Curriculum and Syllabus for
MBA –Master of Business Administration [R17]

(This Curriculum and Syllabi are applicable to Students admitted from the academic year 2017-2018 onwards)
MBA Department PEOs and POs

PROGRAMME EDUCATIONAL OBJECTIVES

PEOs describe the expected accomplishments of the management graduates during the program and, after completing their degree program:

PEO 1 - Employability: Management graduates should be well prepared for successful employment and be engaged in learning, understanding and holistic application of management theory and practice for real life problem solving in an increasingly global, technology oriented, diverse and changing business environment.

PEO 2 - Entrepreneurship: Management graduates desirous of self-employment should be able to start their own business ventures or demonstrate their entrepreneurial capabilities.

PEO 3 - Research, Consultancy and Higher Studies: Management graduates with academic interest and aptitude should be actively pursuing advanced studies and engaged in research, teaching-learning or consultancy assignments.

PEO 4 - Well informed, Ethical and Committed Professional: Management graduates will become well informed, ethical and committed corporate citizens contributing to the management profession and the community in an effective manner.

PEO 5 - Environmental Concerns and Social Responsibility: Enhance students' appreciation of challenges facing businesses in today's complex world in the context of achieving efficiency while considering social responsibility, legal and ethical principles, and corporate governance fundamentals.

PROGRAM OUTCOMES:

At the end of a programme a students will be able to demonstrate ability to

<table>
<thead>
<tr>
<th>a-l</th>
<th>GRADUATE ATTITUDES</th>
<th>PO</th>
<th>PROGRAMME OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Multidisciplinary Knowledge</td>
<td>PO1</td>
<td>Apply the knowledge of functional areas of business management, economics, technology and law for integrative solutions to complex management problems.</td>
</tr>
<tr>
<td>b</td>
<td>Verbal and Written Communication</td>
<td>PO2</td>
<td>Communicate effectively in different business contexts and situations so as to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations.</td>
</tr>
<tr>
<td>c</td>
<td>Individual and team work</td>
<td>PO3</td>
<td>Function effectively as an individual and as a team member in diverse and multidisciplinary settings.</td>
</tr>
<tr>
<td>d</td>
<td>Managerial and Leadership Skills</td>
<td>PO4</td>
<td>Apply a variety of organizing, planning, controlling, and team-building and communication skills for effective management and leadership of organizations.</td>
</tr>
<tr>
<td>e</td>
<td>Awareness of Business Environment</td>
<td>PO5</td>
<td>Develop business awareness through continuous study of newspapers, periodicals, journals and media and develop the ability to assess and evaluate the competitive business environment.</td>
</tr>
<tr>
<td>f</td>
<td>Investigative and Analytical Skills</td>
<td>PO6</td>
<td>Apply modern tools for computation, simulation and analysis of business problems and use research based methods including data collection, analysis, interpretation and synthesis of information leading to logical conclusions.</td>
</tr>
<tr>
<td>g</td>
<td>IT and Banking proficiency</td>
<td>PO7</td>
<td>Demonstrate IT and Banking knowledge and skills for efficient and effective business processes and develop</td>
</tr>
</tbody>
</table>
Innovative methods of applying IT and e-commerce for competitive advantage.

Generate business ideas, develop business plans, understand regulatory requirements, and locate sources of finance and other resources to start new business ventures.

Demonstrate ethical conduct in personal and professional decisions and appreciation of business ethics and social responsibility and environmental concerns in the decision making process.

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.

**PROGRAM SPECIFIC OUTCOMES (PSO)**

**PSO1:** Exhibit knowledge of management principles

**PSO2:** Demonstrate critical-thinking and problem solving skills

**PSO3:** Manifest leadership qualities

**PSO4:** Prove an awareness of own values

**PSO5:** Show a sense of responsibility

**PSO6:** Evince an ability to recognize when change is needed and adapt to change

**MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES WITH PROGRAMME OUTCOMES**

A broad relation between the programme objective and the outcomes is given in the following table:

<table>
<thead>
<tr>
<th>PROGRAMME EDUCATIONAL OBJECTIVES</th>
<th>PROGRAMME OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>
MAPPING OF PROGRAM SPECIFIC OUTCOMES WITH PROGRAMME OUTCOMES

A broad relation between the Program Specific Objectives and the outcomes is given in the following table.

<table>
<thead>
<tr>
<th>PROGRAM SPECIFIC OUTCOMES</th>
<th>PROGRAMME OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

*Contribution 1: Reasonable  2: Significant  3: Strong
## SEMESTER - I

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17BAB01</td>
<td>Principles of Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>17BAB02</td>
<td>Statistics for Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>17BAB03</td>
<td>Economic Analysis for Business</td>
<td>PC</td>
<td>-</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>17BAB04</td>
<td>Total Quality Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>17BAB05</td>
<td>Organizational Behaviour</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>17BAB06</td>
<td>Accounting for Management</td>
<td>PC</td>
<td>-</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>17BAB07</td>
<td>Legal Aspects of Business</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

### PRACTICALS

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>17BAP01</td>
<td>Executive Communication</td>
<td>EEC</td>
<td>-</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>17BAP02</td>
<td>Personal And Professional Ethics</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**TOTAL** 31 21 4 6 26

## SEMESTER - II

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17BAB08</td>
<td>Operations Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>17BAB09</td>
<td>Financial Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>17BAB10</td>
<td>Marketing Management</td>
<td>PC</td>
<td>-</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>17BAB11</td>
<td>Human Resource Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>17BAB12</td>
<td>Management Information System</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>17BAB13</td>
<td>Applied Operations Research</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

### PRACTICALS

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>17BAP03</td>
<td>Research Immersion Project</td>
<td>EEC</td>
<td>-</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>17BAP04</td>
<td>Data Analysis And Business Modeling</td>
<td>EEC</td>
<td>-</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>17BAP05</td>
<td>Community Immersion And Entrepreneur Immersion Project</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**TOTAL** 29 18 2 12 25

* Research Immersion Project will be a group project with each team taking up a research project approved by the faculty, which will be carried out through the semester and will be evaluated as project work through CAM (50%) and End Semester Project report and Viva- Voce (50%).

Community Immersion and Entrepreneur Immersion Project: 1 week (during II Semester)
SUMMER SEMESTER (4 WEEKS)

CORPORATE INTERNSHIP

Corporate Internship – The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he/she was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER – III

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Theory</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>17BAB14</td>
<td>International Business Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>17BAB15</td>
<td>Strategic Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>E1</td>
<td>Elective I **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>E2</td>
<td>Elective II **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>E3</td>
<td>Elective III **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>E4</td>
<td>Elective IV **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>E5</td>
<td>Elective V **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>E6</td>
<td>Elective VI **</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Practical</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>17BAP06</td>
<td>Professional Skill Development $</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>17BAP07</td>
<td>Corporate Internship #</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td>30</td>
<td>24</td>
<td>0</td>
<td>6</td>
<td>27</td>
</tr>
</tbody>
</table>

$ End semester examinations shall be conducted through internal mode.

# No end semester examinations is required for these courses.

SEMESTER – IV

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E7</td>
<td>Elective VII(SS) ***</td>
<td>PE</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PRACTICALS</td>
<td></td>
<td></td>
<td></td>
<td>24</td>
<td>0</td>
<td>24</td>
<td>12</td>
</tr>
</tbody>
</table>

TOTAL 27 3 0 24 15

*** Chosen elective should be from the courses listed in the Self Study stream.

TOTAL NUMBER OF CREDITS = 26+25+27+15 =93

PROFESSIONAL CORE (PC)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Category</th>
<th>Pre Requisite</th>
<th>Contact Periods</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17BAB01</td>
<td>Principles of Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>17BAB02</td>
<td>Statistics for Management</td>
<td>PC</td>
<td>-</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>17BAB03</td>
<td>Economic Analysis for Business</td>
<td>PC</td>
<td>-</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Sl. No</td>
<td>Course Code</td>
<td>Course Title</td>
<td>Category</td>
<td>Contact Periods</td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
<td>------------------------------------------</td>
<td>----------</td>
<td>-----------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>17BAX01</td>
<td>Brand Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>17BAX02</td>
<td>Retail Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17BAX03</td>
<td>Digital Marketing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>17BAX04</td>
<td>Integrated Marketing Communication</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>17BAX05</td>
<td>Customer Relationship Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>17BAX06</td>
<td>Rural Marketing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>17BAX07</td>
<td>Advertising and Sales Promotion</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>17BAX08</td>
<td>Social Media Marketing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>17BAX09</td>
<td>Consumer Behaviour</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>17BAX10</td>
<td>Security Analysis and Portfolio Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>17BAX11</td>
<td>Merchant Banking and Financial Services</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>17BAX12</td>
<td>International Trade Finance</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>17BAX13</td>
<td>Corporate Finance</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>17BAX14</td>
<td>Micro Finance</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>17BAX15</td>
<td>Banking Financial Services Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**PROFESSIONAL ELECTIVES (PE)**

Students can take three electives subjects from two functional specializations

Or

Students can take six elective subjects from any one sectoral specialization

**FUNCTIONAL SPECIALIZATIONS**
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>PE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Financial Derivatives</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Taxation</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Functional Specialization:** Human Resource Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>PE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Managerial Behavior and Effectiveness</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Training and Development</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Organizational Theory, Design And Development</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Industrial Relations And Labour Welfare</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Strategic Legislations</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Strategic Human Resource Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>HR Metrics and Analytics</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Functional Specialization:** Systems Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>PE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Advanced Database Management Systems</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>e-Business Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Software Project and Quality Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Data Mining for Business Intelligence</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Decision Support System</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>System Analysis and Design</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Functional Specialization:** Operations Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>PE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Logistics and Supply Chain Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Services Operations Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Project Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Lean Six Sigma</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>World Class Manufacturing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Computer Integrated Manufacturing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**SECTORAL SPECIALIZATIONS**

**Sectoral Specialization:** Entrepreneurship Management

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>PE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>Entrepreneurship and Government</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Legal and Regulatory Frame Work for Entrepreneurship</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Creativity, Innovation and Entrepreneurship</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Soft Skills for Entrepreneurs</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Business Plan</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Code</td>
<td>Course Title</td>
<td>Type</td>
<td>Semester</td>
<td>Credit</td>
<td>Mode</td>
<td>Intake</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>--------</td>
<td>------------------------------------------------------------</td>
<td>------</td>
<td>----------</td>
<td>--------</td>
<td>------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>17BAX40</td>
<td>Building a Sustainable Enterprise</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>43</td>
<td>17BAX41</td>
<td>Family Business Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>44</td>
<td>17BAP09</td>
<td>Entrepreneurship Laboratory</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**Sectoral Specialization:** Commercial Bank Management

<table>
<thead>
<tr>
<th>No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Semester</th>
<th>Credit</th>
<th>Mode</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>17BAX42</td>
<td>Money and Banking</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>46</td>
<td>17BAX43</td>
<td>Credit Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>47</td>
<td>17BAX44</td>
<td>Commercial Banking</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>48</td>
<td>17BAX45</td>
<td>Rural Banking and Micro Finance</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Sectoral Specialization:** Hospital And Healthcare Management

<table>
<thead>
<tr>
<th>No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Semester</th>
<th>Credit</th>
<th>Mode</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>17BAX49</td>
<td>Hospital and Health Care Policy And Planning</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>53</td>
<td>17BAX50</td>
<td>Organization And Management Of Hospital And Health System</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>54</td>
<td>17BAX51</td>
<td>Epidemiology In Medical And Health Systems Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>55</td>
<td>17BAX52</td>
<td>Quality Assurance And Management In Hospitals</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>56</td>
<td>17BAX53</td>
<td>Risk Management And Health Insurance</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Sectoral Specialization:** Travel And Tourism Management

<table>
<thead>
<tr>
<th>No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Semester</th>
<th>Credit</th>
<th>Mode</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>58</td>
<td>17BAX55</td>
<td>Travel And Tourism Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>59</td>
<td>17BAX56</td>
<td>Advanced Food Production Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>60</td>
<td>17BAX57</td>
<td>Food Service Facilities Planning And Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>61</td>
<td>17BAX58</td>
<td>Tourism Product</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>62</td>
<td>17BAX59</td>
<td>International Tourism Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Sectoral Specialization:** Agri Business Management

<table>
<thead>
<tr>
<th>No.</th>
<th>Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Semester</th>
<th>Credit</th>
<th>Mode</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>17BAX66</td>
<td>Agri Economics</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>65</td>
<td>17BAX67</td>
<td>Agri Import And Export Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>66</td>
<td>17BAX68</td>
<td>Agri Logistics And Supply Chain Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Course Code</td>
<td>Course Title</td>
<td>Department</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Semester 3</td>
<td>Semester 4</td>
</tr>
<tr>
<td>---</td>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>------------</td>
<td>------------</td>
<td>------------</td>
<td>------------</td>
<td>------------</td>
</tr>
<tr>
<td>67</td>
<td>17BAX69</td>
<td>Agriculture And Food Retailing</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>68</td>
<td>17BAX70</td>
<td>Micro Finance And Social Entrepreneurship</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>69</td>
<td>17BAX71</td>
<td>Agri Technology Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Sectoral Specialization: **Sports Management**

<table>
<thead>
<tr>
<th></th>
<th>Course Code</th>
<th>Course Title</th>
<th>Department</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>17BAX72</td>
<td>Organisation and Management in Sports</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>71</td>
<td>17BAX73</td>
<td>Ethics in Sports</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>72</td>
<td>17BAX74</td>
<td>Leadership Principles in Sports</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>73</td>
<td>17BAX75</td>
<td>Sports Facilities Panning And Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>74</td>
<td>17BAX76</td>
<td>Managing And Promoting Sporting Events</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>75</td>
<td>17BAX77</td>
<td>Psychology of Sports</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Sectoral Specialization: **Logistics and Supply Chain Management**

<table>
<thead>
<tr>
<th></th>
<th>Course Code</th>
<th>Course Title</th>
<th>Department</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>17BAX78</td>
<td>Sourcing And Supply Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>77</td>
<td>17BAX79</td>
<td>Supply Chain Inventory Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>78</td>
<td>17BAX80</td>
<td>Supply Chain Information System</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>79</td>
<td>17BAX81</td>
<td>Warehouse Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>80</td>
<td>17BAX82</td>
<td>Transportation and Distribution Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>81</td>
<td>17BAX83</td>
<td>Reverse and Contract Logistics</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>82</td>
<td>17BAX84</td>
<td>Air Cargo Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>83</td>
<td>17BAX85</td>
<td>Containerization and Allied Business</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>84</td>
<td>17BAX86</td>
<td>Exim Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>85</td>
<td>17BAX87</td>
<td>Fundamentals of Shipping</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>86</td>
<td>17BAX88</td>
<td>Port and Terminal Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Sectoral Specialization: **Infrastructure and Real Estate Management**

<table>
<thead>
<tr>
<th></th>
<th>Course Code</th>
<th>Course Title</th>
<th>Department</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>87</td>
<td>17BAX89</td>
<td>Contracts and Arbitration</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>88</td>
<td>17BAX90</td>
<td>Project Management for Infrastructure</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Stream/ Specialization</td>
<td>Self Study Electives(ss)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>--------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>89 17BAX91</td>
<td>Management of Human Resources, Safety and Quality</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>90 17BAX92</td>
<td>Disaster Mitigation and Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>91 17BAX93</td>
<td>Economics and Financial Management in Construction</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>92 17BAX94</td>
<td>Urban Environmental Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>93 17BAX95</td>
<td>Smart Materials, Techniques and Equipments for Infrastructure</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>94 17BAX96</td>
<td>Strategic Airport Infrastructure Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>95 17BAX97</td>
<td>Real Estate Marketing and Management</td>
<td>PE</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

### EMPLOYABILITY ENHANCEMENT COURSES (EEC)

<table>
<thead>
<tr>
<th>SI .</th>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>CATEGORY</th>
<th>PRE REQUISITE</th>
<th>CONTACT PERIODS</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17BAP01</td>
<td>Executive Communication</td>
<td>EEC</td>
<td>-</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>17BAP02</td>
<td>Personal And Professional Ethics</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>17BAP03</td>
<td>Research Immersion Project</td>
<td>EEC</td>
<td>-</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>17BAP04</td>
<td>Data Analysis And Business Modeling</td>
<td>EEC</td>
<td>-</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>17BAP05</td>
<td>Community Engagement Project and Entrepreneur</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>17BAP06</td>
<td>Professional Skill</td>
<td>EEC</td>
<td>-</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>17BAP07</td>
<td>Corporate Internship</td>
<td>EEC</td>
<td>-</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>17BAP08</td>
<td>Project Work</td>
<td>EEC</td>
<td>17BAP03</td>
<td>24</td>
<td>0</td>
<td>0</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>SL. No.</td>
<td>SUBJECT AREA</td>
<td>CREDITS AS PER SEMESTER</td>
<td>CREDITS TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>--------------</td>
<td>-------------------------</td>
<td>---------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I</td>
<td>II</td>
<td>III</td>
<td>IV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>PC</td>
<td>23</td>
<td>19</td>
<td>6</td>
<td>0</td>
<td>48</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>PE</td>
<td>0</td>
<td>0</td>
<td>18</td>
<td>3</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>EEC</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>12</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CREDITS TOTAL</td>
<td>26</td>
<td>25</td>
<td>27</td>
<td>15</td>
<td>93</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
17BAB01-PRINCIPLES OF MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To expose the students to the basic concepts of management in order to aid in understanding how an organization functions</td>
<td>1.1 Evaluate the context for taking managerial actions of planning, organizing and controlling</td>
<td>c,d,e,j</td>
</tr>
<tr>
<td>2.0 To understand the complexity and wide variety of issues managers face in today’s business firms</td>
<td>2.1 Assess situation, including opportunities and threats that will impact management of an organization</td>
<td>d,e,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO MANAGEMENT


UNIT II: PLANNING


UNIT III: ORGANISING


UNIT IV: DIRECTING

Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V: CONTROLLING

Process of controlling-Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control-Quality control- Planning operations.

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To assess the validity of statistical conclusions.</td>
<td>1.1 Have a fundamental knowledge of the basic statistical concepts.</td>
<td>a,f,j</td>
</tr>
<tr>
<td>2.0 Determine the outcomes and probabilities for experiments.</td>
<td>2.1 Understand the probability and learn how to apply the distributions in business decision making.</td>
<td>a,f,i,j</td>
</tr>
<tr>
<td>3.0 To estimate the relationships among variables.</td>
<td>3.1 Find the application of correlation, regression and time series analysis in various aspects.</td>
<td>a,f,i,j</td>
</tr>
<tr>
<td>4.0 Understand how to develop Null and Alternative Hypotheses.</td>
<td>4.1 Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases.</td>
<td>a,d,f,j</td>
</tr>
<tr>
<td>5.0 To compare the means of three or more independent samples.</td>
<td>5.1 Compare more than two population means using analysis of variance</td>
<td>a,d,f,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO STATISTICS (9)

UNIT II INTRODUCTION TO PROBABILITY (9)
Basic definitions and rules for probability - conditional probability - Independence of events - Probability distributions: Binomial, Poisson and Normal distributions.

UNIT III CORRELATION, REGRESSION AND TIME SERIES ANALYSIS (9)

UNIT IV TESTING OF HYPOTHESIS (9)
Introduction - one sample and two sample tests for means of large samples(z-test) - one sample and two sample tests for means of small samples (t-test) - F-test for two sample standard deviations - Chi-square test – Goodness of fit and Independence of Attributes.

UNIT V DESIGN OF EXPERIMENTS (9)
Analysis of variance – One way classification – Completely Randomized design – Two way classifications - Randomized Block Design – Latin square design.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant.</td>
<td><strong>1.1</strong> Familiarize with both principles of micro and macro economics.</td>
<td>a,e,j</td>
</tr>
<tr>
<td><strong>2.0</strong> To managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.</td>
<td><strong>2.1</strong> Apply the principles to appreciate the functioning of both product and input markets as well as the economy.</td>
<td>a,e,h</td>
</tr>
<tr>
<td><strong>2.2</strong></td>
<td>Perform and evaluate present worth, future worth and annual worth analyses on one of more economic alternatives.</td>
<td>a,e,i</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION


UNIT II: DEMAND AND SUPPLY


UNIT III: MARKET STRUCTURE

Market Structure; Perfect Competition, Shut Down Point, Monopoly, Economic Inefficiency of Monopoly, Monopolistic Competition, Oligopoly.

UNIT IV: PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

Macro-economic concepts –macro variables, circular flow of income – National income determination – Fiscal and monetary policies.

UNIT V: ECONOMIC INDICATORS


TOTAL :( L: 60 ) = 60 PERIODS

REFERENCES:

17BAB04-TOTAL QUALITY MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To learn the quality philosophies and tools in the managerial perspective.</td>
<td>1.1 Apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.</td>
</tr>
<tr>
<td></td>
<td>1.2 Know the principles of total quality management and peculiarities of their implementation</td>
<td>1.3 Use quality management methods analyzing and solving problems of organization</td>
</tr>
<tr>
<td></td>
<td>1.3 Use quality management methods analyzing and solving problems of organization</td>
<td>1.3 Use quality management methods analyzing and solving problems of organization</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION


UNIT II: PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT


UNIT III: STATISTICAL PROCESS CONTROL


UNIT IV: TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

Quality functions development (QFD) – Benefits, Voice of customer, information organization. House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V: QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION


TOTAL : (L : 45) = 45 PERIODS

REFERENCES:

4. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.</td>
<td>1.1 Understand some of the main theories of Organizational Behavior</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2 Analyze how these theories and empirical evidence can help to understand contemporary organizational issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3 Apply theories to practical problems in organizations in a critical manner</td>
</tr>
</tbody>
</table>

UNIT I: FOCUS AND PURPOSE
Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II: INDIVIDUAL BEHAVIOUR

UNIT III: GROUP BEHAVIOUR
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV: LEADERSHIP AND POWER

UNIT V: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

REFERENCES:

TOTAL :( L: 45 ) = 45 PERIODS
17BAB06-ACCOUNTING FOR MANAGEMENT

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Acquire a reasonable knowledge in accounts</td>
<td>1.1 Prepare various costing schedules where an analysis of cost classification, behaviour, and types</td>
<td>a,f</td>
</tr>
<tr>
<td>2.0 Analysis and evaluate financial statements</td>
<td>2.1 Analyze cost-volume-profit techniques to determine optimal managerial decisions</td>
<td>b,d,e,f,h</td>
</tr>
<tr>
<td></td>
<td>2.2 Apply and analyze different types of activity-based management tools through the preparation of estimates</td>
<td>b,d,e,f,j</td>
</tr>
</tbody>
</table>

UNIT I: FINANCIAL ACCOUNTING


UNIT II: COMPANY ACCOUNTS

Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation-Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option-Buyback of securities.

UNIT III: ANALYSIS OF FINANCIAL STATEMENTS

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard3) and funds flow statement analysis.

UNIT IV: COST ACCOUNTING

Cost Accounting meaning and objectives, Classification of costs – elements of cost,marginal costing –cost volume profit analysis, break even analysis, Budgetary Control.

UNIT V: ACCOUNTING IN COMPUTERISED ENVIRONMENT

Significance of Computerised Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

TOTAL : (L: 60 ) = 60 PERIODS

REFERENCES:
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To create the knowledge of Legal perspective and its practices to improvise the business</td>
<td>1.1 Acquire Basic knowledge and understanding of the principles governing the business organization.</td>
<td>a,d,e,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Ability to analyze legal issues facing a company with the knowledge gained.</td>
<td>a,b,d,e,h,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Understand key concepts of business law relating to contract formation, the selection of a business organization etc.</td>
<td>a,b,c,d,e,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I: THE INDIAN CONTRACT ACT 1872

UNIT II: THE SALE OF GOODS ACT 1930
Definition and essential of a contract of sale, classification of sale, Transfer of title and risk of loss, Guarantees and Warranties in sales contract, performance of sales contracts, conditional sales and rights of an unpaid seller.

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

UNIT IV: INDUSTRIAL LAW AND GOODS AND SERVICES TAX (amended on 23.06.2018)

UNIT V: COMPANY LAW & CONSUMER PROTECTION ACT 1986

REFERENCES:

TOTAL :( L: 45 ) = 45 PERIODS
**PREREQUISITE:** Nil

**COURSE OBJECTIVES AND OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To familiarize learners with the mechanics of communication</td>
<td>1.1 Get into the habit of business communication regularly</td>
<td>b,c,e,f,h,i,j</td>
</tr>
<tr>
<td>2.0 To enable learners to write in English precisely and effectively</td>
<td>2.1 Express themselves in different genres of communication from creative to critical to factual communication</td>
<td>a,b,c,d,i,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Take part in print and online media communication</td>
<td>a,b,g,j</td>
</tr>
<tr>
<td></td>
<td>2.3 Read quite widely to acquire a style of writing</td>
<td>b,d,f,h,i,j</td>
</tr>
<tr>
<td></td>
<td>2.4 Identify their areas of strengths and weaknesses in writing and reading</td>
<td>a,b,d,f,h,j</td>
</tr>
</tbody>
</table>

**UNIT I: PERSONAL COMMUNICATION**

Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

**UNIT II: SOCIAL COMMUNICATION**

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication

**UNIT III: WORK PLACE COMMUNICATION**

emails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**UNIT IV: RESEARCH WRITING**

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**UNIT V: WRITING FOR MEDIA AND CREATIVE WRITING**

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

**TOTAL : ( P: 60 ) = 60 PERIODS**

Note: It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark.

**REFERENCES:**

# 17BAP02 - PERSONAL AND PROFESSIONAL ETHICS

<table>
<thead>
<tr>
<th></th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Examine Ethics from both personal and professional perspectives.</td>
<td>Understand the decision process one goes through in determining what is right and wrong and Understand the decisions affect a person's character both in personal and professional life.</td>
<td>d,h,i,j</td>
</tr>
<tr>
<td>2.0</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Explore successful ethical values of visionary companies.</td>
<td>Evaluate situations and Apply ethical principles both in personal and professional life</td>
<td>h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: PERSONAL ETHICS

(10)

Importance of Ethics – Ethical Principles - Personal beliefs, values, attitudes and behavior – difference between personal and professional ethics – conflict between personal and professional ethics - solving ethical problems.

### UNIT II: PROFESSIONAL ETHICS

(10)

Code of Conduct - basic principles governing professional ethics - professional ethics at work place - How do I act in a given situation.

### UNIT III: CORPORATE ETHICS

(10)

More than Profits – Core Values and Purpose - Core ideologies in the visionary companies – Understanding Core value statements of successful Global, National and Regional Companies – Ethical behavior both at good and bad times.

**TOTAL : (P: 30) = 30 PERIODS**

## REFERENCES:

6. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
17BAB08- OPERATIONS MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To provide a broad introduction to the field of operations management and explain the concepts, strategies tools and techniques for managing the transformation process that can lead to competitive advantage</td>
<td><strong>1.1</strong> Understand the role of operations management in the overall business strategy of the firm</td>
<td>a,b,c,d,e,h,i</td>
</tr>
<tr>
<td><strong>2.0</strong> To provide a broad introduction to the field of operations management and explain the concepts, strategies tools and techniques for managing the transformation process that can lead to competitive advantage</td>
<td><strong>2.1</strong> Understand the interdependence of the operating system with other key functional areas of the firm</td>
<td>a,c,d,e,h,i,j</td>
</tr>
<tr>
<td></td>
<td><strong>2.2</strong> Identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems</td>
<td>a,c,e,f,h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: INTRODUCTION TO OPERATIONS MANAGEMENT


### UNIT II: FORECASTING AND CAPACITY PLANNING

Demand Forecasting – Need, Types, Objectives and Steps. Capacity Planning –Types, Developing capacity alternatives, Overview of MRP, MRP II andERP.

### UNIT III: FACILITY DESIGN AND DESIGN OF PRODUCT


### UNIT IV: MATERIALS MANAGEMENT


### UNIT V: WORK MEASUREMENT TECHNIQUES AND LEAN MANUFACTURING


**TOTAL : (L: 45) = 45 PERIODS**

REFERENCES:

17BAB09- FINANCIAL MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Understand the operational nuances of a Finance Manager</td>
<td>1.1 Describe what determines the value of a firm’s securities and how management can influence these values</td>
<td>a,b,f,h</td>
</tr>
<tr>
<td>2.0 Comprehend the technique of making decisions related to finance function</td>
<td>2.1 Analyze a firm’s performance to determine its strengths and weaknesses, and be able to use financial analysis to improve performance</td>
<td>b,d,e,f,h,i</td>
</tr>
<tr>
<td></td>
<td>2.2 Forecast a firm’s financial needs</td>
<td>b,e,f,h,j</td>
</tr>
</tbody>
</table>

UNIT I: FOUNDATIONS OF FINANCE (9)

Financial management – An overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation.

UNIT II: INVESTMENT DECISIONS (9)

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital

UNIT III: FINANCING AND DIVIDEND DECISION (9)


UNIT IV: WORKING CAPITAL MANAGEMENT (9)


UNIT V: LONG TERM SOURCES OF FINANCE (9)

Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:

# 17BAB10- MARKETING MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the changing business environment</td>
<td>1.1 Define and apply knowledge of the following key marketing concepts</td>
<td>a,c,d,e,g,h,i,j</td>
</tr>
<tr>
<td>2.0 To identify the indicators of management thoughts and practices</td>
<td>2.1 Apply theories of consumer behavior to the formulation of effective marketing strategy</td>
<td>a,e,i,j</td>
</tr>
<tr>
<td>3.0 To understand fundamental premise underlying market driven strategies</td>
<td>3.1 Recognize trends based on current research related to consumer behavior</td>
<td>e,f,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: INTRODUCTION


### UNIT II: MARKETING STRATEGY AND RURAL MARKETING


### UNIT III: MARKETING MIX DECISIONS


### UNIT IV: BUYER BEHAVIOUR

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

### UNIT V: MARKETING RESEARCH & TRENDS IN MARKETING


**REFERENCES:**

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements</td>
<td>1.1 Discuss how to strategically plan for the human resources needed to meet organizational goals and objectives</td>
<td>a,c,d,e,f,i,j</td>
</tr>
<tr>
<td>1.2 Define the process of job analysis and discuss its importance as a foundation for human resource management practice</td>
<td>1.2</td>
<td>a,c,d,e,f,h,j</td>
</tr>
<tr>
<td>1.3 Understand the human resource management and evaluative practices</td>
<td>1.3</td>
<td>a,b,c,d,e,f,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I: PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT


UNIT II: THE CONCEPT OF BEST FIT EMPLOYEE


UNIT III: TRAINING AND EXECUTIVE DEVELOPMENT

Types of training methods – purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management

UNIT IV: SUSTAINING EMPLOYEE INTEREST


UNIT V: PERFORMANCE EVALUATION AND CONTROL PROCESS


TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide a clear, complete understanding of how business professionals can use and manage Information Systems and Technologies to achieve business success.</td>
<td>1.1 Describe basic information systems concepts and terminology</td>
<td>a,g</td>
</tr>
<tr>
<td></td>
<td>1.2 Identify the range and importance of information systems applications in modern organizations</td>
<td>a,c,i</td>
</tr>
<tr>
<td></td>
<td>1.3 Describe the role of databases and database management systems in organizations</td>
<td>a,c,g,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION (9)
Data, Information - Information System, evolution - Management Information Systems - Definition - Historical Perspective - Functions of Management Information Systems - types based on functions and hierarchy, System Analyst - Role Functions.

UNIT II: SYSTEM DESIGN (9)

UNIT III: MANAGEMENT INFORMATION SYSTEM (9)

UNIT IV: SECURITY, CONTROL AND REPORTING (9)

UNIT V: NEW IT INITIATIVES (9)
e- business, e-governance, ERP - SCM, e-CRM - Data warehousing and Data Mining - Business Intelligence - Risks to online operations - CMM.

TOTAL: (L: 45) = 45 PERIODS

REFERENCES:
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To develop the student efficient in optimizing using limited resources by knowledge in building different Mathematical modeling and finding optimal solutions.</td>
<td>1.1 Understand the optimization techniques under limited resources for the engineering and business problems</td>
</tr>
<tr>
<td></td>
<td>1.2 Expose the basic characteristics features of a queuing system and acquires skills in analyzing queuing models</td>
<td>a,f,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.</td>
<td>a,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I: LINEAR PROGRAMMING PROBLEMS (9)
Introduction to applications of operations research in functional areas of management. Linear Programming – formulation, solution by graphical and simplex methods.

UNIT II: TRANSPORTATION & ASSIGNMENT PROBLEMS (9)

UNIT III: INVENTORY MODELS AND GAME THEORY (9)
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models(one price break and two price breaks only). Game Theory – Two person Zero sum games – Saddle point, Dominance Rule, Algebraic method, graphical and Linear programming solutions.

UNIT IV: DECISION THEORY (9)
Decision making under risk, Expected Monetary value approach, Decision trees - Decision making under uncertainty. Monte-Carlo simulation.

UNIT V: QUEUING THEORY AND REPLACEMENT MODELS (9)
Queueing Theory – single and Multi-channel models – infinite number of customers and infinite calling source. Replacement models – Individuals replacement models (With and without time value of money) – Group Replacement Models.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
# 17BAP03- RESEARCH IMMERSION PROJECT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To Approaches available to take up Business Research systematically</td>
<td>1.1 Acquaint with the scientific methodology in business research domain</td>
<td>a,d,f,i,j</td>
</tr>
<tr>
<td>2.0 To Create awareness on various research approaches</td>
<td>2.1 Become analytically skillful</td>
<td>a,b,c,d,f,g,i,j</td>
</tr>
<tr>
<td>3.0 Apply specific analytical tools using SPSS to draw inferences for decision making Present the results of the research</td>
<td>3.1 Design and Carryout a Business research project to support Organisational decision making</td>
<td>a,b,c,d,f,g,i,j</td>
</tr>
</tbody>
</table>

- **Introduction to Research - Identifying of the problem – Formulating research questions** (10)
- **Review of Literature – Significance and Reporting** (10)
- **Research Designs – Types – Choosing an appropriate design for the project – Sampling Design** (10)
- **Formulation of a Research Instrument – Role of Validated Instruments** (10)
- **Data Collection Methods** (10)
- **Analysis using SPSS** (10)
- **Univariate and Bivariate Analysis using SPSS** (10)
- **Multivariate Analysis – Multiple Linear Regression, Factor Analysis, Cluster Analysis, Discriminant Analysis** (10)
- **Reporting the Research Results – Format of Project Reports** (10)

**TOTAL : (P: 90 ) = 90 PERIODS**

**Note:**

The students shall undertake research projects which shall address the problems in a sector/ industry/ company with an aim of identifying solutions to these problems. The project carried out during the second semester shall be considered as a practical course. Students shall undertake projects as a team of three members or two members.

The project emphasizes on the identifying the research problem, identifying the appropriate methodologies to carry out the research and the precision of implementable suggestions / recommendations. The Assessment for the Research Immersion projects shall be through Project report and a presentation.

**REFERENCES:**

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To have hands-on experience on decision modeling</td>
<td>1.1 Knowledge of spreadsheets and data analysis software for business modeling [Business models studied in theory to be practiced using Spreadsheet / Analysis Software]</td>
</tr>
<tr>
<td></td>
<td>1.2 Apply spreadsheet for solving decision making problems in investment and portfolio management</td>
<td>1.2 Apply spreadsheet for solving decision making problems in investment and portfolio management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Exp. No.</th>
<th>Details of experiments &amp; Name</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Descriptive Statistics</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Hypothesis - Parametric</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Hypothesis – Non-parametric</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Correlation &amp; Regression</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Forecasting</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>-</td>
<td>Extended experiment – 1</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>Portfolio Selection</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>7</td>
<td>Risk Analysis &amp; Sensitivity Analysis</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>Revenue Management</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>-</td>
<td>Extended experiment – 2</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>9</td>
<td>Transportation &amp; Assignment</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>10</td>
<td>Networking Models</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>11</td>
<td>Queuing Theory</td>
<td>4</td>
</tr>
<tr>
<td>14</td>
<td>12</td>
<td>Inventory Models</td>
<td>4</td>
</tr>
<tr>
<td>15</td>
<td>-</td>
<td>Extended experiments – 3</td>
<td>4</td>
</tr>
</tbody>
</table>

TOTAL : (P: 60) = 60 PERIODS

REFERENCES:
1. David M. Levine et al., —Statistics for Managers using MS Excel” (6th Ed.) Pearson, 2010
# 17BAP05 - COMMUNITY IMMERSION AND ENTREPRENEUR IMMERSION PROJECT

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>The objective of the visit was to inculcate social entrepreneurship training.</td>
<td>1.1</td>
</tr>
<tr>
<td>2.0</td>
<td>Community immersion projects provide students with multiple opportunities for growth and learning beyond the classroom environment</td>
<td>2.1</td>
</tr>
</tbody>
</table>

## Community Immersion

**Leadership development with service-learning**
- Assist you in applying these leadership skills within school and community settings, including taking on roles of social change within the community.
- Hands-on experience working with various community issues such as hunger, homelessness, violence prevention, environmental issues, education, health, and youth issues, social justice, etc.
- Provide opportunities for you to work together toward creative solutions for community problems of 30 hours.

**Contents of Report**
- Select the service required communities and plan for service strategy.
- Implement the service strategy.
- Write a brief report and attach the live photographs with all its benefits and scopes.

## Entrepreneur Immersion

**Employing Entrepreneurship venture Criteria**
- Must be a business that is entrepreneurial in nature.
- Provide significant work that will enhance the intern’s professional and educational development.
- Provide the intern the opportunity to work a minimum of 30 hours.
- Must be approved by the Faculty supervisor.

**Contents of Report**
- Company Profile & Literature-Promotional/information brochures, etc. from the employing entrepreneur Industry profile – a study on the industry within which the entrepreneur operates.
- Entrepreneur Interview—Interview with the entrepreneur on the business plan and strategies.
- Daily Journal—Daily journal entries of internship activities and hours worked.
- Journal entries can be used to compose the reflective Paper.
- Reflective Paper—written as a retrospective of the internship experience.

**TOTAL : (P: 30 ) =30 PERIODS**
17BAB14-INTERNATIONAL BUSINESS MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To expose the students to the basic concepts of international business management</td>
<td>1.1 Understand how international factors affect domestic concerns</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2 Explain regional economic integration and economic and political integration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3 Analyse the main institutions that shape the global marketplace</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION


UNIT II: INTERNATIONAL TRADE AND INVESTMENT


UNIT III: INTERNATIONAL STRATEGIC MANAGEMENT


UNIT IV: PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS


UNIT V: CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision-making.

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:

**17BAB15-STRATEGIC MANAGEMENT**

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

**COURSE OBJECTIVES AND OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments.</td>
<td>1.1 Understand the integrative nature of strategic management</td>
<td>a,d,e,h,j</td>
</tr>
<tr>
<td>2.0 It entails specifying the organization's mission, vision and objectives, developing policies and plans to understand the analysis and implementation of strategic management in strategic business units.</td>
<td>2.1 Display a knowledge of principal models of strategic management</td>
<td>a,d,e,f,i,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Appreciate the importance of environmental and industry analysis in formulating strategy</td>
<td>a,d,e,f,i,j</td>
</tr>
</tbody>
</table>

**UNIT I: STRATEGY AND PROCESS**

(9)


**UNIT II: COMPETITIVE ADVANTAGE**

(9)

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantageResources- Capabilities and competencies--core competencies-Lowcost differentiation Generic Building Blocks of Competitive Advantage-Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Ca

**UNIT III: STRATEGIES**

(10)


**UNIT IV: STRATEGY IMPLEMENTATION & EVALUATION**

(9)

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

**UNIT V: OTHER STRATEGIC ISSUES**

(8)

Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-Case study

**TOTAL:** (L: 45) = 45 PERIODS
REFERENCES:

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To enable learners to speak fluently and flawlessly in all kinds of</td>
<td>1.1 Speak confidently with any speakers of English, including native speakers</td>
<td>a,b,c,j</td>
</tr>
<tr>
<td>communicative contexts with speakers of all nationalities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.2 Speak effortlessly in different contexts – informal and formal</td>
<td>b,c,d,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Think on feet’ even in difficult circumstances</td>
<td>f,h,j</td>
</tr>
<tr>
<td></td>
<td>1.4 Hold interesting and meaningful conversations with others, including</td>
<td>c,d,j</td>
</tr>
<tr>
<td></td>
<td>strangers</td>
<td></td>
</tr>
</tbody>
</table>

UNIT I: PERSONAL COMMUNICATION (10)

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

UNIT II: SOCIAL COMMUNICATION (10)

Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT III: GROUP/MASS COMMUNICATION (10)

Group discussion (brainstorming ), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

UNIT IV: INTEGRATED SPEAKING AND PRESENTATION SKILLS (10)

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV)Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT V: EMPLOYABILITY AND CORPORATE SKILLS (20)

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management. People skills, Team work, development of leadership qualities.

TOTAL :( P: 60 ) = 60 PERIODS

Note: Students will undergo the entire programme similar to a Seminar. It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course.

REFERENCES:
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk.
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Provide an extensive exposure to the student and hands-on experience of the</td>
<td>1.1 Understanding the functions of the departments of an organization</td>
<td>a, c, f</td>
</tr>
<tr>
<td>functional areas of management in a corporate environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 Undertake simple assignments in the area of specialization so that there is</td>
<td></td>
<td>a, e, g</td>
</tr>
<tr>
<td>a mutual benefit for the corporate and the intern</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0 Provide a platform for the corporate to test the reliability, quality and</td>
<td></td>
<td>c, e, f</td>
</tr>
<tr>
<td>performance of the student and make a match for major project later, if they</td>
<td></td>
<td></td>
</tr>
<tr>
<td>so deem fit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Content

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing manager's roles and responsibilities</td>
<td>• Sources of capital</td>
</tr>
<tr>
<td>• Products and product policies</td>
<td>• Role of Finance manager</td>
</tr>
<tr>
<td>• Pricing policies</td>
<td>• Cost of capital</td>
</tr>
<tr>
<td>• Distribution structure</td>
<td>• Allocation of funds to various departments</td>
</tr>
<tr>
<td>• Advertising policies &amp; procedures</td>
<td>• Credit policy</td>
</tr>
<tr>
<td>• Sales promotion activities</td>
<td>• Payment &amp; collection procedure</td>
</tr>
<tr>
<td>• Marketing research activities</td>
<td>• Budgeting method</td>
</tr>
<tr>
<td></td>
<td>• Cash management</td>
</tr>
<tr>
<td></td>
<td>• Control process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human Resource</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Role of HR Manager</td>
<td>• Production process</td>
</tr>
<tr>
<td>• Human Resource planning</td>
<td>• Receiving and processing orders</td>
</tr>
<tr>
<td>• Recruitment &amp; selection</td>
<td>• Types of production systems</td>
</tr>
<tr>
<td>• Training &amp; development</td>
<td>• Production planning procedures</td>
</tr>
<tr>
<td>• Performance appraisal</td>
<td>• Inventory management</td>
</tr>
<tr>
<td>• Career planning &amp; development</td>
<td>• Record keeping</td>
</tr>
<tr>
<td>• Compensation plan</td>
<td>• Wastage management</td>
</tr>
<tr>
<td>• Financial/ Non-financial incentives</td>
<td>• Quality control techniques</td>
</tr>
<tr>
<td>• Welfare benefits</td>
<td>• Efficiency analysis</td>
</tr>
<tr>
<td>• Discipline Administration</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL: 4 Weeks**
### 17BAP08 - PROJECT WORK

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>24</td>
<td>12</td>
</tr>
</tbody>
</table>

**PREREQUISITE: 17BAP07 - CORPORATE INTERNSHIP**

### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Exercise his managerial skills for decision making, in solving business problems through Organizational research, in the contemporary workplace environments</td>
<td>1.1 Identify authentic business problems with an aim to solving the same within the stipulated time</td>
<td>a,b,c,d</td>
</tr>
<tr>
<td>2.0 To delineate the business ideas using the skills and knowledge they have gained</td>
<td>2.1 Undertake research using appropriate recognized methodology and framework</td>
<td>a,c,d</td>
</tr>
<tr>
<td>3.0 To gain hands on experience in creating a business plan this will be an indispensable tool for future development and growth</td>
<td>3.1 Assess meaningful entrepreneurial opportunities from a business and personal perspective</td>
<td>a,d,e,f</td>
</tr>
</tbody>
</table>

### Corporate Project

- Study the organization and its environment
- Identify a specific issue/problem/challenge/developmental area of study/research
- Build the research design or framework and conduct the study
- Report the findings
- Give specific implementable suggestions to the organization
- Report of the study
- Write a working paper of the study

### Entrepreneurship Project

- Description of the business idea
- Customer problem to be solved and the Entrepreneurial Team
- Industry Analysis
- Market Analysis
- Financial Analysis
- Business Model canvas
- Final Draft Submission
- Mock Business plan presentation
- Final Business plan pitch

**TOTAL: 8 Weeks**
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the methods of managing brands and strategies for brand management</td>
<td>1.1 Understand, explain, apply and critically examine the disciplines of Branding</td>
<td>a,d,e,f,i,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Take an academic approach to the solving of problems in a marketing communications context, and understand the connections between academic study and its application in business</td>
<td>a,d,e,f,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Understand how to apply the knowledge of Branding to practical cases</td>
<td>a,b,e,f,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION (8)

UNIT II: BRAND STRATEGIES (10)

UNIT III: BRAND COMMUNICATIONS (8)
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV: BRAND EXTENSION (9)
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V: BRAND PERFORMANCE (10)

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
6. Jagdeep Kapoor, Brandex, Biztranza, India, 2005
### Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the concepts of effective retail business</td>
<td>1.1 Manage the retail chains and understand the retail customer's behavior</td>
<td>a,b,c,e,f,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Understand what marketing means to business executives and academics</td>
<td>a,b,d,e,g,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Understand the ways that retailers use marketing tools and techniques to interact with their customers</td>
<td>a,b,c,f,g,i,j</td>
</tr>
</tbody>
</table>

### References:
2. Ogden, Integrated Retail Management, Biztantra, India, 2008
8. Dr.Jaspreet Kaur, Customer Relationship Management, Kogent solution
PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To understand the concepts of effective digital marketing.</td>
<td>1.1 Find out how forward thinking companies are using digital media effectively to build up their brands</td>
</tr>
<tr>
<td>1.2</td>
<td>Develop a far deeper understanding of the changing digital landscape</td>
<td>1.2 Develop a far deeper understanding of the changing digital landscape</td>
</tr>
<tr>
<td>1.3</td>
<td>Identify some of the latest digital marketing trends and skill sets needed for today's marketer</td>
<td>1.3 Identify some of the latest digital marketing trends and skill sets needed for today's marketer</td>
</tr>
</tbody>
</table>

UNIT I: (9)


UNIT II: (9)


UNIT III: (9)


UNIT IV: (8)


UNIT V: (10)

Integrating Online Communication into IMC Process - Online Advertising – Email Marketing - Viral Marketing - Affiliate Marketing - Participatory Communication Networks - Social Media Communities - Consumer Engagement - Co-Created Content Management-Interactive Digital Networks - Customer – Led Marketing Campaigns- Legal and Ethical aspects related to Digital Marketing.

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES

2. Strauss Judy, E-Marketing, Prentice Hall, India
PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>This course introduces students to the basic concepts of advertising and sales promotion and how business organizations and other institutions carry out such activities.</td>
<td>1.1 Understand the role of marketing strategy in achieving a firm's goals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2 Manage the allocation of resources across a portfolio of products in a variety of markets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3 Understand how synergy may be derived from the marketing mix variables</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO ADVERTISEMENT

Concept – definition - scope - Objectives - functions - principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns – case studies

UNIT II: ADVERTISEMENT MEDIA


UNIT III: SALES PROMOTION

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies.

UNIT IV: PUBLIC RELATIONS


UNIT V: PUBLICITY


TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES

17BAX05-CUSTOMER RELATIONSHIP MANAGEMENT

PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the need and importance of maintaining a good customer relationship.</td>
<td>1.1 Use strategic customer acquisition and retention techniques in CRM.</td>
<td>a,b,c,f,i,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Apply critical thinking skills to be able to recommend appropriate outcomes in business situation</td>
<td>a,b,d,f,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Recognize and apply appropriate ethical, social and diversity standards within the business environment</td>
<td>a,d,e,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION

Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders

UNIT II: UNDERSTANDING CUSTOMERS


UNIT III:CRM STRUCTURES


UNIT IV:CRM PLANNING AND IMPLEMENTATION


UNIT V:TRENDS IN CRM

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES
5. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2007
9. G.Shainesh, J.Jagdish N Seth. Customer Relationship Management
### PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

#### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.</td>
<td>1.1 Understand the Perspectives of rural marketing</td>
<td>a,e,f,h,i,j</td>
</tr>
<tr>
<td>2.0 To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.</td>
<td>2.1 Gain knowledge of the emerging managerial initiatives</td>
<td>a,b,e,f,h,i,j</td>
</tr>
<tr>
<td>3.0 To familiarize with the special problems related to sales in rural markets.</td>
<td>3.1 Develop Relevant frameworks in rural marketing</td>
<td>a,d,f,g,i,j</td>
</tr>
</tbody>
</table>

#### UNIT I: OVERVIEW OF RURAL MARKETING


#### UNIT II: RURAL MARKETS & DECISION


#### UNIT III: PRODUCT & DISTRIBUTION

Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management- Managing Physical distribution in Rural Marketing- Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing.

#### UNIT IV: RURAL CONSUMER BEHAVIOUR IN MARKETING RESEARCH

Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural Marketing-CSR and Marketing Ethics in Rural Marketing- Source of Financing and credit agencies- Consumer Education & Consumer Methods in Promotion of Rural Marketing- Advertisement & Media Role in Rural Marketing Promotion Methods.

#### UNIT V: TRENDS IN RURAL MARKETING


**TOTAL : (L: 45) = 45 PERIODS**

#### REFERENCES

1. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education
2. Rural Marketing: Indian Perspective By Awadhesh Kumar Singh Satyaprakash pandey New age Publishers
3. A Textbook on Rural Consumer Behaviour in India: A Study of FMCGs By Dr. A Sarangapani
4. New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.
5. Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra
6. Rural Marketing – U.C.Mathur, excel books, 1/e
7. Indian Rural Marketing Rajagopal Rawat Publishers
8. Integrated Rural Development – R. C. Arora (S. Chand & Co.)
17BAX07-ADVERTISING AND SALES PROMOTION

PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
</table>
| **1.0**  
This course investigates various promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and service | **1.1**  
Analyze the expanding environment of media and communication techniques. | a,b,e,f,g,j |
| **1.2**  
Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns. | a,e,h,j |
| **1.3**  
Examine the importance market segmentation, position and action objectives to the development of an advertising and promotion program | a,e,h,j |

UNIT I INTRODUCTION TO ADVERTISEMENT  

UNIT II ADVERTISEMENT MEDIA  
Media plan – Type and choice criteria Reach and frequency of advertisementsCost of advertisements - related to sales – Media strategy and scheduling.

UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS  

UNIT IV INTRODUCTION TO SALES PROMOTION  
Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques– Trade oriented and consumer oriented.

UNIT V SALES PROMOTION CAMPAIGN  
Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement ofsalesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions - case studies.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES
17BAX08-SOCIAL MEDIA MARKETING

PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics</td>
<td>1.1 Discuss the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses</td>
<td>a,e,f,l,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Explain how to develop effective social media marketing strategies for various types of industries and businesses</td>
<td>a,d,e,h,l,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person</td>
<td>a,e,f,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION


UNIT II: SOCIAL MEDIA MARKETING


UNIT III: ACCOUNTING FOR THE INFLUENCERS

Accounting for the Influencers – Knowing the Expert Influencers – Reaching the Expert Influencers – Tapping into the Referent Influencers – Anonymous referent influencers – Known referent influencers – Reaching the Referent Influencers – Social graph analysis – Cookie data – Web site behavior – Tapping into the Positional Influencers – Understand the circles of influence around your customers – Let consumers shape and share the experience – Articulate your product benefits for multiple – Fish where the fish are – Badges and promotions

UNIT IV: SIM CAMPAIGNS


UNIT V: EMERGENT ENTERPRISE SOCIAL SOFTWARE

Energizing Employees within Your Company for Social Influence – Encouraging Your Employees to Collaborate – Rewarding teams – Treating everyone equally – Trusting your employees – Creating the right culture – Placing a premium on groups with a purpose – Avoiding excessive snooping – Picking Social Software for Social Influence – Enterprise software – Emergent enterprise social software – Small-scale social software – Consumer social software
REFERENCES:

6. Jagdeep Kapoor, Brandex, Biztranza, India, 2005
PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide you with a solid conceptual base for understanding the behavior of consumers within society and the marketplace.</td>
<td>1.1 Appreciate the centrality of consumer analyses to the design, implementation, and evaluation of marketing strategies and programs.</td>
<td>a, e, i, j</td>
</tr>
<tr>
<td>2.0 To develop your abilities to apply consumer behavior concepts to marketing problems those are likely to involve consumer consumption with identity and lifestyle implications.</td>
<td>2.1 Discover how consumer insights inform managerial decision making about both strategic and tactical matters.</td>
<td>a, e, h, i, j</td>
</tr>
<tr>
<td>3.0 To extend your understanding of research methodologies that can be used to investigate consumer behavior and guide managerial decision-making.</td>
<td>3.1 Learn the basic analytic frameworks and concepts that managers use to better understand their customers, as well as broader marketplace behaviors and consumption trends.</td>
<td>a, e, j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION

Introduction to Consumer Behaviour- Consumer Behaviour and marketing Strategy- Methods of consumer research- Applications of consumer research knowledge in marketing- Contributing disciplines and area like psychology-social psychology- economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs- Segmentation - Consumer Decision making process and decision making roles Information Search Process-Evaluative criteria and decision rules. Are consumers Rational or emotional- Involvement theory and applications.

UNIT II: CONSUMER PERSONALITY AND PERCEPTION

Consumer needs theories of Motivation and their applications- Process theories and content theories- Personality and self-concept-Theories of personality- Trait theory and measurement- Motivational Research. Perception- Thresholds of perception- Subliminal perception-Perceptual process dynamics- Positioning methods and measurement- Perceptual mapping methods, multi-dimensional scaling- Consumer imagery.

UNIT III: SELF CONCEPT


UNIT IV: LEARNING THEORIES AND ATTITUDE CHANGE


UNIT V: FAMILY LIFE CYCLE AND DECISION-MAKING

Family- family life cycle and decision-making- Social Class-The concept and measurement- Mobility among social classes- Prestige products and status. Diffusion of Innovation and Opinion Leadership- Marketing, consumer behaviour and society- Consumption and persuasion-Issues of manipulation and long term impacts on society and children- Consumer materialism-Consumer behaviour knowledge for public policy.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
2. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993
PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the empirical and theoretical implications of the financial environment and valuation techniques on optimal portfolio management</td>
<td>1.1 Analyze and evaluate financial markets, how securities are traded, mutual funds, investment companies, and investor behavior</td>
<td>a,e,f,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Construct optimal portfolios and illustrate the theory and empirical applications of asset pricing models</td>
<td>a,c,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Explain macro and industry analysis, equity valuation, fundamental analysis and technical analysis</td>
<td>a,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INVESTMENT SETTING

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts

UNIT II: SECURITIES MARKETS


UNIT III: FUNDAMENTAL ANALYSIS


UNIT IV: TECHNICAL ANALYSIS


UNIT V: PORTFOLIO MANAGEMENT

Portfolio analysis –Portfolio Selection –Capital Asset Pricing model – Portfolio Revision Evaluation – Mutual Funds.

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:

17BAX11 - MERCHANT BANKING AND FINANCIAL SERVICES

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Understand the modes of issuing securities</td>
<td>1.1 Possess Good knowledge on merchant banking activities</td>
</tr>
<tr>
<td>2.0</td>
<td>Acquire financial evaluation technique of leasing and hire purchase</td>
<td>2.1 Differentiate Products in the Indian Market e.g Equity, Debt and Derivatives</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.2 Capital market structure in India and the role of capital market in the economy</td>
</tr>
</tbody>
</table>

UNIT I: MERCHANT BANKING

Introduction – An Overview of Indian Financial System – Merchant Banking in India – Functions of Merchant Bank - SEBI guidelines

UNIT II: ISSUE MANAGEMENT

Role of Merchant Banker – Preparation of Prospectus, -Under writing of securities, capital structure decisions, Role of Registrars –dealing with Brokers. –advertising consultant. Public issue management-role of issue manager, activities involved in public issue management.

UNIT III: OTHER FEE BASED SERVICES

Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds .

UNIT IV: FUND BASED FINANCIAL SERVICES


UNIT V: OTHER FUND BASED FINANCIAL SERVICES


TH E N T A L E N T ( L: 45 ) = 45 PERIODS

REFERENCES

7. Website of SEBI
## Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Understand export import finance and forex management</td>
<td>1.1 Possess good knowledge on international trade and the documentation involved in it.</td>
<td>a,e,i,j</td>
</tr>
<tr>
<td>2.0 Understand the documentation involved in international trade</td>
<td>2.1 Set and enforce rules for international trade</td>
<td>a,e,i,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Provide a forum for negotiating and monitoring further trade liberalization</td>
<td>e,h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: INTERNATIONAL TRADE

### UNIT II: EXPORT AND IMPORT FINANCE

### UNIT III: FOREX MANAGEMENT

### UNIT IV: DOCUMENTATION IN INTERNATIONAL TRADE

### UNIT V: EXPORT PROMOTION SCHEMES

### TOTAL:( L: 45 ) = 45 PERIODS

### REFERENCES:
5. Website of Indian Government on EXIM policy.
17BAX13-CORPORATE FINANCE

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Nuances involved in short term corporate financing</td>
<td>1.1 Identify the key themes in corporate finance</td>
<td>a, e, f, i, j</td>
</tr>
<tr>
<td>2.0 Good ethical practices</td>
<td>2.1 Explain and analyse the interrelationship between finance and governance</td>
<td>e, f, g, i, j</td>
</tr>
<tr>
<td></td>
<td>2.2 Analyse the relationship between strategic decision making and corporate financing decisions.</td>
<td>e, f, g, i, j</td>
</tr>
</tbody>
</table>

UNIT I: INDUSTRIAL FINANCE (9)

Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks. – Finance for rehabilitation of sick units.

UNIT II: SHORT TERM WORKING CAPITAL FINANCE (6)


UNIT III: ADVANCED FINANCIAL MANAGEMENT (12)

Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

UNIT IV: FINANCING DECISION (10)

Simulation and financing decision - cash inadequacy and cash insolvency-determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment-financing and Dividend decisions.

UNIT V: CORPORATE GOVERNANCE (8)

Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:

7. Website of SEBI

Approved by Seventh Academic Council
17BAX14-MICRO FINANCE

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Comprehend the importance of Microfinance</td>
<td>1.1 Possess good knowledge in microfinance management</td>
<td>a,i,j</td>
</tr>
<tr>
<td>2.0 Understand the techniques involved in their evaluation</td>
<td>2.1 Understand the concept and principles of microfinance</td>
<td>a,h,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Appraise the state of microfinance in the country</td>
<td>a,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO MICROFINANCE (9)

UNIT II: FINANCIAL EVALUATION (9)

UNIT III: OPERATIONAL EVALUATION (9)

UNIT IV: MICROFINANCE IN INDIA (9)
Challenges to Microfinance movement – Demand and Supply of Micro financial services – State Intervention in rural credit – RBI Initiatives - NABARD & SHG – Bank Linkup & Programs- – Governance and the constitution of the Board of various forms of MFIs – Intermediaries for Microfinance –State sponsored Organizations.

UNIT V: ISSUES, TRENDS AND FRONTIERS OF MICROFINANCE (9)
Issue – Role of Technology- Strategic issues in Microfinance: Sustainability - opening new markets – Gender issues.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
3. www.microfinancesummit.org
### PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Grasp how banks raise their sources and how they deploy it and manage the associated risks</td>
<td>1.1 Understand Project Financial Statements (B/S, I/S, budgets, etc.)</td>
<td>a,e,g,i,j</td>
</tr>
<tr>
<td>2.0 Understand e-banking and the threats that go with it</td>
<td>2.1 Use Financial Statements to obtain Cash Flows for the firm and equity holders</td>
<td>a,f,g,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Use Financial Statements to evaluate firm performance</td>
<td>a,f,g,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: OVERVIEW OF INDIAN BANKING SYSTEM


### UNIT II: SOURCES AND APPLICATION OF BANK FUNDS

Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

### UNIT III: CREDIT MONITORING AND RISK MANAGEMENT

Need for credit monitoring, Signals of borrowers’ financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

### UNIT IV: MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION

Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS.

### UNIT V: HIGH TECH E-BANKING


**TOTAL : (L: 45 ) = 45 PERIODS**

### REFERENCES

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Use options and futures contracts for tactical portfolio strategies purpose</td>
<td>1.1 Identify and distinguish between the various forms of derivatives instruments</td>
<td>a,i,j</td>
</tr>
<tr>
<td>2.0 Utilize options and futures contracts for portfolio management purpose</td>
<td>2.1 Apply option strategies such as covered calls, spreads and combinations</td>
<td>a,e,f,i,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Apply futures strategies for long and short hedging</td>
<td>a,e,i,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION

Financial derivatives – an introduction; Futures market and contracting; Forward market – pricing and trading mechanism; Futures pricing – theories and characteristics.

UNIT II: REGULATIONS

Financial derivatives market in India; Regulation of financial derivatives in India.

UNIT III: STRATEGIES

Hedging strategy using futures; Stock index futures; Short-term interest rate futures; Long-term interest rate futures; Foreign currency futures; Foreign currency forwards.

UNIT IV: OPTIONS

Options basics; Option pricing models; trading with options; Hedging with options; currency options; Financial Swaps and Options; Swap markets.

UNIT V: ACCOUNTING

Accounting treatment of derivative transactions; Management of derivatives exposure; Advanced financial derivatives; Credit derivatives.

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To understand the basic concepts related to GST</td>
<td>1.1 Understanding of the tax, its nature and characteristics, and the basic concepts in tax, analysing tax evasion, tax avoidance and tax planning</td>
</tr>
<tr>
<td>2.0</td>
<td>To acquaint with the latest amendments made in connection with indirect taxation</td>
<td>2.1 Understanding the various sources of income for an individual and applying the concept to calculate the total income and tax liability of an individual</td>
</tr>
</tbody>
</table>

UNIT I : GENERAL
Concept of Tax, Nature and Characteristics, Direct and Indirect Taxes, Tax evasion, Tax planning, and Tax avoidance, Distinction between tax, fees and cess, Rights and powers of Taxation.

UNIT II : DIRECT TAX REGIME

UNIT III : TAXATION OF HUF, FIRMS, AOP & OTHER PERSONS
Taxation of Individuals including Non-residents, Hindu Undivided Family, Firms, LLP, Association of Persons, Cooperative Societies, Trusts, Charitable and Religious Institutions.

UNIT IV : CORPORATE TAXATION
Corporate Taxation – classification, Tax Incidence, computation of Taxable Income and Assessment of Tax Liability, Dividend Distribution Tax (DDT), Minimum Alternate Tax and other Special provisions relating to Companies Wealth Tax Act, 1957.

UNIT V : GST
GST, Introduction, Genesis, Council, Role of CBEC, features, Benefits, Good, Services, Input Tax Credit, Computation and Collection of CGST and SGST, Registration, Electronic Way Bills.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES
2. GST in India – Sumit Dutt Majumdar, 2016.
17BAX17-MANAGERIAL BEHAVIOR AND EFFECTIVENESS

PREREQUISITE: 17BAB11 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To examine managerial styles in terms of concern for production and concern for people.</td>
<td>1.1 Contrast different attitudes and assumptions of managers about human nature and behaviour at work</td>
<td>a,c,d,e,i,j</td>
</tr>
<tr>
<td>2.0 To assess different systems of management and relate these systems to organisational</td>
<td>2.1 Examine managerial styles in terms of concern for production and concern for people</td>
<td>a,b,c,f,h,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Assess different systems of management</td>
<td>a,b,c,e,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I: DEFINING THE MANAGERIAL JOB (8)


UNIT II: DESIGNING THE MANAGERIAL JOB (12)


UNIT III: THE CONCEPT OF MANAGERIAL EFFECTIVENESS (7)

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

UNIT IV: ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS (8)


UNIT V: DEVELOPING THE WINNING EDGE (10)

Organisational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

## 17BAX18-TRAINING AND DEVELOPMENT

### PREREQUISITE: 17BAB11 HUMAN RESOURCE MANAGEMENT

### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To provide knowledge about Training and Development to employees and its implications</td>
<td><strong>1.1</strong> Describe knowledge, skills/abilities, attitudes, or values</td>
<td>a,c,d,e,i,j</td>
</tr>
<tr>
<td></td>
<td><strong>2.1</strong> Describe actions which can be demonstrated, can be observed, and can be measured</td>
<td>a,b,c,f,h,j</td>
</tr>
<tr>
<td></td>
<td><strong>2.2</strong> Define specific outcomes or competencies to be achieved in terms of skills, content mastery, attitudes, or values.</td>
<td>a,b,c,e,f,i,j</td>
</tr>
</tbody>
</table>

### UNIT I


### UNIT II


### UNIT III


### UNIT IV


### UNIT V

Management Development- The need & importance of management development- Approach to management development- Sources of knowledge and skills- Special needs of Technical Managers- Strategies to develop Technical Managers- Training for Executive Level Management.

**TOTAL :( L: 45 ) = 45 PERIODS**

### REFERENCES:

10. DonaldJ.Lordll, Bottom Line Training: How to Design & Implement Successful Programs that Boost Profits, PHI, 2007
<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes</td>
<td>Analyze organizations more accurately and deeply by applying organization theory</td>
<td>a,c,f,i,j</td>
</tr>
<tr>
<td></td>
<td>Understand the historical and theoretical basis of organisational design and the relationship between organisational elements and the business strategy</td>
<td>a,c,f,g,i,j</td>
</tr>
<tr>
<td></td>
<td>Understand the key factors to be considered in the design of organisations and the implications for the management and development of people and resources</td>
<td>a,b,c,e,i,j</td>
</tr>
</tbody>
</table>

UNIT I: ORGANISATION & ITS ENVIRONMENT (8)

UNIT II: ORGANIZATIONAL DESIGN (15)
Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT III: ORGANISATIONAL CULTURE (6)
Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT IV: ORGANISATIONAL CHANGE (6)

UNIT V: ORGANISATION EVOLUTION AND SUSTENANCE (10)
Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning– Innovation, Intrapreneurship and Creativity-HR implications.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES
PREREQUISITE: 17BAB11 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1</td>
<td>a,b,c,d,e,f,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.2</td>
<td>a,b,e,f,g,h,j</td>
</tr>
</tbody>
</table>

UNIT I: INDUSTRIAL RELATIONS (7)
- Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II: INDUSTRIAL CONFLICTS (12)

UNIT III: LABOUR WELFARE (8)

UNIT IV: INDUSTRIAL SAFETY (9)

UNIT V: WELFARE OF SPECIAL CATEGORIES OF LABOUR (9)

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
# Labour Legislations

**Course Objectives and Outcomes:**

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.</td>
<td>1.1 To appreciate the application of labour laws. Legal Provision relating to Wages</td>
<td>a,e,f,h,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Working Conditions and Labour Welfare</td>
<td>a,d,h,j</td>
</tr>
<tr>
<td>2.0 To familiarize the students to the practical problems inherent in the implementation of labour statutes.</td>
<td>2.1 Industrial Relations</td>
<td>a,c,d,f,h,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Social Security</td>
<td>a,e,i,j</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Act/Acts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 The Factories Act, 1948</td>
<td>2</td>
</tr>
<tr>
<td>2 The Trade Unions Act, 1926</td>
<td>3</td>
</tr>
<tr>
<td>3 The Payment of Wages Act, 1936</td>
<td>3</td>
</tr>
<tr>
<td>4 The Minimum Wages Act, 1948</td>
<td>2</td>
</tr>
<tr>
<td>5 The Industrial Disputes Act, 1947</td>
<td>2</td>
</tr>
<tr>
<td>6 The Workmen’s Compensation Act, 1923</td>
<td>2</td>
</tr>
<tr>
<td>7 The Payment of Gratuity Act, 1972</td>
<td>3</td>
</tr>
<tr>
<td>8 The Payment of Bonus Act, 1965</td>
<td>3</td>
</tr>
<tr>
<td>9 The Employee’s Provident Fund &amp; Misc. Act, 1952</td>
<td>3</td>
</tr>
<tr>
<td>10 The Employees State Insurance Act, 1948</td>
<td>3</td>
</tr>
<tr>
<td>11 The Industrial Employment (Standing Orders) Act, 1946</td>
<td>3</td>
</tr>
<tr>
<td>12 The Apprentices Act, 1961</td>
<td>2</td>
</tr>
<tr>
<td>13 The Equal Remuneration Act, 1976</td>
<td>2</td>
</tr>
<tr>
<td>14 Inter-State Migrant Act,1979</td>
<td>2</td>
</tr>
<tr>
<td>15 Disparity Act,2010</td>
<td>2</td>
</tr>
<tr>
<td>16 Industrial Establishment and Subsistence Act</td>
<td>2</td>
</tr>
<tr>
<td>17 Employee Pension System,1995</td>
<td>2</td>
</tr>
<tr>
<td>18 The Maternity Benefit Act, 1961</td>
<td>2</td>
</tr>
<tr>
<td>19 Contract Labour Regulations and Abolition Act, 1970</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total:** (L: 45) = 45 Periods

**References:**

7. Respective Bare Act.
UNIT I: HUMAN RESOURCE DEVELOPMENT  

UNIT II: E-HRM  

UNIT III: CROSS CULTURAL HRM  

UNIT IV: CAREER & COMPETENCY DEVELOPMENT  

UNIT V: EMPLOYEE COACHING & COUNSELING  

TOTAL : ( L: 45 ) = 45 PERIODS
REFERENCES:

PREREQUISITE: 17BAB11 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems</td>
<td>1.1 Facilitate and communicate the human resources component of the organization's business plan.</td>
</tr>
<tr>
<td>2.0</td>
<td>Examine actual business cases and apply problem solving and critical thinking skills through group case studies</td>
<td>2.1 Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.</td>
</tr>
</tbody>
</table>

UNIT I: HR ANALYTICS IN PERSPECTIVE
Understand the characteristics, the strategic focus and problems facing of HR analytics - HR analytics process and application of analytical techniques to evaluate Human capital impact on business

UNIT II: METRICS AND DATA CHALLENGES
Data and Metrics – to identify and obtain quality HR data - the purpose & efficiency of metrics – creating HR metrics and link to KPIs- transform strategic goals to HR metrics.

UNIT III: TOOL KITS FOR RESOLVING OPERATIONAL ISSUES
Tool kits available in market - Identify and resolve operational issues in order to develop and align HR metrics with organizational strategy.

UNIT IV: ANALYTICS AND THE ORGANISATION AS A SYSTEM

UNIT V: AGILE REPORTING AND STRATEGIES FOR IMPROVING ORGANISATIONAL EFFECTIVENESS
Reporting & Advising - the 4 rules of reporting HR analytics- importance of data visualization - why design is important in reporting basic principles of information design - knowledge, skill, and ability to use the results of data collection and analysis - tell a story in a compelling manner so that change follows for improving Organisational effectiveness.

REFERENCES:
1. The New HR Analytics – Jac Fitzenz (2010), AMACOM
5. 70 HR metrics with examples- simplicable- uploaded by Ajay Burman on March 5th, 2016 on scribd
### 17BAX23-ADVANCED DATABASE MANAGEMENT SYSTEMS

<table>
<thead>
<tr>
<th></th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** 17BAB12 MANAGEMENT INFORMATION SYSTEM

### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand the various advanced databases used in the organization</td>
<td>1.1 Develop awareness of database models</td>
<td>a,g,j</td>
</tr>
<tr>
<td>2.0 To be aware of recent trends in database management</td>
<td>2.1 Acquire knowledge of database technologies</td>
<td>a,b,g,j</td>
</tr>
</tbody>
</table>

**UNIT I: INTRODUCTION**

DBMS Models - Multimedia Databases, Parallel Databases, embedded, web, spatial, temporal databases, Virtualization, Active Databases - Embedded databases - Web databases.

**UNIT II: DATABASE IMPLEMENTATION**


**UNIT III: DISTRIBUTED DATABASES**


**UNIT IV: OBJECT ORIENTED DATABASES**


**UNIT V: EMERGING TRENDS**

Data Mining – Data warehousing – Star, Snowflake, Fact Constellation; open source database systems Scripting Language, JDBC, ODBC..

**TOTAL:** (L: 45) = 45 PERIODS

**REFERENCES:**

PREREQUISITE: 17BAB12 MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0  To understand the practices and technology to start an online business</td>
<td>1.1 Understand the key concepts and trends associated with eBusiness and eCommerce</td>
<td>a,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Familiarise with the leading tools and techniques used in the customer-facing aspects of eBusiness and eCommerce</td>
<td>a,b,g,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Possess Conceptual and practical education in the best practices used by industry leaders to produce superior business results in the management of eBusiness and</td>
<td>a,c,d,g,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO e-BUSINESS (8)


UNIT II: TECHNOLOGY INFRASTRUCTURE (10)

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

UNIT III: BUSINESS APPLICATIONS (10)


UNIT IV: e-BUSINESS PAYMENTS AND SECURITY (9)


UNIT V: LEGAL AND PRIVACY ISSUES (8)

- Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

5. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007
PREREQUISITE: 17BAB12 MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand project management cycle in software development</td>
<td>1.1 Knowledge of software development process and quality models</td>
<td>a, g, j</td>
</tr>
<tr>
<td>2.0 To study various project estimation and quality models in software development</td>
<td>2.1 Knowledge of software project estimation and quality assurance</td>
<td>a, b, f, g, i, j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION

UNIT II: SOFTWARE METRICS
- Goal, Question, Metric (GQM) model, Product Quality metrics, In process Quality metrics, Metrics for software maintenance and testing, Complexity Metrics.

UNIT III: SOFTWARE PROJECT ESTIMATION

UNIT IV: SOFTWARE QUALITY

UNIT V: SOFTWARE QUALITY ASSURANCE

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
PREREQUISITE: 17BAB12 MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To know how to derive meaning form huge volume of data and information</td>
<td>1.1 Understand Big Data Management</td>
</tr>
<tr>
<td>2.0</td>
<td>To understand how knowledge discovering process is used in business decision making</td>
<td>2.1 Appreciate the techniques of knowledge discovery for business applications</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION
Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI

UNIT II: DATA WAREHOUSING
Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design

UNIT III: DATA MINING TOOLS, METHODS AND TECHNIQUES
Regression and correlation; Classification- Decision trees; clustering – Neural networks; Market basket analysis- Association rules- Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization

UNIT IV: MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES
Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.

UNIT V: BI AND DATA MINING APPLICATIONS
Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
7. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011
9. Elizabeth Vitt, Michael Luckевич Stacia Misner, Business Intelligence, Microsoft, 2011
17BAX27-DECISION SUPPORT SYSTEM

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide the practicing managers thorough treatment of DSS</td>
<td>1.1 Ability to select appropriate modeling techniques for supporting semi-structured business decision making</td>
<td>a,g,j</td>
</tr>
<tr>
<td>2.0 To make them develop computer based DSS for their enterprise decision support</td>
<td>2.1 Ability to identify and select appropriate decision support systems for generating innovative business solutions</td>
<td>a,g,j</td>
</tr>
<tr>
<td>3.0 To apply DSS for quick and better decision making</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UNIT I: DECISION SUPPORT SYSTEM (9)

UNIT II: DATA MANAGEMENT (9)
Sources of Data – Data Collection Terminology - Database Languages – Query Analysis - DBMS in DSS Development - Data Warehousing - Data Mining - OLAP - Data Visualisation - Sources of Data – Data Collection Terminology - Database Languages – Query Analysis.

UNIT III: MODEL MANAGEMENT (9)

UNIT IV: DIALOG MANAGEMENT (9)

UNIT V: DECISION SUPPORT SYSTEM DEVELOPMENT (9)

TOTAL: (L: 45) = 45 PERIODS

REFERENCES:
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Define and describe the five phases of the system development life cycle.</td>
<td>1.1 Explain at least three ways in which information systems support business requirements.</td>
<td>a,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Describe how systems analysts interact with users, management, and other information systems</td>
<td>a,g,j</td>
</tr>
</tbody>
</table>

#### UNIT I


#### UNIT II


#### UNIT III

Business Modelling with UML, Components of UML used in Business Modelling, RUP, IDEF, and BPMN 2.0 basics. Object modelling: Object oriented analysis, Object modelling with UML: Class diagram, Object diagram, State chart diagram, Activity diagram, Sequence diagram, Collaboration diagram, Use case diagram, Component diagram, Deployment diagram

#### UNIT IV

Output and User interface design: Output design, input design, user interface design, File Design, Data design concepts, DBMS components, ER diagrams, Documentation Tools; Testing Techniques Available; Systems control and Audit trails; Systems Administration and Training; Conversion and Operations Plan. 56

#### UNIT V


**TOTAL : (L: 45) = 45 PERIODS**

### REFERENCES:

1. Elias M. Awad, System Analysis & Design, Galgotia Publications. India
17BAX29-LOGISTICS AND SUPPLY CHAIN MANAGEMENT

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Understand the scope and practice of business logistics and supply chain management</td>
<td>1.1 Gain knowledge on effective management of the logistics and supply chain</td>
<td>a,f,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Evaluate both domestic and international transportation problems and effectively develop and present actionable solutions.</td>
<td>a,g,h,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Apply inventory models and techniques to create and recommend appropriate stocking solutions in various business settings.</td>
<td>a,f,g,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION

UNIT II: MANAGING FLOWS

UNIT III: INVENTORY AND WAREHOUSING

UNIT IV: TRANSPORTATION AND PACKAGING

UNIT V: ORGANISATION AND CONTROL

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
PREREQUISITE: 17BAB08 OPERATIONS MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To help understand how service performance can be improved by studying services operations management</td>
<td>1.1 Understand how service performance can be improved by studying services operations management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2 Obtain an overview of the successful Service Operations Management (SOM) function through the introduction of the topics traditionally associated with the study of Service Operations Management.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3 Develop an understanding of the terminology and responsibilities that relate to Service Operations Management.</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION (9)

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

UNIT II: SERVICE DESIGN (9)

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches – Value to customer; Retail design strategies – store size – Network configuration ; Managing Service Experience –experience economy, key dimensions ;Vehicle Routing and Scheduling

UNIT III: SERVICE QUALITY (9)


UNIT IV: SERVICE FACILITY (9)

Servicescapes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem

UNIT V: MANAGING CAPACITY AND DEMAND (9)

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services— Retail Discounting Model, Newsvendor Model; Managing Waiting Lines – Queuing systems, psychology of waiting; Managing for growth-expansion strategies, franchising , globalization.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

PREREQUISITE: 17BAB08 OPERATIONS MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To learn the concepts of managing projects.</td>
<td>1.1 Apply project management principles in business situations</td>
<td>a,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Optimize resource utilization and time optimization</td>
<td>a,g,h,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO PROJECT MANAGEMENT  

UNIT II: PLANNING AND BUDGETING  

UNIT III: SCHEDULING & RESOURCE ALLOCATION  

UNIT IV: CONTROL AND COMPLETION  

UNIT V: PROJECT ORGANISATION & CONFLICT MANAGEMENT  

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To gain insights about the importance of lean manufacturing and six sigma practices.</td>
<td>1.1 Relate the tools and techniques of lean sigma to increase productivity</td>
<td>a,h,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Identify Strategies to reduce cycle time of production/process, reduce inputs to the processes and increases the customer satisfaction.</td>
<td>a,e,f,h,i,j</td>
</tr>
<tr>
<td></td>
<td>1.3 Understand the benefits of Lean and Six Sigma</td>
<td>a,j</td>
</tr>
</tbody>
</table>

### UNIT I: LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS (9)

- Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma - lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing – assessment questions

### UNIT II: THE SCOPE OF TOOLS AND TECHNIQUES (9)


### UNIT III: SIX SIGMA METHODOLOGIES (9)

- Design For Six Sigma (DFSS),Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed leadership – Change Acceleration Process (CAP)- Developing communication plan – Stakeholder

### UNIT IV: SIX SIGMA IMPLEMENTATION AND CHALLENGES (9)

- Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index – challenges – program failure, CPQ vs six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics

### UNIT V: EVALUATION AND CONTINUOUS IMPROVEMENT METHODS (9)

- Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP), processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S.

**TOTAL : (L: 45 ) = 45 PERIODS**
REFERENCES:
3. Fred Soleimannejed, Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
# 17BAX33- WORLD CLASS MANUFACTURING

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** 17BAB08 OPERATIONS MANAGEMENT

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To understand the concept of Excellence in manufacturing – Traditional &amp; current concepts.</td>
<td>1.1 Have access to the right information</td>
<td>a,g,j</td>
</tr>
<tr>
<td><strong>2.0</strong> Building organization strength through Customer focus – Overcoming impediments</td>
<td>2.1 Engage their employees</td>
<td>a,g,j</td>
</tr>
<tr>
<td><strong>3.0</strong> To learn how to achieve stability and sustain Excellent manufacturing practices.</td>
<td>3.1 Employ up-to-date techniques</td>
<td>a,j</td>
</tr>
</tbody>
</table>

### UNIT I: HISTORICAL PERSPECTIVE


### UNIT II: BENCHMARK, BOTTLENECKS AND BEST PRACTICES

Concepts of benchmarking, bottleneck and best practices, Best performers – Gaining competitive edge through world class manufacturing – Value added manufacturing – eliminating waste – Toyota Production System

### UNIT III: SYSTEM & TOOLS FOR WORLD CLASS MANUFACTURING


### UNIT IV: HUMAN RESOURCE MANAGEMENT IN WCM


### UNIT V: TYPICAL CHARACTERISTICS OF WCM COMPANIES

Performance indicators – what is world class Performance – Six Sigma philosophy

**TOTAL : (L: 45) = 45 PERIODS**

**REFERENCES:**

1. World Class Manufacturing - Strategic Perspective - B.S. Sahay ,KBC Saxena , Ashish Kumar ,(Mac Millan)
3. The Toyota Way - Jeffrey K.Liker – (Tata Macgraw Hill )
4. Operations Management for Competitive Advantage – Chase
5. Making Common Sense Common Practice – Moore
6. Managing Technology & Innovation for Competitive Advantage – Narayanan
7. Just In Time Manufacturing – M.G.Korgaonkar
17BAX34-COMPUTER INTEGRATED MANUFACTURING

<table>
<thead>
<tr>
<th></th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREREQUISITE: 17BAB08 OPERATIONS MANAGEMENT</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Students will develop an understanding of CAD systems and graphical modeling.</td>
<td>1.1 Acquaint with data bases and numerical analysis related to CIM</td>
<td>a,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Have understanding of Computer Aided Manufacturing (CAM) systems</td>
<td>a,g,j</td>
</tr>
</tbody>
</table>

UNIT I: INTRODUCTION TO CIM

Manufacturing - Types, Manufacturing Systems, CIM Definition, CIM wheel, CIM components, Evolution of CIM, needs of CIM, Benefits of CIM, basic components of NC system, NC motion control system, applications of NC, advantages and disadvantages of NC, computer Numerical control, advantages of CNC, functions of CNC, Direct Numerical Control, components of a DNC system, functions of DNC, advantages of DNC.

UNIT II: CAD

Development of computers, CIM Hardware & Software, Data-Manufacturing data, types, sources, Structure of data models, Data base and DBMSrequirement, RDBMS, SQL, Computer Aided Design - benefits, Graphic Standards, Interfaces, CAD software, Integration of CAD/CAM/CIM.

UNIT III: FLEXIBLE MANUFACTURING SYSTEMS

FMS concept, Components of FMS, FMS Layouts, FMS planning and implementation. Tool Management systems- Tool monitoring, Work holding devices- Modular fixuring, flexible fixturing, flexibility, quantitative analysis of flexibility, application and benefits of FMS, automated material handling system –AGVs, Guidance methods, AS/RS.

UNIT IV: AUTOMATED PROCESS PLANNING


UNIT V: MONITORING AND QUALITY CONTROL

Types of production monitoring system, process control & strategies, direct digital control - Supervisory computer control - computer aided quality control - objectives of CAQC, QC and CIM, contact, non-contact inspection methods, CMM and Flexible Inspection systems. Integration of CAQC with CIM.

TOTAL: (L: 45) = 45 PERIODS

REFERENCES:

17BAX35-ENTREPRENEURSHIP AND GOVERNMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The basic traits necessary for becoming an entrepreneur.</td>
<td>1.1 Equip to Start an enterprise scanning in the business environment.</td>
<td>a,d,h,j</td>
</tr>
<tr>
<td>2.0 The support provided by Government and other non-governmental organizations.</td>
<td>2.1 Avail necessary support from Government and other non-governmental organization while starting an enterprise.</td>
<td>a,e,h,i,j</td>
</tr>
<tr>
<td>3.0 The assistance provided by financial institutions for starting an enterprise</td>
<td>3.1 Select a best business idea by using appropriate methods to assess financial viability.</td>
<td>a,g,h</td>
</tr>
</tbody>
</table>

UNIT - I  ENTREPRENEURIAL COMPETENCE
Concept of Entrepreneurship, Myths of Entrepreneurship, Why Entrepreneurship? Entrepreneurial attributes and Characteristics, Intrapreneur, Social Entrepreneur, Serial Entrepreneur. -Microfinance institutions

UNIT - II  ENTREPRENEURSHIP AND ENVIRONMENT
Business environment, Role of Family and society, Role of Entrepreneurship in economic Development, Factors affecting entrepreneurial growth -Importance of Service & manufacturing

UNIT - III  ENTREPRENEURIAL TRAINING AND DEVELOPMENT
Entrepreneurship Development Training, components of Training, Entrepreneurship Training and Institutions in India and other support organizational services - Can entrepreneurs be trained

UNIT – IV GOVERNMENT SUPPORT
Central and state government industrial policies and regulations, National level organizations with reference to NEDB, SSIB, State level organizations with reference to DIC, SIPCOT -Technology Business Incubator

UNIT – V  FINANCIAL INSTITUTIONS AND ENTREPRENEURSHIP
Small Industries Development Bank of India (SIDBI), Industrial Finance Corporations of India (IFCI), Role of Commercial Banks - Promotion of MSMEs

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong></td>
<td>To acquaint the students with the procedure for setting up of an enterprises and registration formalities</td>
<td><strong>1.1</strong></td>
</tr>
<tr>
<td><strong>2.0</strong></td>
<td>To enable the students to choose appropriate form of organization</td>
<td><strong>2.1</strong></td>
</tr>
<tr>
<td><strong>3.0</strong></td>
<td>To enhance the knowledge of students in the area of Taxation and Corporate Governance</td>
<td><strong>3.1</strong></td>
</tr>
</tbody>
</table>

UNIT – I MICRO, SMALL AND MEDIUM, AND LARGE ENTERPRISES

Definition of Tiny, small, medium and large enterprises, procedure for setting up these enterprises, registration formalities, incentives and subsidies Recent Amendments and changes

UNIT – II FORMS OF ORGANIZATION

Sole proprietorship, partnership, public limited and private limited companies, Limited liability partnership – Formation, registration, uniqueness, conversion of partnership, private / unlisted public companies into LLP. Limiting benefits of LLP

UNIT - III GOODS AND SERVICE TAX (GST) AND VAT

Indirect taxes, GST, GST mechanism, GST and its impact on various sectors, VAT – Rules regulations governing VAT, Filing of tax returns, taxation with special reference to MSME IT role in VAT

UNIT – IV INCOME TAX

Direct tax – Personal income and corporate tax, Deductions and rebates, Taxability of capital gains, Investments, Filing of tax returns Tax Planning

UNIT – V CORPORATE GOVERNANCE

Governance committee, audit committee, compensation committee – roles and responsibilities, independent directors, whistle blowing, RTI act, insider trading Ethics in entrepreneurship

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:

5. John Adair, —The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas‖, London: Kogan Page, 2010
17BAX37-CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To enable the students to identify business opportunities</td>
<td>1.1 Capable of identifying the best business opportunities from the alternatives</td>
<td>a,e,h,i,j</td>
</tr>
<tr>
<td>To enhance lateral thinking for innovation and creativity</td>
<td>2.1 Do the value analysis</td>
<td>a,e,h,i</td>
</tr>
<tr>
<td>To acquaint the students with the Intellectual Property Rights and Patents</td>
<td>3.1 Applying TRIZ to solve the problem based on logic and data</td>
<td>a,g,i</td>
</tr>
</tbody>
</table>

UNIT – I BUSINESS OPPORTUNITY GUIDANCE

Business opportunity identification, opportunities into ideas, creativity and innovation, Value analysis TOWS Analysis

UNIT - II CREATIVITY

Lateral thinking, lateral vs vertical thinking, use of lateral thinking, techniques – generation of alternatives, Fractionation, reversal method, analogies. Misconceptions and Myths about creativity & innovation

UNIT - III INNOVATION

Sources of innovation, Types of innovation, Goals of innovation, diffusion of innovation, Basics of TRIZ, Innovation management Mechanism of Diffusion

UNIT – IV SIX THINKING HATS

Brain storming, six hats, using the hats, benefits of six thinking hats Thinking Out of the Box

UNIT – V INTELLECTUAL PROPERTY RIGHTS

Fundamentals of IPR, patents, Trademarks, copy rights, Geographical Indication IPR in international scenario, patent management -Registering a Trademark

REFERENCES:

TOTAL :( L: 45 ) = 45 PERIODS
# 17BAX38-SOFT SKILLS FOR ENTREPRENEURS

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To heighten the awareness of developing emotional intelligence that may influence the running of business</td>
<td>1.1 Manage the emotions effectively</td>
<td>a,c,d,h,j</td>
</tr>
<tr>
<td>2.0 To enable the students to manage their time effectively</td>
<td>2.1 Build strong interpersonal skills</td>
<td>a,c,d,j</td>
</tr>
<tr>
<td>3.0 To equip them in building rapport and being ethical towards society</td>
<td>3.1 Follow business etiquettes</td>
<td>a,d,e,f,h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I: EMOTIONAL INTELLIGENCE

Introduction, perceiving emotions, understanding emotions, managing emotions, developing emotional intelligence, persuasion. Emotional Intelligence and Leadership Effectiveness

### UNIT II: SELF DEVELOPMENT

Johari window, Building Interpersonal Skills – Transactional Analysis, Time Management – Steven covey model, Power of Trust – Competencies for building Trust. Delegation

### UNIT III: COACHING AND MENTORING

Coaching – Methods, Executive coaching, Mentoring vs. counseling, being an effective mentor, reverse mentoring, Techniques of counseling, Leadership coaching. Emergence of Personal Theory of Counseling

### UNIT IV: NETWORKING

Importance of networking, making contacts, Getting connected, Building rapport, Building the bond, Business Etiquette, connecting on the phone, connecting in writing, social networking. Social Networking sites

### UNIT V: BUSINESS ETHICS

Does ethics pay? On becoming an ethical manager, Building an ethical organization, Ethics towards competitors, Corporate Social Responsibility. Roots of unethical behaviour

**TOTAL : (L: 45) = 45 PERIODS**

**REFERENCES:**

17BAX39-BUSINESS PLAN

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0  To enable the students to understand the importance of a business plan.</td>
<td>1.1 Familiarise in writing a business plan</td>
<td>a,d,e,g,h,i</td>
</tr>
<tr>
<td>2.0  To expose the students to the nitty-gritty’s of a business plan.</td>
<td>2.1 Conduct a feasibility study</td>
<td>a,e,h</td>
</tr>
<tr>
<td>3.0  To comprehend the various aspects of a business plan.</td>
<td>3.1 Analyse ways and means to raise capital for the business</td>
<td>a,h,i</td>
</tr>
</tbody>
</table>

UNIT – I BUSINESS PLAN PREPARATION (9)

Purpose of business plan, Benefits of a business plan, elements of the business plan, developing a well-conceived business plan, Guidelines to a write a business plan Format of Business Plan

UNIT – II MARKETING (10)

Importance of market orientation, Market research, sales forecast, features of entrepreneurial marketing, purpose and timing of the marketing plan, marketing research for the new venture, understanding the marketing plan, characteristics of marketing plan, steps in preparing the marketing plan Marketingmix

UNIT - III HUMAN RESOURCES (9)

Introduction, Human Resources mobilization / head hunting, conducting interviews, induction, motivating employees, training, knowledge management, separation Human Resource Planning

UNIT – IV FINANCE (9)

Raising Capital-sources, Family and friends, angel funding, venture capital, equity funding, debt financing, projected cash flow and profitability statements, DSCR and sensitivity analysis.
Boot Strapping

UNIT – V FEASIBILITY STUDY (8)

Pre feasibility study, project profile preparation, feasibility report preparation and evaluation, operations planning, presenting a business plan. The seven domains of attractive opportunities by John Mullins

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:

17BAX40BUILDING A SUSTAINABLE ENTERPRISE

L T P C
3 0 0 3

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To introduce the students to various growth strategies of a business.</td>
<td>1.1 Be familiar with strategies for expanding business</td>
</tr>
<tr>
<td>2.0</td>
<td>To expose the students to the prospects of internationalization of the business.</td>
<td>2.1 Build business with the help of e-commerce</td>
</tr>
<tr>
<td>3.0</td>
<td>To enable the students to understand the importance of succession planning and e-commerce</td>
<td>3.1 Plan for succession and internationalization</td>
</tr>
</tbody>
</table>

UNIT – I STRATEGIZING
(7)
Concept of strategy, formulating strategies for competitive Advantage, MSME & strategic issues, information technology as a growth strategy. Human resource and Innovation as competitive advantages

UNIT – II GROWTH STRATEGIES
(10)
Objectives of growth, stages of growth, types of growth strategies- Expansion, Diversification, Joint ventures, Mergers and acquisition, Sub-contracting, franchising. Vertical and Horizontal integration

UNIT - III INTERNATIONALIZATION
(10)
Export potential, Constraints and prospects, support organizations promoting exports and their role, entry into international business, impact of culture in business, Foreign Direct Investment, the role of FIPB ECGC and FIEO

UNIT – IV ELECTRONIC COMMERCE AND SUCCESSION PLANNING
(7)

UNIT – V MANAGEMENT OF BUSINESS
(11)
Monitoring and evaluation of business, challenges of MSME units preventing sickness and rehabilitation of business units and effective management of small business, essence of SICA 1985. Challenges in reviving sick units

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
17BAX41-FAMILY BUSINESS MANAGEMENT

L | T | P | C
---|---|---|---
3 | 0 | 0 | 3

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Understand the qualities which typify family businesses</td>
<td>1.1 Understand developmental needs of family members at various stages of the businesses</td>
<td>a,c,d,e,h,i,j</td>
</tr>
<tr>
<td>2.0 Appreciate family businesses’ unique capacities and potential for superior returns</td>
<td>2.1 Develop the management and communication skills to build trust and understanding</td>
<td>b,d,f,h,i,j</td>
</tr>
<tr>
<td>3.1 Identify and cope with foreseeable obstacles to continuity of a family business</td>
<td></td>
<td>a,c,d,e,f,g,j</td>
</tr>
</tbody>
</table>

UNIT I: FAMILY BUSINESSES UNIQUENESS

Definitions of Family Business- What constitutes a family business, Succession and Continuity - Economic impact, The Nature Importance and Uniqueness of Family Business - Special strengths family business culture and values, predictable problems resolutions commitment - Knowledge flexibility in work time and money long range thinking, A stable culture - speedy decisions, reliability and pride, Dilemmas and challenges for family business- resistance to change - Business challenges succession - Emotional issues and leadership.

UNIT II: FAMILY BUSINESS DYNAMICS

People system and growing complexity family culture and organizational culture and cultural blur in family firms, System perspective on continuity resulting from generational conflict and culture change, Family business people-Founder , Women’s in family businesses - husband and wife teams, in-law multifamily ownership non family employees, Managing conflicts in family firms family - Unity and a Positive family business interaction as a resource in the creation of inimitable competitive advantages.

UNIT III: DEVELOPING A STRATEGIC VISION AND BUILDING TEAMWORK

Articulating values and shared vision effective business families - How families add value the family emotional intelligence establishing open communication, family communication - the benefits of the family meetings , The use of the facilitators and advisors. The family employment policy ownership and family contribution, Creative versus destructive conflict -Building family team work. Unifying plans, processes and structures designing family governance.

UNIT IV: THE NEXT GENERATION

Human resource management and leadership perspective to join or not to join? The importance of outside experience self esteem and confidence- Wider business experience creditability with non family employees. System overlap and Human resource management issues- Recruitment, training and development, remuneration, performance appraisal and promotion .Establishing personal identity relationship with the seniorgeneration.

UNIT V: GETTING HELP

Making the most of the outside resources the perspective of non family managers career opportunities for nonfamily managers -non family managers relationship with the family, introducing external executives motivation and rewards incentive and delivery.

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
1. Family Business the Essentials by Peter Leach , Profile books Ltd
2. Family business by Ernesto J.Poza
3. Entrepreneur's talent temperament technique 2nd edition
5. Jhon mullins new business road test, Prentice Hall 2004
# 17BAP09-ENTREPRENEURSHIP LABORATORY

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

**COURSE OBJECTIVES AND OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 This course provides a hands-on experience to the students to experiment with various aspects of entrepreneurship</td>
<td>1.1 Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</td>
<td></td>
</tr>
<tr>
<td>2.0 Understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation</td>
<td>2.1 Develop capabilities and skills necessary to assume entrepreneurial activity</td>
<td></td>
</tr>
</tbody>
</table>

- Business Model Designing (10)
- Business Plan (10)
- Prototype Making (15)
- Financial Planning (15)
- Test Marketing (20)
- Commercial Launch (20)

TOTAL (T: 90) = 90 PERIODS

**REFERENCES:**

5. John Adair, —The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas‖, London: Kogan Page, 2010
PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Comprehend the need, definition, functions and economic significance</td>
<td>1.1 Understand the interdependence between financial markets and interest rates</td>
<td>a,c,e,g,h,j</td>
</tr>
<tr>
<td>of financial institutions and markets</td>
<td>1.2 Comprehend the behavioral analysis of interest rates: risk, liquidity and</td>
<td>b,f,g,h,j</td>
</tr>
<tr>
<td></td>
<td>term structure</td>
<td></td>
</tr>
<tr>
<td>1.3 Identify the role played by the Central Bank and instruments of credit control</td>
<td></td>
<td>a,d,e,g,i</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION TO BANKING  
An Overview of the Financial System - Saving and Investment z-Money, Inflation and Interest - Banking and Non-Banking Financial Intermediaries

UNIT II - FINANCIAL MARKETS AND INSTRUMENTS  

UNIT III - ECONOMICS OF BANKING (DEPOSITORY) INSTITUTIONS  
Banking Institutions: Revenues, Costs and Profits -Basic Issues and Performance of Depository Institutions - Asymmetric Information and Banking Regulation

UNIT IV - CENTRAL BANKING, MONETARY POLICY AND REGULATION  
The RBI as a Central Bank: Structure, Functions and Working z Reforms - The Current Regulatory Structure - Essentials of Monetary Theory -The Classical and Keynesian Theories of Money, Prices and Output -Rational Expectations and Modern Theories of Money and Income

UNIT V - CONDUCT OF MONETARY POLICY AND INTER LINKAGES  
Objectives and Targets of Monetary Policy - Policy Lags and Intermediate Targets -Rules Vs. Discretion in Monetary Policy – Interlinkages

REFERENCES:

TOTAL :( L: 45 ) = 45 PERIODS
17BAX43-CREDIT MANAGEMENT

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To understand Credit Policy as a general course of action developed for recurring situations and as a design to achieve established objectives of the organizations.</td>
<td>1.1 Analyse general statements that serves as a guide for credit decision making.</td>
<td>a,b,d,g,h,i</td>
</tr>
<tr>
<td></td>
<td>1.2 Streamline and standardize the Credit Department's functions for achieving the objectives such as DSO (Days Sales Outstanding) targets / collection targets set by the management.</td>
<td>a,b,d,g,h,j</td>
</tr>
</tbody>
</table>

UNIT I - PRINCIPLES OF CREDIT MANAGEMENT
Principles of Lending- Evaluation of Borrower-Sanction Limit- principles of good lending

UNIT II - OBJECTIVES OF CREDIT MANAGEMENT
Credit allocation-Credit Evaluation-Financial statement analysis-cash flow analysis- Projections- Management of the firm and other factors- feasibility study- fundamental credit issues- Borrower study and bankers opinion- Credit discipline – Credit monitoring.

UNIT III - CREDIT POLICY IN BANKS
Need for credit policy- component of credit policy-Credit policy- credit culture- credit institutions- types of credit-bank credit for various sectors

UNIT IV – DOCUMENTATION
Importance of documentation- security of documentation-renewal of documents-security offered for documents.

UNIT V - CREDIT MONITORING
Financial supervision- financial follow-up-financial follow-up reports- physical follow up identifying problem loans loan classification NPA management.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
1. Credit appraisal, risk analysis and decision making-D.D.Mukherjee-Snow White publications
2. Banking strategy, credit appraisal, and Lending decision- Hrishikes Bhattacharya- Oxford University Press
3. Shekar and Shekar —Banking theory and practice
4. Viswananthan R —Industrial finance II Macmillan, New delhi
17BAX44- COMMERCIAL BANKING

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1</td>
<td>a,d,e,g,h,j</td>
</tr>
<tr>
<td>Providing an in-depth analysis of the commercial banking in the liberalized Indian economy</td>
<td>Possess in depth knowledge of financial management in the banking organisations</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Familiarise with the new banking practices and processes</td>
<td>a,d,e,g,h,j</td>
</tr>
</tbody>
</table>

UNIT I - OVERVIEW OF COMMERCIAL BANKING IN INDIA
Overview of Commercial Banking in India – Role and Functions of Commercial Banks – Indian Banking in Pre-Nationalisation and Post-nationalization Phases – Banking Sector Reforms and their Implications on Indian Banking Sector – Changing Role of Indian Banks – Reforms and Restructuring of Bank Management – Management of Private Sector Banks and Public Sector Banks – Management of Banks in Rural Areas.

UNIT II - FUNCTIONS OF BANK MANAGEMENT

UNIT III - CREDIT MANAGEMENT IN BANKS

UNIT IV - BANK’S INVESTMENT POLICY

UNIT V - MERGERS AND ACQUISITION
Mergers and Acquisition-Bancassurance and Universal Banking z Opportunity for Strengthening the Banking Organization - Financial Innovations and Opportunities for Banks - Factoring, Securitization and Take Out Finance - Technological Innovations and Opportunities for Banks -International Banking - Organizational Structure, Activities and Regulation

REFERENCES:
1. Marketing of Banking Service – IIB
2. Marketing of Banking Service – Rajeev
3. The formula for successful Marketing, Galotia Publication, 1991 – Morz, Rarph

TOTAL :( L: 45 ) = 45 PERIODS
17BAX45-RURAL BANKING AND MICRO FINANCE

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The objective of this course is to study the various aspects of rural credit in India &amp; major changes taken place in the arena of rural credit during past years.</td>
<td>1.1 Know the role of Technology &amp; its impact in the rural areas</td>
<td>a,c,d,g,h,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Explain the several alternative means of financing like micro financial institutions and self-help</td>
<td>a,d,e,g,h,j</td>
</tr>
</tbody>
</table>

UNIT I - ROLE AND CHARACTERISTICS OF INDIAN AGRICULTURE

Introduction, roles of agriculture in economic development, characteristics of Indian Agriculture.

UNIT II - CRITICAL REVIEW OF AGRICULTURE FINANCE

Role of credit in agriculture, agricultural finance in India, classification of agricultural finance, significance of co-op. credit, some issues of the present system. Financial intermediaries in agriculture: functions, structure and performance

UNIT III - CO-OPERATIVE BANKS

Concept and special features of co-operative banking, structure of co-operative credit system in India, primary level credit institutions (PACs, LAMPs, MPCS, FSS) their functioning and problems, District central Co-operative banks Structure and functions apex Co-operative Banks with particular reference to de regulation of interest rates and prudential norms

UNIT IV - THEORIES OF AGRICULTURAL FINANCE

Risk Uncertainty Theory, Demand and Supply theory, Business vs social and Moral theory, Cost theory, Productive Vs Consumption, - The concept 3 C's 7P's and 3C's of Credit, credit Analysis, kind Loans Vs. Cash loans, Principles of Micro and Macro Finance, Principles of supervised Credit, Principle of Crop Loan, Principle of Co-op. Credit Principle of Better Credit

UNIT V - RURAL FINANCE AND MICROFINANCE

Players and approaches Microfinance & Rural finance – lessons From microfinance and historical interventions Rural finance approach delivery channels and actors involved, and linkages, triangle of microfinance and the role of BDS in rural finance

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCE:


Approved by Seventh Academic Council
17BAX46-CORPORATE BANKING SMALL AND MEDIUM ENTERPRISE BANKING

L T P C
3 0 0 3

PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Broad guidelines on lending to MSE Sector</td>
<td>1.1 Ensure availability of adequate and timely credit to MSE sector.</td>
<td>a,e,g,i</td>
</tr>
<tr>
<td>2.0 Identifying Thrust Industries</td>
<td>2.1 Devise an organizational structure at all levels for handling MSE credit portfolio in a more focused manner.</td>
<td>a,b,d,e,g,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION TO ADVANCES

Lending, Profit maximization: Spread, Burden, Net Interest Income, Net Interest Margin, Net Interest expenses, Non Interest Expenses, Non-Interest income. Cost minimization

UNIT II - CREDIT FACILITIES AND SECURITIES

Principles of Sound lending, Methods of granting advances, Types of Securities, Modes of creating charges, Floating charge, Consortium lending, credit syndication. Pledge of shares

UNIT III - PRIORITY SECTOR ADVANCES

Rationale of Priority Sector advances, Targets and sub targets under priority sector advances, Agricultural Lending: Direct and Indirect Finance, Micro and Small enterprises, weaker sections. SIDBI

UNIT IV - BILLS BUSINESS

Introduction to Bills, Bills Purchased (clean bills), Bills purchased (Demand documentary bills), Bills discounting (Usance Bills). Foreign bills

UNIT V - RETAIL LENDING

Home loans, Educational loans, Credit Cards, Consumer loans, other personal loans, Calculation of EMI: Effect of quantum of advance, repayment period and Interest rates on EMI. Impact of fixed and floating rates

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

1. Master Circular on Lending to Priority Sector, www.rbi.org.in
PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The purpose of this course is to acquaint the students with the techniques of export and import finance, the current assets and its components.</td>
<td>1.1 Be familiar with various financial services rendered to the beneficiaries by agencies authorized to render such services</td>
<td>a,b,d,e,g,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Understand fundamentals of investment and the concept of equilibrium in the market and to provide the various techniques available for minimizing risk and optimising return for a combination of financial assets.</td>
<td>a,d,e,f,g,h</td>
</tr>
</tbody>
</table>

UNIT – I EXPORT TRADE CONTROL
(15)
Different categories of Exporters – Export licensing procedures and formalities – Role of ECGC in export promotion – Deemed exports and its benefits

UNIT – II REGISTERED EXPORTERS
(5)
Definition of export House and Trading House – Incentives given to Free Trade Zones and 100% EOU’s – Salient features and benefits – Export documentation – customs clearance procedures of exports - Project exports and consultancy exports.

UNIT – III IMPORT TRADE CONTROL
(15)
License – Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of import trade control items – Import of capital goods under EPCG scheme – Import of raw materials and components under OGL actual user condition – Import for stock and sale – Restricted and Banned items for imports – Canalisation of imports and various canalizing agencies.

UNIT – IV WAREHOUSING IN CONNECTION WITH IMPORTS
(5)
Bonded warehousing – Special facilities provided for NRI’s and the norms for import of various items by them – Import documentation – Customs Procedures for Imports – Customs duty and Indian Customs tariff – Suppliers credit – Approved mentods for RBI regulations.

UNIT – V CASE STUDIES
(5)
(based on the above units).

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
1. How to Import : Nabbps Publication
2. How to Export : Nabbps Publication
3. Export Marketing : T. A. S. Balagopal
5. New Export-Import Policy : Nabbps Publication
### 17BAX48-RISK MANAGEMENT IN BANKS

#### PREREQUISITE: 17BAB09 FINANCIAL MANAGEMENT

#### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Identify, categories and quantify credit, market, liquidity, operational, legal, regulatory and reputation risks</td>
<td>1.1 Understand the systems and procedures needed to track, monitor and manage these risks</td>
<td>a,b,d,e,g,h,i</td>
</tr>
<tr>
<td></td>
<td>1.2 Have an understanding of how the bank's capital is allocated to each of these risks from both a regulatory and management perspective</td>
<td>a,e,g,h,j</td>
</tr>
</tbody>
</table>

**UNIT I - BANK CREDIT**

(15)


**UNIT II - LENDING TO DIFFERENT CUSTOMERS**

(5)

Lending to Different Customers – Individuals – Partnership – Limited companies – Trust – Association – Legal aspects – Documents to be called for.

**UNIT III - LOAN PROCESSING**

(15)


**UNIT IV - CORPORATE FINANCE**

(5)


**UNIT V - NPA**

(5)


**TOTAL :( L: 45 ) = 45 PERIODS**

### REFERENCES:

2. Prudential Accounting Norms and Audit of Banks – Naganatham M. and Jayaraman . Annual Reports of RBI
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Identify the main components and issues of the organization, financing</td>
<td>1.1 Understanding about reinsurance and its types</td>
<td>f,g,j</td>
</tr>
<tr>
<td>and delivery of health services and public health systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 Describe the legal and ethical bases for public health and health services.</td>
<td>2.1 To know about the basic principles of underwriting knowledge about disaster</td>
<td>a,d,f,j</td>
</tr>
<tr>
<td></td>
<td>and its types</td>
<td></td>
</tr>
<tr>
<td>3.0 Explain methods of ensuring community health safety and preparedness.</td>
<td>3.1 To familiarize the students in disaster preparedness, planning, drill,</td>
<td>a,d,f,j</td>
</tr>
<tr>
<td></td>
<td>committee in hospital</td>
<td></td>
</tr>
<tr>
<td>4.0 Discuss the policy process for improving the health status of populations.</td>
<td>4.1 Triage area behind emergency department</td>
<td>a,i,j</td>
</tr>
</tbody>
</table>

UNIT I  ISSUES, THEORIES & CONCEPTS IN POLICY FORMULATION
Introduction to Health & Medical care policy - ends & means - Health for whom - delivered by whom - Decision making in health care - process of policy formulation.

UNIT II  HOSPITAL AND HEALTH SECTOR REFORMS
Introduction to causes & consequences of reforms - An analytical approach to health sector reforms - comprehensive policy analysis, data needs and preconditions - Various models of health sector

UNIT III  NATIONAL HEALTH POLICY & FUTURE AGENDA
Historical perspectives - The health policy goals - The policy environment & consequences of reforms - Framework for newer health care policy settlements

UNIT IV  INTEGRATION OF PLANNING WITH ACTION

UNIT V  MEDICAL AND CLINICAL AUDIT - TOWARDS QUALITY
Nature of quality - Traditional methods in the management of quality - Developments in managing health/medical care quality - Variants of audit

REFERENCES:
2. Peter Berman - Health Sector Reform in Developing Countries - Harvard University Press, 1995.

TOTAL : (L: 45 ) = 45 PERIODS
17BAX50-ORGANIZATION AND MANAGEMENT OF HOSPITAL AND HEALTH SYSTEM

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1 To know about dying declaration and the procedure</td>
<td>a,e,j</td>
</tr>
<tr>
<td>2.0</td>
<td>2.1 To acquaint the students about the death certificate issuing procedure and its content, importance of death certificate</td>
<td>a,j</td>
</tr>
<tr>
<td>3.0</td>
<td>3.1 To know about malpractice in health care</td>
<td>a,j</td>
</tr>
<tr>
<td>4.0</td>
<td>4.1 Understanding jurisprudence about medical jurisprudence</td>
<td>a,f,j</td>
</tr>
</tbody>
</table>

UNIT I  INTRODUCTION (9)
Concept of Hospitals-Planning and Design of a Hospital (Building & Physical Layout)-Different types of Hospital - History of Hospital Development -Departmentation in Hospital-Organization-Structure-Vertical & Horizontal.

UNIT II  MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES (9)
Organization and Administration of various clinical services-Outpatient Services-In-patient Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including their utilization study-Nursing services.

UNIT III  PLANNING & ORGANIZING OF SUPPORT SERVICES (9)

UNIT IV  ORGANIZATION AND MANAGEMENT OF UTILITY SERVICES (9)
Laundry - Housekeeping- Pest control-Managing the Estate (Hospital Security) -Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts)-Ambulance Services.

UNIT V  EVALUATION OF HOSPITAL & HEALTH (9)
Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation-Indicators of Hospital Efficiency & Effectiveness- Current Issues in Hospital Management-Telemedicine, Bio-Medical Waste Management, Organ Transplantation.,

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:
17BAX51-EPIDEMIOLOGY IN MEDICAL AND HEALTH SYSTEMS MANAGEMENT

L T P C
3 0 0 3

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Identify key sources of data for epidemiologic purposes</td>
<td>1.1 Understanding about infectious disease epidemiology</td>
<td>a,j</td>
</tr>
<tr>
<td>2.0 Identify the principles and limitations of public health screening programs</td>
<td>2.1 To know about the basic principles of underwriting knowledge about disaster and its types</td>
<td>a,e,j</td>
</tr>
<tr>
<td>3.0 Describe a public health problem in terms of magnitude, person, time and place</td>
<td>3.1 To familiarize the students in disaster preparedness, planning, drill, committee in hospitals</td>
<td>a,e,j</td>
</tr>
<tr>
<td>4.0 Explain the importance of epidemiology for informing scientific, ethical, economic and political discussion of health issues</td>
<td>4.1 Triage area behind emergency department</td>
<td>a,j</td>
</tr>
</tbody>
</table>

UNIT I CONCEPT OF HEALTH AND DISEASE & EPIDEMIOLOGICAL METHODS (9)
Introduction to Epidemiological concepts, definitions, etc.-Concept of health- Definition, indicators, determinants- Epidemiological triad & disease transmission-Disease- Natural History, causes, etc.- Descriptive epidemiological studies-Analytical epidemiological studies.

UNIT II INFECTIOUS DISEASE EPIDEMIOLOGY (9)

UNIT III EPIDEMIOLOGY, OCCUPATIONAL SAFETY & ENVIRONMENTAL HEALTH MANAGEMENT (9)
Unit objectives & introduction to Occupational health & hazards- nature, origin determinants and solutions - Roles of national & international organizations in promoting occupational & environmental health.

UNIT IV HOSPITAL INFECTIONS CONTROL (9)
Hospital infections Definitions - importance, determinants, sources, routes of transmission-Principles of control of infection -Control measures in wards, operating theatres, laundry, kitchen, , water, special units e.g. (ICCU, ICU, Renal units) after discharge, waiting rooms, etc.

UNIT V MAINTENANCE OF SURVEILLANCE, RECORDS & REPORTS (9)
Unit objectives & importance of surveillance & records/reports maintenance- -routine & risk surveillance measures - Record keeping & reports presentation

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:
17BAX52-QUALITY ASSURANCE AND MANAGEMENT IN HOSPITALS

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To acquaint the students with the basic concepts of quality management from design assurance to service assurance.</td>
<td>1.1 Assisting students to know about the process control management in hospitals,</td>
<td>a,c,d,j</td>
</tr>
<tr>
<td>2.0 To get knowledge about the concepts like craftsmanship, six sigma, Florence nightingale model for quality in hospitals</td>
<td>2.1 Implementation of SPC, SQC, quality control tools and its application.</td>
<td>a,j</td>
</tr>
<tr>
<td>3.0 Understand about the quality checks, bench marks in various departments in hospitals. OPD, OT, ICU, emergency dept, nursing services, radiology dept, blood bank, housekeeping, pharmacy, canteen service</td>
<td>3.1 knowledge about SOP and its application in various departments in hospitals</td>
<td>a,h,i,j</td>
</tr>
</tbody>
</table>

UNIT I EVOLUTION OF QUALITY MANAGEMENT

UNIT II PROCESS APPROACH TO QUALITY MANAGEMENT IN HOSPITALS
Identification of different processes / functions-Diagnostic services-Nursing service-Housekeeping- Blood bank-Pharmacy- OPD- Surgery- ICU- Canteen- Hospital stores

UNIT III QUALITY CONTROL METHODS AND MEASUREMENT SYSTEMS
Critical Elements of Process Control-Process Control Options and Growth- Introduction to SPC & SQC Models-Quality Control Tools

UNIT IV QUALITY ASSURANCE METHODS
Quality Assurance in Hospitals-Preparation of Standard Operating Procedures (SOP’s)-Preventive Action for Hospital Management processes

UNIT V QUALITY AND PATIENT SATISFACTION
Quality and Patient orientation for total patient satisfaction –Adopting _5S technique_ or quality in housekeeping & support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits

REFERENCES:

TOTAL :( L: 45 ) = 45 PERIODS
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To acquaint the students with the concepts of risk management and its techniques, implementation outline of insurance, principle and its types</td>
<td><strong>1.1</strong> To give emphasis on TPA claims management and its process.</td>
<td>a,d,j</td>
</tr>
<tr>
<td><strong>2.0</strong> To know about regulatory framework of insurance IRDA.</td>
<td><strong>2.1</strong> Understanding about social security and its benefits.</td>
<td>a,e,h,i,j</td>
</tr>
<tr>
<td><strong>3.0</strong> To get knowledge about the health insurance and group insurance.</td>
<td><strong>3.1</strong> Getting knowledge about ratemaking-pricing of insurance.</td>
<td>b,e,f,g,h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I  RISK, INSURANCE AND MANAGEMENT  (9)


### UNIT II  INSURANCE LAW AND REGULATION  (9)

Insurance Laws - Regulation of Insurance & IRDA - Principles of Health Insurance - Health Insurance Products - Group Insurance Products - Risk Assessment

### UNIT III  CLAIMS MANAGEMENT  (9)

Claims Management - Third Party Administration - Actuarial Principles - Principles of Ratemaking - Data Required for Ratemaking

### UNIT IV  REINSURANCE  (9)

Principles of Reinsurance - Types of Reinsurance - Casualty and Property Reinsurance - Reinsurance Markets - Underwriting and its Considerations

### UNIT V  DISASTER MANAGEMENT  (9)

The concept of managing Disaster - Issues of Manmade and Natural disaster - Planning Process involved in Disaster management.

**TOTAL : (L: 45) = 45 PERIODS**

### REFERENCES:

COURSE OBJECTIVES AND OUTCOMES:

Course Objectives | Course Outcomes | Related Program outcomes
--- | --- | ---
1.0 This subject designed to assist students by getting knowledge about legal laws related to hospital. | 1.1 To acquaint the students about the death certificate issuing procedure and its content, importance of death certificate. | a,e,i,j
2.0 Understanding MCI, 1956-code of medical ethics. | 2.1 To know about malpractice in health care | a,i,j
3.0 To get knowledge about MTP act, related to medical termination of pregnancy-guidelines, Rules and Regulations | 3.1 Understanding about medical jurisprudence | a,i,j
4.0 To get knowledge about PNDT act, related to prenatal diagnostic procedure followed by determination of sex prohibited. | 4.1 To know about patient's Rights and provider's responsibility | a,e,i,j

UNIT I  CODE OF MEDICAL ETHICS (MCI)  (9)
Code-Duties of Physician to their patients-Duties of Physician to the profession at large-Duties of Physician to the profession in consultation- Duties of Physician to the profession to the public-Disciplinary action

UNIT II  THE MEDICAL TERMINATION OF PREGNANCY ACT 1971  (9)
Indication or Grounds of MTP-Requirements for MTP-Doctor and Criminal Abortion-The Pre Natal Diagnostic Techniques Act 1994- -Determination of Sex prohibited

UNIT III  DYING DECLARATION  (9)
Definition-Precautions-Procedure of Recording- -Death Certificate-Precautions while issuing death certificate--Contents of Death Certificate- Importance of Death Certificate

UNIT IV  MEDICAL JURISPRUDENCE  (9)
Introduction & Legal Procedure-Medical ethics- Patient's rights & provider's responsibility-Medical Malpractice-Management of Medical Malpractice

UNIT V  MEDICO LEGAL ASPECTS  (9)
Impotence-Sterility-Medico Legal aspects of Psychiatric & mental Health-Toxicology-Organ Transplantation Act-Tamil Nadu Clinics Act

REFERENCES:
### Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> Understand the significance of travel agency and tour operation business.</td>
<td><strong>1.1</strong> Demonstrate ability to perform basic and supervisory level job function in travel and tourism Careers.</td>
<td>a,c,d,h,i,j</td>
</tr>
<tr>
<td><strong>2.0</strong> Know the current trends and practices in the tourism and travel trade sector.</td>
<td><strong>2.1</strong> To get dept knowledge about current trends and practices in the tourism and travel operations.</td>
<td>a,e,i,j</td>
</tr>
<tr>
<td><strong>3.0</strong> Develop adequate knowledge and skills applicable to travel industry.</td>
<td><strong>3.1</strong> Students know the set up the travel agency and their practices.</td>
<td>a,i,j</td>
</tr>
<tr>
<td><strong>4.0</strong> To study different organizations and their contributions to travel and tourism industry.</td>
<td><strong>4.1</strong> A student gets more knowledge about different types of tour itinerary and practices their operations.</td>
<td>a,i,j</td>
</tr>
</tbody>
</table>

### UNIT I CONCEPT OF TOURISM

Defining Tourist & Tourism, History of Travel (Tourism) - Types of Tourism - Tourism in Modern Period - Nature of Tourism - Tourism: Its Components and Elements - Basic Reasons and Motivation for Travel

### UNIT II TOUR PACKAGING MANAGEMENT


### UNIT III TRAVEL AGENCY AND TRAVEL DOCUMENTS

Travel Agency – History - Growth and Development - Essentials of Travel Agency - Functions of Travel Agency - Setting up of a Travel Agency - Organization of Travel - Travel Organizations - Travel Agents in India - Travel Agents Association of India (TAAI) - Travel Documents: Passport and Visas - Formalities Health Customs - Currency Control Foreign Exchange

### UNIT IV TRAVEL TRADE ORGANIZATIONS/ ASSOCIATIONS

International Organizations and Tourism - History of Co-operative Endeavour - International Union of Official Travel Organizations - The World Tourism Organization - Pacific Area Travel Association (PATA) - PATA Membership - PATA Chapters, Finance, Functions - PATA and India - International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - The Sergeant Committee - Tourist Information Offices - Ministry of Tourism, Department of Tourism - Tourism Since Independence - India Tourism Development Corporation (ITDC)

### UNIT V FUTURE TOURISM AND HOSPITALITY TRENDS

Future Tourism Trends - Future Trends in Hospitality - Future Travel Trends - The Future Guest - Customers Service

**REFERENCES:**


TOTAL :( L: 45 ) = 45 PERIODS
PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To Know the history of Indian cooking and regional influences and differences of cooking methods</td>
<td>1.1 Students will understand the kitchen hygiene and sanitation and food handling procedure and storage methods and food sampling used in the industry</td>
<td>a,d,e,i,j</td>
</tr>
<tr>
<td>2.0 To enable the students to know modern trends of kitchen management</td>
<td>2.1 Students will understand the production planning and volume of cooking. Students will study on the types of catering establishment and planning the menu based on production work flow in the industry</td>
<td>a,e,h,i,j</td>
</tr>
<tr>
<td>3.0 To have knowledge of food production in large scale and small scale</td>
<td>3.1 Students will understand the purchasing polices control for store procedures of ordering ingredients perishable and nonperishable ingredients issuing quantity of cooking based on standard recipes and standard portion control in the industry</td>
<td>a,i,j</td>
</tr>
</tbody>
</table>

UNIT I KITCHEN HYGIENE

Personal hygiene - their importance - food handling and storage – care - sanitation practices - attitude towards work in the kitchen - Introduction to Indian cuisine – History – characteristics - different ingredients used regional differences - equipment used - cooking methods - religious influences

UNIT II KITCHEN MANAGEMENT


UNIT III QUANTITY FOOD PRODUCTION

Introduction to large scale commercial cooking - contract catering - Industrial catering - Institutional catering - out – door catering - layout of large quality kitchen - menu planning - staff hierarchy - production workflow.

UNIT IV FOOD CONTROL MANAGEMENT

Food purchasing control - food receiving control - food storing and issuing control - food production control - food cost control - food sales control - standard yield - standard portion sizes - standard recipes.

UNIT V STORES MANAGEMENT

Principles of storage - types of stores - layout of dry and cold room - staff hierarchy - guidelines for efficient storage - Control procedures - inventory procedures – EOQ - re order levels - Bin cards - form and formats - function of a store manager.

REFERENCES:


TOTAL : (L: 45 ) = 45 PERIODS
17BAX57-FOOD SERVICE FACILITIES PLANNING AND MANAGEMENT

PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>The course aims at developing the managerial skills</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0</td>
<td>Provide in depth knowledge about setting up of food and beverage outlet</td>
<td>2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0</td>
<td>To provide knowledge about the planning and design</td>
<td>3.1</td>
</tr>
</tbody>
</table>

UNIT I

UNIT II
The planning process - Preliminary planning information – prospectus - commissioning planners - developing the concept - equipment requirements - space requirements - developing preliminary plans - preparation of final plans - preparing specifications - bidding & awarding contracts – constructions - Preparing the prospectus: - Importance - customer & user characteristics - development of the menu – service – atmosphere - operational characteristics - The feasibility study – Importance - the market survey - site analysis - cost estimates - operating capital - projected income.

UNIT III

UNIT IV

UNIT V
Space requirements: Introduction - space estimates - total facility size - dining areas - production areas - space calculations - receiving area - storage areas, serving areas dining areas -Layout facilities: Space arrangement – flow - other criteria for layout - layout configurations - relationship charts for layout - layout guides - layout of storage areas - layout of main cooking areas - layout of preparation areas - layout of serving areas - layout of dishwashing areas

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
17BAX58-TOURISM PRODUCT

<table>
<thead>
<tr>
<th></th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: 17BAB10 MARKETING MANAGEMENT

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The application course aims to familiarize the students with a brief background of tourism</td>
<td>1.1 To gain knowledge about famous ancient temples of India, famous forts in India.</td>
<td>a,e,i,j</td>
</tr>
<tr>
<td>2.0 Product, its concepts, development and scope with special reference to India.</td>
<td>2.1 To understand and will know the background of tourism product, its concepts, development and scope.</td>
<td>a,i,j</td>
</tr>
<tr>
<td>3.0 To study the vast Tourist resources of India.</td>
<td>3.1 To get in depth understanding and knowledge about tamilnadu tourism products.</td>
<td>a,e,i</td>
</tr>
<tr>
<td>4.0 To conceptualize a tour itinerary based on variety of themes.</td>
<td>4.1 To gain and knowledge about medical tourism and spiritual tourism etc.</td>
<td>a,j</td>
</tr>
</tbody>
</table>

UNIT I

Define Product - Difference with service Industry - Tourism Product – its salient features components of Tourism industry - How is this different from other consumer industries? - Tourism resources as products.

UNIT II


UNIT III

Socio Cultural Resource-II - Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others - Performing Arts – Classical dance forms and styles, Indian folk dance - classical vocal music guaranties/schools - Handicrafts & Handloom Fairs - and festivals of India.

UNIT IV

National Tourist Resource - Tourist resource potential in mountain with special reference to Himalayas - India’s main desert areas, desert safaris and desert festival - Coastal areas, beaches and islands : with special reference to Andaman and Nicobar islands.

UNIT V

Introduction to Marketing - The Concept of marketing, Nature, classification and characteristics of services and their marketing implications - Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
2. Basham A.L. - The wonder that was India - Taplinger Publishing Company – 3rd edition - 1968
3. Bharatiya Vidya Bhawan: Imperial Unity – Bombay – 1951
## 17BAX59-INTERNATIONAL TOURISM MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** 17BAB10 MARKETING MANAGEMENT

## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To prepare graduates for management and senior management positions in a complex and dynamic industry.</td>
<td>1.1 The Students can learn to apply and critically challenge the understanding of the industries in practical contexts, particularly in the work-related learning module and during the Industry placement.</td>
<td>a,d,e,f,i</td>
</tr>
<tr>
<td>2.0 To helps students to start or develop a career in the international tourism industry.</td>
<td>2.1 They can also critically examine the sustainability of the international tourism industry.</td>
<td>a,d,e,i</td>
</tr>
<tr>
<td>3.0 To help students develop a broad business knowledge of the major operating areas of the tourism industry</td>
<td>3.1 Can enhance their employability skills, such as communications and team-working, which are vital for rapid career development.</td>
<td>a,c,d,h,i</td>
</tr>
</tbody>
</table>

### UNIT I


### UNIT II


### UNIT III


### UNIT IV

International tourism sales & marketing – Market research - developing an international marketing strategy - understanding various travel distribution systems viz GDS - product positioning.

### UNIT V


**TOTAL : (L: 45) = 45 PERIODS**

## REFERENCES:

## 17BAX60-ACCOMMODATION OPERATION

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong> To explain the main activities that occur in a hotel's front office.</td>
<td><strong>1.1</strong> Student knows operational models and the inter-relationship between different divisions of the accommodation business.</td>
<td>a,d,e,h,i</td>
</tr>
<tr>
<td><strong>2.0</strong> Meaning of front-of-the-house and back-of-the-house operations and their role in the hotel.</td>
<td><strong>2.1</strong> Students can identify potential customers and segments, understands and anticipates customer expectations and needs.</td>
<td>a,e,h,i</td>
</tr>
<tr>
<td><strong>3.0</strong> Identify levels of housekeeping staff and their place in the hierarchy.</td>
<td><strong>3.1</strong> Student understands the economical and operational requirements of a business.</td>
<td>e,h,i,j</td>
</tr>
</tbody>
</table>

### UNIT I INTRODUCTION, ORGANISATION OF HOTEL

- Introduction to Hospitality industry - Growth of Hospitality industry in India - Classification of catering Establishments
- Origin of Hospitality Industry - Opportunities in Hospitality Industry - Types of Hotels - Organization chart of large, medium and small hotels - Organization and layout of front office - The importance of Receptionist - The Status of receptionist as a partner in the hotel industry

### UNIT II FRONT OFFICE DEPARTMENT, RECEPTION

- Introduction to front office - Qualities of front office staff (Front office salesmanship, Knowledge of products, Sales Promotion, Guest needs, Desire to help, Communication) - Front office assistant - Importance of Job Description - Job Description of front office assistant - Receiving the guest at the front office - Rooming a guest with reservation - Rooming of a walk-in-guest - Registration of guests - Duties of Night Receptionist - Duties of Receptionist of a small hotel - Knowledge of various registers and forms used in reception - Room rack - Black list

### UNIT III RESERVATION, LOBBY

- Importance of reservation - Forecasting room reservation - Over booking - Diaries and charts used in reservation - Whitney rack system - Group reservation - Reservation Terminologies - Stages of guest contacts with the hotel (pre-arrival, arrival, during their Stay, departure) - Procedures for left luggage, scanty baggage, and safe deposit facility - Guest mail handling – Paging - Job description of bell captain & bell boy - Errand card

### UNIT IV FUNCTIONS OF HOUSEKEEPING DEPARTMENT, DUTIES AND RESPONSIBILITIES OF HOUSEKEEPING STAFF

- Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business) - Organizational structure of housekeeping Department in small, medium & large hotels - Areas of cleaning, Special cleaning - Controlling cost and Budgeting - Inventories and Record Keeping - Dealing with Guest Lost and found - Executive Housekeeper - Deputy Housekeeper - Floor supervisor (Morning, Late duty, Night shift, routine duties Explaining records maintained) - Desk Control Supervisor (duties explaining records maintained) - Public Area Supervisor (Routine duties explaining records maintained) - Room Attendants – (Routine duties explaining records maintained) - Store keeper – (Task Performed and records maintained) - House man (Routine duties) - A brief explanation of duties of linen and laundry staff

### UNIT V CLEANING EQUIPMENTS AND AGENTS, FACILITIES OFFERED IN THE HOTELS

- General consideration for selection of a) Equipments b) Agents - Classification and types of Equipments with care and Maintenance - Method of use and mechanism for each type - Classification of cleaning agents with its use, care and storage - Distribution and Control of cleaning agents - Services offered by the hotels - Types of rooms - Inter Departmental Cooperation with other departments in the Hotel

TOTAL :( L: 45 ) = 45 PERIODS

---

106 | Page

Approved by Seventh Academic Council
REFERENCES:
17BAX61-DISASTER MANAGEMENT

L T P C
3 0 0 3

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1</td>
<td>a,c,d,e,f,i,j</td>
</tr>
<tr>
<td>2.0</td>
<td>2.1</td>
<td>a,c,e,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I INTRODUCTION

UNIT II APPLICATION OF TECHNOLOGY IN DISASTER RISK REDUCTION

UNIT III AWARENESS OF RISK REDUCTION
Trigger mechanism – constitution of trigger mechanism – risk reduction by education – disaster information network – risk reduction by public awareness

UNIT IV DEVELOPMENT PLANNING ON DISASTER
Implication of development planning – financial arrangements – areas of improvement – disaster preparedness – community based disaster management – emergency response.

UNIT V SEISMICITY
Seismic waves – Earthquakes and faults – measures of an earthquake, magnitude and intensity – ground damage – Tsunamis and earthquakes

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
1. Pardeep Sahni, Madhavi malalgoda and ariyabandu, —Disaster risk reduction in south asia,l PHI
3. Pardeep sahni, Alka Dhameja and Umamedury, —Disaster mitigation: Experiences and reflectionsII, PHI
17BAX62-ENVIRONMENTAL MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>The Course shall provide the students with an exposure of environmental problems and issues in a scientific framework, developing methodologies to solving problems and ultimately to master the manner of systematic implementation of existing environmental policies in achieving sustainable development</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2</td>
</tr>
</tbody>
</table>

UNIT-I ENVIRONMENT MANAGEMENT


UNIT-II ENERGY MANAGEMENT AND NON-CONVENTIONAL ENERGY


UNIT-III ENVIRONMENTAL MANAGEMENT SYSTEM


UNIT-IV CORPORATE MERGERS


UNIT-V ROLE OF NGOS


TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
1. Harley Nick- Environmental Economics- Macmillan India Ltd-2013
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To enable the students to understand the legal rights available to innovators.</td>
<td>1.1 Adhere to the norms and procedures stated by various laws pertaining to IPR for getting the rights registered</td>
<td>a,e,i</td>
</tr>
<tr>
<td>2.0 To give an insight on the four main types of intellectual property.</td>
<td>2.1 Understand the relationship between intellectual property rights and economic development</td>
<td>a,c,i,j</td>
</tr>
<tr>
<td>3.0 To create awareness amongst students with regard to penalties for infringements of rights</td>
<td>3.1 Stop infringements of intellectual property rights and legally claim damages</td>
<td>a,e,i,j</td>
</tr>
</tbody>
</table>

**UNIT I - INTRODUCTION**


**UNIT II - PATENTS**


**UNIT III - TRADEMARKS AND GEOGRAPHICAL INDICATIONS**


**UNIT IV - COPYRIGHT**

Introduction to Copyright - Works protected under Copyright law - Authorship and ownership - Rights conferred on copyright owners - Related Rights – Copyright in Digital Era – Infringement and remedies. Software Copyright

**UNIT V - INDUSTRIAL DESIGNS**


**REFERENCES:**


110 | Page

Approved by Seventh Academic Council
17BAX64-EXPORT AND IMPORT MANAGEMENT

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Identify sources of information on export restrictions and documentation associated with foreign shipping in order to facilitate export compliance for the exporting organization.</td>
<td>1.1 Communicate effectively using basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations</td>
<td>a,e,h</td>
</tr>
<tr>
<td>2.0 Identify major product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question</td>
<td>2.1 Select between common modes of export in order to fit the business needs of exporting organizations.</td>
<td>d,e,f</td>
</tr>
<tr>
<td>2.2 Identify factors that indicate strong potential export markets in order to define market selection models or drive market selection systems</td>
<td>a,e,h,j</td>
<td></td>
</tr>
</tbody>
</table>

UNIT I

International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF.

UNIT II

Quality Systems – ISO 9000 series, Patenting, Project, Import and Export (Contract, Trunkey, Civil Construction, Services), EPZs, EOUs, TPs & SEZs.

UNIT III

Export Documentation- Customs Act., Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities.

UNIT IV

Air and Sea Shipments – Procedure, Liner Freight, Containerization, Cargo claims.

UNIT V

Export of software, Fruits and vegetables, Floricultural products. Provision and restrictions for import and export in India.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:

1. Ministry, Commerce and Industry, Hand Book of Procedures, Volume I & II, GOI, New Delhi,
2. Guide to Export Policy, Procedures and Documentation - Mahajan
4. The New Export Marketer - Young G.
5. Practical Guide to the Foreign Trade of India - Arora R.S.
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To have grounding on theory through the understanding of real life situations and cases</td>
<td>1.1 Understand ethical components of managerial decision making</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.2 Develop thinking and analytical skills using ethical frame Works</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.3 Draw upon a range of models to aid ethical decision-making</td>
</tr>
</tbody>
</table>

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

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

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

UNIT IV: ENVIRONMENTAL ETHICS
Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

UNIT V: CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE
Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
6. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
8. Satheesh kumar, Corporate governance, Oxford University, Press, 2010.
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To demonstrate a basic knowledge of the principles of economics and their</td>
<td>1.1 Completion of the course the student will learn to list and explain different agricultural economic fields, including the food industry, demand theory (e.g., demand and price analysis, consumer behavior, and market price determination)</td>
<td>a,e,h,i,j</td>
</tr>
<tr>
<td>application to agricultural problems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 To demonstrate a basic knowledge of the role of agriculture in the United</td>
<td>2.1 Completion of the course the student will learn to explain different supply theory (e.g., production economics, cost analysis, and optimal output levels), and competitive environments (e.g., perfect and imperfect competition)</td>
<td>a,c,e,h,i,j</td>
</tr>
<tr>
<td>States and world economies</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Agriculture and Economic Development- Nature and scope of agricultural and rural economics; Traditional agriculture and its modernization; Role of agriculture in economic development; Interdependence between agriculture and industry

UNIT II - DIVERSIFICATION OF RURAL ECONOMIC ACTIVITIES
Diversification of Rural Economic activities- Livestock economics- Livestock resources and their productivity; White revolution; Fishery and poultry development; Forestry, horticulture and floriculture; Issues and problems in rural industrialization and development of agro-based industries

UNIT III - AGRICULTURAL PRODUCTION
Agricultural production and productivity- Agricultural production- Resource use and efficiency; production function analysis in agriculture, factor combination and resource substitution; Cost and supply curves; Size of firm and laws of returns

UNIT IV - AGRICULTURAL PRICES
Agricultural prices- marketing and state policy; Agricultural markets and market efficiency- Marketing functions and costs; Market structure and imperfections; regulated markets; marketed and marketable surplus; Crop insurance; Terms of trade between agricultural and non-agricultural prices; Need for state interventions; Objectives of agricultural policy- Instruments and evaluation; Food security in India and Public Distribution System

UNIT V - RURAL SAVINGS AND CAPITAL FORMATION
Rural savings and capital formation; characteristics and sources of rural credit institutional and non-institutional; Reorganisation of rural credit- cooperatives, commercial banks, regional rural banks, Role of NABARD

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
1. Agricultural Economics and Agribusiness, Cramer, Jensen, and Southgate, John Wiley
2. Agricultural Economics, Drummond and Goodwin, Prentice Hall
3. Introduction to Agricultural Economics, Penson, Capps, and Rosson, Prentice Hall
4. Economics of Resources, Agriculture and Food, Seitz, Nelson, Halcrow
5. FAST Tools and Resources, the University of Illinois Extension Farmdoc website
6. National Agricultural Statistics Service (NASS), United States Department of Agriculture
7. Illinois Department of Agriculture Statistics
8. US Census Data The Farming Game

Approved by Seventh Academic Council
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The program gives a foundation to participants who seek a career in International markets</td>
<td>1.1 The students can stand firm in the world of global competition. This course can give a wide scope to the students interested in working in the Import &amp; Export Management fields</td>
<td>a,c,d,e,i</td>
</tr>
<tr>
<td>2.0 To study the importance international business practices, customs and policies and International issues such international shipping</td>
<td>2.1 The goal is to prepare candidates to be ready to take up leadership positions in the export and import companies in India and abroad. Programs will help you to understand various flaws of marketing at an international level and concept of foreign exchange</td>
<td>a,e,f,h</td>
</tr>
<tr>
<td>3.0 To understand the importance of export and import documentation and procedures</td>
<td>3.1 To understand on International trade barriers and risk management</td>
<td>a,c,d,f,i,j</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Introduction to agriculture, forms of agriculture, production, need for import and export, analysis of marketable surplus and marketed surplus, analysis of import and export statistics of agricultural products in India, macroeconomic forces

UNIT II - OVERVIEW OF WORLD AGRICULTURAL TRADE
Overview of world agricultural trade, issues impacting international agricultural trade, agricultural policy, technology advancement on agricultural products

UNIT III - IMPORT REQUIREMENTS
Import requirements-causes, identifying agri products for import, import substitution, regulation of imports, quality standards, scanning the countries for importing the required agri products, import planning, documents required

UNIT IV - FOREIGN MARKETS FOR AGRI EXPORT
Identifying foreign markets for agri export, marketing plan for exports, export documents and procedure, terms of payment and export finance, legal dimensions

UNIT V - INFRASTRUCTURE FOR EXPORT PROMOTION
Institutional infrastructure for export promotion in India, export assistance, State trading in imports and exports, working of the State trading organisations in India

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi
3. Nabhi’s Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi
4. Nabhi’s New Import Export Policy, Publisher: Nabhi Publication, New Delhi
5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi
### Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To study the importance of Logistics operations and its competitive edge for Retailers</td>
<td>1.1 The student at the end of the course should be able to understand the various logistics operations and their importance in improving the business of retailers</td>
<td>a,f,j</td>
</tr>
<tr>
<td>To impart the knowledge on the procurement and vendor management for regular supply of goods</td>
<td>2.1 The student has to design suitable invoice management system for a retailer for improving the efficiency of procuring, packing, transporting and delivery of goods in time or as per the customer expectations</td>
<td>a,c,e,h,j</td>
</tr>
<tr>
<td>To understand the various necessity of multi storage points and suitable delivery system for making retailing operations more efficient</td>
<td>3.1 The student has to nuances in invoice management and fulfilling customer orders</td>
<td>a,c,d,e,h,i</td>
</tr>
</tbody>
</table>

#### UNIT I - INTRODUCTION

Overview of logistics: introduction, nature, concepts, evolution, importance, components and functions of logistics management; Introduction to supply chain management, value chain, supply chain effectiveness and Indian infrastructure, outsourcing and 3PLs and fourth party logistics(4PLs)

#### UNIT II - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Elements of logistics and supply chain management: demand forecasting, functions of inventory, warehousing and distribution centres, transportation, protective packaging, order processing, material handling with special reference to agri products

#### UNIT III - PERFORMANCE MEASUREMENT

Performance measurement of logistics and supply chain management-dimensions, basic tools, impediments to improved performance; Logistic and supply chain management in Indian agri industry like edible oil industry, sugar industry, bakery and confectionary industry, cereal and pulses industry

#### UNIT IV - ISSUES IN MARKETING AND CUSTOMER SERVICE

Issues in marketing and customer service with special reference to agri business: changing environment and the importance of CRM, Gap analysis for customer service management, efficient customer response planning for uncertainty, product costing for uncertainty

#### UNIT V - LOGISTICS & SUPPLY CHAIN MANAGEMENT

Logistics & supply chain management and Information technology in agri business-- from vertical integration to virtual integration, transiting from made- to- stock to build- to- order, integrated IT solutions for L&SCM, emerging technologies in L&SCM

**REFERENCES:**

4. Dawson, Larke and Mukoyama, Strategic Issues in International Retailing, Routledge, 2007
5. Paul R. Murphy Jr. and Donald Wood, Contemporary Logistics.
7. Alan E. Branch, Global Supply Chain Management and International Logistics.
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>A good understanding of inter-relationship between climate change, environment, food security and sustainability at global and regional (India) level.</td>
<td>1.1 A good understanding of inter-relationship between climate change, environment, food security and sustainability at global and regional (India) level.</td>
</tr>
<tr>
<td>2.0</td>
<td>To understand the concept of food security and issues in achieving it.</td>
<td>2.1 To understand the concept of food security and issues in achieving it.</td>
</tr>
<tr>
<td>3.0</td>
<td>Understand ways of adapting to climate change and managing the environment keeping in mind food security and sustainability.</td>
<td>3.1 Understand ways of adapting to climate change and managing the environment keeping in mind food security and sustainability.</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION

Fundamentals of retailing-unorganized vs. organized retail, elements of retail marketing mix, SWOT analysis of retail industry in India, Retail formats and classification of retailers, relationship between agriculture and food retailing

UNIT II - RETAIL MARKETING

Retail marketing in the modern age; Importance of e-commerce, business environment for e-retailing, the digital age and the new global culture for retailing with special reference to food retailing in local, national and global context

UNIT III - RETAIL STRATEGIC PLANNING

Retail strategic planning and operations management, evaluating the competition in retailing, market selection and location analysis, customer services and retail selling with special reference to agri business

UNIT IV - RETAIL MERCHANDISING

Retail merchandising, merchandise selection and planning, range planning, category management; retail pricing: strategies and techniques with special reference to food retailing

UNIT V - RETAIL BRAND POSITIONING

Retail brand positioning, differentiation, gaining strategic competitive advantage, promotion of retail brand, retailing and creating right atmosphere, ambience and interior & exterior environment with special reference to food retailing

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To introduce the concepts of social entrepreneurship, social business, and social value creation</td>
<td>1.1 Appreciate the importance of balance between local social innovations and global network of support for balance growth and sustainable development</td>
<td>a,c,d,e</td>
</tr>
<tr>
<td>2.0 To understand how social entrepreneurship help in resolving many critical issues such as poverty, social exclusion, digital divide, and illiteracy</td>
<td>2.1 Appreciate the use of innovative technologies for resolving social and environmental issues</td>
<td>d,e,f</td>
</tr>
<tr>
<td>3.0 To understand theoretical and motivational underpinnings of various social entrepreneurship models, and compare and contrast them</td>
<td>3.1 Appreciate the role social entrepreneurship plays in addressing complex social and environmental problems</td>
<td>a,c,e,i</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Micro finance overview: Evolution, role, scope and importance of micro credit and micro finance in India, distinctive features, advantages, micro finance and socio-economic development, micro finance environment in India and abroad, micro credit and micro finance models

UNIT II - FINANCIAL INSTITUTIONS FOR RURAL DEVELOPMENT
Financial institutions for rural development, basic understanding of rural and development credit, institutional structure of rural financing in India---policy and schemes of NABARD, recent financing schemes of the government

UNIT III - MICRO FINANCE
Micro finance at small group level: concept, emergence, objectives, thrust areas, case studies of recent success stories; management of small groups, cluster and federation from credit and trade perspectives, role of facilitating agencies

UNIT IV - SOCIAL IMAGE
Social image of an entrepreneur, myths around entrepreneurship development: can everybody be developed through entrepreneurship development programme, entrepreneurs are born and cannot be developed; Entrepreneurial contributions and Indian economy, Social structure of India, social entrepreneur-who and why; social entrepreneurship in India, growing number of social entrepreneurs in India, typical sectors of investment of social enterprises

UNIT V - PROBLEMS AND PROSPECTS
Problems and prospects in developing entrepreneurship, Role of government in the social entrepreneurship landscape-need of a national fund, budget initiatives, some established social enterprises, NGO’s role, establishing relationship with linkage agencies, Entrepreneurship development in rural and tribal areas

TOTAL : (L: 45) = 45 PERIODS
REFERENCES:
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0   To Understand the importance of technology in conduct of business.</td>
<td>1.1 Student will be able to understand: Importance of Technological Innovation</td>
<td>e,f,j</td>
</tr>
<tr>
<td>2.0   To Understand the importance of pest management</td>
<td>2.1 Importance of Research and development in technology management</td>
<td>a,f</td>
</tr>
<tr>
<td></td>
<td>2.2 Forecasting of Technology</td>
<td>e,f,g</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Technology management-Aims and objectives, technology absorption and diffusion, technology marketing issues, management of technological change: R&D activities and costing of technologies, government and private initiatives for upliftment of technology for agriculture

UNIT II - IDENTIFICATION OF AGRI TECHNOLOGY
Identification of agri technology, technologies profiles, agro ecological and socio economic conditionality, refinement and adoptability of technology; technological need and preparatory management, policy perspectives

UNIT III - HIGH-TECH HORTICULTURE
High-tech horticulture-high density planting in fruit crops, integrated pest management, integrated nutrient management of important fruits and vegetables, precision farming, micro propagation, micro irrigation, protected cultivation, value addition

UNIT IV - SEED PRODUCTION TECHNIQUE
High-tech agriculture-seed production technique, high yielding and hybrid varieties, bio tech products, new crop establishment method, input use efficiency, leaf colour chart for nutrient management, value addition in agriculture

UNIT V - SEED AND FODDER MANAGEMENT
Seed and fodder management, bio technological applications in dairy industry, Ultra High Temperature (UHT) pasteurization of milk, technology management for livestock products, value addition in eggs

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

### Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0  To develop students who possess strong analytical abilities, critical thinking, interpersonal and communication skills</td>
<td>1.1 Demonstrate knowledge in all areas of a sport organization.</td>
<td>a,c,d</td>
</tr>
<tr>
<td>2.0  The program examines the disciplinary foundations of sport management</td>
<td>2.1 Demonstrate critical thinking and analytical abilities in the creation of a culminating project to highlight their professional capabilities</td>
<td>d,f,h,i</td>
</tr>
<tr>
<td>3.0  The program emphasizes the value of leadership, teamwork, professional writing, and oral communication skills</td>
<td>3.1 Recognize and evaluate ethical decision-making and the economic priorities and social responsibilities of sport organizations in society</td>
<td>a,i,j</td>
</tr>
</tbody>
</table>

### UNIT I - CONCEPT OF ORGANISATIONAL BEHAVIOUR (7)

Concept of Organisational Behaviour: Meaning of O.B., Contributing Disciplines to O.B, Individual Behaviour – Ability, Learning, Values, Attitudes, Personality, Perceptions

### UNIT II - ORGANISATION STRUCTURE AND DECISIONMAKING PROCESS (10)


### UNIT III - LEADERSHIP AND GROUP AND TEAMS (11)


### UNIT IV - CONFLICT, MANAGING FOR HIGH PERFORMANCE (9)


### UNIT V - MANAGEMENT OF SPORTS (8)


**TOTAL : (L: 45) = 45 PERIODS**

### REFERENCES:
2. S P Robins - Organizational Behaviour : Prentice Hall India Ltd.
3. Ghanekar - Organizational Behaviour Concept & Cases : EPH
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>To teach and transmit the values of Sports Ethics to students</td>
<td>Recognize the activities of the School and University Sports as a means of promoting sports ethics within the educational community</td>
<td>d,i,j</td>
</tr>
<tr>
<td>2.0</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>To give value through their technical notations to the aspect of the values of sports ethics</td>
<td>Promote, disseminate and practice the global teaching of human values where sport ethically practiced serves as a tool and a special means to achieve this</td>
<td>a,d,g,i</td>
</tr>
</tbody>
</table>

UNIT I - VALUES, ETHICS IN SPORTS

UNIT II - INDIAN VALUES AND ETHICS
Indian Values And Ethics- Respect For Elders, Hierarchy And Status, Non- Violence And Tolerance, Cooperation. Rights And Duties. Holistic Relation Between Man, Attitudes, Beliefs

UNIT III - ETHICAL VALUE SYSTEM
Ethical Value System- Distributive Justice, Individual Freedom Of Choice, Professional Codes. Their Application In The Field Of Sports

UNIT IV - SPORTS AS A PROFESSION
Sports As A Profession– Conflict Between Organization Demand, Individual Needs And Professional Ideal, Conflicts The Sports Managers Face

UNIT V - SOCIAL AND ETHICAL, MORALE OF SPORTSMEN
Social And Ethical, Morale Of Sportsmen Responsibilities of different Sports Association, Clubs,Manager, Coach and Sports Persons. Role of Organizations / Association and Sports Manager in the area

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
2. The sports market. Hampton: Key Note, 2004- . (Key note market review)
**17BAX74-LEADERSHIP PRINCIPLES IN SPORTS**

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**PREREQUISITE:** Nil

**COURSE OBJECTIVES AND OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Identify and analyze various components of sport leadership</td>
<td>1.1 Demonstrate comprehension of content-specific knowledge and the ability to apply it in theoretical, personal, professional, or societal contexts</td>
<td>a,c,d,e</td>
</tr>
<tr>
<td>2.0 Develop a leadership philosophy and apply principles learned from prominent sport leaders</td>
<td>2.1 Demonstrate proficient written communication by articulating a clear focus, synthesizing arguments, and utilizing standard formats in order to inform and persuade others</td>
<td>d,e,i</td>
</tr>
<tr>
<td>3.0 Develop a leadership portfolio enhancing personal and professional development</td>
<td>3.1 Reflect on values that inspire high standards of professional and ethical behavior</td>
<td>i,j</td>
</tr>
</tbody>
</table>

**UNIT I - INTRODUCTION** (7)

- Leadership: Meaning, Management and Leadership in the past and 21st century, Formal and Informal Leadership

**UNIT II - STUDIES IN LEADERSHIP** (10)

- Studies in Leadership: Ohio State Leadership studies, Trait theories of leadership, Contingency theory, Charismatic Leadership theories, Transactional and Transformational leadership.

**UNIT III - ISSUES IN LEADERSHIP** (11)

- Issues in Leadership: Different Leadership styles, Authentic leadership, Trust and Leadership – a relevant issue in sports, Global Leadership in sports across culture

**UNIT IV - LEADERSHIP IN SPORTING WORLD** (9)


**UNIT V - CASE STUDY** (8)

- Case Study on Successful Leadership from Sporting World and Presentation. Role and Activities of Successful Leaders in Sports Management Organizations

**TOTAL :** (L: 45) = 45 PERIODS

**REFERENCES:**

1. Dodds - Assistant Professor, Sport Management at SUNY Cortland Reese - Associate Professor, Sport Management at Drexel University
6. Approved by Seventh Academic Council
17BAX75-SPORTS FACILITIES PLANNING AND MANAGEMENT

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To recognizing and taking full advantage of the unique role of sport and active recreation in contributing to a wide array of policy and community aspirations</td>
<td>1.1 Obtain capital funding that is available from a variety of sources</td>
<td>e,h,j</td>
</tr>
<tr>
<td>2.0 To using sport and recreation as a fundamental part of the planning and delivery of sustainable communities</td>
<td>2.1 Develop a management plan to reflect operational strategies and design priorities</td>
<td>a,d,e</td>
</tr>
<tr>
<td>3.0 The development of partnership working using sport and active recreation as a common interest</td>
<td>3.1 Ensure the proposed facility supports the organisation's strategic plan</td>
<td>e,h,j</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting, Sitting Arrangements etc

UNIT II - SPORTS ARENA
Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. Responsibilities of facilities managers, essential knowledge and skills required for operating a sport facility: Soft Skills (interpersonal and PR skills) & Hard Skills – Facility planning, site selection and design and construction, crowd and alcohol management

UNIT III - FIRST AID AND EMERGENCY ARRANGEMENT
First aid and emergency arrangement. Facility administration, including marketing and sales, finance and budgeting, human resources and legal issues. Event planning, security and procedures

UNIT IV - CRITICAL PHASE
Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance.

UNIT V - CASE STUDY
Case study on Management of Sports facilities – Stadiums, Tents, Recreation facilities.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
3. Recreation And Sport Planning And Design - Daly J: Office For Recreation And Sport South Australia 2000
4. Recreation Planning Guide - Department Of Sport And Recreation Western Australia 1997
5. Recreation Planning In The 90s - An Integrated Approach Sport And Recreation Victoria
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To Understand the process of organising major sports events</td>
<td>1.1 Identify the roles of advertising, sales promotion, public relations, and personal selling in sports marketing</td>
<td>a,d,e</td>
</tr>
<tr>
<td>2.0 To Have demonstrated a thorough understanding of the logistical details relevant to organising major sports events</td>
<td>2.1 Identify the demographics and marketing mix for the sports and entertainment industries</td>
<td>c,e</td>
</tr>
<tr>
<td>3.0 To Be able to develop and implement a risk management plan</td>
<td>3.1 Be able to effectively evaluate a major sports event</td>
<td>a,c,h</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION
Introduction- Definition, Scope of Event management, Risk & Safety measures

UNIT II - MANAGING SPORTING EVENTS
Managing Sporting Events- Planning, Organizing, Coordinating and Controlling Pre events, During the Events & Post Events issues

UNIT III - WORLD OF SPORTS EVENT MANAGEMENT

UNIT IV - SPORTS MANAGEMENT COMPANIES
Sports Management Companies- Introduction, Role, Scope of Work, Service rendered to the clients, Ways of Functioning- Team work, Departments etc. CAREER OPPORTUNITY IN SPORTS MANAGEMENT COMPANIES

UNIT V - CASE STUDY AND PRESENTATION
Case Study And Presentation – Promoting national & International Sporting events. Importance of IMC in promoting Sports Events Successfully., Role of Advertising, PR etc. Managing Sporting Bodies, Associations- AIFF, IFA, BCCI,CAB, LEANING INDIAN FOOTBALL CLUBS etc.

TOTAL : (L: 45) = 45 PERIODS

REFERENCES:
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 The sport psychology was primarily the domain of physical educators</td>
<td>1.1 The instruction and training of psychological skills for performance improvement, applied sport psychology may include work with athletes, coaches, and parents regarding injury, rehabilitation, communication, team building, and career transitions</td>
<td>a,c,d</td>
</tr>
<tr>
<td>2.0 To study of how psychological factors affect performance and how participation in sport and exercise affect psychological and physical factors</td>
<td>2.1 Its provide a more thorough understanding of how psychological principles play out in competitive situations</td>
<td>c,d,e</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION

UNIT II - PERSONALITY
Personality, Learning – Meaning, Types, Personality Traits of Sports Person. Definition, Theories on Learning- Classical and Operant conditioning

UNIT III - MOTIVATION
Motivation, Confidence - Definition, Importance of Motivation in Sports performance, Reaching and Sustaining Ideal motivation. How Sports persons can be motivated-Defining Confidence and Role of Sports Manager in Developing Confidence among Sports Personalities.

UNIT IV - EMOTIONS
Emotions, Goal Setting - Definition, Relation between emotions and Sports performance, why sportsmen respond emotionally- Meaning, Goal Setting Principles, Relation between Goal Setting and Performance in Sports

UNIT V - IMPLEMENTING SPORTS PSYCHOLOGY
Implementing Sports Psychology- Understanding the psychology of the Players and the Coach and implementation. Developing and facilitating Coach – Player relationship

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide understanding of the framework.</td>
<td>1.1 To Understand basic functions and nuances</td>
<td>a,c,d</td>
</tr>
<tr>
<td>2.0 To illustrate current practices in industries</td>
<td>2.1 To Understand the holistic dimensions of SCM &amp; corporate perspectives</td>
<td>e,h,j</td>
</tr>
<tr>
<td>3.0 To provide knowledge on certain tools &amp; techniques</td>
<td>3.1 Learn to acquire skills to become a sourcing professional</td>
<td>a,h</td>
</tr>
</tbody>
</table>

#### UNIT I  INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT


#### UNIT II - STRATEGIC SOURCING


#### UNIT III - STRATEGIC SOURCING PROCESS


#### UNIT IV - SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT


#### UNIT V - FUTURE DIRECTIONS

Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management

TOTAL :( L: 45 ) = 45 PERIODS

#### REFERENCES:
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong></td>
<td>This course provides you the basic concepts and advanced models in inventory management.</td>
<td><strong>1.1</strong></td>
</tr>
<tr>
<td><strong>2.0</strong></td>
<td>This course discusses issues related to inventory in a supply chain context. It also gives a multi-dimensional view to approach a problem with case studies.</td>
<td><strong>2.1</strong></td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION TO INVENTORY MANAGEMENT

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

UNIT II - INVENTORY MODELS

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

UNIT III - INVENTORY MANAGEMENT STRATEGIES

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

UNIT IV - INVENTORY OPTIMIZATION

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

UNIT V - LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS

Industry initiatives, Efficient consumer Response and Quick response, CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations, Best practices in Inventory Management in a Supply Chain

REFERENCES:
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009
UNIT I - ELECTRONIC SCM, COMMUNICATION NETWORKS

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

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

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

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

REFERENCES:
7. Donald J. Bowersox and David J. Closs, Logistical Management - The Integrated Supply chain
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help the students in explaining the significance of Warehousing.</td>
<td>At the end of the course, the students will be able to get complete insight in to warehouse concepts, various inventory control techniques and application of inventory management in supply chain</td>
<td>e,f,h</td>
</tr>
<tr>
<td>To provide timely customer service</td>
<td>the students will be able to get complete insight in to customer service in detail</td>
<td>a,f,h</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION WAREHOUSING

UNIT II - INVENTORY MANAGEMENT

UNIT III - INVENTORY CONTROL

UNIT IV - MATERIALS HANDLING

UNIT V - MODERN WAREHOUSING METHODS
Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID

REFERENCES:
### Course Objectives and Outcomes:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To explore the fundamental concepts of transportation and distribution management</td>
<td>1.1 Gain knowledge about the distribution requirements planning.</td>
<td>a,d,e</td>
</tr>
<tr>
<td>2.0 To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.</td>
<td>2.1 Predict the scope and relationship of transportation with other business functions</td>
<td>d,e,j</td>
</tr>
<tr>
<td></td>
<td>2.2 Make use of the advantages and disadvantages of the various models.</td>
<td>d,e,j</td>
</tr>
</tbody>
</table>

**UNIT I - DISTRIBUTION** (7)
- Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

**UNIT II - PLANNING** (10)
- Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

**UNIT III - TRANSPORTATION** (11)
- Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

**UNIT IV - TRANSPORTATION** (9)
- International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

**UNIT V - INFORMATION TECHNOLOGY (IT)** (8)
- Usage of IT applications - E-commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.

**REFERENCES:**


**TOTAL :( L: 45 ) = 45 PERIODS**
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.</td>
<td>1.1 The students will be able to understand the basics of contract logistics, third party logistics industry and third party logistics providers.</td>
</tr>
<tr>
<td>2.0</td>
<td>To explain the concept and principle of contract logistics and closed supply chain</td>
<td>2.1 Helps to gain knowledge about Make in India concept and its impact on the GDP growth</td>
</tr>
</tbody>
</table>

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

UNIT II - CLOSED LOOP SUPPLY CHAINS AND LOGISTICS
Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service - Overview of return logistics and closed loop supply chain models – Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains

UNIT III - BUSINESS AND MARKET

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

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

REFERENCES:
1. Janat Shah, Supply Chain Management: Text and Cases, Pearson Education India, 2009
4. D. F. Blumberg, Reverse Logistics & Closed Loop Supply Chain Processes, Taylor and Francis, 2005

TOTAL :( L: 45 ) = 45 PERIODS
### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.</td>
<td>1.1 Provide the basics concepts of airports and aircrafts and various participants in air cargo transportation.</td>
<td>a,d,e</td>
</tr>
<tr>
<td>2.0 To create awareness about the Air Cargo management.</td>
<td>2.1 Students will come to know about roles of the customs and the government in air transport.</td>
<td>e,h,i</td>
</tr>
<tr>
<td>3.0 To provide general information or a framework on the setup of air cargo processes, for business.</td>
<td>3.1 Students will come to know about setup of air cargo processes</td>
<td>e,h,i</td>
</tr>
</tbody>
</table>

#### UNIT I - AIR PORTS AND SHIPMENT

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

#### UNIT II - AIR CARGO

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

#### UNIT III - AIRWAY BILLS

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

#### UNIT IV - CARGO VILLAGE

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

#### UNIT V - DG CARGO

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

**TOTAL : (L: 45) = 45 PERIODS**

### REFERENCES:

# 17BAX85-CONTAINERIZATION AND ALLIED BUSINESS

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide an overview of the various elements of containerization and allied businesses</td>
<td>1.1 The students will learn the practices and ways to promote containerization and allied businesses</td>
<td>a,e,h</td>
</tr>
<tr>
<td>2.0 To realize the potential of containerization and allied businesses</td>
<td>2.1 The learners will have a complete idea about the different concepts, trends and strategies used for containerization and allied businesses</td>
<td>e,i,j</td>
</tr>
</tbody>
</table>

## UNIT I - BASIC CONCEPT OF CONTAINERIZATION

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

## UNIT II - FREIGHTING AND SIZE OF CONTAINER

Container shipping business - FCL and LCL sea freight products - Freighting of FCL and LCL cargo - Slot utilization strategies - Estimation of optimum container fleet size - Multiport LCL consolidation

## UNIT III - CHARACTERISTICS AND PHYSICAL OPERATIONS

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

## UNIT IV - CONTAINER TYPES AND BUSINESS


## UNIT V - MULTIMODAL TRANSPORT

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

## REFERENCES:


TOTAL : (L: 45 ) = 45 PERIODS
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To enlighten the students about the major functions in export and import</td>
<td>1.1 The students would be aware about the formalities of export and import industry</td>
<td>a,d,e</td>
</tr>
<tr>
<td>processes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0 The learners will have a complete idea about the different concepts, trends</td>
<td>2.1 The students will be able to comprehend the importance of exim management.</td>
<td>e,h,j</td>
</tr>
<tr>
<td>and strategies used for containerization and allied businesses.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UNIT I - FUNDAMENTALS OF IMPORT AND EXPORT (7)

UNIT II - OVERVIEW OF EXPORT AND IMPORT (10)
Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses

UNIT III - DOCUMENTATION FRAMEWORK (11)
Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import

UNIT IV - CREDIT AND PAYMENTS (9)
Payment methods in Foreign Trade - Documentary Credit / Letter of Credit–LOU-UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.

UNIT V - CUSTOMS CLEARANCE AND AGENCIES (8)

TOTAL :( L: 45 ) = 45 PERIODS

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

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide the knowledge about fundamentals of shipping management</td>
<td>1.1 The students would be acquainted with the basics of shipping management</td>
<td>a,d,e</td>
</tr>
<tr>
<td>2.0 To equip the students with the knowledge of shipping, ship building and repair</td>
<td>2.1 The students will learn the skills needed for shipping industry</td>
<td>h,j</td>
</tr>
</tbody>
</table>

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

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

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

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

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

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:

17BAX88-PORT AND TERMINAL MANAGEMENT

L T P C
3 0 0 3

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To enlighten the students about the major functions in the port and terminal management</td>
<td>1.1 The students would be aware about skills pertaining to port and terminal management</td>
<td>a,d,e</td>
</tr>
<tr>
<td>2.0 To expose the students on the trends in port and terminal management</td>
<td>2.1 The students should be able to understand the principles and applications for port and terminal management</td>
<td>a,d,e</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION TO PORT AND TERMINAL (7)
- Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).

UNIT II - PORT OPERATIONS (10)
- Design features of facilities in ports for handling various cargoes - Organization structure in Ports - Delivery of port services and the relationship between various departments - Marine Department – Traffic Department – other departments

UNIT III - PORT MARKETING AND SERVICES (11)
- Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland – Identifying the needs of ship owners and operators, ship agents, forwarders, truckers, rail and barge operators - Concept of Total Logistics cost.

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

UNIT V - PORT SECURITY AND ISSUES (8)
- Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning / operating / managing ports.

REFERENCES:

TOTAL : (L : 45) = 45 PERIODS
17BAX89-CONTRACTS AND ARBITRATION

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>To create awareness on contracts for construction industry, impart knowledge on tender preparation, tendering process, laws on arbitration, arbitration procedure and laws on dispute resolution in India.</td>
<td>1.1 Understand the laws on contracts for construction industry in India</td>
<td>a,e,j</td>
</tr>
<tr>
<td></td>
<td>1.2 Apply knowledge of contracts in preparation of contract document and tendering process</td>
<td>d,h,j</td>
</tr>
</tbody>
</table>

UNIT I - INTRODUCTION TO CONTRACTS IN CONSTRUCTION INDUSTRY (7)


UNIT II - LAWS RELATED TO CONSTRUCTION INDUSTRY (10)

Labor and industrial laws - Payment of wages act, contract labor - Workmen's compensation act - Insurance, industrial dispute act- Role of RERA

UNIT III ARBITRATION OF ENGINEERING CONTRACTS (9)


UNIT IV NEGOTIATION, MEDIATION AND CONCILIATION (9)

Concepts and purpose - Statutory back ground ADR and mediation rules - Duty of mediator and disclose facts - Power of court in mediation.

UNIT V ALTERNATE DISPUTE RESOLUTION (9)

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

TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:

2. Case study of Southern Railway Arbitration Caseswiki.iricen.gov.in/doku/lib/exe/fetch.php
5. International Federation of Consulting Engineers (FIDIC) documents, Geneva, 2009 (http://www.fidic.org)
8. Krishna Sharma, Momota Oinam and Angshuman Kaushik, — Development and Practice of Arbitration in India- Has it evolved as an effective legal institutionII, CDDRL, Stanford, 103, Oct
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>To impart projects types, time &amp; resource management, resource optimization and new trends in project management.</td>
<td>1.1</td>
</tr>
<tr>
<td>1.2</td>
<td>Analyze and manage time in projects through gantt charts, cpm and pert techniques</td>
<td>a,h,j</td>
</tr>
<tr>
<td>1.3</td>
<td>Balance resource requirements of projects so as to avoid idling of resources</td>
<td>h,j</td>
</tr>
</tbody>
</table>

UNIT I - PROJECT AND ITS PROCESS (8)
Define project and process - Boundaries of project - Objectives and functions of project management - Characteristics and types of projects - Organization structure / styles - Roles of project management group - Project management office and its role - Project knowledge area - Project integration - Process group interaction - project flow - Project life cycle - Influencing factors - Case study.

UNIT II PROJECT TIME MANAGEMENT (10)
Project scope management - Work break down structure - Activity/Task – Events - Case study - Project planning tools - Rolling wave planning - Gantt charts, Milestone chart, Program progress chart - Creating milestone plan - Project network - Fulkerson's rules - A-O-A and A-O-N networks - Analyze project time - Critical path method (deterministic approach) - Activity oriented network analysis - 80-20 rule - Case study - Type of time estimates & square network diagram - Project updating and monitoring - Case study - Estimate time - Program Evaluation & Review Technique (Probabilistic approach) - Event oriented network analysis - Optimistic, pessimistic and most likely time - Degree of variability in average time - Probabilistic estimate - % utilization of resources.

UNIT III RESOURCE MANAGEMENT (8)

UNIT IV RESOURCE OPTIMIZATION (10)
Types of cost - Direct, indirect and total cost - Variation of cost with time - Schedule compression techniques - Crashing, fast tracking & Re-estimation - Crash time and crash cost - Optimize project cost for time and resource - CPM cost model - Life cycle assessment - Impacts and economical assessment - Life cycle cost - Maintenance and operation - Life cycle forecasting - Concept and applications.

UNIT V EMERGING TRENDS IN PROJECT MANAGEMENT (9)
AGILE Project management and Project Management using latest tools - Case study.

REFERENCES:


TOTAL : (L: 45 ) = 45 PERIODS
## 17BAX91-MANAGEMENT OF HUMAN RESOURCES, SAFETY AND QUALITY

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

PREREQUISITE: Nil

### COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To impart knowledge on management of human resources, labor legislation, safety and quality aspects in construction</td>
<td>1.1 Identify the need and importance of human resource management, labour laws relating to construction industry</td>
<td>a,d,e</td>
</tr>
<tr>
<td></td>
<td>1.2 Identify the need and measures to improve safety in construction industry and safety audit</td>
<td>e,f,i</td>
</tr>
<tr>
<td></td>
<td>1.3 Enumerate the need, importance, elements of quality and significance of quality assurance in industry</td>
<td>e,f</td>
</tr>
</tbody>
</table>

### UNIT I  
**HUMAN RESOURCES MANAGEMENT**  (9)

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

### UNIT II  
**LABOR LEGISLATION**  (8)

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

### UNIT III  
**SAFETY MANAGEMENT**  (10)


### UNIT IV  
**SAFETY IMPLEMENTATION**  (7)

Application of ergonomics to the construction industry - Prevention of fires at construction site-Safety audit.

### UNIT V  
**QUALITY MANAGEMENT IN CONSTRUCTION**  (11)

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

TOTAL :( L: 45 ) = 45 PERIODS

### REFERENCES:

1. Arya Ashok, —Human Resources Management—Human Dimensions in Management‖ March 24-26, 2011, Organizational Development Programme Division – New Delhi
3. Arya Ashok —Discipline & Disciplinary Procedure‖ Organisation Development Institute, 1998
4. Arya Ashok, — Management case studies – An analytical and Developmental Tool II Organisation Development Institute, New Delhi, 1999
COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To create an awareness on the various types of disasters and to expose the students about the measures, its effect against built structures, and hazard assessment procedure in India.</td>
<td>1.1 Understand the various types of disaster viz hydrological, coastal and marine disasters, atmospheric disasters, geological, mass movement and land disasters, wind and water driven disasters.</td>
<td>a,e</td>
</tr>
<tr>
<td>2.0 To impart knowledge on the methods of mitigating various hazards such that their impact on communities is reduced.</td>
<td>2.1 To identify the potential deficiencies of existing buildings for eq disaster and suggest suitable remedial measures.</td>
<td>c,d</td>
</tr>
<tr>
<td></td>
<td>2.2 Derive the guide lines for the precautionary measures and rehabilitation measures for eq disaster.</td>
<td>e,f,j</td>
</tr>
</tbody>
</table>

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

UNIT II EARTHQUAKE DISASTER

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

UNIT IV HAZARD ASSESSMENT

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

TOTAL : (L: 45 ) = 45 PERIODS
REFERENCES:
2. Ayaz Ahmad, —Disaster Management: Through the New Millennium‖ Anmol Publications, 2003
3. Berg, GV, —Seismic Design codes and procedures‖, EERI, CA, 1982
4. Booth, Edmund, —Concrete Structures in earthquake regions; Design and Analysis‖, Longman, 1994
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcome</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To study the concepts of construction economics and finance such as comparing alternatives proposals, evaluating alternative investments, management of funds, Insurance procedures, risks involved and economics of costing.</td>
<td>1.1 On completion of this course the students will be able to know the concepts in Economics and Finance in Construction.</td>
<td>a,d,f</td>
</tr>
</tbody>
</table>

UNIT I - BASIC PRINCIPLES

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

UNIT II MARKET STRUCTURE AND CONSTRUCTION ECONOMICS

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

UNIT III EVALUATING ALTERNATIVE INVESTMENTS

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

UNIT IV FUNDS MANAGEMENT

Project Finance - Sources - Working capital management- Inventory Management- Mortgage Financing– Interim construction financing - Security and risk aspects

UNIT V ECONOMICS OF COSTING


TOTAL : (L: 45 ) = 45 PERIODS

REFERENCES:
## COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To create an awareness on the various environmental issues in an urban scenario and give an exposure to the urban water resources and its management.</td>
<td>1.1 Understand planning of a city and identify various urban environmental issues</td>
<td>e,f,j</td>
</tr>
<tr>
<td>2.0 To impart knowledge on the stages of works involved in a water supply project of a city, safe wastewater collection system for generated wastewater and its management</td>
<td>2.1 Apply and prepare project plans to integrate urban water resource</td>
<td>c,d,e</td>
</tr>
</tbody>
</table>

### UNIT I: URBAN ENVIRONMENTAL ISSUES (7)
- Urbanization - Population growth scenario
- Migration - Pollution of surface water resources - Rivers, tanks, channels
- Ground water exploitation - Waste water - Characteristics - Pollution problems - Solid waste - Air pollution - CPCB norms.

### UNIT II: URBAN MASTER PLANS (12)
- Planning and organizational aspects
- Urban waste resources management
- Water in urban ecosystem
- Urban water resources planning and organization aspects
- Storm water management practices
- Types of storage
- Magnitude of storage
- Storage capacity of urban components
- Percolation ponds
- Temple tanks
- Rainwater harvesting
- Urban water supply
- Demand estimation
- Population forecasting
- Source identification
- Water conveyance
- Storage reservoirs
- Fixing storage capacity
- Distribution network
- Types
- Analysis
- Computer applications
- Conservation techniques
- Integrated urban water planning
- Smart city project planning
- Green Building
- LEED certification
- Green audit

### UNIT III: URBAN WASTEWATER MANAGEMENT (8)
- Sewage generation
- Storm drainage estimation
- Industry contribution
- Wastewater collection system
- Separate and combined system
- Hydraulic design of sewer and storm drain
- Wastewater treatment
- Disposal methods
- Concept of decentralization
- 3R concepts.

### UNIT IV: MUNICIPAL SOLID WASTE MANAGEMENT (9)
- Sources of solid waste
- Characteristics
- Rate of generation
- Segregation at source
- Collection of solid waste
- Methods of collection
- Route analysis
- Transfer and transfer stations
- Processing and disposal of solid waste.

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

**TOTAL : (L: 45 ) = 45 PERIODS**

### REFERENCES:
PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To give an exposure on the advanced materials, techniques and equipment used in infrastructure industry.</td>
<td>1.1 Explain the properties and applications of special concretes, composites, smart and intelligent materials</td>
<td>c,d,e</td>
</tr>
<tr>
<td></td>
<td>1.2 Identify and explain advanced construction techniques used for sub structure construction</td>
<td>e,f,h,</td>
</tr>
<tr>
<td></td>
<td>1.3 Select appropriate techniques for super structure construction of buildings</td>
<td>h,j</td>
</tr>
</tbody>
</table>

UNIT I SPECIAL CONCRETES (9)

UNIT II METALS (9)

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

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

UNIT V CONSTRUCTION OF SPECIAL STRUCTURES (9)
Erection of lattice towers and rigging of transmission line structures- Construction sequence in cooling towers, silos, chimney, sky scrapers, bow string bridges, cable stayed bridges - Launching and pushing of box decks - Advanced construction techniques of offshore structures- Construction sequence and methods in domes and prestress domes - Support structure for heavy equipment and conveyor and machinery in heavy industries - Erection of articulated structures, braced domes and space decks. Demolition Techniques - Advanced techniques and sequence in demolition and dismantling.

TOTAL : ( L: 45 ) = 45 PERIODS

REFERENCES:
# 17BAX96-STRATEGIC AIRPORT INFRASTRUCTURE MANAGEMENT

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide the participants with a good knowledge on strategic planning and marketing in airport organizations.</td>
<td>1.1 Explain the classification of airports airfield components</td>
<td>d,e</td>
</tr>
<tr>
<td></td>
<td>1.2 Explain the main governance patterns in the airport business</td>
<td>d,h</td>
</tr>
<tr>
<td></td>
<td>1.3 Identify the evolutionary patterns for airport enterprises. explain the primary actors in the air transport value chain</td>
<td>h,j</td>
</tr>
</tbody>
</table>

## UNIT I INTRODUCTION TO AIRPORT INFRASTRUCTURE (9)

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

## UNIT II AIRPORT INFRASTRUCTURE CAPACITY DESIGN (9)

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

## UNIT III AIRPORT INFRASTRUCTURE PLANNING AND SURVEYS (9)

Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. Planning and design of the terminal area: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. Air traffic control and aids: Runways and taxiways markings, day and night landing aids, airport lighting and other associated aids.

## UNIT IV AIRPORT INFRASTRUCTURE ENTERPRISE (9)

The economic impact on countries and regions - the main governance patterns in the airport business - The International path of evolution in the airport business - Airport transport value chain - Air enterprises - two primary actors in the air transport value chain - Skipping peripheral positions in the value chain. Rise of airport marketing for the aviation related business - Airport revenue management- Airport alliances- management contract.

## UNIT V THE DEVELOPMENT OF THE NON AVIATION INFRASTRUCTURE (9)

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

TOTAL :( L: 45 ) = 45 PERIODS

## REFERENCES:

PREREQUISITE: Nil

COURSE OBJECTIVES AND OUTCOMES:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Course Outcomes</th>
<th>Related Program outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 To provide the participants with a good knowledge on real estate marketing and management.</td>
<td>1.1 Explain the fundamental concepts and techniques involved in real estate development process</td>
<td>a,c,d</td>
</tr>
<tr>
<td></td>
<td>1.2 Explain the procedure and laws relating to transfer of completed project</td>
<td>d,e</td>
</tr>
<tr>
<td></td>
<td>1.3 Explain the procedure and laws relating to transfer of completed project</td>
<td>h,j</td>
</tr>
</tbody>
</table>

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

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

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

UNIT IV CONSTRUCTION AND PROJECT MANAGEMENT
Identifying the elements of infrastructure and the resource mobilization, disaggregating the project components, mobilizing the human and fiscal resources procuring and storing materials

UNIT V PROJECT MARKETING & HANDING OVER
Over of the completed project- Communication tools required for presenting the project - In housesales promotion - Franchisee system - Joint venture and sharing issues - Procedure and laws relating to transfer of completed project.

TOTAL :( L: 45 ) = 45 PERIODS

REFERENCES:
1. Gerald R. Cortesi, —Mastering realestate principles ll(2001); Dearborn Trade Publising, New York, USA.
2. Fillmore W Galaty, —Modern real estate practice ll (2002); Dearborn Tradepublishing, New York, USA
3. Tanya Davis, —Real estate developer's handbook ll (2007), Atlantic pub company, Ocala, USA.
4. Mike E. Miles, —Real estate development - Principles & process 3rd edition ll (2000); Urban Land Institute, ULI, Washington