p> <p>2. Paul Tmepoal, Branding in Asia, John Willy, 2000.</p> <p>3. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.</p> <p>4. Jagdeep Kapoor, Brandex, Biztranza, India, 2005.</p> <p>5. MahimSagar, Deepali Singh, D.P.Agarwal, Achintya Gupta.–Brand Management Ane Books Pvt.Ltd – (2009)</p>
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO1, PSO1
CO2	PO3, PO4
CO3	PO3
CO4	PO2, PO5
CO5	PO5, PO6, PSO2, PSO3

Course Code:	7P1A37D
Course Name:	Data Warehousing and Mining
Course Pre-requisites:	
Course Objectives:	1. Learning how to gather and analyze large sets of data to gain useful business understanding.

	<ol style="list-style-type: none"> Learning how to produce a quantitative analysis report/memo with the necessary information to make decisions. Describing and demonstrating basic data mining algorithms, methods, and tools
Expected Outcomes:	<ol style="list-style-type: none"> Students would learn data mining techniques and methods in integrating and interpreting the bioinformatics data sets and improving effectiveness, efficiency and quality for bioinformatics data analysis. Analyse a database problem and determine whether a deductive system will be superior to a purely relational system by comparing the relational approach to a deductive solution.
Unit 1:	MANAGING DATA: Individual Data Management, Organisational Data Warehousing and Data Management, Components of Organisational Memory, Evaluation of Database Technology,
Unit 2:	DATA WAREHOUSING INTRODUCTION: What is a Data Warehouse, Who uses Data Warehouse, Need for Data Warehouse, Applications of Data Warehouse: Concepts, Context of Data Warehouse Data Base, and Data Base Structures – Organizing Relational Data Warehouse – Multi – Dimensional Data structures.
Unit 3:	META DATA: Human Meta Data, Computer based Meta Data for People to use; Computer based Meta Data for the Computer to use
Unit 4:	ANALYZING THE CONTEXTS OF THE DATA WAREHOUSE: Active Analysis, User Queries – OLAP; Constructing a Data Warehouse System: Stages of the Project – Developing a Project Plan, Data Warehousing Design Approaches
Unit 5:	GETTING DATA INTO THE DATA WAREHOUSE: Extraction, Transformation, Cleaning, Loading and Summarization, Data Mining Creating a Decision Tree, Correlation and Other Statistical Analysis, Neural Networks, Nearest Neighbour Approaches, Putting the Results to Use.
Text Books:	<ol style="list-style-type: none"> Decision Support Systems and Data Warehouse Systems, Efram G. Mallach: TMH, 2009. Modern Data Warehousing, Mining and Visualization Core Concepts, Marakas, Pearson, 2008. Data Management, Data Bases and Organizations, Richard T Watson: 5/e, Wiley.
Reference Books:	<ol style="list-style-type: none"> Data Warehousing, Data Mining OLAP, Berson Smith, TMH, 2008. Data Mining Techniques and Tasks, THMS Ivanandam, TMH, 2008.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p> <p>80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks.</p> <p>Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.</p>

CO1	PO7, PSO1
CO2	PO2, PO4

Course Code:	7P1A38
Course Name:	Seminar (Success Stories of Entrepreneurs)
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> Aim of this seminar is to understand how entrepreneurs are becoming successful. This is to inspire students to become job providers rather than job seekers.
Expected Outcomes:	<p>The students should be able to understand:</p> <ol style="list-style-type: none"> How to start a company?

	<ol style="list-style-type: none"> 2. How to choose the product and estimate demand for the product. 3. The problems of procurement of raw materials. 4. The marketing, HR and finance problems of the entrepreneur. 5. Growth alternatives available to the entrepreneur.
Unit 1:	A brief report of the understanding and observation should be submitted and presented in the class.
Unit 2:	
Unit 3:	
Unit 4:	
Unit 5:	
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Raj Shankar, Entrepreneurship Theory and Practice, TMH First edition, 2012. 2. A G Krishnamurthy, Dhirubhaism, TMH, 2011. <p>Journals:</p> <ol style="list-style-type: none"> 3. The Journal of Entrepreneurship, Entrepreneurship Development Institute of India, Ahmedabad. 4. Journal of Human Values: IIM Calcutta.
Assessment Mode:	For practical subjects, 60 marks shall be awarded in the end semester examination, 40 marks shall be awarded for internal evaluation. Out of 40 marks, 10 marks shall be awarded based on best of the two internal lab examinations including viva voce and 30 marks shall be awarded based on day-to-day work including lab record. He/she should secure a minimum of 50% marks.

CO1	PO3, PSO3
CO2	PO2, PO8
CO3	PO8
CO4	PO1, PSO1
CO5	PO4, PO5, PO6, PSO2

Semester - IV

Course Code:	7P1A41
Course Name:	Strategic Management
Course Pre-requisites:	
Course Objectives:	1. The aim of this subject is to enable the students develop a holistic perspective about strategic management of an organization.
Expected Outcomes:	1. Students should be able to understand how to scan internal and external environment of an organization, understand different types of strategies and structures, with that knowledge they will also be able to evaluate strategies and take corrective steps.
Unit 1:	CONCEPT OF STRATEGIC MANAGEMENT: Definition of Strategy – Strategic Management as a Process – Developing Strategic Vision, Mission, Objectives, Goals and Policies – Factors that Shape a Company’s Strategy – Concepts of Core Competence – Crafting Strategy for Competitive Advantage.
Unit 2:	ENVIRONMENTAL SCANNING AND APPRAISAL: Concept of Environment, Components of Environment (Economic, Legal, Political and Technological) – Industry and Competitive Analysis Method. Evaluating Company Resources and Competitive Capabilities – Environmental Scanning Techniques –ETOP, QUEST, and SWOT (TOWS).
Unit 3:	STRATEGIC ANALYSIS AND CHOICE: Tools and Techniques – Porter’s Five Force Model – BCG Matrix, GE Model, Market Life Cycle Model – Organisational Learning and the Experience Curve.
Unit 4:	STRATEGY FORMULATION: Formulation of Strategy at Corporate, Business and Functional Levels. Types of Strategies – Offensive Strategy, Defensive Strategy, Vertical Integration, Horizontal Integration –Tailoring Strategy to Fit Specific Industry and Company Situations.
Unit 5:	STRATEGY IMPLEMENTATION: Project Implementation, Procedural Implementation, Resource Allocation. Organisation Structure and Systems in Strategy Implementation. Strategy and Leadership, Corporate Culture, Values, Ethics and Social Responsibility.
Text Books:	1. Business Policy and Strategic Management, Kazmi, 2/e, TMH. 2. Crafting and Executing Strategy: Concepts and Cases, Thomson, Gamble, Jain, 14/e, TMH. 3. Concepts in Strategic Management and Business Policy, Wheelmen and Hunger, Pearson Education.
Reference Books:	1. Strategic Management Concepts and Cases, Fred R. David, 12/e, PHI. 2. Strategic Management, SubbaRao.P, Himalaya. 3. Strategic Management, Ireland, Hoskinson, Hitt, Cengege. 4. Strategic Management – Theory and Application, Habergerg and Rieple, Oxford. 5. Strategic Management – Text and Cases, VSP Rao, Excel. 6. Business Policy and Strategic Management, Sukul Lomash and PK Mishra,Vikas.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO2, PO3, PO5, PO6, PO7, PO8, PSO2, PSO3
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Course Code:	7P1A42
Course Name:	International Business Management
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Cultivate knowledge and skills to compete effectively in the ever-changing global business environment. 2. Develop tools to work in the specialized international business markets. 3. Expand analytical capability to capitalize on global business opportunities in the 21st century. 4. Develop skills in strategic planning, decision-making, problem-solving, and technology management. 5. Analyze various international business practices and determine appropriate strategies for working across borders.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Develop an understanding that international organizations operate in more than one country. 2. Identify three environments—domestic, foreign, and international—in which the international company operates. 3. Identify current trends in international trade and foreign investment. 4. Identify organizations and banks that support international trading. 5. Understand the cultural differences and ethics of international trading.
Unit 1:	<p>GLOBALISATION</p> <p>Meaning, Process, Drivers of economic Globalisation, Globalisation of markets, Production, Investment, Technology impact of globalization in India. International Business Environment: An overview, International Economic, Political, Technological, Social and Cultural – frame work.</p>
Unit 2:	<p>MODES OF ENTRY INTO INTERNATIONAL BUSINESS Introduction, Exporting, Licensing, Franchising, Special modes, FDI with and without alliances.</p>
Unit 3:	<p>W.T.O</p> <p>Genesis, organizational structure, Uruguay round packages– its impact on International business.</p>
Unit 4:	<p>EXPORT FINANCING</p> <p>International liquidity, role of IMF, IBRD in international business, Foreign exchange markets. International Marketing: Developing global competitiveness, International marketing strategies in different stages of product life cycle.</p>
Unit 5:	<p>ECONOMIC ZONES: Objectives, Foreign trade zone, Economic processing zone, Free zone, Special economic zone, Net foreign exchange earnings.</p>
Text Books:	<ol style="list-style-type: none"> 1. International Business- text and cases, P. Subbarao, 3/e HPH. 2. International Business, Cherunilam, 4/e PHI 3. International Business, Joshi, Oxford, 2009 4. International Business, Czinkota, Morfett, 7/e, Cengage.
Reference Books:	<ol style="list-style-type: none"> 1. International Business; Environmental operations, Jhon D. Daniellleu H.Rodebaugh, Addison Wesley, 2007 2. International Business, Justin Paul 4/e, PHI. 3. International Business, Environments and operations, Daniells, Radebangh, Sallivan, Salwan, Pearson, 2009 4. International Business, Odedshenkaryodongluo – John wiley& co 2006 5. International Business, Hill, Jain, 6/e TMH 6. International Business, Shyamshakla, Excel 2008
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p>

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO3, PO5
CO2	PO5
CO3	PO5, PO6
CO4	PO3, PO4
CO5	PO3, PSO3

Course Code:	7P1A43A
Course Name:	International Human Resource Management
Course Pre-requisites:	
Course Objectives:	1. To create awareness on human resource practices of international organisations.
Expected Outcomes:	1. After completion of this course the students can understand the cultural and global conditions of human resource practices.
Unit 1:	HUMAN AND CULTURAL VARIABLES IN GLOBAL ORGANIZATIONS Cross Cultural Differences – Cross – Cultural Research Methodologies – Hofstede’s Hermes Study, Managerial Implications.
Unit 2:	INTERNATIONAL STAFFING Nature, Sources, Policies – Human Resource Planning – Recruitment and Selection for International Assignment – Training Expatriation – Repatriation.
Unit 3:	COMPENSATION PRACTICES Designing Compensation Programme, Approaches to International Compensation, Differentiating PCN’S and TCN’S.
Unit 4:	TRAINING AND DEVELOPMENT Need, Cross Cultural Training, Learning – Performance Management and HR Process – Competency Appraisal – Cultural Issues.
Unit 5:	INTERNATIONAL INDUSTRIAL RELATIONS Trade Unions, Collective Negotiations, Disputes/Conflicts, Quality Circles and Participative Management.
Text Books:	1. International Human Resource Management, Aswathappa, TMH, 2009. 2. International Human Resource Management, SubbaRao P, Himalaya, 2008 3. International Dimensions of Organizational behaviour, Adler N.J., Kent 4. International Dimension of Human Resource Management, Dowling P.J, Thomson/Cengage, 2009.
Reference Books:	1. International Human Resource Management, Tony Edwards & Chris Rees, Pearson, 2008 2. International Human Resource Management, Rao P.L, Excel. 2008
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO2, PO3, PO5, PO6, PSO1, PSO2,
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Course Code:	7P1A43B
Course Name:	International Financial Management
Course Pre-requisites:	
Course Objectives:	1. To enlighten the students with the Concepts and Practical applications of International Financial Management.
Expected Outcomes:	1. The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting.
Unit 1:	INTERNATIONAL MONETARY SYSTEM Introduction, Gold Standard, Bretton Woods System, Exchange Rate Regimes, Fixed and Floating Exchange Rates, Currency Convertibility, International Liquidity and International Reserves.
Unit 2:	FOREIGN EXCHANGE MARKET Function and Structure of the Forex Markets, Major Participants, Types of Transactions and Settlements, Foreign Exchange Quotations.
Unit 3:	CROSS-BORDER INVESTMENT DECISIONS Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.
Unit 4:	FINANCING DECISIONS OF MNC'S Introduction, Cost of Capital, Capital Structure, and Methods of Raising Capital.
Unit 5:	MULTINATIONAL FINANCING INSTITUTIONS International Bank for Reconstruction and Development, International Development Association, the International Finance Corporation, International Monetary Fund.
Text Books:	1. International Financial Management, S. EunChoel and Risnick Bruce: TMH, 2009. 2. International Financial Management, MachiRaju, HPH, 2008. 3. International Financial Management, Jeff Madura, Cengage, 1st Edition, 2009. 4. International Financial Management, V.A Avadhani, Himalaya, 2008.
Reference Books:	1. International Financial Management, Sharan, 5th Edition, PHI, 2009. 2. International Financial Management, Madhu Vij, Excel, 2009. 3. International Financial Management, T. Siddaiah, Pearson, 2009. 4. International Financial Management, Srivastava R.M: Excel, 2009.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
CO1	PO1, PO2, PO3, PO5, PO6, PSO1, PSO2

Course Code:	7P1A43C
Course Name:	Digital Marketing
Course Pre-requisites:	
Course Objectives:	
Expected Outcomes:	<ol style="list-style-type: none"> 1. Understand and appreciate the role of digital marketing in the overall marketing strategy, 2. Recognise and engage numerous effective digital marketing strategies and tactics, 3. Measure and evaluate digital marketing in terms of KPIs and metrics, 4. Integrate digital marketing strategies in the overall strategy of the company.
Unit 1:	<p>INTRODUCTION TO DIGITAL MARKETING</p> <p>Introduction to Internet; History and its Working – Digital Marketing and Digital Marketing Strategy; Definitions and History – Internet in the Traditional Marketing Mix – Crafting a Digital Marketing Strategy – Steps in Building Effective Website.</p>
Unit 2:	<p>SEO, PPC AND DISPLAY</p> <p>SEO; Introduction, Search Engine Result Page Positioning, Search Behaviour, On-Page Optimisation and Off-Page Optimisation.</p> <p>PPC; Introduction, History, How PPC Works, Types of Adverts, Targeting Adverts, Behavioural and Demographic Targeting, Pros and Cons.</p> <p>Display Advertising; History, Types and Formats, Types of Display Campaigns, Planning and Targeting Display Campaigns, Campaign measurement.</p>
Unit 3:	<p>EMAIL AND MOBILE MARKETING</p> <p>Email Marketing; History, Email List Capture, Email Content, Email Marketing Performance Metrics, Avoiding Spam Filters, Do's and Don'ts of Email Marketing.</p> <p>Mobile Marketing; Mobile Web Design, Mobile Ad Formats, Mobile Advertising Key Tips, Proximity Marketing, SMS Marketing.</p>
Unit 4:	<p>SOCIAL MEDIA MARKETING</p> <p>Introduction, History, Traditional Media vs Social Media, Social Media Plan – Facebook Advertising – Twitter Advertising – YouTube Advertising – LinkedIn Advertising</p>
Unit 5:	<p>ANALYTICS AND REPORTING</p> <p>What are Analytics – Tools and Technology of Analytics – Attribution Modelling – Presentation</p>
Text Books:	
Reference Books:	<ol style="list-style-type: none"> 1. Damian Ryan, Understanding Digital Marketing; Marketing Strategies for Engaging the Digital Generation, 3rd Edition, Kogan Page 2. Dave Chaffey and PR Smith, eMarketing eXcellence; Planning and Optimising Your Digital Marketing, 3rd Edition, Butterworth-Heinemann, Elsevier 3. Ian Dodson, The Art of Digital Marketing; The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, John Wiley and Sons 4. Larson and Draper, Internet Marketing Essentials; A Comprehensive Digital Marketing Textbook, Stukent Inc. 5. Rob Stokes, eMarketing; The Essential Guide to Digital Marketing, 4th Edition, Saylor Foundation 6. Simon Kingsnorth, Digital Marketing Strategy; An Integrated Approach to Online Marketing, Kogan Page. 7. Will Rowan Digital Marketing; Using New Technologies to Get Closer to Your Customers, Kogan Page.
Assessment Mode:	<p>I Mid Examination – 40 Marks (Unit 1 & 2)</p> <p>II Mid Examination – 40 Marks (Unit 3, 4 & 5)</p>

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO3, PSO1, PSO2
CO2	PO1, PO2, PSO2
CO3	PO5, PO6, PO8
CO4	PO7, PSO2

Course Code:	7P1A43D
Course Name:	Corporate Information Management
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Provide students with quantitative and qualitative tools to identify, analyze and develop business opportunities as well as solve business problems; 2. Develop students' ability to think strategically, and to lead, motivate and manage teams across borders; 3. Instill students with skills of curiosity, initiative, independence, reflection and knowledge transfer which will allow them to be in a position to manage new knowledge in their professional careers. Develop students' written and oral communication competencies to enhance managerial effectiveness.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Prepare consolidated financial statements. 2. Prepare complete sets of statutory financial statements with complete disclosures. 3. Interpret financial statements and assess their usefulness to various stakeholders.
Unit 1:	IT PLANNING AND STRATEGY TOOLS Strategy Analysis – Environment Analysis – Conducting Strategy Audit – Assessing Opportunities and Risks – Company – Technology Analysis – Industry – Technology Analysis Trajectories of Technology Analysis Trajectories of Technology – Need for New Capabilities.
Unit 2:	EXTENDING THE ENTERPRISE Organizing for Innovation – Collaboration – Understanding Business Networks: Differentiation Interdependence and Ownership – Designing Hybrid Governance Models – Building Collaborative Community – Emerging Network Business Models.
Unit 3:	IT ALIGNMENTS Building the Case for IT – Leveraging Infrastructure and Creating Options – Components of Internetworking Infrastructures – Rise of Internetworking – Business Implications.
Unit 4:	MANAGING IT SERVICES Availability Facilities – Uninterruptible Power – Delivery – Climate Control – Security – New Service Models.
Unit 5:	IT OUTSOURCING Managing Risk through Incremental Outsourcing – Outsourcing Advantages and Disadvantages – Outsourcing Opportunities – Managing Relationships with Outsourcing Agencies.
Text Books:	<ol style="list-style-type: none"> 1. Lynda M. Applegate, Robert D. Austin and F. WarrenMcFarlan, Corporate Information Strategy and Management, TMH. 2. C.S.G. Krishnamacharyulu and LalithaR., Management of Technology, Himalaya 3. V.K.Narayan, Managing Technology and Innovation for Competitive Advantage, Pearson, 2009. 4. C.K.Prahlad, TheNew Age of Innovation, TMH, 2009.

Reference Books:	1. SanjivaShankarDubey, IT strategy and Management, PHI, 2009. 2. ParagKulkarni IT Strategy for Business, Oxford, 2009.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO4, PSO1
CO2	PO2
CO3	PO6

Course Code:	7P1A44A
Course Name:	Organization Development
Course Pre-requisites:	
Course Objectives:	1. To understand the conceptual, frame work and the theories underlying Organizational Development. 2. To understand behavioural interventions in the organization.
Expected Outcomes:	1. Apply interventions for building individual, team and process related to Organizational activities. 2. Understand organization development theories and strategies within a global context.
Unit 1:	ORGANIZATION DEVELOPMENT Definition – Contributory Stems, Values, Assumptions.
Unit 2:	CHARACTERISTICS AND FOUNDATIONS OF OD Systems Outlook – Third Wave Management and Organization Transformation.
Unit 3:	DIAGNOSTIC PROCESS AND AREAS OF DIAGNOSIS Action Research – As a Process and Approach – Organization Development.
Unit 4:	INTERVENTIONS CLASSIFICATION Team Interventions – Intergroup Interventions – Third party Peace-making Intervention.
Unit 5:	STRUCTURAL INTERVENTIONS Comprehensive Interventions and Training Experience. Other Interventions- T-Groups, Behaviour Modelling, Life and Career Planning.
Text Books:	1. Organisation Development and Transformation, French, Bell & Zawacki, 6/e TMH, 2008. 2. Organization Change and Development, Kavita Singh: Excel, 2008. 3. Organisation Development, Daniel Robey& Steven Actman, Macmillan. 4. Organisation Development Interventions &Strategies, S. Ramnarayan, T.V.Rao & Kuldeep Singh, Response. 2009. 5. Organisation Development, Daniel Robey& Steven Actman, Macmillan. 6. Organisation Development, French & Bell, Pearson. 2008. 7. Organisation Development Change, Cummins & Worley, Thomson/Cengage, 2009.
Reference Books:	
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO1, PO2, PO7, PO8, PSO1, PSO2
CO2	PO5, PO6

Course Code:	7P1A44B
Course Name:	Financial Derivatives
Course Pre-requisites:	
Course Objectives:	1. To understand the importance of financial Derivatives markets. 2. To understand the pricing of derivative instruments, risk management and market strategies towards trading.
Expected Outcomes:	1. Apply the right pricing techniques in derivatives trading. 2. Apply good hedging strategies
Unit 1:	INTRODUCTION TO DERIVATIVES Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives.
Unit 2:	FINANCIAL AND DERIVATIVES MARKETS Fundamental linkages between Spot & Derivative Markets, the Role of Derivatives Market, Uses & Misuses of Derivatives.
Unit 3:	FUTURE AND FORWARD MARKETS: Structure of Forward and Future Markets, Mechanics of Future Markets, Hedging strategies, Using Futures.
Unit 4:	OPTIONS Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholes Merton Model.
Unit 5:	SWAPS Concept and Nature, Evolution of Swap Market, Features of Swaps. Types of Swaps- Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, Using Swaps to Manage Risk, Pricing and Valuing Swaps.
Text Books:	1. Financial Derivatives, Mishra: Excel, 2009. 2. Options, Futures and Other Derivatives, John C Hull: 7th Edition, Pearson Education, 2009 3. Derivatives Valuation and Risk Management, David A. Dufresne, Thomas W Muller, TR: Oxford, 2008 4. Risk Management Insurance and Derivatives, G.Koteshwar: Himalaya, 2008.
Reference Books:	1. Risk Management & Derivatives, Stulz, Cengage, 2009 2. Derivatives and Risk Management, Jayanth Rama Varma: TMH, 2008. 3. Financial Derivatives, Gupta, 1st Edition, PHI, 2008 4. Fundamentals of Futures and Options Market, John C Hull: Pearson Education, 2008.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO2, PO3
CO2	PO1, PSO2

Course Code:	7P1A44C
Course Name:	Advertising and Sales Promotions
Course Pre-requisites:	
Course Objectives:	1. To understand the process of marketing communications and to acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.
Expected Outcomes:	1. Have a solid, culturally- sensitive and specialized knowledge in advertising that will enables students to pursue careers in this field and build public relations.
Unit 1:	ADVERTISING Changing concept, Role of advertising in a developing economy, A critical appraisal, Types of advertisement, Advertisement in marketing mix, Advertising Process.
Unit 2:	ORGANISING FOR ADVERTISING AND BUDGETS Advertising department and Advertisement manager: Objectives and Functions, Role and Functioning of advertisement agencies. Advertising agency skills and service, Client-Agency relationship, Types, Decision models, Sales response and Decay, Communication, State, Competitive share.
Unit 3:	AD MEDIA Characteristics, Media selection, Optimizing and Non-optimizing approaches, Media scheduling, Media research – Sources of themes: Adapting presentation to medium campaign, USP, Brand image, Positioning, Purchase proposition and Creative interpretation, Insertions, Contract.
Unit 4:	ADVERTISEMENT AND EFFECTIVENESS Visual layout, Art work, Production traffic copy, Effective use of words, Pre – testing, Post testing, Experimental designs, Advertising and Principles of Integrated Marketing Communication and Image Building.
Unit 5:	SALES PROMOTION AND PUBLIC RELATIONS Definition, Role, Types, Consumer sales promotion, Dealer display contests, Discounts, Bonus offers, Retail merchandising techniques. Publicity: Public relations campaign, Use of press, radio and TV, Opinion building, Customer service and Community service, Publicity and Corporate advertising, Process of PR, Publicity, Power of publicity, Control and Dissemination of publicity.
Text Books:	1. Integrated Advertising, Promotion and Marketing Communications, Clow, Baack, 3/e, Pearson, 2008. 2. Integrated Advertising, Promotion and Marketing Communications, Kruti Shah, Alon D'Souza, TMH, 2009 3. Advertising and Promotion – An Integrated Marketing Communication Approach, Shimp, Cengage, 2007. 4. Advertising, Sales and Promotion Management, S.A. Chunawalla, Himalaya, 2009.
Reference Books:	1. Advertising & Sales Promotion, SHH Kazmi, Satish Batra, 3/e, Excel2009. 2. Advertising Management with Integrated Brand Promotion, O'Guinn. Allen, Semenik, Cengage,2009. 3. Advertising Management, Jethwaney, Jain, Oxford, 2009.

	4. Contemporary Advertising, Arens, 10/e, TMH, 2009.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5) 80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.

CO1	PO1, PO2, PO3, PO4, PO5, PSO1, PSO2, PSO3
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Course Code:	7P1A44D
Course Name:	Data Communication and Network Analysis
Course Pre-requisites:	
Course Objectives:	<ol style="list-style-type: none"> 1. Build an understanding of the fundamental concepts of computer networking. 2. Familiarize the student with the basic taxonomy and terminology of the computer networking area. 3. Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking.
Expected Outcomes:	<ol style="list-style-type: none"> 1. Independently understand basic computer network technology. 2. Understand and explain Data Communications System and its components. 3. Identify the different types of network topologies and protocols.
Unit 1:	INTRODUCTION General Structure of Networks – ISO, OSI Reference Model, Hierarchical Network, Connectivity Analysis – Delay Analysis – Local Access Network Design, Transmission and Multiplexing – Digital Transmission – Circuit Switching Packet Switching – Terminal Handling – Error Correction and Error Correcting Codes.
Unit 2:	DATA LINK LAYER Data Link layer design issues, framing, error control, flow control, Error Detection and Correction, Elementary data link protocols, Sliding Window protocols
Unit 3:	NETWORK LAYER : Network layer design issues , Routing Algorithms-the Optimality Principle, Shortest path Routing, Flooding, Distance Vector Routing, Link State Routing, Hierarchical Routing, Broadcasting routing and Congestion control algorithms.
Unit 4:	TRANSPORTATION LAYER AND SESSION LAYER: Transport Service – Addressing and Connection Establishment – Flow Control and Buffering – Synchronization – Crash Recovery Gate Way – Internet Work Fragmentation – Session Layer.
Unit 5:	PRESENTATION LAYER: Network Security and Privacy – Data Encryption – Key Distribution Authentication and Digital Signatures – Virtual Terminal Protocols – File Transfer Protocols.
Text Books:	<ol style="list-style-type: none"> 1. Data Communication and Computer Networks, Duck & Read, 2/e, Person, 2009. 2. Understanding Data Communications and Networks, William A. Shay, Vikas. 3. Data Communication and Net Working, BehrouzA. Forouzan, TMH, 2009.
Reference Books:	<ol style="list-style-type: none"> 1. Data Networks, Bertsekas & Gallages, PHI 2. Computer Communications and Networking Technologies, Michael A. Gallo, Cengage, 2009.
Assessment Mode:	I Mid Examination – 40 Marks (Unit 1 & 2) II Mid Examination – 40 Marks (Unit 3, 4 & 5)

	80% weightage for better performance and 20% for other shall be considered from the above two mid examinations and consolidated to 40 Marks. Semester End Examination – 60 Marks. He/she should secure a minimum of 50% marks.
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CO1	PO5, PO6
CO2	PO3, PO6
CO3	PO4, PO7

Course Code: Course Name:	7P1A45 PROJECT WORK
Course Pre-requisites:	
Course Objectives:	1. To make the students familiar to apply the knowledge gained from the theoretical subjects in the entire course
Expected Outcomes:	1. Will be able to apply the various concepts in real time scenarios
	Students are required to take up a project work, in which the student can choose any specific problem of industry or industry-based project work. Alternatively, it can be secondary source based or field-based project work. Before the commencement of the project work, each student is required to submit a synopsis indicating the objectives, methodology and frame work for analysis. The project should have an internal faculty has guide. The student can initiate the project work in the penultimate semester of the course

CO1	PO1, PO2, PO4, PO6, PO9, PSO2, PSO3
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