



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Regular) (2 Year Program)

Edition – 2018-20

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	BM 511	Financial Accounting	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4	2	60	40
		B. University Core							
8	DE 501	Proficiency in Co-Curricular Extra Activities	2			-		100	
+9	FD 102	Foundation Course -1	1	2	-	-			
10		C. University Open Elective (May choose any one from the list attached)	3	3			3	40	60
		Total	23	20		4			
		Total Teaching Load							

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Regular) (2 Year Program)

Edition – 2018-20

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	<i>BM 510</i>	<i>Cost & Management Accounting</i>	3	3			3	40	60
6	<i>BM 514</i>	Strategic Marketing Decisions	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	EM502	Employability Skills I	2		2			60	40
9	DE 502	Proficiency in Co-Curricular Extra Activities						100	
10	FD 104	Foundation course -2	1	2					
11		C. University Open Elective (May choose any one from the list attached)	3	3			3	40	60
		Total	23	20	2	4			
		Total Teaching Load		22					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICALS

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Regular) (2 Year Program)

Edition – 2018-20

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Project Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	BM-	Entrepreneurship Planning & Development	3	3			3	40	60
	S1 601	Summer Internship Project (SIP)	2			4		60	40
5		B. Program Elective							
6		Elective Major-1	3	3			3	40	60
7		Elective Major-2	3	3			3	40	60
8		Elective Major-3	3	3			3	40	60
		Elective Minor-1	3	3			3	40	60
9		C. University Core							
10	EM 601	Employability Skills II	1			2		60	40
11	DE 601	Proficiency in Co-Curricular Extra Activities	2					100	
12		C. University Open Elective (May choose any one from the list attached)	3	3			3	40	60
		Total	29	24		4			
		Total Teaching Load		26					



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Regular) (2 Year Program)

Edition – 2018-20

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 603	Business Law	3	3			3	40	60
2	PE 602	Research Report Presentation.	2			4		60	40
3		B. Program Elective						40	60
		Elective Major-4	3	3			3	40	60
4		Elective Major-5	3	3			3	40	60
5		Elective Minor-2	3	3			3	40	60
6		Elective Minor-3	3	3			3	40	60
		C. University Core							
7	EM 602	Employability Skill III	1		2			60	40
8		C. University Open Elective (May choose any one from the list attached)	3	3			3	40	60
		Total	21	18	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICALS

ESE – End Semester Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

ELECTIVES for MBA (Regular) (3 Year Program)

	MBA (Regular): 5 Courses are to be chosen as Elective Major & 3 Courses as Elective Minor
	from the following Elective Group Courses.
Course Code	Course Name
	ELECTIVES: FINANCE:
BM 520	Management of Financial Institutions
BM 522	Investment Banking & Financial Services
BM 616	International Finance & Trade
BM 617	Security Analysis & Portfolio Management
BM 618	Advance Accounting Standards
BM 619	Financial Risk & Insurance Management
BM 620	Personal Financial Planning
BM 621	Derivative Securities and Financial Restructuring
BM 622	Management of Mutual Funds & Pension Funds
BM 623	Banking Services Operations
Course Code	Course Name
-	ELECTIVES: MARKETING:
BM 514	Strategic Marketing Decisions
BM 516	Consumer Behavior
BM 608	Sales & Distribution Management
BM 609	Marketing of Services
BM 610	International Marketing
BM 611	Advertising Management
BM 612	Industrial Marketing
BM 613	Banking & Insurance Management

BM 614	Product & Brand Management
BM 615	Marketing Research

MBA (Regular) : 5 Courses are to be chosen as elective Major & 3 Courses as Elective Minor from the Elective Group Course.

Course Code	Course Name
	ELECTIVES: HUMAN RESOURCE:
BM522	Human Resource Information System
BM 524	Organizational Restructuring & Development
BM 624	Employment Laws
BM 625	Training & Development
BM 626	Performance Management & Reward Strategies
BM 627	Human Resource Planning
BM 628	Competency Mapping & Assessment
BM 629	HR Research Methods
BM 630	Strategic HRM
BM 631	Leadership Skills & Change Management

-	ELECTIVES: RETAIL MANAGEMENT
BM 652	Retail Store Management

BM 653	New Horizons in Retailing
BM 654	Retail Marketing & Sales Strategies
BM 655	Customer Relationship Management
BM 656	Retail & Supply Chain Management

	ELECTIVES: Global Business:
BM 530	International Forex & Risk Management
BM 632	International Business Procedures & Documentation
BM 633	International Financial Management
BM 634	International Logistics & Supply Chain Management
BM 635	Comprehensive & International Economics
BM 636	Contemporary Issues in International H.R
BM 637	Foreign Trade Policies
BM 638	International Marketing Management

	ELECTIVES: E-Governance & ERP:
BM 526	ERP
BM 639	System Analysis & Design

BM 640	Business Process Re-Engineering
BM 641	E-Commerce & E-Business
BM 642	Management Support System
BM 643	SAP Advance-I
BM 644	E-Governance
BM 645	Data Base Management – ORACLE & SQL
BM 646	SAP Advance-II

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA

(Human Resource Management) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	<i>BM 511</i>	<i>Financial Accounting</i>	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4		60	40
		B. University Core							
8	FD-101	Foundation Course	1.5						
9	PC- 501	Proficiency in Co-curricular Activities	2					100	
		Total	21.5	18		4			
		Total Teaching Load		20					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA

(Human Resource Management) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	BM 522	Human Resource Information System	3	3			3	40	60
6	BM 524	Organizational Restructuring & Development	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	FD-102	Foundation Course	1.5						
9	EM502	Employability Skills I	1		2			60	40
10	PC- 502	Proficiency in Co-curricular Activities	2					100	
		Total	21.5	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

**S – Seminar
Evaluation**

P – PRACTICALS

ESE – End Semester

Teaching and Examination Scheme for MBA
(Human Resource Management) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER:

III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 603	Business Law	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	S1 601	Summer Internship Project (SIP)	2			4		60	40
		B. Program Elective							
5	BM 625	Training & Development	3	3			3	40	60
6	BM 627	Human Resource Planning	3	3			3	40	60
7	BM 629	HR Research Methods	3	3			3	40	60
8	BM 631	Leadership Skills & Change Management	3	3			3	40	60
9	EM 601	Employability Skills II	1		2			60	40
10	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Total	23	21		4			
		Total Teaching Load		21					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA
(Human Resource Management) (2 Year Program)

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
		B. Program Elective							
4	BM 624	Employment Laws	3	3				40	60
5	BM 626	Performance Management & Reward Strategies	3	3			3	40	60
6	BM 628	Competency Mapping & Assessment	3	3			3	40	60
7	BM 630	Strategic HRM	3	3			3	40	60
		C. University Core							
8	EM 602	Employability Skills III	1		2			60	40
		Total	21	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester

Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Finance) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	BM 511	Financial Accounting	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4		60	40
		B. University Core							
8	FD-101	Foundation Course	1.5						
9	PC- 501	Proficiency in Co-curricular Activities	2						
								100	
		Total	21.5	18		4			
		Total Teaching Load		20					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for MBA (Finance) (2 Year Program)
Edition - 2017-19

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	BM 518	Management of Financial Institutions	3	3			3	40	60
6	BM 520	Investment Banking & Financial Services	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	FD-102	Foundation Course	1.5						
9	EM502	Employability Skills I	1		2			60	40
10	PC- 502	Proficiency in Co-curricular Activities	2					100	
		Total	21.5	18	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICALS
Evaluation

ESE – End Semester

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for MBA (Finance) (2 Year Program)
Edition - 2017-19

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 603	Business Law	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	S1 601	Summer Internship Project (SIP)	2			4		60	40
		B. Program Elective							
5	BM 617	Security Analysis & Portfolio Management	3	3					
6	BM 619	Financial Risk & Insurance Management	3	3			3	40	60
7	BM 621	Derivative Securities and Financial Restructuring	3	3			3	40	60
8	BM 623	Banking Services Operations	3	3			3	40	60
		C.University Core							
9	EM 601	Employability Skills II	1		2			60	40
10	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Total	26	21	2	4			
		Total Teaching Load		23					

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
		B. Program Elective							
4	BM 616	International Finance and Trade	3	3		2	3	40	60
5	BM 618	Advance Accounting Standards	3	3		2	3	40	60
6	BM 620	Personal Financial Planning	3	3		2	3	40	60
7	BM 622	Management of Mutual Funds & Pension Funds	3	3		2	3	40	60
		C. University Core							
8	EM 602	Employability Skill III	1			2		60	40
		Total	22	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester Evaluation



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Marketing) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior – I	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	<i>BM 511</i>	<i>Financial Accounting</i>	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4		60	40
		B. University Core							
8	FD-101	Foundation Course	1.5						
9	PC- 501	Proficiency in Co-curricular Activities	2	2					
								100	
		Total	21.5	20		4			
		Total Teaching Load		22					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Marketing) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	BM 516	Strategic Marketing Decisions	3	3			3	40	60
6	BM 518	Consumer Behavior	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	FD-102	Foundation Course	1.5						
9	EM102	Employability Skills I	1		2			60	40
10	PC- 502	Proficiency in Co-curricular Activities	2					100	
		Total	21.5	18	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICALS
Evaluation

ESE – End Semester

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Marketing) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER:

III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 603	Business Law	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	S1 601	Summer Internship Project (SIP)	3			4		40	60
5	BM 609	Marketing of Services	3	3					
6	BM 611	Advertising Management	3	3			3	40	60
7	BM 613	Banking & Insurance Management	3	3			3	40	60
8	BM 615	Marketing Research	3	3			3	40	60
		C. University Core							
9	EM 601	Employability Skills II	1		2			60	40
10	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Total	24	21	2	4			
		Total Teaching Load		23					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Marketing) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
4	BM 608	Sales & Distribution Management	3	3				40	60
5	BM 610	International Marketing	3	3			3	40	60
6	BM 612	Industrial Marketing	3	3			3	40	60
7	BM 614	Product & Brand Management	3	3			3	40	60
		C.University Core							
8	EM 602	Employability Skills III	1		2			60	40
		Total	21	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

**S – Seminar
Evaluation**

P – PRACTICALS

ESE – End Semester

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	<i>BM 511</i>	<i>Financial Accounting</i>	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4		60	40
		B. University Core							
8	FD 101	Foundation Course	1.5						
9	PC- 501	Proficiency in Co-curricular Activities	2	24					
								100	
		Total	21.5	18		4			
		Total Teaching Load		20					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Global Business) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	<i>BM 606</i>	<i>Foreign Language French – I</i>	3	3			3	40	60
6	BM 530	International Forex & Risk Management	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	FD 102	Foundation Course	1.5						
9	EM502	Employability Skills I	1		2			60	40
10	PC- 502	Proficiency in Co-curricular Activities	2					100	
		Total	21.5	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester

Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Global Business) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 603	Business Law	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
		B. Program Elective							
4	S1 601	Summer Internship Project (SIP)	2			4		40	60
5	BM 633	International Financial Management	3	3					
6	BM 635	Comprehensive & International Economics	3	3			3	40	60
7	BM 637	Foreign Trade Policies	3	3			3	40	60
		C. University Core							
8	EM 601	Employability Skills II	1		2				
9	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Total	23	18	2	4			
		Total Teaching Load		20					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Global Business) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
4	BM 632	International Business Procedures & Documentation	3	3				40	60
5	BM 634	International Logistics & Supply Chain Management	3	3			3	40	60
6	BM 636	Contemporary Issues in International H.R	3	3			3	40	60
7	BM 638	International Marketing Management	3	3			3	40	60
		C.University Core							
8	EM 602	Employability Skill III	1		2			60	40
		Total	21	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester

Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Corporate Management) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 561	Management Practices and Organization Behavior	3	3			3	40	60
2	BM 563	Qualitative Skills-1	3	3			3	40	60
3	BM 565	Managerial Economics and Business Environment	3	3			3	40	60
4	BM 567	Human Resource Management & Cultural Dynamics	3	3			3	40	60
5	BM 569	Business Ethics & Corporate Governance	3	3			3	40	60
6	BM 571	Retail Management	3	3			3	40	60
7	BM 573	Sales and Marketing Management	3	3			3	60	40
8	SM-503	SII - 1 (Seminar – Industry Interaction – 1)	2			4			
		B. University Core							
8	FD-101	Foundation Course	1.5						
9	PC- 501	Proficiency in Co-curricular Activities	2					100	10
		Total	24.5	21		4			
		Total Teaching Load		23					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Corporate Management) (2 Year Program)

Edition - 2017-19

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 562	Qualitative Skills-2	3	3			3	40	60
2	BM 564	Management Information Systems	3	3			3	40	60
3	BM 566	Production & Operation Management	3	3			3	40	60
4	BM 568	Research Methodology	3	3			3	40	60
5	BM 570	Strategic Marketing Decisions	3	3			3	40	60
6	BM 572	Financial Management	3	3			3	40	60
7	BM 574	Securities Market	3					60	40
8	S1-502	Winter Training Report	2			4			
		B. University Core							
9	FD-102	Foundation Course	1.5						
10	EM-502	Employability Skills I	1		2			60	40
11	PC- 502	Proficiency in Co-curricular Activities	2					100	
		Total	24.5	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar
Evaluation

P – PRACTICALS

ESE – End Semester

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Corporate Management) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 605	Corporate strategic Management	3	3			3	40	60
2	BM 661	Total Quality Management	3	3			3	40	60
3	S1 601	Summer Internship Project (SIP)	3			4		60	40
4		B. Program Elective							
		Elective Major-1	3	3			3	40	60
5		Elective Major-2	3	3			3	40	60
6		Elective Minor-1	3	3			3	40	60
7		Elective Minor-2	3	3			3	40	60
8		C. University Core							
9	EM 601	Employability Skills II	1		2			60	40
10	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Total	24	18	2	4			
		Total Teaching Load		21					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Corporate Management) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTERS: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship and Small Business Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
	PE 604	Report on Foreign Visit	2			4		100	
4		B. Program Elective		3					
5		Elective Major-1	3	3			3	40	60
6		Elective Major-2	3	3			3	40	60
7		Elective Minor-1	3	3			3	40	60
8		Elective Minor-2	3	3			3	40	60
		University Core							
9	EM 602	Employability Skills III	1			2			
		Total	23	21	2	8			
		Total Teaching Load		25					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester

Evaluation

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

ELECTIVES for MBA (Corporate Management) (2 Year Program)

	MBA (Regular): 2 Courses are to be chosen as Elective Major & 2 Courses as Elective Minor
	from the following Elective Group Courses.
Course Code	Course Name
	ELECTIVES: FINANCE:
BM 575	Capital Market
BM 577	Financial Asset, Derivatives & Portfolio Management Services
BM 672	Mergers , Acquisition and Corporate Restructuring
BM 674	Wealth Management
-	ELECTIVES: MARKETING:
BM 579	Consumer Behavior
BM 581	Brand Management
BM 676	Marketing Research and Analytics
BM 678	International Marketing and Customer Relationship Management
-	ELECTIVES: HUMAN RESOURCE:
BM 583	Training & Development
BM 585	Talent Acquisition & knowledge Management
BM 680	Human Resource Planning and Development
BM 682	Performance and Compensation Management

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Agri Business) (2 Year Program)

Edition - 2017-18

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
6	BM 511	Financial Accounting	3	3			3	40	60
7	SM501	Seminar in Contemporary Issues	2			4		60	40
		B. University Core							
8	FD- 101	Foundation Course	1.5						
9	DE 501	Proficiency in Co-Curricular Extra Activities	2					100	
		Total	22	18		4			
		Total Teaching Load		21					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Agri Business) (2 Year Program)

Edition - 2017-19

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Economic Environment of Business	3	3			3	40	60
5	<i>BM 510</i>	<i>Cost & Management Accounting</i>	3	3			3	40	60
6	<i>BM 514</i>	Strategic Marketing Decisions	3	3			3	40	60
7	PE 604	<i>Minor Research Project</i>	2			4		60	40
		B. University Core							
8	FD-102	Foundation Course	1.5						
9	EM502	Employability Skills I	1		2			60	40
10	DE 502	Proficiency in Co-Curricular Extra Activities	2					100	
		Total	23	18	2	4			
		Total Teaching Load		21					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICALS
Evaluation

ESE – End Semester

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Agri Business) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Credit Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	S1 601	Summer Internship Project (SIP)	2			4		60	40
		B. Program Elective							
5	BM 683	<i>Agricultural & Food Policy</i>	3	3			3	40	60
6	BM 685	<i>Agriculture Finance & Banking</i>	3	3			3	40	60
7	BM 687	<i>Marketing of Agricultural Inputs & Outputs</i>	3	3			3	40	60
8	BM 689	<i>Food Supply Chain Management</i>	3	3			3	40	60
		C. University Core							
9	EM 601	Employability Skills II	1		2			60	40
10	DE 601	Proficiency in Co-Curricular Extra Activities	2					100	
		Total	23	21	2	4			
		Total Teaching Load		20					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Agri Business) (2 Year Program)

Edition - 2017-19

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 602	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
2	BM 603	Business Law	3	3			3	40	60
3	PE 602	Research Report Presentation.	2			4		60	40
		B. Program Elective						40	60
4	BM 684	<i>Agri-Business International Strategies and Organizations</i>	3	3			3	40	60
5	BM 686	<i>Food Processing & Value Addition</i>	3	3			3	40	60
6	BM 688	<i>International Agri-Food Trade</i>	3	3			3	40	60
7	BM 690	<i>Commodities Futures and Options Markets</i>	3	3			3	40	60
		C. University Core							
								100	
	EM 602	Employability Skills	1		2			60	40
		Total	21	18	2	4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICALS

ESE – End Semester

Evaluation

Introductory Note about ISBM Curriculum - MBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the MBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. Role of the curriculum in the national development - The curriculum of MBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. Placement opportunities, etc – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM

Introductory Note about ISBM Curriculum – MBA (Marketing)

A. **Need, objectives and main features of the curriculum**

- a. **Need** – Growing service industry, more focus on Customer Satisfaction, Rise of BPO Sector and fast developing Retail Sector has increased the demand of management professionals with specialization in Marketing. The MBA (Marketing) course of ISBM is thus initiated to make the management students more professional and employable. The courses are based on the present day requirement of specialized management professionals at various levels in the organization.
- b. **Objectives** – The course is designed to demonstrate the role of marketing in the economy, to explore the relationship of every area of marketing that includes service marketing product & brand management, consumer behavior, industrial marketing, event management etc and to show how effective marketing builds on a thorough understanding of the concepts and to provide the exposure to students to modern marketing tools & techniques for the performance of marketing functions.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. **Role of the curriculum in the national development** – The objective of this course in marketing is to help students learn the basic concept of marketing as used in wide variety of situation in the firm. The focus of this course is to understand strategic issues & challenges of marketing. The curriculum of MBA (Marketing) is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspire them to become leaders rather than followers.

C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Masseurqueus, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. **Placement opportunities, etc** – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

Introductory Note about ISBM Curriculum – MBA (HR)

A. **Need, objectives and main features of the curriculum**

- a. **Need** – With an ever-increasing multinational culture, the need for proper Human Resource professionals have also increased in the industry. Thus MBA (HR) course of ISBM is initiated to prepare the young management students more professional and employable. The courses are based on the present day requirement of specialized management professionals at various levels in the organization.
- b. **Objectives** – The course is so designed to deepen the understanding of the strategic dimensions of management and enhance the human skills of the course is to create specialists, who can respond to ever increasing demands of the industry. The course is updated on regular intervals to include the latest concepts and technology and equip the students as per the demand of the industry. The programme also makes the aspirants tech-savvy, through the inclusion of latest IT techniques in HRM.
- c. **Main features of the curriculum** – The MBA HR Programme is a complete programme for those students, professionals who want to make their full career in Human Resource Management. The main features include: -
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. **Role of the curriculum in the national development** – The MBA (HR) program of the University is designed to develop technical, human and conceptual skills and provide an in-depth knowledge of the strategic perspectives essential for business leadership. The two year programme gives students a wide exposure and training in the core area of Human Resource Management.

C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marsechuteus, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. **Placement opportunities, etc** – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

Introductory Note about ISBM Curriculum – MBA (Finance)

A. **Need, objectives and main features of the curriculum**

- a. **Need** – The entry of multinational Banks, high-end financial professional requirement in the industry due to expanding businesses, growing economy, all have raised the demand of Finance professionals in the market in the last 4-5 years. Thus MBA (Finance) course of ISBM is initiated to prepare the young management students more professional and employable. The courses are based on the present day requirement of specialized management professionals at various levels in the organization.
- b. **Objectives** – The course is aimed to impart, train and transform a student completely for high caliber. The course is updated on regular intervals to include the latest concepts and technology and equip the students as per the demand of the industry.
- c. **Main features of the curriculum** – The MBA Finance Programme is a complete programme for those students, professionals who want to make their full career in financial sector. The main features include: -
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. **Role of the curriculum in the national development** – The MBA (Finance) program of the University is designed to equip the finance aspirants with relevant information associated with all the finance related aspects and take a rational financial decision, not only relevant for corporate but for individual financial planning and entrepreneurship. The two year programme gives students a wide exposure and training in the core area of Financial Management.

C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marsechuteus, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. **Placement opportunities, etc** – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

Introductory Note about ISBM Curriculum – MBA (Global Business)

A. **Need, objectives and main features of the curriculum**

- a. **Need** – The growth of export houses, entry of multinational companies have increased the demand of International Business professionals, who are equipped with the export-import documentation and latest trade policies aspect. Thus MBA (Global Business) course of ISBM is initiated to prepare the young management students more professional and employable. The courses are based on the present day requirement of specialized management professionals at various levels in the organization.
- b. **Objectives** – The course is aimed to impart, train and transform a student completely for high caliber. The course is updated on regular intervals to include the latest concepts and technology and equip the students as per the demand of the industry.
- c. **Main features of the curriculum** – The MBA Global Business Programme is a complete programme for those students, professionals who want to make their full career in financial sector. The main features include: -
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. **Role of the curriculum in the national development** – The MBA (Global Business) program of the University is designed to equip the Global Business aspirants with relevant information associated with all the IB related aspects and provides long and short term outlooks and details the factors that affect and influence the performance and profitability of the relevant industry. The two year programme gives students a wide exposure and training in the core area of Information Technology.

C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Massachusetts, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which inspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. **Placement opportunities, etc** – The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM.

BM 501	ORGANIZATIONAL BEHAVIOR
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are :To create an understanding regarding the Management, To gain knowledge about Motivation and Behavior, To have understanding about Structural Dimensions and Design, Able to analyze different Interactive dimensions of OB
Salient Features	The students will be able to conceptualize about Management , to get organizational Change & Development, Can involve in Interactive Dimensions of OB
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Management
	Concept & Nature of Management, Managerial Skills & Levels, Basic Functions of Management, Nature of Organization Behavior, Managerial Networks, Direct and Indirect Environmental Forces
UNIT – II	Motivation and Behavior:
	Sources of Motivation ,Theories of Motivation – Maslow’s Model, ERG Theory, McClelland’s Theory of Needs, Herzberg’s Two Factor Theory, Individual Behavior, Behavioral Aspects: Personality, Major contributing factors to personality, Introvert and Extrovert Personalities, Perception, Attitude and Value
UNIT – III	Structural Dimensions and Design:
	Steps in organizational structure, Benefits of a good organization, Forms of Organizational Structure
UNIT – IV	Interactive Dimensions of OB:
	Group Dynamics & Behavior, Leadership – Theories and Leadership styles, Conflict Management: Communication, Power & Organizational Politics, Organizational Conflicts & Negotiation, Delegation of Authority
UNIT – V	Organizational Change & Development:
	Process of organizational change, Implementation of change & resistance to change, The change agents, Organizational development – Learning Objectives of OD Programmes
Text Book	<ol style="list-style-type: none"> 1. Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012. 2. Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House, 3. Organization Behaviour – Ashwathappa, Himalaya Publication House 4. ORGB - Nelson, Quick, Khanelwal, 2/e, Cengage Learning, 2012.
Reference Books	<ol style="list-style-type: none"> 1. Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011. 2. Management and Organizational Behaviour - Laurie J Mullins, Pearson education 3. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 4. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Managerial Skills 2. Management Games 3. Business simulation Games 4. Comparison of different organizations in terms of work culture, policies etc 5. Time Management Games 6. Management is a combination of art and science-Comparison 7. Motivational Games in context with various motivational theories and models 8. Management games on team building 9. To study behaviour of individuals 10. Employee Motivation training

BM 502	HUMAN RESOURCE MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop a meaningful understanding of HRM theory, functions and practices. To apply HRM concepts and skills across various types of organizations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted , As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:
	Human resource management - introduction, objective and scope/dimensions – personnel management – nature & scope of personnel functions.
UNIT – II	Human Resource Planning:
	Human resource planning - concept, Learning Objectives , process, techniques. Job Analysis & design – concept, approaches, job description, job specification, process.
UNIT – III	Recruitment, Selection and Training:
	Human resource procurement – sources, recruitment & their methods, selection & their procedure and induction. Training, training phases, need assessment, training methods - lecture, case method, role playing, in-basket t-group, incident, syndicate, evaluation of a training program, career planning and development
UNIT – IV	Performance Appraisal & Employee Motivation:
	Performance measurement and reward systems - introduction, performance drivers, MBO as appraisal tool. Grievance handling procedure.
UNIT – V	Employee Compensation:
	Employee compensation-purpose and importance, components. non monetary rewards, workers participation in management employee. Employee empowerment
Text Book	<ol style="list-style-type: none"> 1. Human Resource Management – Rao V. S. P, Excel BOOKS, 2010 2. Human Resource Management - Cynthia D. Fisher, 3/e, AIPD, Chennai. 3. Human Resources Management: A South Asian Perspective, Snell, Bohlander, & 4. Vohra, 16th Rep., Cengage Learning, 2012.
Reference Books	<ol style="list-style-type: none"> 1. Human Resource Management - John M. Ivancevich, 10/e, McGraw Hill. 2. Human Resource Management in practice - Srinivas R. Kandula, PHI, 2009 3. Managing Human Resources - Luis R Gomez-Mejia, David B. Balkin, Robert L. Cardy, 6/e, PHI, 2010. 4. Human Resource Management & Industrial relations, P.Subba Rao, Himalaya Publishing House, Mumbai
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALSS:</p> <ol style="list-style-type: none"> 1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr's in today's scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Differentiate between Job Description and Job Specification. 9. Preparing of Job Description of an employee. 10. Preparation of a recruitment ad for a job

BM 503	QUANTITATIVE TECHNIQUES
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are :To create an understanding regarding the topic, To gain knowledge about Business Mathematical techniques, To have understanding about cases involving the use of algebra, calculus, differentiation, vectors , matrix and induction problems, Able to analyze different mathematical and scientific techniques involved in business simulation.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted ,As per the requirement of the industry
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction and Matrix Algebra:
	Definition & classification of quantitative techniques, methodology of quantitative techniques and their advantages, definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations.
UNIT – II	Linear Programming, Probability:
	LP problem formulation, graphical & simplex methods to solve LPP, issues in LP, dual of a given LPP, two phase method
UNIT – III	Decision and Game Theory:
	Types of decision situations, different decision rules/criteria under these situations, EVPI, decision tree analysis, bayesian approach, two persons zero sum games, pure & mixed strategy, methods of their solution
UNIT – IV	Measures of Central Tendency and Dispersion:
	Learning Objectives and types of averages, mean, median, mode, range, interquartile range & quartile deviation, mean deviation, variance, standard deviation, bienayme – chebyshev rule.
UNIT – V	Transportation and Assignment Problems:
	Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them–hungarian method, their issues.
Text Book	<ol style="list-style-type: none"> 1. Business Statistics, J.K. Sharma, Pearsons Education. 2. Statistics for Management , Richard I. Levin & Rubin, Pearson Education 3. Quantitative Analysis for Management , Render and Stair, TMH 4. Quantitative Business Analysis - Text & Cases, Samul Bodiley
Reference Books	<ol style="list-style-type: none"> 1. Khandelwal, Gupta & Gupta Quantitative Techniques 2. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management 3. Quantitative Methods in Business, Anderson , Thomson Learning. 4. Business Statistics, S.P. Gupta & M.P. Gupta, Sultan Chand and Sons
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALSS:</p> <ol style="list-style-type: none"> 1. 1: Solution of algebraic and transcendental equations: a. Program to solve algebraic and transcendental equation by bisection method. b. Program to solve algebraic and transcendental equation by false position method. c. Program to solve algebraic and transcendental equation by Newton Raphson method. 2. 2: Interpolation a. Program for Newton’s forward interpolation. b. Program for Newton’s backward interpolation. c. Program for Lagrange’s interpolation. 3.: Solving linear system of equations by iterative methods: a. Program for solving linear system of equations using Gauss Jordan methods. b. Program for solving linear system of equations using Gauss Seidel methods. 4. Numerical Integration a. Program for numerical integration using Trapezoidal rule. b. Program for numerical integration using Simpson’s 1/3rd rule. c.

Program for numerical integration using Simpson's 3/8th rule.

5. Solution of differential equations: a. Program to solve differential equation using Euler's method b. Program to solve differential equation using modified Euler's method. c. Program to solve differential equation using Runge-kutta 2nd order and 4th order methods.

6: Random number generation and distributions a. Program for random number generation using various techniques. b. Program for fitting of Binomial Distribution. c. Program for fitting of Poisson Distribution. d. Program for fitting of Negative Binomial Distribution.

7.: Moments, Correlation and Regression a. Computation of raw and central moments, and measures of skewness and kurtosis. b. Computation of correlation coefficient and Fitting of lines of Regression (Raw and Frequency data) c. Spearman's rank correlation coefficient.

8.: Fitting of straight lines and second degree curves a. Curve fitting by Principle of least squares. (Fitting of a straight line, Second degree curve)

9.: Sampling: a. Model sampling from Binomial and Poisson Populations. b. Model sampling from Uniform, Normal and Exponential Populations. c. Large sample tests-(Single mean, difference between means, single proportion, difference between proportions, difference between standard deviations.) d. Tests based on students 't-test'(Single mean, difference between means and paired 't')

10. Chi-square test and LPP a. Test based on Chi-square- Distribution (Test for variance, goodness of Fit,) b. Chi-square test of independence of attributes. c. Solution of LPP by Simplex method.

BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design- Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation
UNIT – III	Sampling:
	Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques..SPSS –use of softwares
UNIT – IV	Hypothesis Testing:
	Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the man-whitney U test
UNIT – V	Scaling & Report writing
	Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio, Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan,2002 2. Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neena Sondhi – Vikas Publication - 2014 4. Research Methods for Business, Uma Sekaran & Roger Bougie, 6th Edition, Wiley, 2013
Reference Books	<ol style="list-style-type: none"> 1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 2. Methodology of Research in social Sciences- O R Krishnaswami, M Ranganatham, HPH, 2007 3. Research Methodology –C Murthy- Vrinda Publication – 2011 4. Business Research Methods-SL Gupta and Hetesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Analysis of exploratory research design using softwares 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 505	MARKETING MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are ,To provide students an insight to basic concepts of marketing management, To help students understand various marketing tools/models for solving marketing
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers.Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Marketing
	Introduction Meaning, Definition, Philosophies of Marketing, Scanning the Marketing Environment, Ethical and Social issues of Marketing , Introduction to Marketing research: Meaning, Definition, Process of Marketing research & MIS. Rural Marketing: The profile of rural market of India. The main problem area in rural marketing, Market Segmentation & Marketing communication in Rural Markets.
UNIT – II	Market segmentation, targeting & positioning :
	Determining alternative market or segment attractiveness, Bases of segmentation – Making, market and segment choices - Principles of competitive positioning - Communicating the competitive position Targeting, Alternative targeting strategies Positioning :Meaning, Definition, Requirement ,Product Positioning, Types of Positioning, Positioning Process
UNIT – III	Consumer Behavior:
	Understanding Consumer Behavior, Factors Influencing consumer behavior ,Consumer Decision Making Process ,Organizational Consumer Behavior ,Factors Influencing Organizational Consumer Buying Behavior.
UNIT – IV	Product and Pricing Decision
	: Product Decision: Meaning, Definition, Classification, Product Mix & Product Line decision, Product Life cycle, New Product Development, Branding, Packaging & Labeling Decisions. Pricing: Meaning, Definition, Learning Objectives , Factors Affecting Pricing Decisions ,Price Setting Procedure, Selecting Pricing Strategies, Selection of Pricing Method.
UNIT – V	Distribution and Promotion Decision:

Market Channel Decisions : Meaning ,Definition Functions and Types, Factors Affecting in Selection of Channel, Channel Process , Introduction to VMS, HMS,MLM. Managing the Marketing Promotion Decisions:, Advertising, Sales Promotion ,Personal Selling, Public Relations,

Introduction to Internet Marketing : Strategy and Planning for Internet Marketing , Overview of Website Search Engine Optimization, Online Advertising: Display Advertising, Pay-Per-Click Marketing Email Marketing, Blogging, Podcasting, RSS , Social and Business Networking. Product Opinion Sites. Forums Affiliate Marketing and Syndication on the Internet.

Text Book	<ol style="list-style-type: none"> 1. Marketing Management: A South Asian Perspective – Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012 2. Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014 3. Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012 4. Marketing Management Concepts & Cases, S.A.Sherlekar, HPH Shekhar Singh,Wiley, 2014
Reference Books	<ol style="list-style-type: none"> 1. Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012 2. Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011. 3. Marketing Management – Karunakaran, HPH. 4. Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ethical practices in Indian Companies i.e. TATA, reliance 2. Indian market during recession and recovery 3. Economy watch: Sign of Growth: Payment by debit card rise 4. Marketing Analysis: Indian FMCG sector 5. Flow chart for reaching Segmentation & targeting 6. Marketing Analysis: Krack jack takes 50-50, fighting back to regain market share 7. CB Models- Nokia applications 8. Product portfolio: Patanjali 9. PLC analysis: Electronic Goods 10 . Case Study of Google, facebook, LinkedIn

BM 506	CORPORATE FINANCIAL MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To explain the basic functions and responsibilities of a financial department in a business/ firm; To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management, To explain the various techniques of evaluation of investment proposals, To discuss the various factors to be considered in designing the target capital structure.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted ,As per the requirement of the industry, Case-based teaching methodology is used.,more scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:
	Concept, nature & Learning Objectives of financial management, financial goal, finance functions, Indian financial system, time value of money – discounting & compounding, risk and return – concept, beta, CAPM
UNIT – II	Financing Decision & Capital Structure:
	Concept, leverage, EBIT-EPS analysis, capital structure theories – NI, NOI, traditional and MM, etc., long-term finance
UNIT – III	Cost of Capital & Valuation of Securities:
	Concept, cost of different sources of finance – debenture, term loan, preference capital, equity capital, RE, external equity, etc., WACC, WMCC, concept, bond valuation, equity valuation.
UNIT – IV	Capital Budgeting & Dividend Decisions:
	Concept, financial appraisal of a project, investment evaluation criteria – PBP, ARR, NPV, BCR, IRR, DPBP, ACC, etc., concept, dividend policy, dividend model (relevant/irrelevant) – traditional, walter, gorden, MM, etc
UNIT – V	Working Capital Management & Financial Statement Analysis:
	Concept, need & objective of WC management, list of CAs & CLs, operating cycle & its use in working capital management, financing current assets, inventory, cash & receivables management, concept, tools of analysis – ratio analysis & fund flow analysis.
Text Book	<ol style="list-style-type: none"> 1. Financial Management - Prasanna Chandra, 8/e, TMH, 2011. 2. Financial Management, Shashi K Gupta and R K Sharma, 8th Revised Edition, Kalyani Publishers, -2014 3. Financial Management, Khan M. Y.& Jain P. K, 6/e, TMH, 2011. 4. Financial Management, Rajiv Srivastava and Anil Misra, Second edition, Oxford University Press,2011
Reference Books	<ol style="list-style-type: none"> 1. Financial Management, V K Bhalla ,1st Edition- S.Chand 2014 2. Fundamentals of Financial Management, Brigham & Houston, 10/e, Cengage Learning. 3. Corporate Finance, Damodaran , 2/e, Wiley India (P) Ltd., 2004 4. Financial Management, Paresh P., Shah 2/e, Biztantra.
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS :	

PRACTICALS:-

- 1.** Indian financial system
- 2.** time value of money
- 3.** risk and return – concept, beta, CAPM
- 4.** leverage, EBIT-EPS analysis
- 5.** capital structure theories
- 6.** NI, NOI, traditional and MM
- 7.** Long-term finance.
- 8.** cost of different sources of finance
- 9.** Bond valuation
- 10.** Equity valuation

BM 507	MANAGERIAL ECONOMICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Managerial Economics:
	Meaning, Nature and scope, Role and responsibility of managerial economics. Gap between Theory & Practice. Introduction to Econometrics
UNIT – II	Concept of Demand and supply:
	Utility Analysis, Law of Diminishing Marginal Utility, Equi Marginal Utility, Substitution and Income effect, Indifference Curve Analysis. Law of Demand, Demand determinants, Demand Distinctions, Elasticity of Demand. Law of Supply, Elasticity of Supply. The Revealed preference theory. Demand Forecasting
UNIT – III	Cost concepts:
	Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship
UNIT – IV	Production Analysis:
	Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale
UNIT – V	Market Structure and Pricing Decision
	Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, Yogesh Maheswari, PHI, 2013 4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS – <ol style="list-style-type: none"> 1. Calculation of Elasticity of demand 2. Calculation of National Income 3. Gross Domestic Production 4. Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7. Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

BM 508	ECONOMIC ENVIRONMENT OF BUSINESS
---------------	---

Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course exposes students to an overview of an exchange based economy and draws out the relationship between crucial macroeconomic variables like the level of income, employment, prices, investment, money supply, trade and forex, etc. The design of government policy measures in regulating and planning for the economy will be discussed. Specific problems like inflation, growth and the control of business cycles will be addressed, with respect to the Indian economy.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Business Environment – nature, concept and significance. Internal environment and External environment. Social responsibilities of business
UNIT – II	Liberalization in India – The New Economic Policy:
	Impact of liberalization, Globalization and privatization on Indian economy, Critical evaluation of latest economic policies of India
UNIT – III	Economic Environment:
	Introduction to some important business laws like FEMA, SEBI act, and their impact on business. Approach to FDI and Multinational Cooperation.
UNIT – IV	Macro Economics:
	Macro Economics: Meaning and scope, Inflation : Meaning, effects and control measures, Economic Growth: Meaning and determinants, Free trade vs. Protection, Fiscal and Monetary Policy.
UNIT – V	Public Finance :
	Concept, Meaning and scope of Public finance, concept of public Expenditure, public revenue and taxation, Public Vs Private Budget, Small Scale enterprises in India
Text Book	<ol style="list-style-type: none"> 1. M.L. Seth : Money Banking, public Finance and trade 2. M. L. Jhingan: Macro Economics 3. Rudra Dutt Sundaram: Macro Economics
Reference Books	<ol style="list-style-type: none"> 1. Francis Cherunilam: Business Environment 2. Sheike Saleem: Business Environment 3. Justine Paul: Business Environment
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Detail analysis of internal environment of an Industry 2. Detail analysis of external environment of an industry 3. Comparative study of Business environment of India with some other country. 4. Preparing a report on Corporate social responsibility of an industry. 5. Swot analyses of Indian Economy 6. Critically analyze the impact on Libration on Indian Economy 7. Critically analyze the impact on privatization on Indian Economy 8. Critically analyze the impact on globalization on Indian Economy 9. Sector vise study of the new economic policy 10. Compare the Globalization Strategies of 2 companies.

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Information & System:
	Information - concepts, classification of information, methods of data & information collection, value of information, information system - definition. Types of systems, elements of a system, human as an information processing system. International business and IT.
UNIT – II	Management Information System:
	Management Information System (MIS) - definition, nature & scope, MIS characteristics, functions, structure of MIS, role of MIS, MIS as a control system, application of MIS, ERP & It's benefits
UNIT – III	Internet:
	Internet - introduction to internet, why we need internet, internet tools & services, www, internet in India, security, web browser, future of internet. E-commerce - introduction, e- business fundamentals.
UNIT – IV	New Information Technology:
	New information technology: interconnection and networking, multimedia, neural networks, artificial intelligence
UNIT – V	Issues for senior management -
	Management issues, Security issues - viruses, worms and other creatures ,Changing world of information.
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon & Laudon: Information Technology 3. Jawedker: Management information System 4. James O' Brein :Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS <ol style="list-style-type: none"> 1. How information System Works – through softwares 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest softwares in I.T. Management.

BM 510	COST & MANAGEMENT ACCOUNTING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic ,To gain knowledge about Fund Flow analysis To have understanding about Cost Volume profit analysis Able to analyze different types of variances
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Accounting:
	<ul style="list-style-type: none"> Financial, Cost & Management Accounting- Meaning, Scope, Functions and Importance, Difference between Management accounting and Cost Accounting, Generally Accepted Accounting Principal- Assumption, Concept and Conventions, Accounting Standards and IFRS- Introduction and Differences
UNIT – II	Fund Flow analysis:
	<ul style="list-style-type: none"> Fund Flow Analysis: Meaning, Importance, Scope and its Application Ratio Analysis: Meaning, Importance, Scope and its Application
UNIT – III	Elements of cost
	<ul style="list-style-type: none"> Material Control : Meaning, Importance, ABC analysis, Different level of stock, EOQ Labour and overhead control : Different methods of calculating Remuneration i.e. Rowan, Halsay, Gent. Marric etc. <p>Cost-Volume-Profit Analysis- Break Even Analysis. Cost concepts, Costing & Control of Materials and Labor</p>
UNIT – IV	Control overheads:
	<ul style="list-style-type: none"> Marginal Costing: Meaning, importance and objectives Contribution , Profit Volume ratio, Break Even Point, Margin of Safety
UNIT – V	Variance Analysis:
	<ul style="list-style-type: none"> Standard Costing: Meaning, Importance, Variance Analysis- Material Variances, Labour Variance.
Text Book	<ol style="list-style-type: none"> Management Accounting: S.N. Maheshwari Cost and management accounting: C.A.Tulsania
Reference Books	<ol style="list-style-type: none"> Management Accounting : Khan & Jain. Cost Accounting (Problems): Sexsena and vasitha
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS

- | |
|--|
| <ol style="list-style-type: none">1. Preparation of Final Account2. Preparation of Final Account with Adjustments3. Generally Accepted Accounting Principles.4. Accounting Standards5. Fund Flow Analysis6. Financial Statement Analysis7. Ratio Analysis8. Cost-Volume-Profit Analysis9. Costing & Control of Materials and Labor10. Budgetary control |
|--|

BM 511	FINANCIAL ACCOUNTING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To explain the basic functions and responsibilities of a financial department in a business/ firm; <ul style="list-style-type: none"> • To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management • To explain the various techniques of evaluation of investment proposals • To discuss the various factors to be considered in designing the target capital structure.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Fundamental of accounting
	<p>(a) (meaning, scope and usefulness of Accounting; Generally Accepted Theoretical Framework (a) Accounting Principles, Concepts and Conventions)</p> <p>(b) Capital and Revenue transactions- capital and revenue expenditures, capital and revenue receipts (c) Measurement, Valuation and Accounting estimates</p> <p>(d) Double entry system, Books of prime entry, Subsidiary Books</p> <p>(e) Recording of Cash and Bank transactions</p> <p>(f) Preparation of Ledger Accounts</p> <p>(g) Preparation of Trial Balance- interpretation and usefulness</p> <p>(h) Rectification of Errors</p> <p>(i) Opening entries, Transfer entries, Adjustment entries, Closing entries</p>
UNIT – II	Preparation of final accounts with Adjustments:
	<p>Of a Profit making concern (for sole proprietorship concern and partnership firm only) (i) Preparation of Trading Account, Profit & Loss Account and Balance Sheet (ii) Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors</p> <p>a. Of a Not-for- Profit making concern (i) Preparation of Receipts and Payments Account; (ii) Preparation of Income and Expenditure Account (iii) Preparation of Balance Sheet</p> <p>b. Under Single Entry System including conversion of single entry into double entry system (basic level) (i) Concept of Single Entry System and preparation of Statement showing Profit and Loss , Statement of Affairs (ii) Conversion of Single Entry System into Double Entry System of Accounting</p>
UNIT – III	Accounting of non trading organizations
	Receipt & Payment Account, Income and expenditure accounts and Balance Sheet
UNIT – IV	Insurance claim:

Loss of Stock: Rate of Gross profit, Loss of stock, Insurable Amount Loss of Profit, Short Sales, Additional working cost, Average Clause	
UNIT – V	Depreciation account:
Depreciation : Meaning, Importance, Object Fixed Line Method: Meaning, Definition Merits and Demerits Diminishing Method: Meaning, Definition Merits and Demerits Annuity Method Meaning, Definition Merits and Demerits	
Text Book	<ol style="list-style-type: none"> 1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014 2. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad 3. Maheswari , 2/e, Vikas Publishing house (P) Ltd. 4. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
Reference Books	<ol style="list-style-type: none"> 1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education. 2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India. 3. Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009. 4. Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS:- <ol style="list-style-type: none"> 1. Types of Transactions 2. Journal Entries 3. Preparation of Ledger 4. Preparation of Trial Balance 5. Preparation of Trading Account from Trial Balance 6. Profit & Loss Account 7. Balance Sheet 8. Receipt & Payment Account 9. Income & Expenditure Account 10. Loss of Stock

BM 516	CONSUMER BEHAVIOR
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.

Learning Objectives	To understand the concept of consumer behavior, decision making by consumers, behavior variables and influences on consumer behavior. <ul style="list-style-type: none"> • To comprehend the social and cultural dimensions of consumer behavior, factors impacting attitudes and behavior. • To arm the budding marketers with an insight of the psychological and behavioral concepts of consumers thus enabling them to achieve their Learning Objectives and excel.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Consumer Behavior
Consumer behavior - an introduction, Family influences on buyer behavior. Reference groups, opinion leaders and social influences. Social classes, social stratification and buying behavior. Cultural influences on consumer behavior.	
UNIT – II	Consumer Decision Process
Determinants of Buyer Behaviour and Framework of Buyer Behaviour Overview of the Stages in the choice process, factors affecting each stage, and Need recognition.. Information Gathering & Evaluation: Perceptual Mapping & Positioning: Value perception Information Search, Defining criterion for choice, mapping perceptions and value perceptions of consumers. Evaluation rules used by consumers. Mapping attributes, comparison of brands, positioning options, product and promotions related strategies. Perceived value components, generating attribute lists, mapping methods. Consumer Expectations & Perceptions: Satisfaction & Value Post–purchase Processes, Measuring satisfaction and value, Value/Satisfaction delivery process and programs. Satisfaction and retention. Quality and satisfaction	
UNIT – III	Individual Determinants of Buyer Behaviour and Internal Processes
Self Concept, Needs & Brand Choice Need recognition process, gaps in self image and ideal image, why certain attributes are used for evaluating brands, importance of attributes and need strength, identifying need areas. VALS and grouping consumers. Segmentation, targeting and positioning based on self and brand images.	
Consumer Personality and Consumer Motivation Need identification and classification. Use of personality, purchase pattern to understand needs and segment markets.	
Learning, Memory, Communication Applications and Behaviour Modification Different learning methods used by consumers and marketers' use of same. Learning strength, generalization and discrimination, schema formation and change, positioning and repositioning. Communication objectives and techniques, hierarchy of communication effects.	
Formation, Measurement and Modification of Consumer Attitudes Concept of attitude, measurement methods, data analysis and identification of problem areas. Attitude change methods. Market opportunity and promotional activities to assess markets and change attitudes towards products and brands.	
Situational Determinants of Buyer Behaviour Temporal, social, physical, task, purchase, usage, disposition and other antecedent states	
UNIT – IV	External Influences on Consumer Behaviour
Family Influences on Buyer Behaviour Joint Decision making process, influences, roles of different members, needs perceived and evaluation rules. Factors affecting the need of the family, family life cycle stage and size. 11. Social Class & Social Stratification Homogeneity of needs in social class, product usage norms and evaluation rules within class. Social Class stratification in India SEC, NCAER, BBDO, NRS, IRS classification of society etc. Changes in Gender perspectives. 12. Reference Groups, Opinion Leaders and Social Influences In-group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process. 13. Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.	

UNIT – V	Consumer models and consumer research
Traditional models, contemporary models:-Nicosia model, Howard Sheth model, Engel-Blackwell Miniard model	
Consumer Research Various methods and techniques of consumer research, reliability and validity, generalization. New Developments in the field of Consumer Research	
Text Book	<ol style="list-style-type: none"> 1. Consumer Behavior - Leon Schiff man, Lesslie Kanuk, 10/e, Pearson, 2010. 2. Consumer Behavior: Building Marketing Strategy – Del I. Hawkins, & Others, 11/e TMH, 3. Consumer behavior - Jay D. Lindquist, Joseph Sirgy, 1/e, Cengage Learning. 4. Consumer behavior – David L. Louden, Della Bitta, 4/e, McGraw Hill.
Reference Books	<ol style="list-style-type: none"> 1. Consumer Behavior - Henry Asseal, Cenage Learning. 2. Consumer Behavior in Indian Perspective – Suja Nair, Himalaya Publications 3. Customer Behavior: A Managerial Perspective – Sheth, Mittal, Cengage Learning. 4. Consumer Behavior- Satish K. Batra & S H H Kazmi, Excel Books.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS -</p> <ol style="list-style-type: none"> 1. PRACTICALS on the segmenting the local markets and judging buying behavior – operational workout 2. Experiment - Learning brain responses on electroencephalogram 3. Experiment on facial expression recognition system 4. Role plays on ethical issues 5. Test marketing experiments – for new products or change in products 6. Conducting mini surveys on newly launched products 7. Conducting a research experiment on C.B. and writing a paper on it

BM 518	MANAGEMENT OF FINANCIAL INSTITUTIONS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course will help in giving clear understanding and knowledge of financial assets in financial system in present complex business scenario . The students will also get adequate exposure to financial Institution and Services which are undergoing sea change with the latest development of IT aided business models where life cycle of the financial assets is

	passing through critical stages.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Financial Institutions and Economic Development:
	Central Banking and Monetary policy: - Central banking functions, money creation process and control, monetary policy. Monetary expansion and prices, Real and nominal values, inflation and interest rates, inflation and exchange rates. Functions and workings of Regional Rural Banks (RRBs) and National Bank for Agriculture and Rural Development (NABARD).
UNIT – II	Money, Process, Exchange Rates and Interest Rates:
	Monetary expansion, Interest Rates and Exchange rates, monetary expansion and prices, real and nominal values, inflation and interest rates.
UNIT – III	Commercial Banks
	Evolution of Modern Commercial Banks: - Evolution of bank assets, liabilities and activities, banking structure, matching revenues and costs of commercial banks, recovery of advances and documentation. Capital adequacy, accounting policies and related matters, directed investments and credit programs and interest rates, methods and procedures in banks, regulation and supervision of the financial sector, Treasury and risk management in banks, marketing of bank services, relationship banking and innovations
UNIT – IV	Financial Institutions
	The Learning Objectives , Functions and Working of Small Industries Development Bank of India (SIDBI), State Financial Corporations (SFCs), State Industrial Development Corporations (SIDCs)/State Industrial Investment Corporations (SIICs), Industrial Finance Corporation of India (IFCI), Industrial Development Bank of India (IDBI), Industrial Credit & Investment Corporation of India (ICICI)
UNIT – V	Insurance Companies
	Economics of insurance, the insurance industry and its regulation, LIC and GIC. Development Banks/Finance Institutions:- Concept, role of DFI's sources of funds, DFI in India, recent trends
Text Book	<ol style="list-style-type: none"> 1. Financial services , MY Khan , Tata Mcgraw Hill Publication 2. Management of Indian Financial Institution, R M Srivastava, Himalaya Publication 3. Indian financial system, H R Manchiraju , Vikas Publication 4. Management of Financial Services, Bhatia and Batra, Deep & Deep Publication
Reference Books	<ol style="list-style-type: none"> 1. V.S Awadhani-Management of Financial Services 2. Investment Banking- Prasanna Chandra. 3. Foundations of Financial markets and Institutions, Fa bozzi, Modigliani, Jones & Ferri, Pearson Education 4. Financial Markets and Institutions, Jeff Mudra, Cengage
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	

PRACTICALS-

1. Compare Financial system and financial markets of India and ROW
 2. Analyze efficiency, stability, technology, government intervention in the financial system
 3. Analyze The Indian financial system pre 1951 period and post 1951 period,
 4. Analyze The Indian financial system with respect to The Emerging horizon
 5. Analyze the Monetary expansion in 2013
 6. compare Interest Rates and Exchange rates,
 7. Analyze monetary expansion and prices in financial crises
 8. Identify real and nominal values,
 9. Analyze inflation and interest rates of 2012-13
 10. Prepare liabilities and activities, banking structure,
-

BM 522	HUMAN RESOURCE INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction: Data & Information needs for HR Manager; Sources of Data; Concept, Structure, & Mechanics of HRIS; Programming Dimensions & HR Manager with no technology background.
UNIT – II	Data Management for HRIS: MIS – an introduction, Background, status of MIS in organization, Framework for understanding MIS Data Formats, Entry Procedure & Process; Data Storage & Retrieval; Design of HRIS: HRIS – An Investment
UNIT – III	HR Management Process & HRIS: Role of MIS in the various management levels, structure of MIS, information levels and essentials of MIS Managing HRIS, Organizing Data, Personnel Audit and Personnel research, Computer applications in HRM (Uses and Trends)
UNIT – IV	HR Management Process II & HRIS: Organization Structure & Related Management Processes including authority & Responsibility Flows, and Communication Process; Organization Culture and Power – Data Capturing for Monitoring & Review; Behavioral Patterns of HR & other Managers and their place in information processing for decision making
UNIT – V	Security, Size & Style of Organizations & HRIS: Security of Data and operations of HRIS Modules; Common problems during IT adoption efforts and Processes to overcome Orientation & Training Modules for HR & other functionaries;
Text Book	<ol style="list-style-type: none"> 1. Managing and Measuring Employee Performance - Understanding Practice “Elizabeth HOULDSWORTH, Dilum JIRASINGHE”, 2. 4. Accountability in Human Resource Management, “Jack J Phillips”, Gulf Professional Publishing.
Reference Books	<ol style="list-style-type: none"> 1. "The Agenda: What Every Business Must Do to Dominate the Decade", “Dr. Michael Hammer, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142 2. A Handbook of Human Resource Management Practice, “Michael Armstrong”, Kogan Page
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Sources of Data and collection 2. Structure, & Mechanics of HRIS; 3. Programming Dimensions & HR. 4. status of MIS in organization, 5. Framework for understanding MIS 6. Data Formats, 7. Entry Procedure & Process;

	8. Data Storage & Retrieval;
--	-------------------------------------

	9. Design of HRIS
--	--------------------------

	10. structure of MIS,
--	------------------------------

Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course defines sequential process, role and dynamics to organizational change. It further highlights ways of dealing with it. It focuses on need, phases and conditions for successful organizational development. Different organizational development interventions are also incorporated.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to OD:
	Concept & Definition of OD, Process of OD, Nature of Planned Change.
UNIT – II	Organizational Diagnosis:
	Diagnosing Organization, Diagnosing Groups and Jobs, Collecting and Analyzing Diagnostic Information, Designing Interventions – Human Process, Techno structural, Structure
UNIT – III	Human Process Interventions:
	Interpersonal and Group Process Approaches, Process Consultation, Third-party, Team Building, Organizational Process Approaches, Organization Confrontation, Intergroup
UNIT – IV	Techno Structural Interventions:
	Restructuring Organization- Structure Design, Downsizing, Reengineering, Employee Involvement - Parallel Structures, Total Quality Management,
UNIT – V	Strategic Interventions:
	Trans organizational Development, Mergers & Acquisitions, Transformational Change, Cultural Change
Text Book	<ol style="list-style-type: none"> 1. Organizational Change and Development, Kavita Singh, Excel Books. 2. Organizational Change-Themes & Issues, Jim Grieses, Oxford. 3. Essentials of Organizational Development, Dr. Mrs. Anjali Ghanekar, Everest Publishing House. 4. Organizational Development, Joan V. Gallos, Jossey Bass, Wiley Imprint.
Reference Books	<ol style="list-style-type: none"> 1. Wendell L.French :Organizational Development 2. Cummings & Worley: Organizational Development & Change 3. Alderter: Organizational Development 4. IS. Neelmeghani :Management Development
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Process of OD 2. Change process and its implementation 3. How to diagnose an organization 4. Collection of information about organization 5. Analyzing Diagnostic information. 6. Designing Intervention 7. How to do Process Consultation, 8. How and when to have Third-party , 9. Conduction of Team Building, 10. Organization Confrontation Meeting,

--	--

BM 530	INTERNATIONAL FOREX & RISK MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	There are two kinds of career opportunities: one in the insurance companies <i>per se</i> and the other in terms of risk management in corporate sector using insurance as one of the tools. There are also other emerging career opportunities in insurance marketing and distribution, insurance advisory services and Third Party Administration (TPA) of insurance contracts. This course will focus primarily on those concepts, techniques and issues in the context of a person aspiring for a career in insurance and risk management
	The Indian Insurance sector has traversed a full circle. Till 1956, when life insurance was nationalised, it was totally in the private sector. In 1971, commercial insurance was also nationalised. After around four decades of this nationalised monopoly, private sector participation has again been allowed. The ensuing competition is likely to offer challenging careers for MBAs. This course seeks to prepare the students for the same.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs are

	MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to International Finance:
	Introduction, Concept, theories of International Trade
UNIT – II	Foreign Exchange Market:
	Participants in the FE Markets, Quoting in FE Market, Settlements, Adjustment of DD & SS on the spot market, Forward Rate & Specialization in forward market
UNIT – III	Techniques of Hedging,
	Covering risk in forward market, covering risk in money market
UNIT – IV	Interest rate risk,
	Importance of interest rate risk, measurement of interest rate risk, Interest rate risk management, covering interest rate risk in future & options
UNIT – V	Introduction,
	Currency of initiate, Different ways of settlement, International capital market, International Management, Management of receivables
Text Book	1 Forex Management. A.V. Rajwade & H.G.Desai, (Jain Book Depot) 2. Forex Management and Business Strategy : Deepak Tandon (Jain Book Depot)
Reference Books	1.Foreign Exchange Management Manual (Ashhok Saxena) 2.Foreign Exchange Practice Concepts and Control (Sultan S Chand)
	1.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1.International Finance management 2.Applications of theories of international trade 3.Role play on parties to Forex Market 4.Use of DD and settlements 5. Practical Application of future ,option & Commodity Market. 6.Hedging 7.Money Market Risk 8.Measurement of risk uncertainty 9.Covering of risk 10. Valuation of currencies.

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle
Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:
	Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources
UNIT – II	Production Management:
	Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.
UNIT – III	Facilities Planning:
	Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety;

computer aided manufacturing (CAM), artificial intelligence & expert systems.	
UNIT – IV	Material Management:
Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.	
UNIT – V	TQM and Project Management:
Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.	
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management 2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

BM 602	ENTREPRENEURSHIP AND SMALL SCALE BUSINESS MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop and strengthen entrepreneurial quality and motivation in students, To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, To provide insights to students on entrepreneurship opportunities
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Definition, meaning, importance and relevance of Entrepreneurship, types & characteristics of entrepreneurship, identification and classification of business opportunities, barriers to entrepreneurship. environmental scanning through 7 Domains of market attractiveness & porter’s 5-forces model
UNIT – II	Tools and techniques
	Needs, Tools and techniques for market assessment & survey, entrepreneurial motivations & environmental innovations & creativity.
UNIT – III	Business plan writing,
	scope, types, sources and process of identifying target market, survey industry & competition analysis.
UNIT – IV	Entrepreneurship development program:
	Learning Objectives , Programs of EDP, Entrepreneurial development cycle, Relevance & Accruements of EDP, Role of Government in organizing EDPs, E-business & Networking

UNIT – V	Small business management:
Starting up a new business venture, Source of Fund-Raising to start up a New Business Venture, Developing Marketing Strategies	
Text Book	<ol style="list-style-type: none"> 1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education, 2007 2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007 3. Entrepreneurship Development , Khanka, S Chand Publications 4. Entrepreneurship Development, B Janakiram
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Biztantra, 2007 2. Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007 3. Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006 4. Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Discuss the availability of entrepreneurial opportunities. 2. Discuss the factors that make the family business unique. 3. Understand the franchising Concept. 4. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. 5. Define competitive advantage. 6. Develop a comprehensive business plan. 7. Discuss the nature of the marketing research process. 8. Identify the factors affecting choice of a business location. 9. Describe the purpose and content of financial statements. <p>□□□□ Identify the key characteristics of consumer behavior.</p>

BM 603	BUSINESS LAW
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic To gain knowledge about Business Law, To have understanding about business contracts, Able to analyze different types of contract
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to legal Environment
	: Definition of Law, classification of law, Indian judiciary system. Indian Contract Act, 1872 (Fundamental Knowledge) : Essentials of valid contract, discharge of contract, remedies for breach of contract. Hypothecation, mortgage , Quasi Contract. Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.
UNIT – II	Sale of Goods Act 1930
	Sale of Goods Act 1930 (Fundamental Knowledge) : Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. Basic Conceptual Knowledge: OPC, HUF, Partnership Act 1932, LLP, NGO, Co-operative societies, HPA, IPR..
UNIT – III	The Negotiable Instruments Act 1881
	The Negotiable Instruments Act 1881 (Fundamental Knowledge) : Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. Basic Conceptual Knowledge: Excise act, Vat, overview of income tax act & customs act

UNIT – IV	Environmental law
Environmental law (Basic elementary knowledge) : Land pollution, Water pollution, Air pollution and Noise pollution. Consumer Protection Act: Definition of consumer, unfair trade practice, Alternative Dispute Remedies: Arbitration, conciliation, Mediation, Negotiation.	
UNIT – V	The Companies Act 2013
The Companies Act 2013 (Basic elementary knowledge) : Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement, winding up of the Company and its types.	
Text Book	<ol style="list-style-type: none"> 1. Maheshwari, S.N. and S.K. Maheshwari; <i>A Manual of Business Law</i>, 2nd Edition, Himalaya Publishing House, 2004.. 2. Durga Das Basu- Constitution of India (Prentice Hall of India) 3. Relevant Acts
Reference Books	<ol style="list-style-type: none"> 1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition). 4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus 10. Preparing a format for winding up of company

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
Planning - overview, concepts of project, types of Projects, project life cycle, project formulation	
UNIT – II	Project Analysis:
Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.	
UNIT – III	Cost Benefit Analysis:
projects procurement process, life cycle costing, project cost reduction methods, project stores.	
UNIT – IV	Project Cost:
Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis	
UNIT – V	Project Management:
Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.	
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi & Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts 5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts 10. Use of Simulation softwares

--	--

BM 605	CORPORATE STRATEGY & ETHICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	<ul style="list-style-type: none"> • Definition, Concept, Objective and Significance ,The levels at which strategy operates, Characteristic of Strategic Management , An Overview: Strategic Management Process , Concept of Strategic Decision Making
UNIT – II	Environmental Scanning:
	<ul style="list-style-type: none"> • Appraisal of external environment, Dynamics of internal environment, Organizational capabilities and Appraisal.
UNIT – III	Strategy Formulation:
	<ul style="list-style-type: none"> • Business level strategy, Corporate Level Strategy, Functional Strategies.
UNIT – IV	Strategy Implementation:
	<ul style="list-style-type: none"> • Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture.
UNIT – V	Strategy Evaluation and Control:
	<ul style="list-style-type: none"> • An Overview of Strategic Evaluation and Control ,Strategic Control and Operational Control ,Techniques for Strategic Evaluation and Control ,Role of Organizational Systems in Evaluation ,Mc Kinsey's 7s Framework.
Text Book	<ol style="list-style-type: none"> 1. Azhar Kazmi: Business Policy & Strategic Management 2. Johnson & Scholes: Exploring Corporate Strategies 3. Wheelan, Hunger: Strategic Management 4. Ramaswami, Namakumari: Strategic Planning: Formulation of Cor. Strategy
Reference Books	<ol style="list-style-type: none"> 1. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India) 2. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS) 3. Lawrence R. Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers) 4. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ability to lead discussion and handle questions 2. Presentation style 3. Ability to address the specified case questions 4. Specify the political, legal, economic, social etc factors which impact on the industry your company is in. 5. Analyse these factors and how they determine the key driving forces affecting the industry in general. 6. Summarise what strategic issues the macro-environment entails for your company in general terms. 7. apply the 5 forces model to the industry your company is in. Describe, using

	<p>this model the competitive dynamics within the industry.</p> <p>8. Explain what competitive threats and opportunities your company would need to address in order to gain competitive advantage.</p> <p>9. Summarise provisionally what particular courses of actions it would need to undertake. Based on a) and b).</p> <p>10. Based on your analysis in 1, 2 and 3, report to the board what generic strategy</p> <p>The company needs to gain comparative advantage. Evaluate the strategy in terms of your understanding of the pros and cons of the generic strategies.</p>
--	--

BM 608	SALES & DISTRIBUTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To provide an understanding of the concepts, techniques and approaches required for effective decision making in the areas of Sales Management. • To emphasize on the practicing manager's problems and dilemmas. • To develop skills critical for generating, evaluating and selecting sales strategi
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Sales Management:
	The sales management - introduction to sales management and sales organization, sales function & policies, personal selling - nature, scope & Learning Objectives , formulating personal selling strategy
UNIT – II	Planning the Sales Effort:
	Planning the sales effort - sales planning and budgeting, estimating market potential and sales forecasting, setting the sales territory & quotas, sales and cost analysis
UNIT – III	Organizing and Directing the Sales Force:
	Organizing and directing the sales force - recurring and training sales personnel, designing & compensating sales personnel, motivating and leading the sales force, evaluating sales force performance
UNIT – IV	Distribution Management:
	Distribution management - managing marketing logistics & channels, channel integration – VMS, HMS, channel management, and marketing channel policies & legal issue.
UNIT – V	Channel Institutions & Control:
	Channel institutions & control, wholesaling & retailing, channel information systems, managing & evaluating channel performance case & future trends in sales & distribution management.
Text Book	<ol style="list-style-type: none"> 1. Sales Management by Charles, Futrell, 6/e, Thomson South Western, 2003. 2. Sales & Distribution Management, Tapan K.Panda& Sunil Sahadev, 6/e, Oxford University Press. 3. Sales & Distribution Management, A. Nag, McGraw Hill, 2013
Reference Books	<ol style="list-style-type: none"> 1. Managing of Sales Force by Spiro Stanton Rich, 11/e, TMH, 2003. 2. Sales & Retail Management, an Indian perspective by Dr.S.L Gupta, 1/e, Excel Books, 2007. 3. Salesmanship and Sales Management-P.K Sahu & K C Raut, 3/e, Vikas Publishing House3.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS-</p> <ol style="list-style-type: none"> 1. Comparative study -The sales management 2. Comparative chart - personal selling in 2 organisation walmart& Shoppers stop 3. formulating personal selling strategy for sales in US, China & India 4. Planning the sales effort – Globally 5. Formation of sales planning and budgeting, 6. estimating market potential and sales forecasting in Indian Organisations, 7. sales and cost analysis 8. Strategies of training sales personnel in Barclay bank & HDFC

	9. designing & compensating sales personnel – Comparative analysis 10. evaluating sales force performance in metro cities & B grade cities.
--	--

BM 609	MARKETING OF SERVICES
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting,

	statistics, calculus, and management principles.
Learning Objectives	To acquaint the students to the uniqueness of the services characteristics and its marketing implications. <ul style="list-style-type: none"> • To discuss measure and analyze several facets in the area of services marketing essential for the success of a service sector firm. • To acquaint the students with the various models and their applications.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Service Marketing :
	Understanding Service, The Nature of Service Marketing , product to services – the challenges Classification of service, the gaps model, the services marketing mix
UNIT – II	Segmentation, Targeting , positioning & Service Consumer Behavior
	Market Segmentation & Targeting ; Individualized Service and Mass Customization, Differentiation and Positioning of Services ; Steps in developing a positioning strategy, Developing and maintaining demand & capacity Understanding Consumer Behaviors, Customer expectations & perceptions , Managing & exceeding customer service exportations, Strategic for influencing customer perception Managing Customer Behavior—Accommodation versus Reduction • Customer Expectation Management • Customer Experience Management
UNIT – III	Strategic Issues in Services Marketing :
	a) Delivering Quality Service • Challenges of Measuring Service Quality • Measures of Service Quality • Dimensions of Service Quality b) Demand Management in Services • Supply and Demand considerations in Services • Concept of Duration Management and Rate Fences • Service mapping—Divergence versus Complexity • Role of Servicescape and customers in Demand Management c) Service Recovery • Impact of service failures versus product failures. • Nature of complaining behavior—Complaint Resolution Index • Service Recovery Process • The challenge of Service Guarantee •
UNIT – IV	The marketing mix and services :
	Traditional marketing mix – Product, price place, promotion & communication services , Extended marketing mix – people, process physical evidence in services
UNIT – V	Challenges of service marketing :
	Relationship Marketing and Loyalty Programmes • CRM issues in services • Concept of loyalty • Creation of a loyalty programme • Case: Nectar: Making Loyalty Pay • What should Justin King do with the programme? • What should Rob Geirkink do to keep Sainsbury happy? Other Sponsors happy? Make collectors keep collecting? 12. Relationship Marketing—Data Analysis • Calculation of Acquisition Costs, retention costs and rates. • Valuation of a retained customer • Case: Rosewood Hotels • Should the company go for an umbrella Branding?
Text Book	<ol style="list-style-type: none"> 1. Services Marketing-Valarie A Zeithmal & Mary Jo Bitner, 5/e, TMH, 2011 2. Services Marketing-Christopher Lovelock, Pearson Education, 2004 3. Services Marketing: Operation, Management and Strategy-Kenneth E Clow & David L. Kurtz, 2/e, Biztantra, 2007

	4. Services Marketing: The Indian Perspective-Ravi Shankar, Excel BOOKS, 2006
Reference Books	1.Valario A. Zeithanala ,Parsoranan & Leonard Berry: Delivering Quality Service 2.A.V.S. Rao : Service Sector Management in India 3.Christopher H. Lovelock: Managing Services 4. A. Valerie, Zeithanal & Mary Jo Bitner: Service Marketing – Integrating Customer Focus across the Firm.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Challenges of services: Healthcare Industry 2. Classification of services: Financial services 3. GSM and CDMA : Market Analysis 4. Corporate insight: BFSI sector; HDFC, SBI and CITIBANK 5. Aviation sector: Spice jet and go air 6. Telecom Industry- Bharti Airtel and Vodafone 7. Segmentation analysis; Educational analysis 8. Positioning : Insurance sector 9. Demand and capacity: tourism Industry 10. Telecom Advertising In India

BM 610	INTERNATIONAL MARKETING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.

Learning Objectives	To acquaint the students to the uniqueness of the international characteristics and its marketing implications. To discuss measure and analyze several facets in the area of international marketing essential for the success of a international firm.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:
	An overview to international business and trade theories - introduction to marketing communication, free trade v/s protection, classical, modern theories, gain and terms of trade.
UNIT – II	International Business Management
	International business management - the economic environment, social & cultural, political legal and regulatory environment, competitive advantage in global environment, market entry expansion and partnership.
UNIT – III	International Finance & Institutional Systems
	International finance & institutional systems - foreign exchange, balance of payments, importing and exporting, trade blocks, international monetary fund & world bank, the triad and other manner.
UNIT – IV	International Marketing Mix Elements
	International marketing mix elements - product decisions, pricing decisions, marketing channel & place decision promotion decisions, organizing & controlling.
UNIT – V	Strategic Issue for International Marketing
	Strategic issue for international marketing - marketing information system & research, segmentation, targeting & positioning, planning process
Text Book	<ol style="list-style-type: none"> 1. Ravi Sarathy. International Marketing 2. International Marketing by Philip R. Cateora, John Graham, Hardcover, Publisher: McGraw-Hill/Irwin
Reference Books	<ol style="list-style-type: none"> 1. Hill W.L Charles. International Business competition in global Market Place. 2. Subhash c. Jain. International Marketing Management
Mode of Evaluation	
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. An overview to international business 2. comparative analysis of trade theories 3. introduction to marketing communication, 4. comparison of free trade v/s protection, with example. 5. comparative study of International business management - the economic environment, social & cultural, political legal and regulatory environment, 6. competitive advantage in global environment, market entry expansion and partnership 7. International finance & institutional systems 8. foreign exchange, 9. balance of payments 10. importing and exporting,

--	--

BM 611	ADVERTISING AND SALES PROMOTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To acquaint the students to the uniqueness of the advertising characteristics and its marketing implications. To discuss measure and analyze several facets in the area of advertising management essential for the success of a firm.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Marketing Communication & Planning
	Introduction of marketing communication - overview of marketing communication, factors affecting the marketing communication mix, integrated marketing communication, ethical issues in marketing communication Marketing communication planning - models of marketing communication, developing & control of marketing communication, marketing communication planning procedure
UNIT – II	Advertising Learning Objectives and Creative Strategy
	Advertising Learning Objectives and planning - meaning definition and Learning Objectives of advertising, types of advertising, the advertising agency: function & types, advertising agency compensation. Creative strategy - target market & creative objective, advertising appeals, creative format & creation stage, copy testing and diagnosis
UNIT – III	Media Planning & Promotion
	Media planning & promotion - environment analysis media object, media strategy & media planning modes, indoor media, outdoor media, measuring advertisement performances, current developments in advertising.
UNIT – IV	Introduction to Sales Promotion
UNIT – V	
Text Book	1. Advertising Management”, Aaker, Meyers 2. Advertising Management: Philips Kotler (Google Book)
Reference Books	1. Ogily of Advertising – David Ogilvy 2. George E. Belch, Michel A. Belch , “Advertising and Promotion”, McGraw Hill, Singapore
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS:- 1. Designing a print advertisement 2. Visit to Advertising Agencies 3. Creative writing PRACTICALSs 4. Making Advertising Jingles 5. Making a T.V. Commercial 6. Documentary shoot PRACTICALS 7. Radio commercial PRACTICALS 8. Designing an entire ad- campaign 9. Designing a new package

10. Point of purchase experiment

BM 612	INDUSTRIAL MARKETING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Industrial Marketing :
	Fundamental concepts and Elements ,Understanding market scenario and environmental dynamic, Buyer characteristic and motives, Value and vendor analysis
UNIT – II	Strategic Planning in Industrial Market :
	Forecasting and performance analysis ,Planning and corporate goals, Segmentation targeting & positioning
UNIT – III	Industrial Product & Pricing decision:
	The industrial product ,determinants of product mix, Product Life cycles, New product development, Product support and after sales service , Pricing Analysis and Policy Decision
UNIT – IV	Industrial Product promotion:
	Overview of Industrial Promotion Mix ,Advertising, Sales promotion, Publicity, Public Relations ,Sales force Management – Planning, organizing and controlling
UNIT – V	Industrial Distribution & control System :
	Structural element in a channel ,Channel Dynamics & Logistics, Performance Standards and Control Instruments, Industrial Marketing to government and Public sector. .
Text Book	<ol style="list-style-type: none"> 1. Industrial Marketing – Analysis Planning & Control by Reederd Brierty ,Prentice Hall of India, New Delhi 2. Marketing Management – Philip Kotler Pearson Education, New Delhi
Reference Books	<ol style="list-style-type: none"> 1. Industrial Marketing Management by Hutt and Speh, Cengage 2. Industrial Marketing by K.K. Havaldar, McGraw-Hill Companies, New Delhi
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ethical practices in Indian Companies i.e. TATA, reliance 2. Indian market during recession and recovery 3. Economy watch: Sign of Growth: Nano 4. Marketing Analysis: Indian Automobile sector 5. Flow chart for reaching Segmentation & targeting 6. Marketing Analysis: Maruti, fighting back to regain market share 7. Marketing in actions: highlighting of the shift in consumer profile 2005-2013 8. CB Models- Nokia applications 9. Product portfolio: Hyundai 10. PLC analysis: Electronic Goods

--	--

BM 514	STRATEGIC MARKETING DECISIONS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To help the students appreciate the relationship between corporate strategy and Brand Management. • To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset including brand association, brand identity, brand architecture, leveraging brand assets, brand portfolio management. • To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	FUNDAMENTAL OF STRATEGIC MARKETING
	<p>Definition of strategic marketing, Difference between marketing management and strategic marketing management, Nature and Principles of Strategic Marketing,</p> <p>Definition of strategic marketing planning, Strategic Planning Process in Marketing, Scope & Importance of Strategic Planning, Corporate & Divisional Strategic Planning, Establishing & Resource Allocation to SBU, BCG & GE Matrix Marketing Control & Marketing Audit.</p> <p>Identification of attractive markets, Industry/ business analysis and sustaining competitive advantage Introduction to Marketing Strategies: Concept of Competitive Advantage, Strategies for Market Leaders, Market Challenger, Market Follower and Market Nicher, Porters Five Forces Model.</p>
UNIT – II	CUSTOMERS , MARKETS, AND COMPETITION
	<p>Analyzing consumer Behavior: Black Box Model, Buying process, the dimensions of consumer Decision – making, buying roles, factors influencing consumer behavior</p> <p>Competitor Analysis and Competitive Position: Market Concept of Competition, Competitor analysis, competitors future strategies, the competitive intelligence process, CID, organization for competitive intelligence, competitive benchmarking</p> <p>Competing through Superior Service and Customer: Nature of customer service, customer service triangle, 4Cs in customer Service Strategy, Nature and significance of relationship Marketing, determinant of relationship , relationship marketing process, cooperation and feedback, measures to promote relationship marketing</p>
UNIT – III	MARKETING DECISION MAKING
	Strategies for Product and New Product Strategies, Pricing policies and strategies, Communication strategies, distribution strategy and channel Management, marketing Strategies for Retailing, Internet Marketing :
UNIT – IV	Introduction to Internet Marketing
	. Mapping fundamental concepts of Marketing (7Ps, STP), Strategy and Planning for Internet Marketing, The Website , Analysis of websites., Search Engine Optimization 6. Online Advertising: Display Advertising Case: EDB and Friends: Reviving a Mature Brand through Interactive Online

Marketing, Pay-Per-Click Marketing Case: Google Advertising, Email Marketing Case: YesMail.com , Blogging, Podcasting, RSS Case: Blogging at BzzAgent , Social and Business Networking. Product Opinion Sites. Forums Case: LinkedIn Corp., 2008 Case: Facebook, Affiliate Marketing and Syndication on the Internet Case: How to Acquire Customers on the Web (CDNow)	
UNIT – V	Traditional Offline Businesses in the Online World
Case: Netflix (or) Borders Group, Inc (or) Amazon.com, Case 2: Indian Context Case: Gramophone Company of India: The Digital Distribution Challenge, The technology behind Internet Marketing Common Snares in Online Marketing, Running an Internet Marketing Services Business Case: PacificLink IMedia: Designing an Internet business (or) Eyeblaster: Enabling the Next Generation of Online Advtg. (or) Interactive Marketing: New Channel, New Challenge, Global Internet Marketing. Localization and Customization Case: Asia Pacific Branding for Online Hotel Reservations: Expedia, Inc., Measuring Internet Marketing Effectiveness: Metrics and Website Analytics, Trust in Internet Marketing. Ethical and Legal Issues, Internet of the future: “Customerization”.	
Text Book	<ol style="list-style-type: none"> 1. Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication. 2. Strategic Brand Management – Jean, Noel, Kapferer – Kogan Page India. 3. Brand Imitations – Dr S Kaplan, Dr S Pandey , 1/e, HPH, 2004. 4. Brand Management, Tapan Panda, 2/e, Excel Publication.
Reference Books	<ol style="list-style-type: none"> 1. Philip Kotler: Marketing Management (Analysis, Planning and Control) PHI 2. Ramaswamy & Namakumari: Marketing Management- MacMillan 3. Kaushal: Case study Solutions – Marketing – MacMillan 4. Varshney Maheshwari: Marketing Management
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Marketing in actions; The Japanese Story 2. HUL Strategies: Marketing with a heart 3. Economy Watch: India and china : Two growth models 4. Models of portfolio analysis 5. BCG Matrix of Nestle 6. GE Matrix of Taj Hotels 7. Porters Five forces model: Analysis of HUL 8. Competitors profile: P&G. C&P 9. Market leader strategies; Pepsi

BM 613	BANKING & INSURANCE MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Banking Operations:
	The Changing Nature of Banking Operation-Importance of Customer Relationship Management in Banks-Different Type of Products and services offered to Customers-Role of Technology in Banking Operations- Service Design and Delivery Strategies in Banks: Products and Service Offered by Banks-Designing of New Products and Services-response of Banks with Newer services and delivery mechanism –delivery strategies in a banks,.
UNIT – II	Consumer Behavior & STP:
	Segmentation, Targeting, Positioning & Marketing Mix for the banking sector. Segmentation, Targeting, Product Differentiation, Positioning strategies for the banking sector, Consumer behavior: Meaning, Definition , Customer Perception , Customer Expectation ,Consumer Behavior Process, Factors influencing Consumer Behavior in banking & insurance sector
UNIT – III	Service quality matrices:
	designing of service quality-steps to implement delivery strategies-implications of services intangibility Core factors-customer relationship management-technical quality and functional quality –role and process capability for managing services-Managing services ,Delivery –Six Sigma, ISO 9000 certification in banking & insurance sector. Improving quality and productivity: Technical & functional quality
UNIT – IV	Introduction to Insurance
	Meaning ,Definition, Need ,characteristics of Insurance ,Principles of Insurance, Financial Planning and Insurance, Traditional & extended marketing mix related decision in Insurance sector . Life Insurance: Meaning & definition, Principle of life insurance Product Development, Design and Evaluation, Reinsurance, Claims Management, Marketing and Servicing,IT Applications, Tax planning, Legal Framework
UNIT – V	General Insurance :
	Principles of General Insurance, General Insurance Products (Fire, Motor & Health),Terminology, Perils Clauses and Covers, Risk Assessment ,Product Design, Development and evaluation, Claims Management, Reinsurance Marketing and Servicing, IT applications, Legal framework and documentation, overview of Banc assurance .
Text Book	1. Long and Gregg : Property and Liability Insurance (Hand book, Homewood, Richard D. Irwin).
Reference Books	1. Rodda : Property and liability Insurance (Prentice Hall, New Jersey) 2. John Carydon I. : Introduction to liability claims Adjusting Cinenati (The National Underwriting Co.)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS 1. Challenges of services: Banking Industry 2. Classification of services: Financial services 3. Market Analysis: Private and public player 4. Corporate insight: BFSI sector; HDFC, SBI and CITIBANK 5. General insurance sector: ICICI lombard 6. Life insurance Industry: LIC 7. Segmentation analysis 8. Positioning : Insurance sector 9. Demand and capacity: 10. Telecom Advertising In India

--	--

BM 614	PRODUCT & BRAND MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management) To equip the students with the various dimensions of product management such as product-line decisions, product platform and product life cycle) To provide a framework to understand the new product development process, the organisational structures for new product development and product management functions within an organisation) To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.) To develop familiarity and competence with the strategies and tactics involved in building, leveraging and defending strong brands in different sectors.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Product Management
	Introduction to product management - what is product & product-service continuum, individual product decisions, and product attributes product and product lives, special issues in product management - product life cycle & strategy, product differentiation, new product development
UNIT – II	Brand Management and Crafting of Brand Elements
	Introduction to brand management and crafting of brand elements. Consumer brand knowledge. Brand identity, personality and brand associations. Managing brand architecture and brand portfolios Brand elements - value & significance of brand, brand name, symbol & slogan, brand strategic decision, line expensing & brand extension.
UNIT – III	Identifying & Establishing Brand Positioning:
	Building A Strong Brand, Positioning Guidelines 8. Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building 9. Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System,

Measuring Sources of Brand Equity & Outcome of Brand Equity 10. Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time	
UNIT – IV	Brand Equity, Association and their Measurement
Concept of brand equity & association - brand loyalty, awareness, creating and managing brand equity, selecting, creating and maintaining, association. Corporate branding and tools for building brand equity. Leveraging brand equity. Measurement of brand equity.	
UNIT – V	Brand Strategy
Brand strategy - brand rejuvenation, brand relations, brand proliferation, multi branding, global brand. Branding for services, retail, and hi-tech products	
Text Book	<ol style="list-style-type: none"> 1. Brand Management – Chunawala 2. Strategic Brand Management – Jeolkeperor
Reference Books	<ol style="list-style-type: none"> 1. Strategic Brand Management – Kelvin Keller 2. Brand Management – Majumdar
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Marketing Analysis: Dabur India Limited 2. Total Product Concept: Indian Beverages(Fruit and Soft drinks) Market 3. Product development and economic cost: HUL Product portfolio 4. Marketing In Actions : Puma on kids wear track 5. Product differentiation: Personal Care industry 6. Value preposition: electronic goods 7. Paradigm Shift in Symbol and slogan : FMCG Sector 8. Brand extension: ITC 9. Brand Identity: Nokia 10. Wipro Portfolio 11. Brand equity models

BM 615	MARKETING RESEARCH AND ANALYTICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To provide an understanding of the basics of marketing research and to build a research vocabulary, key terms and ideas. • To provide a balance of the theoretical and PRACTICALS aspects of marketing research and encourage the students to take up analytical and critical thinking through research. • To highlight importance of research in management
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Marketing :
Nature, scope, functions of Marketing Research , Manager – Research Relationship, Careers in Marketing Research, Ethical issues in Marketing Research	
UNIT – II	Marketing Research process & Data Collection:
Steps in marketing research process, Data Collection: types and methods; Questionnaire, format, administrative	

methods, Observation techniques, Focus group interviewing, experimentation in marketing research	
UNIT – III	Measurement and Scaling:
Concept and scales of measurement, Attitude and motivational research techniques; Sampling terminology; Concept, Standard Error, Confidence Limit, Sample size, errors in Data; types of sample design, Hypothesis testing	
UNIT – IV	Application areas of Marketing Research:
Marketing research application in New Product Development, market and sales forecasting, Advertising research, pricing research, packaging research, branding research, market segmentation and positioning.	
UNIT – V	Advance techniques of data analysis:
Use of advance techniques for Marketing Research situations; Univariate Analysis, Bivariate Analysis, ANOVA, Factor Analysis, Analysis using SPSS software commands, Introduction of Multivariate analysis, Conjoint analysis, Cluster analysis, Discriminate Analysis	
Text Book	<ol style="list-style-type: none"> 1. Marketing Research contemporary approach- Narayn reddy and GVRK Acharyalu, Excel publications 2. Marketing Research and consumer Behavior Saravanel et.al, Vikas publishing house 3. Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005 4. Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning, 2010.
Reference Books	<ol style="list-style-type: none"> 1. Market Research: a guide to planning, methodology & evaluation - Paul Hague, Kogan Page, 1996. 2. Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al, 2007. 3. Research Skills for Students: Transferable and Learning Skills - Allison, et.al. 1996. 4. Market Research – Aekar, 11/e, Wiley publications, 2002
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Marketing Analysis: 2. Data Collection: Questionnaire preparation 3. Observations techniques 4. Focus group application 5. Scale development and use of scales 6. Attitude research techniques 7. Motivational research technique 8. Preparation of research design 9. Hypothesis formation and testing 10. ANOVA 11. Application of univariate and bivariate analysis, factors analysis 12. Minor project on Product development 13. Minor project on Advertising Research 14. Minor project on Competitors analysis 15. Minor project on Consumer behavior

BM 616	INTERNATIONAL FINANCE & TRADE
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To understand Foreign exchange market ,international financial market ,domestic capital markets, MNC and its financial environment
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	International financial management
	Foreign exchange market ,international financial market ,domestic capital markets, MNC and its financial environment –importance of international finance –environment-challenges and opportunities before an MNC – functions of global manager ,Market for foreign exchange, activities in the foreign exchange markets
UNIT – II	Global Financial System
	Introduction –gold standard , -world war I to world war II –bretton woods and afterwards –international multilateral institutions ,special drawing rights –optimum currency area, Alternative exchange

	rate systems ,Introduction –Export finance –balance of payment account
UNIT – III	Exchange rate determination
	Introduction-long run theories of exchange rate determination –short run exchange rate determination forward exchange rate determination –determinants of exchange rate, Forecasting exchange rate ,Introduction :reasons for making forecasts –forecasting exchange rates-technical forecasting –fundamental forecasting –market based forecasts –mixed forecasting –long term forecasting with forward rates, Derivative market – introduction –currency futures –interest rate futures –currency options contracts –pricing –swap and swap market
UNIT – IV	International trade financing
	Introduction –credit risk –offshore financing –I :the euro money market ,Offshore financing –II sourcing debt internationally –offshore financing –III euro equity market ,Foreign exchange exposure and risk -Transaction and translation exposure
UNIT – V	Risk management –introduction :
	currency and interest rate risk –interest rate risk and its management –multinational capital budgeting –portfolio considerations of financial management –cost of capital and multinational financial environment -country risk –short term financing decisions –multinational tax environment
Text Book	<ol style="list-style-type: none"> 1. Seth /malhotra: International financial management 2. Rita & Eugene: International Financial Management. 3. Francis & Maximo: International Financial Management
Reference Books	<ol style="list-style-type: none"> 1. Allan, Shapira :Multinational Financial Management 2. Charles & Henery: International Financial Management.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Comparative analysis of different trends and development taking place in gold deposit in countries like US, UK, Canada,china – their outcome 2. Analysis of Indian Foreign currency exchange – India, US, Canada 3. Policy making bodies for multinational corporation in India , US, China – their impact on economy 4.Applying Various call Option Strategies in Live Option Market as per different market Situations 5.. Applying Various swap Strategies in swap Option Market as per different market Situations 6. Identifying Opportunity in a Live Trading Market as a <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> Speculator <input type="checkbox"/> <input type="checkbox"/> In a Event 7..With Rs. 100000, making a futures Portfolio in a Live derivative market 8. Finding Convergence Opportunities in the Live Trading Derivative Market 9. With Rs. 500000, making a currency derivative Portfolio in a Live derivative market 10.preparing the report on Effective exports – commercial banks role and help – US, Canada, India

BM 617	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Investment Scenario:
Concept, Learning Objectives & Constraints of investment classification, Financial Markets & Real Investment avenues, organization, power & function of SEBI.	
UNIT – II	Risk & Return Pattern:

Concept of Risk & Return, Reduction of Risk diversification Quantifying portfolio risk and return, measurement of risk in portfolio and SML and its application.	
UNIT – III	Equity market and equity valuation models:
Markets and their functions, major stock exchange and their integration, listing and dematerialization of securities, valuation method(DDM), measure of relative value (P/E, P/BV, P/S Ratios), free cash flow to equity models(FCFE).	
UNIT – IV	Portfolio management -
introduction ,meaning Portfolio analysis, traditional theory,modern portfolio theory ,capital asset pricing model, factor model and arbitrage pricing theory	
UNIT – V	Fundamental & Technical Analysis:
Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient Market Theory.	
Text Book	<ol style="list-style-type: none"> 1. Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2st Ed.) 2. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill, 2008) 3. Bhatt - Security Analysis and Portfolio Management (Excel Books) 4. Bhatt- Security Analysis and Portfolio Management (Wiley Dreamtech)
Reference Books	<ol style="list-style-type: none"> 1. Prasanna Chandra :Investment Management : A security Analysis 2. James Clarke :Management of Investment 3. VK Bhalla: Investment Management: A security Analysis 4. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> 1. With Rs. 100000, Making a Positional Portfolio Horizon 1 Month. 2. Preparing investment wheel of high net worth individual worth rs 1000000 3. Risk return analysis of telecom shares 4. Risk return analysis of risk averse risk taker investor in bullish market 5. With Rs. 500000, Making a Positional Portfolio Horizon 3 Months. 6. Preparing a draft of Red herring prospectus 7. Credit rating analysis of current IPO 8. Recommending Stock as per dividend Yield as a Regular Income Strategy 9 Recommending Stock as per earning per share as a Regular Income Strategy 10. Equity analysis of 4 FMCG companies

BM 618	Advanced Accounting Standards
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To Introduce -Gaap, Introduction To Indian Accounting Standards (AS)-Introduction To International Accounting Standards
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction To Accounting Standards
Introduction-Gaap, Introduction To Indian Accounting Standards (AS)-Introduction To International Accounting Standards. (IAS).Cash Flow Statements: Introduction, Definition Of Important Terms and Reporting Cash Flows In Cash Flow Statement, Format Of Cash Flow Statements, Treatment Of Special Items, Direct & Indirect Method ,Other Aspects Of Cash Flow Statements-Indian Accounting Standards (As-3)	

UNIT – II	Current Assets, Contingent Assets & Liabilities And Provisions
<p>Meaning Of Current Assets, Accounting Standard -2 Valuation Of Inventories, Definitions, ,Scope Measure Of Inventories ,Cost Formulae, Disclosure AS-29 -Provisions, Contingent Liabilities And Contingent Assets Objective & Scope, Definitions, Recognition, Probable outflow of resources Embodying Economic Benefits, Reliable Estimate Of The Obligation, Contingent Liabilities, Contingent Assets, Measurement, Changes In Provisions, Application Of The Recognition And Measurement, Disclosure</p>	
UNIT – III	Revenue Recognition:
<p>Accounting Standard -9 (Revenue Recognition),Definitions, Sale Of Goods, Rendering Of Services, The Use By Others Of Enterprise Resources Yielding Interest, Royalties And Dividends, Effect Of Uncertainties On Revenue Recognition <i>Special Cases Of Revenue Recognition</i> Accounting Standard No 7 Accounting For Construction Contracts; Definitions, Combining And Segmenting Construction Contracts Contract, Revenue Contract Costs, Recognition Of Contract Revenue And Expenses, Recognition Of Expected Losses, Changes In Estimates</p>	
UNIT – IV	Long Terms Assets:
<p>Accounting Standard (AS) 6 Depreciation Accounting Definitions, Explanation ,Disclosure, Accounting Standard (AS) 10,Accounting For Fixed Assets Definitions, Identification Of Fixed Assets Components Of Cost ,Self-Constructed Fixed Assets, Non-Monetary Consideration, Improvements And Repairs, Amount Substituted For Historical Cost ,Retirements And Disposals ,Valuation Of Fixed Assets In Special Cases, Fixed Assets Of Special Types, Accounting Standard (AS) 13 Accounting For Investments, Definitions, Explanation, Forms Of Investments, Classification Of Investments, Cost Of Investments, Carrying Amount Of Investments, ,Long-Term Investments Investment Properties Disposal Of Investments Reclassification Of Investments</p>	
UNIT – V	Business Combination And Consolidations
<p>Accounting Standard (AS) 21,Consolidated Financial Statements, Objective, Scope Paragraphs, Definitions, Presentation Of Consolidated Financial, Statements, Scope Of Consolidated Financial Statements ,Consolidation Procedures, Accounting For Investments In Subsidiaries In A Parent’s Separate Financial Statement, Accounting Standard (AS) 14 Accounting For Amalgamations Definitions, Types Of Amalgamations, Methods Of Accounting For Amalgamations, The Pooling Of Interests Method, The Purchase Method, Consideration, Treatment Of Reserves On Amalgamation, Treatment Of Goodwill Arising On Amalgamation ,Balance Of Profit And Loss Account ,Treatment Of Reserves Specified In A Scheme Of Amalgamation ,Amalgamation After The Balance Sheet Date , The Pooling Of Interests Method The Purchase Method Treatment Of Reserves Specified In A Scheme Of Amalgamation After The Balance Sheet Date Accounting Standard (AS) 22 Accounting For Taxes On Income Scope, Definitions, Recognition, Re-Assessment Of Unrecognised Deferred Tax Assets, Measurement, Review Of Deferred Tax Assets</p>	
Text Book	Advanced Accounting: Debra C. Jeter, Paul K. Chaney (Wiley)
Reference Books	Accounting Standards – Pravin Sharma
Mode of Evaluation	
Recommended by BOS on :	
	<p>PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Format Of Cash Flow Statements, Treatment Of Special Items 2 Direct & Indirect Method ,Other Aspects Of Cash Flow Statements 3 Indian Accounting Standards 4. Current Assets, Contingent Assets & Liabilities and Provisions 5 Accounting Standard 2 Valuations Of Inventories 6 Accounting Standard (AS) 13 Accounting For Investments 7 Accounting Standard (AS) 10,Accounting For Fixed Assets 8 Accounting Standards (AS) 6 Depreciation Accounting 9 Accounting Standard (AS) 21, Consolidated Financial Statements 10 Accounting Standard (AS) 14 Accounting For Amalgamations

--	--

BM 619	FINANCIAL RISK & INSURANCE MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To provide an understanding of risk and methods of handling risk • To provide an understanding of the risk identification and measurement • To comprehend insurance contracts such as health insurance, fire insurance, marine and health insurance and life insurance • To provide an understanding of the management of insurance companies
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Insurance-
	An Introduction-Origin and Development of Insurance, Risk Management and the role of insurance, Meaning, Characteristics, Functions and Social and Economic significance of Insurance. Principles of Insurance
UNIT – II	Legal aspects of insurance
	Legal aspects of insurance –defined –act 1938, Life insurance products –traditional products – market related

product-annuities –pension plans –riders –business insurance	
UNIT – III	Group insurance
Group insurance –definition- features –types , Underwriting – pricing in life insurance :premium setting – privileges and conditions :legal and contractual provisions ,assignment and nomination MWP act, Reinsurance	
UNIT – IV	Life Insurance Agents
Life Insurance Agents - Meaning of an Agent, Procedure of becoming an Agent, Claims settlement :fulfilling the promise, customer services :grievance handling ,marketing life insurance ,regulation and supervision	
UNIT – V	General Insurance
General Insurance -Meaning, Scope, principles –marine insurance –fire insurance –motor insurance –health insurance –miscellaneous insurance –rural and social sector insurance – workmen compensation insurance – aviation insurance – IIRDA -growth and importance	
Text Book	<ol style="list-style-type: none"> 1. Neelam Gulati-Principles of Risk Management& Insurance (Excel Books) 2. Kakkar & Srivastava – Insurance and Risk Management (Universities Press) 3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York) 4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
Reference Books	<ol style="list-style-type: none"> 1. Prasanna Chandra Investment Management : A security Analysis 2. James Clarke Management of Investment 3. VK Bhalla Investment Management: A security Analysis 4. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1.Choosing a Right Health Insurance Product with Right amount of Sum Insured for different Investor Class. 2.Choosing a Right term plan with Right amount of Sum Insured for different Investor Class 3.Choosing a Right ULIP with Right amount of Sum Insured for different Investor Class 4.Choosing a Right money back plan with Right amount of Sum Insured for different Investor Class 5.Choosing a Right endowment plan with Right amount of Sum Insured for different Investor Class 6.Choosing a Right money back Insurance Product with Right amount of Sum Insured for different Investor Class 7. Choosing a Right liability Insurance Product with Right amount of Sum Insured for different Investor Class 8. Choosing a Right property Insurance Product with Right amount of Sum Insured for different Investor Class 9.Choosing a Right motor Insurance Product with Right amount of Sum Insured for different Investor Class 10.Choosing a Right marine insurance Product with Right amount of Sum Insured for different Investor Class

BM 620	PERSONAL FINANCIAL PLANNING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The rewards of sound financial planning-planning for a life time-according to the planning environment and determinants of personal income financial
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Understanding the financial planning process:-
The rewards of sound financial planning-planning for a life time-the planning environment-determinants of personal income financial statements and plans mapping the financial future-time value of money preparing personal income statement and balance sheet-making cash budgets	
Managing Tax:- Principles of income taxes computation of salary, rental income & capital gains, other income-filling return tax planning-other income-filling returns tax planning-other forms of personal taxes provisos of	

wealth tax act & computation of net wealth & wealth tax.	
UNIT – II	Managing cash and saving
Making decisions regarding purchase of automobiles and houses:- deciding whether to lease or buy-finding an affordable house-the house-buying process-housing finance. Managing credit -opening an overdraft account using credit carefully consumer loans.	
UNIT – III	Managing insurance needs:-
Basic insurance concepts-deciding on the amount of life insurance required-key features of life insurance policies-buying life insurance types and sources of health insurance plans-principles of property insurance-automobile insurance other types of insurance..	
UNIT – IV	Managing investments:-
Investment planning securities markets-transaction in the securities markets-online investing-mutual funds – financial planner’s Advice, stock brokers research and advice, portfolio tracking, private banking options of different banks Alternate Investment Options -Gold, antiques, commodities, real estate, real estate related mutual funds, charity, investments outside India. Investing in equities ,Introduction to mutual fund	
UNIT – V	Retirement planning-
estimating needs at retirement-social security –pension plans and retirement plans-annuities, reverse mortgage. Estate planning:- Wills-trusts-gift taxes-estate taxes and tax planning.	
Text Book	Personal Financial Planning by Billingsley, Gitman.Joehnk
Reference Books	1. G. Victor Hallman & Jerry Rosenbloom – Personal Financial Management
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALSs :</p> <ol style="list-style-type: none"> 1. Preparing the profit and loss statement of 10 individuals of different job profile 2. Drawing a Complete Financial Plan of 5 Individuals of different Job Profile: <ul style="list-style-type: none"> <input type="checkbox"/> House Wife <input type="checkbox"/> Government Employee <input type="checkbox"/> Pvt. Sector Employee <input type="checkbox"/> Defense Personnel <input type="checkbox"/> Doctor 3. Preparing the balance-sheet using software 4. Preparing investment portfolio of high net worth individual worth rs 1000000 5. Preparing the draft of tax return filling 6. Choosing a Right life Insurance Product with Right amount of Sum Insured for different Investor Class. 7. Choosing a Right general Insurance Product with Right amount of Sum Insured for different Investor Class. 8. Analysis of various types of debit cards offered by ICICI 9. Comparison between of home loan process of LIC housing and HDFC 10. Choosing the right car whether new car or second hand car for different investor class

BM 621	DERIVATIVES SECURITIES & FINANCIAL RESTRUCTURING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To describe the characteristics of the relevant financial derivative instruments • To explain how the instruments covered can be used to implement basic market risk management strategies, appropriate for corporate applications • Explain the use of options and futures contracts for tactical portfolio strategies purpose • To provide an understanding of pricing financial derivatives, including familiarity with some central techniques, like the binomial model, and the Black-Scholes model • To explain the fundamentals of credit risk management and Value at Risk
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to derivative
Definition and origin of derivative, types of derivative ,participants in the derivative market and uses of	

derivative ,economic function of derivative market, Future contract ,mechanism and pricing forward contract ,Introduction to forward and futures ,limitation of forward market ,distinction between futures and forward contracts ,futures terminology ,trading vs. trading single stock futures ,future payoffs ,pricing futures ,pricing stock future	
UNIT – II	options contracts ,mechanism and applications
Option terminology, comparison between futures and option, options payoffs, application of options, and determination of option prices. variables affecting option pricing ,the black schole Merton model for option pricing (BSO),moneyness of option	
UNIT – III	Trading on derivative contract
Futures and option trading system ,the trader workstation ,futures and options market ,instruments ,criteria for stocks and index eligibility for trading ,charges	
UNIT – IV	Derivative trading on exchange
derivative trading and settlement on NSE daily newspapers to track futures and options ,accounting and taxation of derivatives Regulatory framework , Securities contract (regulations)act ,1956 securities and exchange board of India 1992,regulation for derivative trading ,adjustments for corporate action	
UNIT – V	Financial Restructuring
Merger & Amalgamation	
Text Book	<ol style="list-style-type: none"> Options Futures & Other Derivatives - John C. Hull, 6/e, Pearson Education. Derivatives and Risk Management, Rajiv Srivastava, Oxford University Press, 2010 Options & Futures- Vohra & Bagri, 2/e, TMH Derivatives- Valuation & Risk Management - Dubofsky & Miller, Oxford University Press, 2005.
Reference Books	<ol style="list-style-type: none"> Financial Derivatives- Bishnupriya Mishra and Sathya Swaroop Debashish, Excel BOOKS, 2007. Hull. Derivatives Excel BOOKS, 2007 Donaldson and Richardson. Basic Business Finance Prasanna Chandra. Financial Management
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> Preparing report on live trading of nifty fifty Drawing future strategy payoff Drawing option strategy payoff Preparing investment portfolio of high net worth individual worth rs 1000000 With Rs. 500000, making a option Portfolio in a Live derivative market Applying Various put Option Strategies in Live Option Market as per different market Situations Applying Various future Strategies in Live future Market as per different market Situations . Selecting the best (derivative product) as per the Risk Analysis & Investment Behavior of a Client. Recommending Stock as per Fundamental Analysis to a Long term Investor Applying Various call Option Strategies in Live Option Market as per different market Situations

BM 622	MANAGEMENT OF MUTUAL FUNDS & PENSION FUNDS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To explain how the instruments covered can be used to implement basic market risk management strategies, appropriate for corporate applications <ul style="list-style-type: none"> • Explain the use of options and futures contracts for tactical portfolio strategies purpose
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	The evolution of mutual funds regulation of mutual funds
	The evolution of mutual funds regulation of mutual funds- Organization Design and marketing of mutual fund schemes: Performance Evaluation –Analysis of mutual fund schemes.
UNIT – II	Introduction & Mutual Fund Products
	Introduction & Mutual Fund Products, Sponsor, Trustee, AMC and Other Constituents, Legal and

Regulatory Framework	
UNIT – III	Offer Document and Key Information Memorandum
Offer Document and Key Information Memorandum, Processes, rights and obligations for investors, Tax Aspects, NAV and Pricing, Equity Markets and Mutual Funds	
UNIT – IV	Debt Markets and Mutual Funds
Debt Markets and Mutual Funds, Restrictions on Investment, Accounting and Valuation, Risk, Return and Performance, Financial Planning Process, Life Cycle and Wealth Cycle Stages	
UNIT – V	Investment Products
Investment Products, Investment Strategies, Asset Allocation and Model Portfolios, Fund selection, Business Ethics	
Text Book	Pension Fund Investment Management Edited by Frank J. Fabazzi John Wiley & Sons
Reference Books	References Books : C M Kulshreshtha – Vision Books
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Analysis of Reliance mutual fund schemes. 2. Analysis of HDFC mutual fund schemes. 3. Analysis of top 10 AUM mutual fund schemes. 4. Comparative analysis of Sponsor, Trustee, AMC and Constituents of 10 mutual fund 5. Calculation of NAV and Pricing of different mutual funds 6. Tax Aspects of different MF 7. Equity Markets and their portfolio Analysis 8. Risk and Return Analysis of Public and private sector MF 9. Life Cycle and Wealth Cycle Stages of 10 MF 10. PRACTICALS implementation of various Investment Strategies

BM 623	BANKING SERVICES OPERATION
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To discuss the banking system and structure in India • To understand the nature of banker- customer relationship. • To comprehend the technological up gradation and application in banking • To provide an understanding of asset liability management in banks
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Indian financial system:
the financial system – nature – evolution and structure – the functions of financial intermediaries – financial instruments – the role of financial system in economic development – the Indian financial system. Deposit products: types of bank deposits, computation of interest on deposits, deposit schemes, composition of bank	

deposits.	
UNIT – II	Credit policy:
Need for credit policy, credit policy components of credit policy, credit policy pursued by the government, credit culture Retail banking: basics of retail banking, forms of retail banking and emerging issues	
UNIT – III	Corporate banking:
The nature of corporate banking, developments in corporate banking, consortium finance, multiple banking arrangements, and loan syndication.	
UNIT – IV	Rural banking and Micro finance:
Sources of rural finance, credit delivery mechanism in rural finance to co-operative agricultural and rural development banks (CARDB) – regional rural banks (RRBS), service area approach (SAA) – National Bank for Agriculture and Rural Development (NABARD), microfinance.	
UNIT – V	Follow up and recovery:
NPAs, classification, securitization, SARFAESI Act etc. Securitization: meaning of securitization, process of securitization. Fee-based services: the fee-based services of banks, letter of credits, bank guarantees, subsidiary services, off balance sheet activities, bancassurance	
Text Book	<ol style="list-style-type: none"> 1. Principles and practices of Banking - IIBF, 2/e, Macmillan, New Delhi. 2. Elements of Banking & Insurance – Jyothsna Sethi & Nishwan Bhatia, 2nd edition, PHI, 2009. 3. Bank Management - Koch W, Timothy, & S. Scott, Cengage Learning, New Delhi. 4. Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, 2nd edition, Pearson, 2011.
Reference Books	<ol style="list-style-type: none"> 1. Banking Theory, Law and practice - Sunderaram and Varshney, Sultan Chand & Sons, New Delhi. 2. Banking and Financial System - Prasad K, Nirmala, Chandradas J, Himalaya Publishing House, Mumbai. 3. Management of Banking and Insurance – Sondhi N. K, Vrinda Publications. 4. Banking and Insurance – Aggarwal O. P, Himalaya Publishing House.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Identify various types of bank deposits in Private Sector 2. Analysis the Computation of interest on deposits 3. Compare the deposit schemes available in different banks 4. Composition of bank deposits 5. Identify basics of retail banking, 6. Analyze forms of retail banking and emerging issues 7. Compare the developments in corporate banking before and after LPG 8. Identify credit delivery mechanism in rural finance to co-operative agricultural and rural development banks (CARDB) – 9. Identify various schemes in regional rural banks (RRBS), 10. Identify various schemes service area approach (SAA) – 11. Identify various schemes National Bank for Agriculture and Rural Development (NABARD), 12. Analyze benefits of microfinance 13. Identify subsidiary services, 14. PRACTICALS exposure off balance sheet activities, 15. Comparative analysis of Insurance and bancassurance

BM 624	Employment Laws
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course is designed to familiarize the students with industrial relation, trade unionism & labour legislations. Its objective is to give students ability for in -depth analysis of the fundamental principles and practices of industrial relations as well as the implementation of labour laws.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Industrial Disputes Act, 1947:-

Definitions, Authorities under the act, notice of change, machinery available for settling for grievance handling, penalty, strike lockout, layoff, retrenchment etc. The payment of Bonus Act, 1965: Definition, computation of gross profit and available surplus, calculation of bonus with respect to certain employees, computation of number of working days, special provision with respect to payment of bonus linked with production or productivity, reference of disputes under the act, penalty special provision with respect to payment of bonus linked with production or productivity.	
UNIT – II	Workmen’s Compensation Act, 1923:
Objective of the Act, Definitions, workmen’s, compensation (Employer’s liability for compensation, amount of compensation. Employee’s State Insurance Act, 1948: Extent and application definitions, Benefits (Sickness benefit, maternity benefit, disablement benefit, dependants benefit, medical benefit, funeral benefit, prescribed specification for entitlement administration of disablement benefit) .	
UNIT – III	Workmen’s Compensation Act, 1923:
Objective of the Act, Definitions, workmen’s, compensation (Employer’s liability for compensation, amount of compensation. Employee’s State Insurance Act, 1948: Extent and application definitions, Benefits (Sickness benefit, maternity benefit, disablement benefit, dependants benefit, medical benefit, funeral benefit, prescribed specification for entitlement administration of disablement benefit) .	
UNIT – IV	Payment of Gratuity Act 1972:
Extent and application and objective of the Act, Payment of gratuity-compulsory insurance of employer’s liability for gratuity & recovery of gratuity, power to exempt, nomination, determination of the amount of gratuity, recovery of gratuity. Minimum Wages Act 1948:- Definition, fixing of minimum rates of wages, wages in kind, payment of minimum rates of wages, fixing hours for a normal working day.	
UNIT – V	Payment of wages Act 1936:-
Extent and application, Definition, scope and provisions of the act, deductions which may be made from wages, fines for damage or loss, deductions for services rendered, maintenance of register and records.Factories Act 1948:- Definition, scope and provision of the act Inspectors, health, safety, hazardous processes, welfare, working hour of adults, employment of young persons, annual leave with wages, special provisions	
Text Book	<ol style="list-style-type: none"> 1. Sivarethinamohan R. (2010), Industrial Relations and Labour Welfare, PHI Learning (P)Ltd. 2. Bare Act for each prescribed Acts, Universal Law Publishing & Commercial Law Publishers.
Reference Books	<ol style="list-style-type: none"> 1. Dynamics of Industrial relations-Mamoria, Mamoria and Gankar. Himalaya Publishing hours-2000 2. Industrial Relations and Personnel Management-Paylee, MV and Simon, GA.. Vikas publishing house. 1997 3. Industrial Law-P.L Mallick
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association

	9. Preparing a format of prospectus 10. Preparing a format for winding up of company
--	---

BM 641	TRAINING & DEVELOPMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • To make students learn how to design a training environment to maximize learning at workplace. • To enable students to be aware of the field of learning and development and its role in optimizing performance. • To make students understand how assessment, relationships, courses, and job experiences can be used for development.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to Training & Development :
Training and Training needs Assessment ,Training Design and Administration ,Training methods, Technique & Aids, Training Strategy	

UNIT – II	Performance Appraisal & Training :
Learning through training, Adult Learning (Andragogy), Learning theories and learning Curve, Learning Styles	
UNIT – III	Trainer & Training Institutions:
Trainers profile, Types of Training, institutions, Trainer as a change Agent, MDP and EDPs.	
UNIT – IV	Evaluation of Training:
Training Evaluation & ROI, Trainer of Training, Measurement Tools & Technique, Feedback Mechanism.	
UNIT – V	Payment of wages Act 1936:-
Effectiveness of Training & Development : Meaning Program ,effectiveness ,Cost of Training , Training & Employee Relation	
Text Book	<ol style="list-style-type: none"> 1. Effective Training, P Nick and Blanchard, 2nd Edition, Pearson Education/PHI, 2005 2. Training & Development, Dr. B. Janakiraman, Biztantra/Wiley Dreamtech, 2005 3. Employee Training & Development, Noe A Raymond, 2nd edition, McGraw Hill Publication, 2011, ISBN: 0072436611, 9780072436617 4. Management Training and Development, Gupta B.L, 1st Edition, Vrinda Publications, 2011.
Reference Books	<ol style="list-style-type: none"> 1. Effective HR training and development strategy-Dr B.Rathan Reddy ,Himalya pub house 2005 2.Udai Pareek- Training and development 3.Lynton, R.P.and Pareek U-Training for Development Vistaar Publication N.Delhi 4.Bhatnagar, O.P- evaluation methodology for Training-Oxford and IBM
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Analysis of Training and Training needs Assessment , 2. Training Deign and Administration , 3. Uses of various Training methods, 4. Technique & Aids used in training, 5. Designing of Training Strategy 6. How to do Process Consultation, 7. How and when to have Third-party , 8. Conduction of Team Building, 9. Organization Confrontation Meeting, 10. Study of Intergroup Relations in an industry, 11. Measurement Tool 12. Calculate the cost of training 13. Learning Curve 14. Designing of training modules 15. Designing MDP & EDP's

BM 626	PERFORMANCE MANAGEMENT & REWARD STRATEGIES
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To enable students to be aware of the field of learning and development and its role in optimizing performance.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:-
Traditional approaches-what is performance-what is new in performance management-process of performance management. Performance Learning Objectives and Plans:- Setting Learning Objectives -organizational and individual performance plans-job and role –performance standards	

UNIT – II	Shaping Performance:
Monitoring performance –manager as mentor-role of feedback-performance appraisal-self appraisal-performance review discussion, 360 degree feedback, and potential appraisal. Team Performance:- Focusing on team performance for better results, team development.	
UNIT – III	Appraising for recognition and Reward:-
Purpose of appraising-methods of appraising-who can appraise-pros and cons of appraising-fear and concern-rating errors and concerns-appraisal system design. Performance Management System:- Performance versus competences-Competency mapping-development and assessment centers.	
UNIT – IV	Reward Management:-
The foundations of Reward Management-factors affecting levels of pay-developing reward processes-equal pay for work of equal value-market rate surveys. Pay Structures: - Fixed vs variable pay-graded pay structures-broad banding – job family modeling-developing pay structures..	
UNIT – V	Pay system currently in vogue:
Contingent pay-performance related pay-competence related pay-skill based pay-shop floor incentive and bonus schemes- sales force incentive schemes- gain sharing- profit sharing- benefits incentives and bonus schemes-employee and executive share schemes –team rewards- mergers and acquisitions-reward policies for new and ‘Start-up’ organizations. Other aspects related to reward: Pensions Tax considerations- boardroom pay-international remuneration – innovations in reward management	
Text Book	<ol style="list-style-type: none"> 1. Human Resource Management – Gary Dessler – Pearson 2. Managing Employee Performance and Reward by John Shields Cambridge Press
Reference Books	<ol style="list-style-type: none"> 1. Performance Measurement – Oxford Publication
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> 1. Preparing Performance Appraisal Format 2. Preparing Reward System linked to Performance Appraisal 3. Identifying competencies for jobs 4. Using software <i>appraisal Smart</i> for performance appraisal 5. Using software for competency mapping 6. Using fixed pay system using softwares 7. Using variable pay system using software 8. Preparing taxation sheet on different pay packages and identifying taxation issues 9. Preparing international remuneration chart for two countries 10. Using software for Balanced Scorecard

BM 627	HUMAN RESOURCE PLANNING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course structure gives an insight into the human resource planning which is done by organizations at micro and government at the macro level. It imparts PRACTICALS sense of understanding of human resource planning issues and suggests a roadmap for human resource professionals to upgrade their human resource competencies to bring and integrate it with the business of the organization.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:-

Definition and concept of HRP, benefits, process. HRP components	
UNIT – II	HR planning and corporate strategies:
HR planning as a strategic process-employees as resources-goal attainment, linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system	
UNIT – III	Job analysis:
meaning and definition, job analysis process, techniques of job analysis, methods and practice of job analysis, competency based approach.	
UNIT – IV	HR Forecasting:
Forecasting Manpower Needs, the Forecasting Process, Inventorying available talent, Projecting Future Talent Supply, forecasting Staffing Requirements. Index analysis-expert forecasts-delphi technique- regression analysis.	
UNIT – V	Career planning and succession management:
definitions, concepts, stages of career development process and organizational HR Policies, carrier Anchors – Stages of growth and career, career processes Succession management process and Management development programmes, Learning Objectives of MDP's, Job rotation, Auditing MDP's management development methods, challenges of succession management.	
Text Book	<ol style="list-style-type: none"> 1. Resource Planning, Dipak Kumar Bhattacharya, Excel Books. 2. Manpower Management, R. S. Dwivedi, McGrawHill. 3. Manpower Planning and Control, Gordon and Mcbeath, McGrawHill. 4. Manpower Planning Strategy and Techniques, Edward Leek, Love ridge Luembey and Morgan Silver, Prentice Hall India.
Reference Books	<ol style="list-style-type: none"> 1. Belcourt Monica & Kenneth J, Strategic Human Resource Planning, Cengage Learning. 2. Sekhri Arun, Human Resource Planning & Audit, Himalaya Publishing House.
Mode of Evaluation	
Recommended by BOS on :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> 1. Identification HRP components 2. Designing Strategies for HRP 3. linking HR process to strategy, 4. strategic HR Planning model 5. job analysis process, 6. techniques of job analysis, 7. methods and practice of job analysis, 8. Competency Mapping 9. Forecasting Manpower Needs and Process, 10. Projecting Future Talent Supply,

BM 628	Competency Mapping & Assessment
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course structure gives an insight into the human resource planning which is done by organizations at micro and government at the macro level. It imparts PRACTICALS sense of understanding of human resource planning issues and suggests a roadmap for human resource professionals to upgrade their human resource competencies to bring and integrate it with the business of the organization.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:-
Concept and definition of role and competency, characteristics of competency, competency versus competence, performance versus competency; skill versus competency, behavior indicators, Types of competencies	

competency culture, context and relevance of competencies in modern organizations. Competencies applications.	
UNIT – II	Competency Management Framework/competency model:-
Macro view of competency management framework: Strategic framework, Lancaster model of managerial competencies, competency modeling framework-Understanding job positions, Stages in design implementation of competency model-competency identification – assessment.	
UNIT – III	Design and Implementation of competency model:-
Introduction to core competencies, Business competencies, team competencies, role competencies, Competency identification-consolidation of checklist, rank order and finalization, validation and benchmark; Competency mapping-Strategy-Structure congruence, structure role congruence, vertical & horizontal role linkages, positioning to bring in competitive advantage.	
UNIT – IV	Competency assessment:-
Elemental competencies, assessment center, design of assessment center, -Role plays, case study, structured experiences, simulations, business games, repertory grid, BEI, MBTI, FIRO-B; Difference between development center and assessment center.	
UNIT – V	Competency mapping:-
Definition and difference between competencies map, competency mapping, and top competencies. Studying job, processes, and environment studying attributes of good performer; core competencies for each task, competency profiling job competency profiling, role competency profiling-functional competency profiling, core competency profiling	
Text Book	1. 360 degree feedback, competency mapping & assessment centers-Radha R Sharma-TMH, 2003
Reference Books	2. Competency based HRM-Ganesh Shermon-Tata McGraw hill
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Preparing MBTI questionnaire 2. Preparing FIRO B questionnaire for a target group 3. Identifying competencies for jobs 4. Using assessment centre 5. Using development centre 6. Identifying job characteristics 7. Identifying and preparing job description 8. Identifying and preparing job specification 9. Identifying and preparing job design 10. Using software for competency mapping

BM 629	HR Research Methods
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course structure gives an insight into the human resource planning which is done by organizations at micro and government at the macro level. It imparts PRACTICALS sense of understanding of human resource planning issues and suggests a roadmap for human resource professionals to upgrade their human resource competencies to bring and integrate it with the business of the organization.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to HRR:

Strategic Aspect of HRRM, Principles of HR Research, Kinds of HR Research	
UNIT – II	Tools & Techniques of HR Research:
Data Collection Methods, Data Analysis, Parametric and non-parametric tests, Meta analysis, Non-parametric tests – One Sample tests, Two Related Samples, Two Independent Samples	
UNIT – III	HR Research in Various Areas:
Human Resource Planning Research, Compensation Research, Research on Employee Motivation, Training and Development Research, Performance Management Research, Research on Organizational Culture and Development.	
UNIT – IV	Human Resource Accounting and Audit Research:
HR valuation Methods, HR ,Scorecard and Metrics, HR Information Systems, HR Audit Research	
UNIT – V	Contemporary Issues in HRRM:
Using Factor Analysis in HR ,Research , Principal Factor Analysis, Factor Analysis Decision Diagram, Six-sigma and Total Quality Management, Relating Six-sigma to HR strategy	
Text Book	Research Methods in Human Resource Management by Valerie Anderson CIPD Publishing
Reference Books	1. Human Resource Research Methods: Deepak K. Bhattacharya – Oxford
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Strategic aspects of HRM 2. Principles of HR Research 3. Data collection methods 4. Parametric and non parametric tests 5. Meta analysis 6. One sample and two sample test 7. Motivation analysis 8. Research on organizational culture 9. HR Accounting 10. HR Audit 11. Factor analysis in HR Research 12. Six sigma applications

BM 630	Strategic Human Resource Management
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The objective of the course is to enhance the ability to think strategically the matters of human resources in an organization and some of the issues which are relevant across also.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Strategic and HRM:
Overview, scope and importance, Aligning human resource to strategy, HRM and organization strategies	

UNIT – II	Strategic implication:
Changing work environment & Strategic responses, Performance management and evaluation, Compensation and grievance handling.	
UNIT – III	Strategic maintenance of HR
Safety health and labour relation, Career growth and planning, Employee downsizing and Retention Strategies	
UNIT – IV	Emerging Trends & Challenge:
Organization Learning Organization Company as a University, SHRM - mergers and acquisitions, SHRM – Balanced Score Card, SHRM – Outsourcing , Ethical Issues.	
UNIT – V	HR & IT :
HR information System , Online Recruitment & dotcom Companies , HRMS , Impact of Technology on HR Products	
Text Book	<ol style="list-style-type: none"> 1. Strategic Industrial Relations and Human Resource Management, Michel Armstrong Angela, Blackwell Publishing 2. Strategic Human Resource Management, Randall S Schuler & Susan E Jackson, Blackwell Publishing
Reference Books	<ol style="list-style-type: none"> 1. Strategic Human Resource Management, Tanuja Agrawa la, Oxford 2. Strategic Human Resource Management, Dhar Rajib Lochan, Excel Books. International Management, Mead, R, Oxford , Blackwell Publishing.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> 1. Aligning human resource to strategy, 2. Identification of HRM and organization strategies and its role 3. Identification of the effects of changing work environment 4. Diagrammatic representation of strategic responses to working environment change. 5. SHRD system in Indian Companies. 6. Techniques of Performance management 7. Comparative study of PAM of two industries 8. Diagrammatic presentation of Stages of growth and career 9. Designing retention strategies for Indian Organization 10. Comparison of retention strategies of two Indian Companies

BM 631	LEADERSHIP SKILLS & CHANGE MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course defines sequential process, role and dynamics to organizational change. It further highlights ways of dealing with it. It focuses on need, phases and conditions for successful organizational development. Different organizational development interventions are also incorporated.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Change Management:
Understanding Change, Factors Influencing Change, types and change, Overcoming Resistance to Change ,	

Change Agents.	
UNIT – II	Organizational Learning :
The Learning Organization, Leading a learning Organization, Creativity & Innovation	
UNIT – III	Leadership:
Understanding Leadership, Leadership Style, Leadership Skills & Tactics, The making of a Leader	
UNIT – IV	Effective Leadership Processes:
Historical studies on Leadership, Coaching Leaders, Developing Performing Teams	
UNIT – V	Leadership Culmination :
Leadership Succession, Level 5 Leadership, Narcissistic Leaders, Leadership Challenges	
Text Book	<ol style="list-style-type: none"> 1. Yukl G - Leadership in Organisations (Prentice hall, 7th Ed.) 2. Lall & Sharma – Personal Growth Training & Development (Excel Books) 3. Janakiraman- Training & Development (Biztantra) 4. Yukl G - Leadership in Organisations (Pearson, 6th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Leadership: Research findings, Practice, and skills, 2e-Andrew J DuBrin, All India Publisher & distributors, 2. Hurlock., Elizabeth B - Personality Development (Tata McGraw Hill, 1st Ed.) 3. Udai Pareek - Understanding Organizational Behaviour (Oxford, 2nd Ed.) 4. Sahu R..K. - Training for Development (Excel Books, 1st Ed.)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practical's :</p> <ol style="list-style-type: none"> 1. Presentation of Change process, 2. How to Overcoming Resistance to Change , 3. Identification of Change Agents in an organization 4. List the skills required to Lead a learning Organization, 5. Creativity & Innovation 6. Compare the leadership theories. 7. Compare leadership styles of leaders 8. Leadership skills and tactics 9. Designing of a leadership style for today 10. Developing performing teams

BM 632	INTERNATIONAL BUSINESS PROCEDURES & DOCUMENTATION
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This paper deals with a broad conceptual focus on the problems - related documentation in export and import and scenario of logistics in world place.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction:
Role of Export and Import in Indian Economy, Export-Import Policy of India, Foreign Exchange Regulations, ISO 9000 series and other internationally accepted Quality certificates. Quality Control and Pre-Shipment Inspection, Marine Insurance.	

UNIT – II	Organizational Learning :
The Learning Organization, Leading a learning Organization, Creativity & Innovation	
UNIT – III	Leadership:
Understanding Leadership, Leadership Style, Leadership Skills & Tactics, The making of a Leader	
UNIT – IV	Effective Leadership Processes:
Historical studies on Leadership, Coaching Leaders, Developing Performing Teams	
UNIT – V	Leadership Culmination :
Leadership Succession, Level 5 Leadership, Narcissistic Leaders, Leadership Challenges	
Text Book	1.Leadership: Research findings, Practice, and skills, 2e-Andrew J DuBrin, All India Publisher & distributors,
Reference Books	1. Emotional Intelligenece – Deniel Golemann/Dalip Singh 2.Human Capital Management-Shriniwal Kandola
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	

BM 633	INTERNATIONAL FINANCIAL MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The main objective of this course is to familiarize the students with the international financial environment and the special decision variables underlying the discharge of finance function in a multinational corporation
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers.Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	International Financial Environment:
State of markets in U.S. U.S., Europe, Japan, Asia etc. Balance of payment: meaning and gnificance, current nt, capital, account. Equilibrium issues relating to developing countries and business trade barriers and their s	

UNIT – II	Determinants of Exchange Rates:
Various theories, foreign exchange markets & foreign exchange risks, currency, devaluation and developing countries, Exchange rate policy. Pre-shipment and Post-shipment credit facilities, Financial reports to banks for export credit facilities. Financial reports to banks for export credit facilities, Financial institutions in export.	
UNIT – III	Export Procedures and Documentation
: Registration, organizing, export terminology, financial documents in International trade, basic cost concepts & pricing negotiation in an export contract, export import policy	
UNIT – IV	Role of Government in Export Promotion:
Export promotion agencies, Financing international trade, forfeiting, L/C advance payment. International working capital management – International capital markets – GDR , ADR & ECB.	
UNIT – V	Financial Derivatives:
Meaning and importance, Introduction to forward, future, options and swaps. Application in foreign exchange market and stock market	
Text Book	<ol style="list-style-type: none"> 1. Eitman: Multinational Business Finance, Pearson education. 2. Apte P.G.: Global Business Finance, Tata Mc Graw Hill 3. Sharan: International Financial Management, Prentice Hall 4. Seth Jagdish & Eshghi A: Global Financial Perspectives
Reference Books	<ol style="list-style-type: none"> 1. Folks William R. Jr. & Raj Agrawal : International Dimensions of Financial Management 2. P.G. Apte :Global financial Management 3. Dennis J.D. Connor & Albert T Bussco : International Dimensions of Financial Management 4. Zenoff David B. & Zwick Dack : International Financial Management
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>Practical's:</p> <ol style="list-style-type: none"> 1. Balance of payment 2. Equilibrium issues exchange rate determination 3. Theories of exchange rate 4. Framing of exchange rate policy 5. Applicability of EXIM policy 6. Export documentation 7. Import documentation 8. International capital market 9. GDR, ADR, ECB 10. Application of forward, future, options and swaps 11. Application of foreign exchange market and stock market

BM 634	INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This paper deals with a broad conceptual focus on the problems - related documentation in export and import and scenario of logistics in world place.</p> <ul style="list-style-type: none"> • The objective of this course is to enable the student to understand the basic concepts, processes and key elements of a supply chain and how they interact in supply chains. This subject provides information regarding the strategies for establishing efficient, effective, and sustainable supply chains. This subject is designed to explain the critical roles of technology in supply chain planning, visibility, and execution.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager

UNIT – I	Logistic Management
An Overview, Evaluation – Supply Chain Management, Components & Functions ,Integrated Logistics Management	
UNIT – II	Inventory Management
Introduction, Concept & Types, Elements of Inventory Costs, Inventory Management under certainty	
UNIT – III	Purchasing Function
Learning Objectives , Scope & Importance, Centralization vs. Decentralization, Purchase Policies & Procedures.	
UNIT – IV	Import Policy and Procedures and Project Buying
Capital Goods & Project Imports, Spares, Consumables and Components, Project Buying and Related Aspects, Vendor Rating and Source Location, Outsourcing Management	
UNIT – V	Stores Procedures and Organization
Stores Function – Relevance and Importance, Stores Identification System and Codification, Inspection and Handling, Storage Procedures, Stores Issues and Receipts	
Text Book	<ol style="list-style-type: none"> 1. Johnson J, Wood D- Contemporary Logistics. 2. Reji Ismail- Logistic Management (ExcelBooks) 3. Dornier- Global Operation & Logistic Management (John Wiley) 4. Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Supply Chain Management – Neeraj Anand 2. Logistics & Supply Chain Management – G. Raghuram, N. Rangaraj - McMillan
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>Practical's:</p> <ol style="list-style-type: none"> 1. supply chain framework 2. functions of SCM 3. Integrated logistics management 4. Analysis of inventory 5. Elements of inventory costs 6. Import policy 7. Import documentation 8. Vendor rating 9. Outsourcing management 10. Store function 11. Inspection and Handling of stores material 12. Stores issues and receipts

BM 635	COMPREHENSIVE & INTERNATIONAL ECONOMICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are :
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching

	methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	The law of comparative advantage-
	The mercantilists. Classical theory of comparative advantage. View of Adam Smith, Mill, Haberler and Ricardo. The Standards theory of trade-production function, community indifference curve, offer curve, trade indifference curve, trade offer curve, Meade's general Equilibrium of trade. Factor endowments and Heckscher-Ohlin theory-factor price equalization, Stolper-Samuelson theorem, Rybezynski theorems. Empirical tests of Ricardo and Heckscher-Ohlin theories. Complementary trade theories.
UNIT – II	Free trade versus protection.
	Tariff (Partial effects. Optimum Tariff). Other trade restrictions (Quota, Quota versus tariff, Non-Tariff barriers and the new protectionism). The political economic of protectionism and strategic trade policy. Economic integration -theory of custom union, regional trading block
UNIT – III	Trade and economic development
	terms of trade, export instability and economic development, import substitution versus export promotion, current trade problems of developing countries, role of the world bank/WTO. International resources movement and multinational corporations -labor and capital movements and their effects, brain drain and role of MNC's.
UNIT – IV	Foreign exchanges market:
	Functions, foreign exchanges risks, hedging, speculation, arbitrage, future and option. Exchange rate and exchange rate theories. Spot and forward rates. Purchasing power parity theory . Monetary approach and portfolio balance approaches of exchange rate determination. Euro-currency market.
UNIT – V	Balance of Payment-
	accounting, causes of disequilibrium and remedies. Devaluation and Marshall Lerner condition, Elasticity and absorption approaches. Fixed and Flexible Exchange Rates - Case for and against fixed flexible exchange rates, adjustment under gold standard, Price flow mechanism.
Text Book	1. Dominick Salvatore: International Economics, III Ed., MacMillan, 1990. 2. Herbert G. Grubel: International Economics, Richard D. Irwin, 1977.
Reference Books	1. Bo Sodersten and Geoffrey Reed: International Economics, III Edition, MacMillan, 1994. 2. Peter B. Kenen: The International Economy, III Ed. Cambridge University Press, 2000
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>PRACTICALS-</p> <ol style="list-style-type: none"> Analyze Classical theory of comparative advantage. Compare View of Adam Smith, Mill, Haberler and Ricardo. Analyse The Standards theory of trade-production function, Analyze and Identify community indifference curve, offer curve, trade indifference curve, trade offer curve, Meade's general Equilibrium of trade. PRACTICALS implementation of Factor endowments and Heckscher-Ohlin theory-factor price equalization, PRACTICALS implementation of Stolper-Samuelson theorem, PRACTICALS implementation Rybezynski theorems. Empirical tests of Ricardo and Heckscher-Ohlin theories. Complementary trade theories Compute foreign exchanges risks, identify hedging, speculation, arbitrage, future and option used in financial market PRACTICALS implementation of Exchange rate and exchange rate theories.

	<p>Spot and forward rates</p> <p>12. Identify Case for and against fixed flexible exchange rates,</p> <p>13. Analyze adjustment under gold standard and Price flow mechanism.</p> <p>14. PRACTICALS of accounting, causes of disequilibrium and remedies.</p> <p>15. Evaluate and analyze Devaluation and Marshall Lerner condition, Elasticity and absorption approaches</p>
--	---

BM 636	CONTEMPORARY ISSUES IN INTERNATIONAL HR
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<ul style="list-style-type: none"> • Critically analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices in multinational organizations • Compare, contrast and explain a variety of strategic approaches to the management of Human Resources in multinational organizations. • Apply concepts and knowledge about the range of Human Resource functions to the deployment of expatriate employees and expatriate failures on international assignments. • Critically evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational international organisations operating in various regions of the world.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	International Perspective:-
	Management of the external environment-GHRM,IHRM,DHRM. International Business Implications:- Changes at home-raising organizations to global level-investment perspective on Global HRM-Workforce & demographic changes & Diversity-International perspective on Geocentric corporate-multinational to Global or Transnational corporate.
UNIT – II	Functions of International HRM:-
	Recruitment and Selection, Training and Development, Performance Management and Compensation, Expatriation and Repatriation, Employee Relations and IR, National and International Statutes-International Organization & Labour Relations-Role of Unions-Collective Bargaining in other countries-ILO
UNIT – III	Characteristics and Competencies of a Global Manager:-
	Adaptability to the global business environment - Tactical planning for cross cultural negotiations, people skills for Global management –Leadership and decisions Making –Cross cultural sensitivity
UNIT – IV	Cross Cultural Communications:
	Cross cultural ethics-Bribery & Payoffs-social responsibility-Towards globalization of business ethics-cross cultural leadership-cross cultural motivation
UNIT – V	Cross Cultural Communications:
	Cross cultural ethics-Bribery & Payoffs-social responsibility-Towards globalization of business ethics-cross cultural leadership-cross cultural motivation
Text Book	<ol style="list-style-type: none"> 1. International HRM: 2. Human Resource Management: Gary Dessler: Pearson 3. Strategic International Human Resource Management: Choices and Consequences in Multinational People Management - Stephen J. Perkins, Susan M. Shortland – Kogan Page Publishers, 2006.
Reference Books	<ol style="list-style-type: none"> 1. International Human Resource Management - Monir H. Tayeb, Oxford University Press,2005. 2. International Human Resource Management - Peter J. Dowling, Denise E. Welch,Cengage Learning.109 3. Human Resource Information Systems: Basics, Applications, and Future 4. Directions: Basics, Applications, and Future Directions, Michael J. Kavanagh,

	Mohan Thite, Richard D. Johnson SAGE, 2011, 2/e. 5.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Management of external environment 2. International business implications 3. Demographic analysis 4. Workforce management 5. Functions of international HRM 6. Employee relations and IR 7. Recruitment and selection 8. National and international statutes 9. Competencies of global manager 10. Cross cultural communication 11. Cross cultural ethics 12. Social responsibility
	<p>Three PRACTICALSs from each unit .</p> <p>One simulation exercise.</p> <p>PRACTICALSs will be conducted as per the PRACTICALSs manual</p>

BM 637	FOREIGN TRADE POLICIES
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are :
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	India's foreign trade:
Trends and development: commodity composition and direction, India's foreign trade in global context	
UNIT – II	Foreign Trade Policy and control in India:

Policy Making Body , And institutions, Exchange control in India-objective and definition	
UNIT – III	Import substitution and Export Promotion Policies:
Export incentives – duty exemption scheme, EPCG, Duty drawback, Role of Commercial banks foreign trade, red payment system, EXIM bank; export credit insurance and ECGC	
UNIT – IV	Infrastructure support for export promotion
Export Promotion council; commodity board/product export development authority, Specific service institutions, State trading organization, Export and trading houses, Export processing zones/special economic zones (EPZ/SEZ), Export oriented units(EOU'S)	
UNIT – V	Foreign Investment Policy:
Indian Joint ventures abroad, Multilateralism and Bilateralism in India's foreign trade	
Text Book	<ol style="list-style-type: none"> 1. Cherunilam F - International Trade and Export Management (Himalaya, 2007) 2. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Nargundkar- InternationalMarketing (Excel Books) 2. Czinkota - International Marketing (Thompson, 8th Ed.) 3. Cateora Graham - International Marketing (TMH, 10th Ed.)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Comparative analysis of different trends and development taking place in countries like US, UK, Canada – their outcome 2. Analysis of Indian Foreign trades – India, US, Canada 3. Policy making bodies- India , US, China – their impact on economy 4. Comparison – Various duties schemes prevailing in Asian countries with reference to US 5. Effective exports – commercial banks role and help – US, Canada, India 6. Different export council in Global Context working pattern, advantages etc 7. Analysis of infrastructure support for better export/import- Asian/ African countries 8. Joint Ventures affect on Indian Exports 9. Insurance policies comparison between Australia, Japan, Indonesia 10. Multilaterism and bilaterism-affect on countries policies-India, US, China 11. Export oriented units – their effects on export trades-China, US, Singapore 12. Trading houses, relevance and effectiveness – US, India 13. Foreign Investment policies-US, India-Affect on economy 14. Effect of India trade policies-trading with China <p>Gross domestic products-Affect on countries balance on payment, India, Canada, US-Comparison</p>

BM 638	INTERNATIONAL MARKETING MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world market place. The present course explores those aspects of marketing which are unique to international business
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching

	methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	International marketing:
	Nature, definition and scope, Domestic Market v/s International market, International marketing Environment- and Internal and external
UNIT – II	Identifying and selecting foreign market:
	Meaning, definition and importance of segmentation, targeting & positioning in the international market. Foreign market entry mode decisions
UNIT – III	Product planning for International Market:
	Product designing, Standardization v/s adaptation, Branding and Packaging, Labeling and after sales services
UNIT – IV	International Pricing
	Factors influencing international Price, Pricing Process and Methods, International Price quotation and Payment items.
UNIT – V	Promotion and distribution of Product / Services Abroad:
	Methods of International promotion: Direct Mail and Sales literature, advertising, Personal selling, trade Fair and exhibitions. International Distribution: Distribution Channels and logistic decision, Selection and appointment of foreign sales agent.
Text Book	<ol style="list-style-type: none"> 3. Cherunilam F - International Trade and Export Management (Himalaya, 2007) 4. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.) 5. Jain S. – International Marketing (Thomson)
Reference Books	<ol style="list-style-type: none"> 4. Nargundkar- InternationalMarketing (Excel Books) 5. Czinkota - International Marketing (Thompson, 8th Ed.) 6. Cateora Graham - International Marketing (TMH, 10th Ed.) 7. Siddiqui- InternationalMarketing (Wiley Dreamtech)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Marketing environment their effect on International Marketing-Canada, US, China, India 2. Scope of global marketing- Africa, US , China – Comparison analysis 3. New product launch- factors to be considered for effectiveness-US, Canada, China 4. Product branding their effects on consumer – analysis ref. to US and India 5. Comparative analysis- different factors influencing pricing 6. Product launching in China, India, US their effectiveness in launching the product 7. Distribution channels used in US India for effective marketing comparison 8. Comparison of trade fairs and exhibitions in countries like US, China, UK their implementation 9. Product designing , standardization, adaptation for new product launch in African Markets 10. Strategies implemented for appointing International agents for export business globally in US, Canada 11. Comparative analysis of after sales services in African and Asian continent 12. Criteria and procedure adopted in China, US for business expansion analysis 13. Comparison of different entry modes procedures in India US, Arab Countries for expansion of exports

	<p>14. Price fixing for new product in European , African and Asian markets comparative study.</p> <p>15. International Financial institution- US, Canada, India for export help comparison.</p>
--	--

BM 652	RETAIL STORE MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This program helps management students to understand the fundamentals of Distribution management and familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. Class participation will be fundamental to the development of these skills.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Retail Store Management:
	Retail Store Management: Meaning & Overview of Retail Store, Types of retail store, Store Management-store design & store layout
UNIT – II	Retail Store Location:
	Retail Store Location: Types of Retail Location, Steps involved in choosing a relate cost, Methods of evaluating a trading area, Trends in retail property dev in India
UNIT – III	Retail Store Operations :
	Retail Store Operations : Key role in A store evaluation, Customer, service, Budgeting & Planning, Personnel, Communication, Store Administration, Managing Inventory & display, Managing receipts, CU, Managing Promotion, events
UNIT – IV	Logistics & SCM:
	Logistics & SCM: Concept & Types, Significance of logistics in today environment, Meaning & types of SCM on the basic of store
UNIT – V	Future growth in Retail Store
	Future growth in Retail Store: Recent dev. In RSM, Case study
Text Book	1. Marketing Your Retail Store in the Internet Age. Bob Negen
Reference Books	1. Specialty Shop Retailing: How to Run Your Own Store Revised by Carol L . Schroeder
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
Practicals	<ol style="list-style-type: none"> 1. Overview of retail stores 2. Types of retail stores 3. Methods of evaluating trading area 4. Trend analysis of retail property in India 5. Budgeting'personnel planning 6. Logistics management 7. Store administration 8. Future growth in retail store 9. Significance of logistics management 10. Supply chain issues
	Three PRACTICALSs from each unit .

	<p>One simulation exercise.</p> <p>PRACTICALSs will be conducted as per the PRACTICALSs manual</p>
--	--

BM 653	NEW HORIZONS IN RETAILING
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This program helps management students to understand the fundamentals of Distribution management and familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. Class participation will be fundamental to the development of these skills.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	New Horizons:

Meaning of new horizons in retailing, Recent changes in retailing	
UNIT – II	Kiosk Retailing
Concept and Overview, Applications and its success	
UNIT – III	E-Retailing:
Introduction, Characteristics and Limitations, Nature, Process	
UNIT – IV	Home Delivery Retailing:
Meaning and Overview, Process	
UNIT – V	Mail Order Retailing/Catalogue Retailing:
Characteristics and its uses, Limitations	
Text Book	1. Wining at Retail; Developing a Sustained Model for Retail Success. Willard N Ander
Reference Books	1. Category Killers: The Retail Revolution & its impact on Consumer Culture Robert Spector
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>Three PRACTICALSs from each unit .</p> <p>One simulation exercise.</p> <p>PRACTICALSs will be conducted as per the PRACTICALSs manual</p>

BM 654	RETAIL MARKETING & SALES STRATEGIES
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This program helps management students to understand the fundamentals of Distribution management and familiarizing the participants with the global dynamism of retail practices and provides a specialize platform for developing cutting edge skills in retails. Class participation will be fundamental to the development of these skills.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Retail Modes & Theories of Retailing strategies:
The evolution of retail formats, Social developments, Types of retail store, Store Management – Store design and Store Layout, Theories of retail development: Environmental theory, Conflict theory. The concept of use cycle in Retail: Innovation, Accelerated, growth, maturity, Decline . Business models in retail: Classification on the basic of ownership, merchandise, offered, non-star, relating, direct selling, direct response & their retail	

management.	
UNIT – II	Retail Strategic:
What in strategic? Strategic the retail perspective, International expansion, A-growth strategic, The concept of Branding, RVC	
UNIT – III	Servicing the Retail customer:
The concept of customer selling, Customer service as a part of retail strategic, Meaning the gaps in service, The knowledge gap, The standard gap, The delivery gap, The communication gap, Gathering customer information & enhancing logo, Pure loyalty strategies	
UNIT – IV	Personal selling in retail:
Meaning, The retail selling process, Acquiring, studying, approving, Presentation, overcoming, Suggesting, classing, Solution in retailing, Ethics in retail	
UNIT – V	Case study
Case study	
Text Book	1. Agrawal D. K., Distribution & Logistics Management: A Strategic Marketing Approach, Macmillan Publishers India Ltd. New Delhi,
Reference Books	1. Berman- Retail Management Strategic approach-11e (Prentice hall)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	Three PRACTICALSs from each unit . One simulation exercise. PRACTICALSs will be conducted as per the PRACTICALSs manual

BM 655	Customer Relationship Management
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Customer Relationship Management:
Definition and Overview of CRM ,Elements of CRM	
UNIT – II	Strategy
Meaning of CRM strategy and its nature, CRM as an integral business strategy	
UNIT – III	Organization of CRM:

Mission, Culture, Structure and People, Communication & Information, Consumer Behaviour	
UNIT – IV	Customer – Supplier Relationships:
Description of customer- supplier relationships, Dynamics in relationships, Customer Retention Strategies	
UNIT – V	CRM- An Application Oriented Approach:
Applications of CRM , Success of CRM	
Text Book	<ol style="list-style-type: none"> 1. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional 2. Chaturvedi-Customer Relationship Management(Excel Books) 3. Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education 4. Lumar- Customer Relationship Management (Wiley India)
Reference Books	<ol style="list-style-type: none"> 1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning 2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc. 3. Bhasin- Customer Relationship Management (Wiley Dreamtech) 4. Dyche- Customer relationship management handbook prentice hall
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/PRESENTATIONS
Recommended by BOS on :	
	<p>Three PRACTICALSs from each unit .</p> <p>One simulation exercise.</p> <p>PRACTICALSs will be conducted as per the PRACTICALSs manual</p>