

**FOR ADMISSION BATCH 2024-25  
MASTER OF BUSINESS ADMINISTRATION  
FIRST YEAR (FIRST SEMESTER)**

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
<b>Subject</b>							
1.	PC	MBPC1001	Management Principles & Organizational Behaviour (MPOB)	3-0-0	3	100	50
2.	PC	MBPC1002	Marketing Management	3-0-0	3	100	50
3.	PC	MBPC1003	Financial Accounting and Analysis	3-0-0	3	100	50
4.	EV	MBEV1001	Managerial Economics	3-0-0	3	100	50
5.	QT	MBQT1001	Quantitative Techniques	3-0-0	3	100	50
6.	EV	MBEV1002	Business Communication	3-0-0	3	100	50
7.	EV	MBEV1003	Universal Human Values, Ethics and Environment	3-0-0	3	100	50
8.	EV	MBEV1004	Entrepreneurship & Legal environment	3-0-0	3	100	50
9.	PC	MBPC1201	IT Skills for Managers	0-0-2	2	-	100
10.	EV	MBEV1005	Management Lessons from Ancient India	2-0-0	2	100	50
11.	EV	MBEV1201	Business Communication Lab	0-0-1	1	-	100
<b>Total</b>				<b>26-0-3</b>	<b>29</b>	<b>900</b>	<b>650</b>

**FIRST YEAR (SECOND SEMESTER)**

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
<b>Subject</b>							
1.	PC	MBPC1004	Corporate Finance	3-0-0	3	100	50
2.	PC	MBPC1005	Cost and Management Accounting	3-0-0	3	100	50
3.	PC	MBPC1006	Human Resources Management	3-0-0	3	100	50
4.	QT	MBQT1002	Business Research	3-0-0	3	100	50
5.	PC	MBPC1007	Operations Management	3-0-0	3	100	50
6.	PC	MBPC1008	Business Analytics	3-0-0	3	100	50
7.	PC	MBPC1009	Management Information System	3-0-0	3	100	50
8.	PC	MBPC1010	Strategic Management	3-0-0	3	100	50
9.	EV	MBEV1202	Health & Wellness	0-0-1	1	-	100
10.	PC	MBPC1011	Introduction to AI	2-0-0	2	100	50
<b>Total</b>				<b>26-0-3</b>	<b>22</b>	<b>900</b>	<b>450</b>

*Note: Click here to view/download the syllabus of the subjects.*

## **MBPC1001 MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR (MPOB) (3-0-0)**

### **Course Objectives:**

1. To introduce the students with the fundamentals of management and its processes.
2. To facilitate the students in understanding individual, group behavior and organizational culture and climate impacting learning organisation.

### **Module-I: Foundations of Management**

Introduction to Management and Administration, Evolution of Management, Management Levels; Managerial Roles and Skills; Management Functions: Planning, Organising, Staffing, Directing and Controlling, Management Process, Decision Making, Contribution in the field of Management by Peter F. Drucker, Michel Porter, C.K. Prahalad, Barnand, McGregor, Rensis Likert and McKinsey.

### **Module-II: Organisational Behaviour- I**

Introduction to Organization Behaviour, Nature, Scope, OB Model, Personality: Traits and types; Perception-Factors and Process, Employee Motivation - Values and attitude; Barriers to change attitude, Developing Emotional Intelligence at the work place, Interpersonal relation and Transactional Analysis.

### **Module-III: Organizational Behaviour- II**

Group and Team- stages and effectiveness; Conflict Management process, Leadership- skills, roles, Styles (Managerial Grid), Women leadership in India.

Organizational culture, Organizational climate VS organization culture, Factors contributing towards creating and sustaining culture, Organization Design, Change Management- Change Model and Organizational Development, Learning organisation- Organizing Knowledge Resource.

### **Course Outcomes:**

After completing this course, students should be able to:

- CO-1: Define, remember, understand, explain and interpret various concept of Management and organizational behaviour, managerial levels, roles, and skills managerial functions, such as Planning, Organising, Staffing, Directing and Controlling.
- CO-2: Analyse and identify various aspects of individual organizational behaviour such as personality, perception, values, attitude, motivation and their impacts.
- CO-3: Evaluate group and team dynamics, including stages of development and factors influencing effectiveness, and assess leadership skills, roles, and styles, including the Managerial Grid and the role of leadership in organizational context.
- CO-4: Integrate and implement important managerial and behavioural skills to empower the students to appreciate the requirement of behavioural code of conduct in the world of business.

**Text Book:**

1. Management, Stephen P. Robbins, Mary Coulter, Agna Fernandez, Pearson Education, 2018
2. Organizational Behavior, Fred Luthans, McGraw Hill, 2017
3. Organizational Behaviour: Human Behaviour at Work, – John W. Newstrom, Tata McGraw Hill, 2017
4. Organizational Behaviour –Text and cases by Aswathappa, 12th revised edition, Himalaya publication
5. Essentials of Management, Harold Koontz, Heinz Weihrich, Mark V Cannice, 2020
6. Behavior in Organizations, Jerald Green Berg & Robert A. Baron, Pearson Education, 2010
5. Management and Organizational Behaviour, Subbarao P, Himalaya Publishing House, 2017
6. Organizational Behaviour, Sarma, Jaico Publications, 2009
7. Management and Organizational Behaviour, Paul Hersey and Ken Blanchard, PHI, 2009
8. Organizational Behavior, Kavita Singh, Pearson 2010

Mode of Evaluation: Assignments, Quiz, Mid Term Tests, End Semester Examination

## MBPC1002 MARKETING MANAGEMENT (3-0-0)

### Objectives:

1. Understand the fundamental concepts and principles of marketing, including the distinction between selling and marketing, the marketing concept, and the significance of avoiding marketing myopia.
2. Analyze the marketing environment, distinguishing between macro and micro factors, and evaluate the importance of environmental analysis in strategic decision-making.
3. Develop proficiency in market segmentation, targeting, and positioning strategies, along with an appreciation for the role of consumer behavior in shaping marketing strategies.
4. Gain practical knowledge of product management, pricing strategies, distribution channels, and promotional techniques, including contemporary approaches such as digital marketing, relationship marketing, and green marketing.

### Module-I

**Definition & Functions of Marketing**, Scope of Marketing, Marketing concept, Selling versus Marketing, Concept of Marketing Myopia, 80: 20 Principle, Introduction to the Concept of Marketing Mix, Bottom of the pyramid concept, Concept of Marketing Environment: Macro and Micro, Need for analyzing the Marketing Environment.

### Module-II

**Market segmentation**, Bases for market segmentation, Targeting, Positioning, Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process.

**Contemporary Topics**: Viral Marketing, Guerrilla Marketing, Societal and social Marketing, Relationship Marketing, Green Marketing, Digital Marketing, Network Marketing (Concepts only)

### Module-III

**Product**: Classification of consumer products and industrial products, Product Mix, New Product Development Process: Idea Generation to commercialization, Product Life Cycle, Strategies across stages of the PLC, Packaging & Labeling, Basic concept of Branding

**Pricing Basics**: Meaning, Importance of pricing, Factors Influencing pricing decisions, Pricing strategies and approaches

**Place**: The Role of Marketing Channels: Channel functions & flows, channel levels, Channel conflicts and resolution (Overview only), Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.

**Promotion**: The role of marketing communications, Elements of promotion mix, IMC approach (Overview)

### Course Outcomes:

- CO-1: Identify the key analytical frameworks and tools used in marketing.
- CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.
- CO-3: Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings.
- CO-4: Analyse 4 Ps of marketing and its application across industries.

### Books:

- Marketing: Baines, Fill and Page, Sinha, Oxford
- Marketing Management - Kotler, Keller, Koshy, Jha, Pearson,
- Marketing by Lamb Hair, Sharma, McDaniel Cengage Learning
- Marketing Management, Ramaswamy & Namakumari, McGraw Hill

- Marketing Management–K Karunakaran, Himalaya Publishing House
- Marketing Management–Text and Cases, Tapan K Panda, Excel Books
- Marketing Management–J. P Mahajan, Vikas
- Marketing Management–Rudani, S Chand

## **MBPC1003 FINANCIAL ACCOUNTING AND ANALYSIS (3-0-0)**

### **Course Objectives:**

1. To familiarize the students with accounting principles and acquaint them with accounting mechanisms, process and systems so as to develop their skills of preparing financial statements.
2. To develop their ability to read annual reports and develop their skills to interpret financial statements.
3. To familiarize the students with different financial accounting concepts affecting stakeholders.

### **Module-I:**

Introduction to Accounting: Accounting as a language and need for Accounting, Basic Terminologies of Accounting, External and Internal users of Accounting Information, Accounting concepts and conventions, Accounting cycle, Accounting Equations, Nature of GAAP, Need for Accounting Standards, Limitations of Accounting, Ethical Issues in Accounting, Mechanics of Accounting: Introduction, Classification, Double Entry System, Preparing Journal, Subsidiary books, Ledger, preparation of Trial Balance.

### **Module- II:**

Preparation of Financial Statements: Income statement and Balance Sheet, Corporate Accounts: Share and Share Capital, Issue of Shares, Payment in installment, Buyback of shares, Debentures and Bonds, understanding Corporate Income statement and Balance Sheet as presented in the Annual Reports of companies.

### **Module-III:**

Financial Statement Analysis: Analysis and interpretation of Financing Statements, Common size statement, Comparative statement analysis, Trend analysis, Ratio Analysis, Cash Flow Analysis as per IND AS 7.

### **Course Outcomes:**

- CO-1: Explain the role of accounting as a language for financial communication of businesses, and meet the needs of both external and internal users using accounting principles.
- CO-2: Illustrate the complete accounting process, including journalizing transactions, posting them to ledger, maintaining subsidiary books, preparing trial balance and drawing the financial statements for sole traders.
- CO-3: Demonstrate a comprehensive understanding of corporate accounts, including the concepts of shares, share capital, the issuance of shares, instalment payments, share buybacks, and the use of debentures and bonds in corporate financing.
- CO-4: Analyse corporate financial statements using techniques like Common Size Statement, Trend Analysis, Ratio Analysis, and Cash Flow Analysis as per IND AS 7.

### **Text Books:**

1. Financial Accounting for Management, Paresh Shah, Oxford
2. Financial Accounting A managerial Perspective-Bapat & Raitha, McGrawHill
3. Financial Accounting for Managers-Sanjay Dhamija, Pearson
4. Accounting for Business Managers- Sakshi Vasudeva, HPH
5. Financial Accounting for Management, A.K. Bhattacharya
6. Financial Accounting for Management, Narayanswamy
7. Financial Accounting by S.N Maheswari, Vikas Publications
8. Financial Accounting by Satapathy, Mohapatra, Patra, Vrinda

## **MBEV1001 MANAGERIAL ECONOMICS (3-0-0)**

### **Course Objectives:**

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

**Module – I:** Relevance of economics for business decisions, Scope of Managerial Economics, Role of Managerial Economist and Business decision making. Demand Analysis – individual demand and market demand, Determinants of demand, Elasticity of demand and its measures in business decision making, Demand Estimation and demand Forecasting, Supply Analysis.

**Module – II:** Production functions: Short Run Production Function – Variable Proportions, Long Run Production Function - Returns to Scale; cost minimization and output maximization, various cost concepts, cost functions, Economies of scale and economies of scope (simple numerical problems to be solved).

**Module-III:** Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing, Price skimming, penetration pricing, Input pricing, Concepts of consumption, saving, and investment, Phases of business cycle, Inflation, Fiscal and Monetary policies, National Income.

### **Course Outcomes:**

- CO-1: Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.
- CO-2: Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.
- CO-3: Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.
- CO-4: Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle.

### **Reference Books:**

1. Managerial Economics, Geetika, Ghosh, Raychoudhury, TMH
2. Managerial Economics, Salvatre, Srivastava, Oxford
3. Managerial Economics, Keat, Young, Banerjee, Pearson,
4. Managerial Economics, H L Ahuja, S.Chand
5. Managerial Economics Theory and Applications, DM Mithani, HPH
6. Managerial Economics, PL Mehta Sultanchand & Co.
7. Managerial Economics, DN. Dwivedi, Vikash



## MBQT1001 QUANTITATIVE TECHNIQUES (3-0-0)

### Course Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in statistics and decision science.
2. To understand role of quantitative techniques in managerial decision making.
3. To understand applications of various quantitative techniques in managerial settings.

### Module-I: Statistical Methods:

Measures of central tendency and dispersion: Standard Deviation, Simple Correlation, calculation of correlation coefficient, probable error, Rank correlation. Regression: Linear regression, calculation of regression coefficients,

### Module II:

**Linear Programming:** Concept, Formulation & Graphical and Simplex Solution, **Assignment Models:** Concept, Flood's Technique / Hungarian Method, applications including restricted & multiple assignments. **Transportation Models:** Concept, Formulation, Problem types: Balanced, Unbalanced, Minimization, Maximization Basic initial solution using North West Corner, Least Cost & VAM, and Optimal Solution using MODI.

### Module-III:

**Queuing Theory:** Concept, Single Server (M/M/1), Markov Chains & Simulation Techniques: Markov chains: Applications related to management functional areas, **Decision Theory:** Concept, Decision under risk (EMV) & uncertainty, **Game Theory:** Concept, Two players zero sum game theory with dominance, Pure & Mixed Strategy.

### Course Outcomes:

- CO-1: Demonstrate proficiency with statistical analysis of data. To lay adequate theoretical foundation to study various applied fields in statistics. To know how global business decisions depends on the statistical analysis of data and specific relationship between two or more variables.
- CO-2: Develop the ability to build and assess data-based models. Quantitative analysis of data, problem solving approach and use of mathematical techniques.
- CO-3: Recognize the importance and value of Operations Research and linear programming in solving practical problems in real business world. Interpret the transportation models' solutions and infer solutions to the real-world problems. Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.
- CO-4: Recognize and solve game theory and Markov's chain. Know when simulation and dynamic programming can be applied in real world problems.
- CO-5: Learn the context around which decisions must be taken, evaluate all factors involved developing possibilities, how to assess each possibility against set criteria to identify the best option and then how to develop that into a successful decision. Develop leadership quality to handle projects in real situation by using scientific tools, and implement suitable quality control measures.

### Text Books

1. Quantitative Techniques for Management, Levine, Krehbiel, Berenson, Pearson
2. Quantitative Techniques in Management by N.D. Vohra Tata, McGraw Hill
3. Quantitative Techniques-Davis,B, Oxford
4. Operations Research by R. Pannarselvam, Prentice Hall
5. Statistics for Business and Economics, R P Hooda, Vikas
6. Operations Research by Nita Shah, Ravi Gor, Hardik oni, PHI
7. Business Statistics : J K Sharma, Vikas



## MBEV1002 BUSINESS COMMUNICATION (3-0-0)

### Course Objectives:

The objectives of the course are:

1. To provide an overview of the process and types of communication including Business Communication
2. To familiarize the learners with different formats of organizational communication
3. To infuse the correct practices and strategies of effective business writing and business presentation.
4. To put in use the basic mechanics of grammar, usage, and punctuation.
5. To create awareness of employability skills.

### MODULE-I: ORAL COMMUNICATION

- **Communication Basics:** The process of communication (2-way Model): Sender, Message, Channel, Receiver, and Feedback. Barriers to Communication, Communication Flow in Organizations: The Grape-vine; Formal Channels- Downward, Upward; Horizontal; Diagonal. Non-verbal Communication: Kinesics, Oculistics, Proxemics, Chronemics, Haptics, Paralanguage, Appearance and Artifacts.
- **Language Skill 1 - Listening:** Listening Vs. Hearing- Importance of the listening Skill- Types of Listening: Active Listening; Empathetic Listening; Content Listening; Critical Listening- Guidelines for improving the Listening skill.
- **Language Skill 2- Speaking:** Guidelines for improving confidence, fluency, articulation, accent and voice modulation while speaking, Cell Phone Etiquette; Meetings: Preparing a Notice- cum- Agenda; Chairperson's role; Other role functions in a meeting; Minutes of a meeting.

### MODULE-II: WRITTEN COMMUNICATION

- **Language Skill 3 – Reading:** The Process of Reading; Sub skills of Skimming, scanning, inferring, guessing word-meaning, Using appropriate speed for various kinds of reading, correction of reading faults of eye-fixation, regression, finger-pointing, sub-vocalizing, Reading aloud, and indiscriminate use of the Dictionary. Critical Reading with analytical skills.
- **Language Skill 4- Writing:** The Writing Process- Guidelines for composing effective business messages- Persuasive Techniques: Fundamentals of Persuasion, Components of Attitude - Cognitive, Affective, Behavioural (Ethos, Pathos, Logos & Syllogism) - AIDA - NLP (VAKOG), Appeals (Emotional & Rational).
- **Business Letter, Form, Formats, and Types:** Structure of Routine and persuasive business messages, good-will, good-news, and bad-news messages.  
Business Memo; Features of an effective business E-mail; Rules of Netiquette.

Preparing a Resume- Parts of a Resume- Resume Styles: Chronological, Functional, and Chrono- Functional- Resume Design- Job Application letter.

Writing Business Reports: Features of a good business report. Formats- Printed form, Memo, Letter, manuscript; Structure of a short Formal Report. Steps in planning and preparing a business report.

Writing a Case Analysis

- **Applied English Grammar for Business Writing:** English Verb types: Stative and Dynamic; Transitive and Intransitive; Main and Auxiliary verbs. Tenses- Subject Verb Concord- Active & Passive voice- Relative Clauses & Modifier Placement-Parallel Structures- Punctuation.

### **MODULE-III: EMPLOYABILITY SKILLS**

- **Group Discussion:** Difference between GD and Debate- Parameters of Performance evaluation in a GD: Awareness, Reasoning ability, Discussion Skills, Leadership, Openness, Assertiveness, Attentive Listening, Motivation and Enthusiasm- How to get prepared for GD- Some Dos and Don'ts.
- **Interviews:** Types by purpose, 3 stages of an interview; how to prepare for an interview; how to answer FAQs; Following up with a letter of thanks.
- **Presentations:** Their importance for a manager- Features of a good business presentation. Planning, Preparing & Structuring a PPT Preparation, Rehearsal & Delivery- Answering questions after the presentation- Overcoming stage fright- Importance of Body Language in presentations.
- **Communication in Global Environment:**  
Cross cultural communication  
Technology in use - Video conferencing - Google Meet - Teams - Zoom: Arranging meetings  
Social Media - Artificial Intelligence & Communication prompts.

#### **Course Outcomes:**

##### **After the course, the students will be able to:**

- CO-1: Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.
- CO-2: Develop awareness of Techniques of active Listening and fluent speaking.
- CO-3: Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.
- CO-4: Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.
- CO-5: Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.
- CO-6: Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

#### **Text Books:**

- Communication Skills. Sanjaya Kumar & Pushpa lata, Oxford University Press.
- Business Communication: Skills, Concepts, and Application- P.D Chaturvedi and Mukesh Chaturvedi, Pearson.
- Business communication- Meenakshi Raman & Prakash Singh, OUP.
- Business and Managerial Communication- Sailesh Sengupta, PHI learning
- Bcom: Business Communication- A South Asian Perspective, Lehman, Dufrene & Sinha, Cengage Learning.
- Effective Technical Communication, Ashraf Rizvi, McGraw Hill India.

## **MBEV1003 UNIVERSAL HUMAN VALUES, ETHICS AND ENVIRONMENT (3-0-0)**

### **Course Objectives:**

1. To develop students' understanding of the concept of Human Values and related issues.
2. To make students aware the importance of Harmony in self, family, society and nature.
3. To make the students understand the importance of ethical practices in business and governance.
4. To exhibit understanding of the importance of business environment and probable impact of environmental factors on a business.
5. To sensitize learner the link between environmental issues and business.

### **Module I- Universal Human Values (UHV)**

**Universal Human Values (UHV)**– Introduction, Need for Value Education, Right Understanding, Mutual happiness and prosperity, Role of Education-Sanskar (Enabling the Transformation to Human Consciousness), **Self-exploration**- The Content and Process, Meaning of Happiness and Prosperity, **Understanding Harmony in the Self-Harmony** of the Self with the Body: Self-regulation and Health, **Understanding Harmony in the Family** -Feeling of Relationship as the Basis for Harmony in the Family, 'Trust' – the Foundational Value in Relationship, Respect– As the Right path to harmony in family, Affection, Care, Guidance, Reverence, Gratitude and Love as Values in Relationship, **Understanding Harmony in the Society** - Understanding Human Goal, **Harmony from Family Order to World Family Order –Universal Human Order**- From understanding self to Family order, Family cluster order, village cluster order, Nation order, and world family order, **Understanding Harmony in Nature/Existence**: Nature as Collection of Units: **Harmony among the Four Orders**- Physical order, Bio order, Animal order, and Human order. Mutual fulfilment among the Four Orders of Nature: Co-existence at all Levels. The Holistic perception of Harmony in Existence.

**Case Study depicting business applications of Universal Human Values (UHV)**

### **Module II- Business Ethics**

**Ethics& Business Ethics**- Definition, Meaning, Importance, Nature & Scope. Factors influencing business ethics, Salient feature, Ethical principles in business. **Theories of ethics**- Absolutism vs. Relativism, Kohlberg stages of moral development. Managing ethical dilemmas, Ethical decision making, Employee and Business Ethics, Ethical and value-based leadership. Ethics in governance practices in corporates, Corporate scams and unethical practices. Ethical principles and practices in Marketing, Finance, HRand other disciplines. Promoting ethical culture in business organization.

**Case Study depicting ethics in business to be discussed.**

### **Module III- Environment**

**Natural environment**, Ecology and environmental protection and sustainable development – Biodiversity and environmental degradation issues, **Managing natural disaster**, Environmental Legislations, Issues of global warming, terrorism, natural disasters. **Issues relating pollution**- causes, and control measures. **Greening Management**- Green policies and practices in corporates, Environmental Partnership, Environment Audit, Product Stewardship. **Environment Management as Competitive Advantage**, World Business Council for Sustainable Development (WBCSD) and its ten messages for business.

**Business Environment**: Meaning, nature and scope, economic and non-economic environment, internal and external environmental factors. **Scanning of environment**- methods and techniques of scanning (ETOP, SWOT). **Economic Environment of Business**: recent developments in Indian Economy. **Non-Economic Environmental Factors**: Non-Economic factors influencing business.

**Changes in Business and Industrial policy-** Recent industrial policy, trade liberalization, from a Closed to Open economy.

**Case Study depicting Business Environment.**

**Course Outcomes:**

- CO-1: Develop a comprehensive understanding of Universal Human Values (UHV) and their practical applications in personal, familial, societal, and business contexts.
- CO-2: Analyze ethical principles and theories in business decision-making, fostering a culture of integrity, responsibility, and leadership.
- CO-3: Evaluate environmental issues, regulations, and sustainable business practices to mitigate ecological degradation and promote corporate responsibility.
- CO-4: Assess the dynamic business environment, including economic, political, and ethical dimensions, to navigate challenges and opportunities in diverse socio-economic landscapes.

**Text Book(s)**

- 1. A Foundation Course in Human Values and Professional Ethics by R R Gaur, R Asthana, G P Bagaria, Excel Books, New Delhi, 3<sup>rd</sup> Edition.
- 2. A Foundation Course in Holistic Human Health by S Asthana, A Shukla, TS Perumal- UHV Publication.
- 3. Business Environment – B N Ghosh, Oxford
- 4. Business Ethics – Murthy, HPH
- 5. K.S.Thakur, Business, Ethics and Environment, Publisher: Aadi Publications, Seller: Neha Publisher

**Reference Books**

- 1. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain
- 2. A N Tripathy, 2003, Human Values, New Age International Publishers.

## **MBEV1004 ENTREPRENEURSHIP & LEGAL ENVIRONMENT (3-0-0)**

### **Course objectives:**

1. The aim of learning by putting business and law together is to Create and maintain functional skill spaces on spectrum of lawful insight for Learners whether they run business entities or work for the people running it.
2. Sensitize the students to understand entrepreneurship as a career and skills required.

### **Module- I**

**Entrepreneurship:** Concept of entrepreneurship and intrapreneurship, Types of Entrepreneurs, Nature and Importance, Entrepreneurial Traits and Skills, Entrepreneurship as a career, Identification of opportunity and converting idea to reality, Role of family, Society, EDIs. Sickness of Small-Scale Industries, Causes and symptoms of sickness, cures of sickness, Role of Banks and Governments in reviving industries.

**Start-up Environment:** Definition and characteristics of start-ups, Types of start-ups (Social, impact based, rural start-ups), Start-up India policy, Start-up Odisha policy, Knowledge of Key Accelerators, Incubators and Mentors in India, Understanding their role and advantages and disadvantages.

### **Module-II:**

**Law of Contract:** Contract Act: Indian Contract Act, 1872, Agreement, Contract, Essentials of Contract (Offer & Acceptance, Consideration, Capacity of Parties, Free Consent, and Legality of Object), Performance and Discharge of Contract, Remedies for breach of contract, Quasi Contract and Contingent Contract.

**Special Contract:** Sale and agreement to sell, Condition and Warranty, Transfer of properties, Finder of Goods, Performance of Contract of sale, Unpaid seller and his rights.

### **Module-III:**

**Company Laws:** Indian Companies Act 2013, Salient features and Classes of Company. Lifting of corporate veil, Procedure of Incorporation and Certificate of commencement of business, Memorandum and Articles of Association, Doctrine of ultra vires and Indoor Management, Management of Company: Qualification, Appointment of Directors, Company Meetings, Resolutions, Winding-up of Companies and their modes.

### **Course Outcomes:**

- CO-1: Rationalise for studying Entrepreneurship Development and realizing that entrepreneurs are wealth creators in our society.
- CO-2: Demonstrate a fundamental comprehension of business opportunities and implementing them practically.
- CO-3: Discuss unique start-up or entrepreneurial ideas in groups and present a business plan that articulates and applies financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.
- CO-4: Demonstrate an in-depth understanding of the Start-up ecosystem in India and become conversant with sources of new finances, use of technology, customer acquisition concepts, etc. The focus will be on creating sustainable businesses.

### **Text Books:**

- Entrepreneurship Development and Management, Vasant Desai, HPH

- Entrepreneurship Management, Bholanath Dutta, Excel Books
- Entrepreneurial Development, Sangeeta Sharma, PHI
- Entrepreneurship Development by Khanka
- Entrepreneurship, Rajeev Roy, Oxford University Press
- Business Law –S R Mohapatra and S R Patra, HPH
- Business Law – N D Kapoor, S Chand
- Business Law – Pathak, Tata Mc Graw Hill



## **MBEV1005 MANAGEMENT LESSONS FROM ANCIENT INDIA (2-0-0)**

### **Course Objectives:**

1. To understand the evolution of management thought in ancient India and its relevance in modern times.
2. To analyse the management perspective present in Vedantic literature, focusing on principles applicable to contemporary management practices.
3. To examine the ethical and moral values, leadership qualities, and strategic management lessons derived from the Ramayana, the Mahabharata and the Bhagavad Gita.
4. To explore the management and economic principles elucidated in Kautilya's Artha Shastra and the Jain texts.

### **Module- I**

Introduction to Ancient Indian Knowledge System; Evolution of Indian management thought; Need of India oriented Approach.

Management perspective in Vedantic Literature.

Management lessons in the Ramayana: Ethical and moral values, leadership, governance, strategic alliance.

Management lessons in the Mahabharata and the Bhagavad Gita: Conflict management, Inspirational leadership, alternative perspective on work and performance

### **Module-II**

Kautilya's management lessons: Qualities of a leader, functions and role of a leader, motivation and communication; Principles and practice of governance of a state and of a corporation; Economic Thought of Kautilya.

Management perspective in Jain Literature: Code of conduct, Four pillars of human values, Conflict resolution, Ethical management, Mahavira's Economics.

Management Lessons in Buddhist Literature: Team building, Personal development of team members, Knowledge management.

### **Course Outcomes:**

**After the course the students will be able to:**

- CO-1: Demonstrate a deep understanding of the ancient Indian knowledge system, including its philosophical, spiritual, and managerial dimensions, and apply this understanding to contemporary management challenges.
- CO-2: Critically analyse the evolution of Indian management thought, recognizing key influencers and schools of thought, and synthesize these insights to develop a holistic approach to management.
- CO-3: Evaluate the management perspectives presented in Vedantic, Jain, Buddhist, and epic literature (such as the Ramayana, Mahabharata, and Bhagavad Gita), identifying common themes and principles, and apply them to address complex organizational issues.
- CO-4: Develop practical skills in leadership, governance, conflict resolution, ethical management, team building, personal development, and knowledge management, drawing from the rich tapestry of ancient Indian texts and adapting them to modern organizational contexts.

### **Text Books:**

1. Management Practices and Thoughts in Ancient India, Khandelwal and Mohanty, Himalaya Publishing House.
2. Relevance of Ramayana in Contemporary Times, Gupta, Agrawal and Sharma, IBA publications.
3. Kautilya-The Artha Shastra, L.N. Rangarajan, Penguin books.



4. Indian Models of Economy, Business and Management, P. Kanagasabapathi, PHI
5. Sri Bhagavad Gita for Managers, Khandelwal, Himalaya Publishing House.
6. "Indian Management and Leadership: Spiritual and Ethical Values for Corporate and Personal Success" by S. Ramaratnam: BLUEJAY BOOKS- 2007
7. "Indian Economic Development" by Uma Kapila: Academic Foundation, 2018
8. "The Mahabharata: A Modern Rendering" by Ramesh Menon Vol-1 & Vol-2, universe-2006.  
    "The Bhagavad Gita" (translated by Eknath Easwaran), Nilagiri Press, 2007

# **2<sup>ND</sup> Semester MBA**

## MBPC1004 CORPORATE FINANCE (3-0-0)

### Course Objectives:

1. To provide students with concepts, techniques and tools of Financial Management.
2. To study, analyze and improve their knowledge on financial management practices of an organization

### Module I:

**Foundations of Finance:** Nature & Scope. Organization of Financial Functions. Emerging role of FMs in India and in Global context. Financial Goal. Agency problems. Time value of money, Compounding and discounting. Short term and long-term sources of fund.

### Module II:

**Investment Decisions.** Capital Budgeting. Features, types and Techniques of capital budgeting decision. Cost of Capital. **Financing Decision:** Operating Leverage, Financial Leverage. Capital structure. Theory and Policy. **Dividend Decision** Dividend Theory, Dividend Policy.

### Module III:

**Current Assets Management:** Working Capital concepts, Policies, estimation, factors affecting working capital, Sources of financing Working Capital, **Management of Cash:** Cash budget, Management of collections and disbursement. Investment of Surplus cash; **Management of Receivables:** Terms of Credit, Credit Policy decision; **Management of Inventory:** Techniques of inventory planning and control.

### Course Outcomes:

- CO-1: Explain the foundational concepts including finance functions, financial goals, agency problems, time value of money, risk and return concepts, and various sources of funds.
- CO-2: Interpret the concepts of cost of capital and apply various capital budgeting techniques to evaluate investment proposals.
- CO-3: Describe the capital structure and its theories, analyse the impact of leverage on financing decisions, and apply dividend theories for effective dividend policies.
- CO-4: Identify strategies for effective current assets management including cash, receivables, and inventory to take working capital decisions.

### Text Books:

- Fundamentals of Financial Management, Van Horne, Pearson
- Financial Management, G Sudarsan Reddy, HPH
- Essentials of Financial Management, IM Pandey, Vikas
- Financial Management, Khan & Jain, McGraw Hill,
- Financial Management, Srivastav & Misra, Oxford.
- Financial Management – Tulsian (S Chand)
- Fundamentals of Financial Management, Brigham, Cengage
- Financial Management by Prasanna Chandra, Tata McGraw Hill

## **MBPC1005 COST AND MANAGEMENT ACCOUNTING (3-0-0)**

### **Course Objectives:**

1. To understand the concept Cost accounting & Management Accounting
2. To familiarize the students about various methods of costing followed in different organizations
3. To understand and apply the various marginal costing techniques for managerial decision making

### **Module-I**

**Introduction to Cost Accounting and Management Accounting:** Basic concepts: Scopes: Types of Cost, Financial Accounting, Cost Accounting and Management Accounting, Methods of Costing, Techniques of Costing, Classification of Costs, Cost Centre, Cost Unit, Profit Centre, Investment Centre, Preparation of Cost Sheet, Total Costs and Unit Costs.

### **Module-II**

**Cost Accounting System:** Material Cost Management: Material Cost Valuing material issues and stock, Overheads: Meaning and Importance, production overhead, Primary distribution and Secondary distribution, allocation and apportionment of cost. Absorption by production units, Methods, over and under absorption of overhead.

### **Module-III**

**Methods and Techniques:** Job Costing, Contract costing and Process Costing, Joint Product and By Products, Service Costing: Transport, Hospital, Canteen, **Marginal Costing:** Nature and Scope, Marginal Cost Equation, Profit Volume Ratio, Break-even Chart, Application of Marginal Costing Techniques for managerial decision making: Make or Buy decision, selection of Suitable product Mix.

**Management Tools:** Budgetary Control: Functional budgets, Cost budget, Master Budget, Performance budgeting and Zero based budgeting, Flexible budgets, **Standard Costing:** Standard cost and standard costing, standard costing and budgetary control. Analysis of variances (Material, Labour and Sales), Cost Reduction and Cost Control.

### **Course Outcomes:**

- CO-1: Acquire, describe and explain fundamental knowledge of cost accounting concepts and identify the various elements to calculate the total cost and unit cost of a product or service.
- CO-2: Evaluate and interpret different methods costing to ascertain and control the costs in manufacturing and service industries.
- CO-3: Use costing techniques for short-term decision-making and product cost analysis.
- CO-4: Illustrate and utilize advanced management tools for budgeting, standard setting, locating variances and evaluation of performance.

### **Books**

- A text book on Cost and Management Accounting, MN Arora, Vikas
- Cost and Management Accounting, S P Jain, K L Narang, Simmi Agrawal, Kalyani
- Cost and Management Accounting, Colin Drury, Cengage Learning
- Morden Cost and Management Accounting, M.Hanif, Tata McGraw Hill End Pvt Ltd

## **MBPC1006 HUMAN RESOURCES MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. To introduce and explain different phenomenon of Human Resource Management (HRM).
2. To enrich the students' understanding on HRM, which may enable them to implement the concepts in the workplace.

**Module I: Concept, Definitions and Objectives of Human Resource Management (HRM); Functions of HRM; Process of HRM; Evolution of HRM; Strategic HRM and its role in the organization; Human Resource Planning (HRP): Meaning and Process, Job analysis: Job description and Job specification; Recruitment: Meaning, Sources, Process and Yield Ratio; Selection: Meaning and Process, Tests and Interviews, Induction and Socialization.**

**Module II: Performance Appraisal: Meaning, Objective, Process and Methods; Potential Appraisal; Biases in performance appraisal; Methods of job evaluation; Meaning of Compensation; Types of compensation; Types of wages and theories; Wage differentials; Pay structure, Wage Law in India, Executive Compensation.**

**Module III: Concepts of Career, Career planning process, Career Stages; Training & Development: Concept, Training need analysis and Methods of training (on-the-job and off-the-job training), Evaluation of Training effectiveness; Concepts of Promotion, Transfer and Separation, Organization Citizenship Behaviour, HRIS, Competency mapping, Talent Management, Employee engagement.**

### **Course Outcomes:**

- CO-1: Explain & interpret different concepts, Functions & Processes of HRM.  
CO-2: Apply different tools and techniques for managing human resources in an organization.  
CO-3: Analyze, identify problems and develop skill sets in managing human resources in an organizational context.  
CO-4: Integrate the knowledge of HR concepts to Plan and design human resource intervention & strategies for an organization.

### **Text Books:**

1. HRM Text & Cases, Aswathappa, TMH.
2. Personnel & Human Resource Management, P Subba Rao, HPH
3. Human Resource Management – VSP Rao, Excel
4. Human Resource Management, Jyoti Venkates, Oxford
5. HR, Denisi and Sarkar, Cengage.

## **MBQT1002 BUSINESS RESEARCH (3-0-0)**

### **Course Objectives:**

1. To equip the students with the basic understanding of the research methodology in changing business scenario.
2. To provide an insight into the application of dynamic analytical techniques to face the challenges, aimed at fulfilling the objective of business decision making.
3. To equip the students with the basic understanding of the research methodology in changing business scenario.
4. To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.
5. To gain practical experience in using MS Excel and SPSS for forecasting and estimation.

### **Module I: Introduction to RM:**

Meaning and significance of research. Importance of scientific research in business decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs. Primary data, Secondary data, Design of questionnaire; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing. Ethical conduct in research.

### **Module II:**

**Data Analysis – I:** Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance (One and Two way). Non-parametric, Test – Sign Test, Run test, Kruskal– Wallis test.

### **Module III:**

**Data Analysis – II:** Factor analysis, Multiple Regressions Analysis. Discriminant Analysis (Concept)

**Report writing and presentation:** Research Report, Types and significance, Structure of research report, Presentation of report.

### **Module IV (Business Research Lab: Using MS Excel and SPSS):**

Descriptive Statistics in 't' test, Testing of hypothesis, Chi-square, ANOVA, Correlation, Regression, Factor Analysis.

### **Course Outcomes:**

- CO-1: Utilize the knowledge of research methodology in solving various business problems.
- CO-2: Distinguish various alternative course of action available for a particular situation.
- CO-3: To introduce students to the tools and techniques of econometrics.
- CO-4: To develop expertise in decision-making through the use of statistical tools and techniques.
- CO-5: Judge and select best possible alternatives to solve business problems

### **Text Books:**

1. Research Methodology by Khatua and Majhi, HPH
2. Damodar Gujarati, Dawn C Porter, and Manoranjan Pal, Basic Econometrics, Mc Graw Hill
3. Research Methodology by Kothari, Newage
4. Research Methodology, by Deepak Chawla / Neena Sandhi (Vikas)
5. Management Research Methodology- Krishnaswamy, Pearson

### **Reference Books:**

1. BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
2. Research Methodology, V. Upadade & A. Shende (S. Chand)
3. Business Research Methods by Prahlad Mishra, Oxford
4. Business Research Method by Cooper et.al, McGrawHill
5. Levin, Richard. I and Rubin, David. S 'Statistics for Management' Prentice-Hall
6. Brooks, Chris, 'Introductory Econometrics for Finance' Cambridge University Press
7. Hair, Anderson, Tatham and Black, 'Multivariate Data Analysis' Pearson Education India
8. Wooldridge M., Introductory Econometrics: A Modern Approach, Cengage Learning

**Open Resources:**

1. <https://dbie.rbi.org.in/>, <https://data.oecd.org/>



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3. Research Methodology by Kothari, Newage
4. Research Methodology, by Deepak Chawla / Neena Sandhi (Vikas)
5. Management Research Methodology- Krishnaswamy, Pearson

### **Reference Books:**

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2. Research Methodology, V. Upadade & A. Shende (S. Chand)
3. Business Research Methods by Prahlad Mishra, Oxford
4. Business Research Method by Cooper et.al, McGrawHill
5. Levin, Richard. I and Rubin, David. S 'Statistics for Management' Prentice-Hall
6. Brooks, Chris, 'Introductory Econometrics for Finance' Cambridge University Press
7. Hair, Anderson, Tatham and Black, 'Multivariate Data Analysis' Pearson Education India
8. Wooldridge M., Introductory Econometrics: A Modern Approach, Cengage Learning

**Open Resources:**

1. <https://dbie.rbi.org.in/>, <https://data.oecd.org/>

## **MBPC1008 BUSINESS ANALYTICS (3-0-0)**

### **Course Objectives:**

1. Provide foundational knowledge of business analytics concepts (descriptive, predictive, and prescriptive) and their application to business decision-making.
2. Develop skills in data management and visualization using tools like R programming and exploratory data analysis (EDA).
3. Introduce advanced predictive analytics techniques, including regression, classification, and time-series forecasting.
4. Highlight real-world business analytics applications in marketing, finance, and supply chain management.

### **Module-I**

Introduction to Business Analytics and its importance, Types of Analytics- Descriptive, Predictive, Prescriptive, Business Analytics Framework and Applications, Data Management and Governance- Data Collection, Cleaning, Integration and Data Warehousing and ETL Processes, Data-Driven Business Models

### **Module-II**

Introduction R Programming, Descriptive Analytics Techniques- Exploratory Data Analysis (EDA), Descriptive Statistical Techniques (e.g., mean, median, mode), Data Visualization and Reporting, Predictive Analytics Techniques- Regression Analysis, Classification Models, Time-Series Forecasting, Clustering

### **Module—III**

Big Data Analytics Framework and Technologies, Industry Application- Marketing Analytics, Financial Analytics, Supply Chain Analytics, Customer Segmentation, Churn Analysis, and Risk Management, Real-World Case Studies in Business Analytics

### **Course Outcomes:**

The course aims to help students:

- CO-1: Apply business analytics techniques to solve practical problems.
- CO-2: Use tools like R programming to analyze and visualize data.
- CO-3: Understand predictive analysis methods such as regression and classification.
- CO-4: Gain skills in marketing, finance, and supply chain analytics.
- CO-5: Analyze big data to improve strategic decision-making.

### **Text Books**

- Prasad, R.N., & Acharya, S. (2011), Fundamentals Of Business Analytics. John Wiley & Sons.
- Kumar, U.D. (2017). Business Analytics: The Science of Data-driven Decision Making. Wiley India.
- Julian Pallant – "SPSS Survival: A step by step guide to data analysis using IBM SPSS" – McGraw Hill Education.
- Daniel G. Murray - "Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software" - 2nd Edition

## **MBPC1009 MANAGEMENT INFORMATION SYSTEM (3-0-0)**

### **Course Objectives:**

1. Introduce foundational concepts, frameworks, and types of Management Information Systems (MIS) for effective implementation and management.
2. Familiarize students with strategic and operational systems like ERP, SCM, CRM, and their role in managing business functions.
3. Provide insights into emerging technologies, such as cloud computing and IoT, and their impact on business processes.
4. Develop skills in utilizing decision support and knowledge management systems for informed decision-making.

### **Module I: Introduction to MIS and Data Management**

Introduction to MIS, Types of MIS, CCR framework, MIS capabilities, Role of Managers in IT Implementation and Adoption, Knowledge Management – Decision Support Systems, Expert Systems, Learning Management Systems, Executive Information Systems, Database Management Systems (DBMS) Concepts, Data Warehousing and Foundations of Business Intelligence

### **Module II: Strategic and Operational Support Systems**

Strategic Enterprise Systems – ERP, SCM, CRM, SRM. Operational Support Systems – Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems, Production and Inventory Systems. IT Strategy and Balanced Scorecard – IT strategies, IT- business alignment, balanced scorecard, cloud and vendor strategies

### **Module III: Emerging Technologies and Ethical Issues**

Mobile and E-commerce – B2C, B2B and e-procurement, C2C and mobile commerce. Emerging Technologies – Cloud computing, Big Data Technologies, Internet of Things, Bring Your Own Device (BYOD), Virtual Reality, Augmented Reality, Blockchain, Artificial Intelligence

### **Course Outcomes:**

The course aims to help students:

- CO-1: Apply MIS concepts to analyze and solve business problems using technology-driven approaches.
- CO-2: Align IT strategies with business goals, effectively managing enterprise systems.
- CO-3: Leverage emerging technologies to identify innovation opportunities.
- CO-4: Use decision support and knowledge management systems for effective decision-making.

### **Text Books:**

- Louden, D. (2018). Management Information Systems: Managing the Digital Firm (15th ed.). Pearson.
- R. De. (2018) MIS managing information system in business, government and society, publisher: willy. Second edition
- Davis, G.B., & Olson, M.H. (2016) Management Information System. Tata McGraw-Hill.

## **MBPC1010 STRATEGIC MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in business environment.
2. To specify the Organization's mission, vision and objectives and develop policies.
3. To understand the analysis and implementation of strategic management in strategic business units.

**Module I: Strategy and Process:** External & Internal Environment – Strategic Advantage Profile (SAP), Environmental Threat Opportunity Profile (ETOP), SWOC Analyses – Conceptual framework for strategic management, the Concept of Strategy and the Strategic Management Process – Stakeholders in business – Vision, Mission, Purpose, Objectives and Goals – Strategic intent – hierarchy of strategy – strategic business unit.

### **Module II: Industry Structure & Competitive Advantage:**

Industry Analysis - Porter's Five Forces Model-Strategic Groups, Competitive Changes during Industry Evolution-Globalization and Industry Structure - Capabilities and competencies-core competencies-Low cost and differentiation - Generic Building Blocks of Competitive Advantage-Distinctive Competencies-Resources and Capabilities durability of competitive Advantage-Sustainable Competitive Advantage - Casestudy.

### **Module III: Strategy Implementation and Evaluation:**

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances - Mergers & Acquisition (Concept) - Strategic analysis and choice – Business Portfolio Analysis – BCG Matrix and GE 9 Cell Model -Mc Kinsey's 7s Framework - Balance Score Card-case study.

Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic Change-Politics- Power and Conflict-Techniques of strategic evaluation & control-case study, Corporate Social Responsibility.

### **Course Outcomes:**

- CO-1: Interpret the concept of corporate strategy..
- CO-2: Analyse the inter-linkages between the strategy of the organization and the structure of the organization.
- CO-3: Identify the different levels of corporate strategy and able to chart strategies for the organisation that derive from both the external and internal analyses performed.
- CO-4: Examine the reasons for developing Strategies and analyse the resources and capabilities of the organization.

### **Text Books:**

1. Strategic Management & Business Policy, Azar Kazmi, TMH,
2. Strategic Management, R. Srinivasana, PHI,
3. Strategic Management, Haberberg&Rieple, Oxford ,
4. An Integrated approach to Strategic Management, Hill & Jones, Cengage ,
5. Strategic Management & Entrepreneurship, D.Acharya& A. Nanda,HPH

## MBPC1011 INTRODUCTION TO AI (2-0-0)

### Course Objectives:

The meaning behind common AI terminology, including neural networks, machine learning, deep learning, and data science.

1. What AI realistically can—and cannot—do
2. How to spot opportunities to apply AI to problems in your own organization
3. What it feels like to build machine learning and data science projects
4. How to work with an AI team and build an AI strategy in your company
5. How to navigate ethical and societal discussions surrounding AI

Though this course is largely non-technical, engineers can also take this course to learn the business aspects of AI.

### Module-I What is AI?

Introduction, Machine Learning, What is data? The terminology of AI, What makes an AI company?, What machine learning can and cannot do, More examples of what machine learning can and cannot do, Non-technical explanation of deep learning, Non-technical explanation of deep learning

### Module-II Building AI Projects

Introduction, Workflow of a machine learning project, Workflow of a data science project, Every job function needs to learn how to use data, How to choose an AI project (Part 1), How to choose an AI project (Part 2), Working with an AI team, Technical tools for AI teams

### Module-III: Building AI in your Company

Introduction, Case study: Smart speaker, Case study: Self-driving car, Example roles of an AI team, AI Transformation Playbook (Part 1), AI Transformation Playbook (Part 2), AI pitfalls to avoid, Taking your first step in AI, Survey of major AI application areas, Survey of major AI techniques

### AI & Society

Introduction, A realistic view of AI, Discrimination / Bias, Adversarial attacks on AI, Adverse uses of AI, AI and developing economies, AI and jobs.

### Course Outcomes:

CO-1: After completing the course, the students will be able to:

CO-2: Recognize fundamental AI concepts and vocabulary, discerning prominent figures in AI enterprises.

CO-3: Apply project methodologies in machine learning and data science, demonstrating adeptness in selecting and managing AI activities.

CO-4: Analyze deployment of AI solutions, and integrating advanced collaborative technologies for team synergy.

CO-5: Evaluate ethical dimensions of AI, perceptive biases, vulnerabilities, and societal consequences, development ethical awareness.

### Reference Course Link

Course Link: <https://www.coursera.org/learn/ai-for-everyone>



## **MBEV1202 HEALTH & WELLNESS (0-0-1)**

### **Course Objectives:**

1. To understand the importance of nutrition in preventing life-threatening diseases like cancer, hypertension, obesity, diabetes, and cardiovascular diseases.
2. To explore the components of physical fitness and differentiate between active and sedentary lifestyles; understanding their implications on health.
3. To examine the relevance of promoting holistic well-being in the modern world.
4. To learn various yogasanas, Pranayama, and meditation techniques for fostering a healthy mind-body connection and overall wellness.

### **Module-I: Introduction to Health & Wellness**

Definition of health- WHO definition, definition as per Ayurveda; Importance of health in everyday life; Components of health- physical, social, mental, spiritual and its relevance; Concept of wellness: Mental Health & wellness; Mind- Body connection in health, concept and relation Implications of mind-body connections.

### **Module-II: Management of Health and Wellness**

Stress Management and Relaxation Techniques: Understanding stress and its impact on health, Stress management strategies, Relaxation techniques, including yoga and meditation. Need and importance of yoga (Asanas and Pranayama) and meditation for healthy well-being. Preventive Healthcare and Disease Prevention: Role of preventive healthcare measures, Screening tests and immunizations, Lifestyle factors in disease prevention.

### **Course Outcomes:**

**CO-1:** To understand the concept of health and wellness and its relevance in daily life.

**CO-2:** To be aware of the relation between mind-body and its relevance.

**CO-3:** To adopt healthy physical habits and behaviors for well-being.

### **Books:**

1. A Text Book on Physical Education & Health Education Fitness, Wellness and Nutrition, Dr. A. K. Uppal, Dr. P. P. Ranganathan.
2. Dr. R. Nagarathna and Dr. H.R. Nagendra: Yoga and Health, Swami Vivekananda Yoga Prakashana, 2002
3. B. C. Rai Health Education and Hygiene, Published by Prakashana Kendra, Lucknow.



## 2nd Year 3rd Semester MBA

Specialization	Course Code	Subject (Theory)	Contact Hrs.	Credit	University Marks	Internal Evaluation
Marketing	MBPC3001	Digital Marketing	3-0-0	3	100	50
	MBPC3002	Sales & Distribution Management	3-0-0	3	100	50
	MBPC3003	Retail Management	3-0-0	3	100	50
	MBPC3004	Services Marketing	3-0-0	3	100	50
Finance	MBPC3005	Security Analysis & Portfolio Management	3-0-0	3	100	50
	MBPC3006	Derivatives and Risk Management	3-0-0	3	100	50
	MBPC3007	Indian Financial System and Services (IFSS)	3-0-0	3	100	50
	MBPC3008	Project Appraisal and Financing	3-0-0	3	100	50
Human Resources	MBPC3009	Manpower Planning and Development	3-0-0	3	100	50
	MBPC3010	Performance Management System	3-0-0	3	100	50
	MBPC3011	HR Analytics and HRIS	3-0-0	3	100	50
	MBPC3012	Industrial Relations and Labour Legislations	3-0-0	3	100	50
Operations	MBPC3013	Supply Chain Management & Logistics	3-0-0	3	100	50
	MBPC3014	Project Management	3-0-0	3	100	50
	MBPC3015	Operations Strategy	3-0-0	3	100	50
	MBPC3016	Total Quality Management	3-0-0	3	100	50
System Management	MBPC3017	Data Mining for Business Decisions	3-0-0	3	100	50
	MBPC3018	Managing Digital Innovation and Transformation	3-0-0	3	100	50
	MBPC3019	E-Commerce and Digital Markets	3-0-0	3	100	50
	MBPC3020	Managing Digital Platforms	3-0-0	3	100	50
SIP	MBPS3201	Summer Internship Project	0-0-6	6	-	100
			12-0-6	18	400	300

**TOTAL 30 CREDITS**

# **3<sup>rd</sup> Semester**

## **(MBA)**

## **MBPC3001 DIGITAL MARKETING (3-0-0)**

### **Course Objectives:**

1. To familiarize students with the operation of digital media and help them develop the critical insights required
2. To focus on e-commerce, digital marketing for competitive advantage
3. To focus on Search Engine Optimization & enable the students to use it effectively
4. To provide insights on Social media marketing.

### **Module-I:**

Basics of Digital Marketing: Evolution of Digital Marketing, Digital – the next wave of marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence.

### **Module-II:**

Search Engine Marketing: PPC and online marketing through social media, Social Media strategy, SEO techniques, On page and off page, Keyword advertising, Google web-master and analytics overview, Customer engagement, Affiliate Marketing & strategic partnership, CRM & CX in digital marketing – Email Marketing, Content strategies, consumer segmentation and positioning by online tools.

### **Module-III:**

Google Analytics, AdWords, Ad Sense: Display advertising, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Mobile Marketing: Best practices of mobile marketing, types of mobile marketing.

### **Course Outcomes:**

- CO-1: Gain knowledge about the designing, developing and promoting through Blogs, Website, and Social Networks.
- CO-2: Utilise the search engines for better visibility in the online world.
- CO-3: Create and implement different strategies in the social networking sites.
- CO-4: Design e-mail marketing, Affiliate Marketing, Content Marketing, Display Advertising and Mobile marketing campaigns for promotional activities.
- CO-5: Implement google analytics for identifying, filtering and tracking the day today business activities in the organisation.

### **Text Books:**

- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
- Digital Marketing by Seema Gupta, McGraw Hill Education
- Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher
- Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc

## **MBPC3002 SALES & DISTRIBUTION MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. Understand the core objectives and functions of logistics management.
2. Learn effective logistics planning strategies to optimize inventory and transportation decisions.
3. Explore the intricacies of supply chain management, particularly in the context of online marketing and retailing.
4. Gain insights into the role of logistics in enhancing overall operational efficiency and customer satisfaction.

### **Module-I :**

Sales Management: Objectives and Functions, Setting up a sales organization, Selling process, Management of Sales force, Recruitment & Selection, Training, sales force motivation, Compensating Sales Force, Sale forecasting, Territory design and Management, Evaluation of sales force, Sales Budget, Sales Quota, concept of Sales analytics

### **Module -II :**

Distribution Management: Designing customer-oriented marketing channel, own sales channel vs intermediary, Managing channel member behavior, Channel Conflict, Co-operation & competition, Omni Channel. Distribution analysis- Depth and width of distribution, Per Dealer Stocking, Percentage Dealer Stocking, Per Dealer Off take, Stock Turnover Ratio, Weighted Distribution. Vertical marketing system, Horizontal Marketing system.

### **Module -III :**

Logistics management: Objectives of logistics, Logistics planning, Inventory management decisions, Transportation decisions, Supply chain Management in Online Marketing and Retailing.

### **Course Outcomes:**

- CO-1: Develop effective sales strategies: Gain the knowledge and skills to develop comprehensive sales strategies that align with business objectives, market conditions, and customer needs, resulting in increased sales revenue and market share.
- CO-2: Optimize distribution channels: Learn to evaluate and select appropriate distribution channels, including direct and indirect channels, to ensure efficient product delivery, maximize market reach, and minimize costs.
- CO-3: Build and manage sales teams: Acquire the ability to recruit, train, motivate, and manage sales teams, enabling them to effectively engage with customers, meet sales targets, and contribute to the overall success of the organization.
- CO-4: Analyse logistics operations, identify areas for improvement, and propose effective solutions that enhance overall supply chain performance. Develop an effective online marketing strategy to drive customer engagement, increase brand visibility, and optimize logistics operations within an e-commerce environment.

### **Text Books:**

- Sales and Distribution Management, Krishna K. Havaladar, V.M. Cavale, TataMcGraw
- Sales and Distribution Management – Bhatt K S -Himalay
- Fundamentals of Sales Management, Ramneek Kapoor, Macmillan
- Sales and Distribution Management, Dr.S.L.Gupta, Excel Books
- Sales Management, Tanner, Honeycutt and Erffmeyer, Pearson

## **MBPC3003 RETAIL MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. To understand & familiarize the unique challenges inherent in managing retail services.
2. To explain the concepts and theories of retail management
3. To apply retail management concepts and utilize tools and strategies to address challenges in retail management.
4. To evaluate the effectiveness of different retail strategies in achieving business objectives.

### **Module-I :**

Emergence of organized retail in India, Retailing–Role, Relevance and Trends, Retail organization, Types of retailers, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy, Technology in Retail.

### **Module-II:**

Retail Location Decisions, Merchandise Planning, Managing Assortments, Store Management, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

### **Module- III:**

Retail Communication Mix, Selection of promotion mix, Retail sales Promotion, Retail Pricing: Price Setting, Pricing Strategies, GMROI, Managing Retail Brands- Branding strategies in retail: Brand equity, Retail brand extension, Creating brand value. Overview of Retail Analytics.

### **Course Outcomes:**

- CO-1: Interpret retail industry fundamentals: Gain a solid understanding of the fundamental principles, concepts, and dynamics of the retail industry, including market trends, consumer behaviour, and competitive analysis.
- CO-2: Apply effective retail management strategies: Develop the ability to apply strategic thinking and decision-making skills to manage key aspects of retail operations, such as merchandising, inventory control, store layout, and pricing.
- CO-3: Enhance customer service and sales techniques: Acquire the knowledge and skills necessary to provide exceptional customer service and employ effective sales techniques to drive customer satisfaction, loyalty, and maximize sales revenue.
- CO-4: Develop and disseminate a strategic roadmap for building and managing a successful retail brand that drives customer loyalty, increases market share, and enhances the overall brand equity of the retail business.

### **Text Books :**

- Retailing Management Text and Cases, by Swapna Pradhan, Mc GrawHill
- Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc GrawHill
- Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
- Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
- Retail Management, Suja Nair, Himalaya Publishing Home

## **MBPC3004 SERVICES MARKETING (3-0-0)**

### **Course Objectives:**

1. To understand the meaning of services and the significance of marketing the services.
2. To introduce and apply skills for the 7 Ps of services marketing and design the market plan.
3. To analyze the factors contributing to customer satisfaction in a service Organization.

### **Module I : Introduction to Services Marketing**

What are included in Services, Emergence of Service Economy and contribution to GDP, Tangibility Spectrum, Characteristics of services (Intangibility, Inseparability, Variability, Perishability), Difference between Goods and Services.

Goods and Services Continuum: (Search qualities, Experience qualities, Credence qualities), Challenges in Services Marketing.

Customer Value Hierarchy (Five Service Levels: Core, Basic, Expected, Augmented, Potential), Services Marketing Mix: 7 Ps, Service scape.

Service Marketing Triangle, Service Encounters (Phone, Face to Face, Remote), Customer defined Service Standards (Hard Standards, Soft Standards).

Customer Expectations (Types or Levels of expectations), Zone of Tolerance.

### **Module II : Service Quality and Strategies**

Customer's Perceived Value, GAPS model, SERVQUAL (RATER), Application of SERVQUAL, Demand and Capacity management, Service Flower (Basic Service Package), Pricing strategies in services.

Service Innovation, New Service Development Process, Service Delivery Channels (direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution), Branding Strategies for services.

### **Module III : Service Failure and Recovery and CRM Strategies**

Customer Complaints: Why do consumers complain? Is complaining good? Types of consumers (Passives, Voicers, Irates, Activists), H.E.A.T technique of handling consumer complaints Causes of Service Failure, Service Recovery and strategies, Service Blueprint Customer Profitability Segment, Customer's Life Time Value Relationship Marketing - Bucket Theory, Relationship Development Strategies, e-CRM, Services Consumer Behavior Marketing of service Sector-Financial Services, Health Services, Tourism Services, Education Services, ITES, Telecom services, Hospitality.

Course Outcomes:

- CO-1: Interpret the Concept of Services and intangible products.
- CO-2: Discuss the relevance of the services Industry to Industry.
- CO-3: Examine the characteristics of the services industry and the modus operandi.
- CO-4: Analyse and evaluate the role and relevance of Quality in Services.

### **Text Books:**

- Services Marketing, Valerie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mcgraw Hill
- Services Marketing –Karunakaran K - Himalaya
- Services marketing, Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson Services marketing, Govind Apte, Oxford University Press
- Services marketing, Rajendranargundkar, Tata McgrawHill

## **MBPC3005 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. Comprehend the investment scenario, including investment objectives, alternatives, and basics of stock market operations.
2. Analyze risk and return on investment, including total risk factors, historical and expected returns, and systematic versus unsystematic risk.
3. Understand portfolio analysis and selection methods, such as the Markowitz Model, Sharpe's Single Index model, and CAPM, for optimal portfolio construction.
4. Explore fundamental and technical analysis techniques, efficient market hypothesis, and portfolio management strategies for effective investment decision-making.

### **Module-I:**

Investment Scenario: Concept of investment, investment objectives and constraints, Investment alternatives, Basics of Stock Market Operations, Concept of Index and methodology, Risk & Return on investment: total risk and its factors-concept and components of total risk-security returns: measuring historical and ex ante (expected) returns, systematic and unsystematic risk

### **Module-II**

Portfolio Analysis and Selection: Risk and Return on a portfolio, Markowitz Model for portfolio selection, feasible set portfolios, efficient set, selection of optimal portfolio. Sharpe's Single Index model, Alpha, Beta, Efficient frontier with risk free lending and borrowing. CAPM, pricing of securities with CAPM, Arbitrage pricing theory.

### **Module-III:**

Fundamental and Technical Analysis and evaluation: Economic, Industry and Company Analysis, Technical Analysis, Charting tools, Volume and price trends, technical indicators, Efficient Market Hypothesis, Performance Evaluation of portfolio, Portfolio management strategies.

### **Course Outcomes:**

- CO-1: Identify the investment opportunities and the nature of investment decisions.  
CO-2: Design optimal portfolio and evaluate them using models.  
CO-3: Apply precise modules to securities performance and forecasting.  
CO-4: Outline and examine the relational and exploratory methods and influences considered by technical analysts.

### **Books:**

- Security Analysis & Portfolio Management, S. Kevin, PHI
- Investments, Bodie, Kane Marcus and Mohanty, McGraw Hill
- Security Analysis & Portfolio Management, P Singh, HPH
- Security Analysis & Portfolio Management, A P Dash, IK International, New Delhi



## **MBPC3006 DERIVATIVES AND RISK MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. To gain knowledge of various derivative instruments such as forwards, futures, swaps, and options, including their definitions, characteristics, and types.
2. To examine the economic functions of derivatives, focusing on price discovery mechanisms and risk management strategies in financial markets.
3. To study the mechanics of forward and future contracts, including their pricing principles, value calculations, and hedging strategies for different asset classes.
4. To explore option contracts, their types (e.g., call, put), trading mechanics, and pricing models (e.g., Binomial, Black-Scholes-Merton), and explore trading strategies using options spreads and combinations.

### **Module-I :**

Introduction to Derivatives - Meaning of Derivative, Insurance V/s. Derivatives, Types of Derivatives Instruments (Forwards, Futures, Swaps, Options), Types of derivative traders (Hedger, Speculator, Arbitrageur), Economic Functions of Derivative- Price Discovery and Risk Management, Use and Misuses of Derivatives.

Derivative Market - Size of Derivative Market, Exchange Traded Derivative Market, Over the Counter Derivative Market, Trading and Settlement Mechanism.

Fundamentals of Forward and Future Contract - Meaning of Forward and Future Contract, Pricing of forward and future contract, Value of forward and future contract, Pricing Model- Cost of Carry Model, Short Selling, Stock Index, Index Arbitrage, Futures and Forwards on Currencies. Pay-off of forward and future.

Hedging with Forward and Futures - Why Hedge, Hedging Concepts, Basis Risk, Hedging Strategies - Long hedge, short hedge and cross hedge.

### **Module-II:**

Option Contracts - Meaning of Option Contract, Development of Option Market, Types of Option Contracts- Call Option, Put Option, Concept of ITM, ATM and OTM, Exchange Traded Vs. Over-the-Counter Options Market, Mechanics of Option Trading, Option Price Quotations.

Principle of Option Pricing - Basic notations and terminologies, Put – Call Parity, Principle of Call Option Pricing and Principle of put Option Pricing. Pay-off of Option Contract.

Trading Strategies Using Options Spreads, Combinations.

Option Pricing Models - The Binomial Model – Concept of Risk Neutral Arbitrage, One- Period Binomial Model, Two Period Binomial Model.

Option Pricing Models - The Black- Scholes-Merton Model - Assumption of BSM Model, Factors in the BSM Model, Valuation of Call and Put Option.

### **Module-III:**

Swaps -Introduction, concept, Nature, Evolution, Features,Market for Swap Contracts.

Types of Swaps: Interest Rate Swap –Basic concept of Interest Rate Swap, Currency Swap- Basic Concept of Currency Swap.

### **Course Outcomes:**

- CO-1: Describe about basics of financial derivative products and traders etc. of financial derivative and concept about Risk Management.
- CO-2: Analyse different concept and technicalities of forward and future contracts and evaluating the value of the contracts.
- CO-3: Apply different concept and technicalities of Options contracts and determining the pricing of options using Binomial and Black Scholes model.
- CO-4: Describe different concept and technicalities of Swap contracts.

### **Books:**

- Options, Futures and other Derivatives, Hull J.C, Pearson
- Financial Derivatives-Theory, concepts and problems, Gupta, PHI
- Derivatives and Risk Management, Srivastava, Oxford

- Derivatives and Risk Management, Verma J.R, TMH
- Fundamentals of Financial Derivatives, NR Parasuraman, Wiley India

## **MBPC3007 INDIAN FINANCIAL SYSTEM AND SERVICES (IFSS) (3-0-0)**

### **Course Objectives:**

1. To understand the structure and functions of the Indian financial system, including banks, insurance, and regulatory bodies.
2. To explore the operations and instruments of money markets, capital markets, and online trading platforms.
3. To analyze various financial products such as mutual funds, venture capital, leasing, and insurance, including their features and regulatory aspects.
4. To develop skills in financial decision-making including mutual funds, stock market investments, venture capital, leasing, and hire purchase.

### **MODULE-I:**

Indian Financial System: Introduction, Components and Functions of Indian Financial System. Reforms in Indian Financial Systems. Indian Banking and Insurance Systems: Definition of Banks, Structure and Types of Banks in India. Roles & Functions of Banks in India, Banking Products – Deposit and Loan products, Recent trends of banking system in India. Definition & Principles of insurance, Types of insurance: Life and Nonlife Insurance, Re-Insurance & Micro Insurance. IRDA: Role, Functions & Powers. Different Insurance Product & their Applicability. (Pension plans, Banc-assurance, ULIPs, Endowment Plan, and Money back Plan). Microfinance: Overview of Microfinance, Self Help Group Approach, Models of Microfinance

### **MODULE- II:**

Money Market and Capital Market: Features of Money Market, Composition of Money Market: Players, Instruments and Institutions in Money Market. Primary Market: Functions of Primary market, IPO, SEBI guidelines for IPO, Methods of issuing IPO. Secondary Market: Functions of Secondary Market, Instruments Traded in Secondary Market: Trading Mechanism in Secondary Market. Online Trading, De-Materialization Account. Brokers, Kinds of brokers,

### **MODULE-III:**

Mutual funds: Introduction, Classification of funds, Organization Structure of Mutual fund company (Powers & Functions), Mutual fund investment vs Stock market investment. Venture Capital: Meaning, Types of venture capital, Stages of venture capital financing, exit routes, Leasing: Concept and classification, Hire Purchase: Conceptual framework, Leasing vs hire purchase.

### **Course Outcomes:**

- CO-1: Analyse the structure, functions, and recent trends in the Indian banking system and describe the role of different types of banks in providing various banking services and products, including deposit and loan products.
- CO-2: Analyse the principles and types of insurance, and explain the applicability of different insurance products in the Indian market.
- CO-3: Outline the functioning of money market and capital market, including the role and functions of various players, instruments, and institutions, as well as the trading mechanisms and regulations in place for primary and secondary markets.
- CO-4: Illustrate and differentiate between different investment options available in the financial market, including mutual funds, stock market investments, venture capital, leasing, and hire purchase; and evaluate their suitability for different types of investors.

### **Books:**

- Financial Markets and Services, Gordon & Natarajan, HPH
- Financial Services, Gupta, Agrawal, Kalyani
- Financial Services, Khan, TMH
- Financial Markets and Financial Services, Clifford, Gourang, PHI
- Indian Financial System, Guruswamy, TMH

## **MBPC3008 PROJECT APPRAISAL AND FINANCING (3-0-0)**

### **Course Objectives:**

1. To understand the importance of project preparation and management in present context
2. To familiarize students about various means of project appraisal
3. To identify various sources for project financing

### **Module - I:**

#### **Project Identification and Formulation**

Project characteristics, Taxonomy of projects, Attributes of a Good Project Manager, Project Identification, Project formulation, Screening of Project Ideas, Tax Incentives and Tax Planning for project investment decisions, Zero based project formulation, Project objectives, establishing the Project, UNIDO manuals, Detailed Feasibility Study Report.

### **Module-II:**

#### **Project Cost Estimation and Project Appraisal:**

Cost of project, Components of capital cost of a project, Order of Magnitude estimate, Technical appraisal, Commercial appraisal, Economic appraisal, Financial Appraisal, Management appraisal, Govt. projects and social projects, Social Cost benefit analysis, Environmental Appraisal.

### **Module -III:**

#### **Project Financing and Risk Analysis**

Sources of financing, Role of Financial institutions in project financing, covenants attached to lending, Project Risk Analysis, Techniques of Risk Analysis, Project Organization. Infrastructure projects- characteristics and issues related to infrastructure projects, state of infrastructure in India, New Approaches for infrastructure, PPP, Government support and regulation, Project evaluation objectives, evaluation methods, Project monitoring and control, Various types of Project Termination.

### **Course Outcomes:**

- CO-1: Describe the basic features of a project management.
- CO-2: Evaluate the project by using various appraisal techniques.
- CO-3: Do financial appraisal of a project (Cost Benefit Analysis of a Project).
- CO-4: Identify about various sources of project financing.
- CO-5: Analyse about the state of infrastructure project in India.

### **Books:**

- Project Appraisal and Financing – Lath, Prasar-Himalaya
- Project Management- K. Nagarajan- New Age International
- Project Management and Appraisal-S.Khatua-Oxford
- Project Management-Pinto-Pearson
- Project Management and Control-N.Singh-HPH
- Projects Management, Prasanna Chandra, Mc GrawHill

## **MBPC3009 MANPOWER PLANNING AND DEVELOPMENT (3-0-0)**

### **Course Objective:**

1. To understand the importance and process of manpower planning, including forecasting techniques and recent trends.
2. To develop skills in creating a comprehensive manpower plan using qualitative analysis and various planning models.
3. To gain insights into competency mapping and career development planning.
4. To explore the fundamentals of Human Resource Development (HRD), including training needs analysis, program design, implementation, and evaluation.

### **Module-I**

Manpower Planning: Objectives (Micro & Macro Levels), Factors affecting Manpower Planning, Manpower Planning Linkage with other HR functions, Manpower Forecasting: Need, Steps in forecasting, Demand & Supply Forecasting Techniques, Benefits, Manpower planning Process-Job analysis, Problems in manpower planning, Recent trends in Manpower planning- Corporate cutting back, Contingent workers, Outsourcing, Employee leasing, Social recruiting, Use of Analytics, Benefits expansion, Employer branding, Remote work, Flexi-scheduling.

### **Module-II**

Developing a Manpower Plan: Introduction, Qualitative side of Manpower planning, Models of Manpower planning: Cohort Analysis, Census Analysis and Markov Analysis. Career development planning: Stages, Succession plan, Succession Planning V/s Manpower planning. Competency Mapping: Steps & procedure; Methods of data collection for Mapping. Developing Competency Models.

### **Module-III**

Introduction to Human Resource Development: Emergence of HRD, Training V/s Development, TNA, Critical HRD roles, challenges for HRD, HRD Matrix- HRD Process Model: identification of HRD needs and Design and Development of HRD programmes, Implementation Methods, Evaluation of HRD programmes.

### **Course Outcomes:**

After the completion of the course the students will be able to-

- CO-1: Apply the conceptual knowledge of Manpower Planning and development in managing the work force.
- CO-2: Analyse the various models involved in manpower planning and Competency Mapping.
- CO-3: Evaluate HRD Roles and challenges for producing Intellectual Capital to the organization.
- CO-4: Implementing Need assessment result and design training programmes.

### **Books**

- Human Resource Planning & Strategic Change-Acharya, Tripathy-Himalaya
- Manpower planning and the development of Human Resources by Thomas Henery Patten-Wiley Interscience, 1971
- Human Resource Planning by Dipak kumar Bhattacharya, Excel Books
- Human Resource Development- P.C.Tripathy, Sultan Chand & Sons
- Human Resource Development by Dipak kumar Bhattacharya-Himalaya
- Training For Development, by R.K Sahu, Excel

## **MBPC3010 PERFORMANCE MANAGEMENT SYSTEM (3-0-0)**

### **Course Objectives:**

1. To describe the nature of performance management and outline the core objectives of performance management
2. To identify the different performance appraisal techniques that can be used by organizations

### **Module-I:**

#### **Conceptual Approach to Performance Management:**

Introduction to Performance Management, Process for Managing Performance, Implications for Performance Management, principles of performance Management, benefits of performance Management, Performance Management strategies, Performance Appraisal & Potential Appraisal: Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Potential Appraisal.

### **Module-II:**

#### **Measuring Performance:**

Criteria for performance measures, classification of measures, Types of measures: organizational (Balance score-card, EFQM, EVA), Team, Individual; Guidelines for defining performance measures, Performance reviews.

Reward Systems and Legal issues: Performance Management linked Reward Systems, Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems 'Do only what you get paid for' Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

### **Module-III:**

#### **Performance Management Application & Improvement:**

Performance Management in practice, Performance Management in Manufacturing and Service sectors. Strategies for Improving performance. Analyzing performance problems, Performance counseling and coaching: Concept, Principles and Skills.

### **Course Outcomes:**

- CO-1: Interpret an organization's performance management process that is compliant with law and support organizational mission and strategy.
- CO-2: Identify various organizational performance management program and best practice and define attributes of effective performance management systems.
- CO-3: Develop and apply job-related performance standard and performance indicators that reflect the employee's range of responsibilities.
- CO-4: Integrate the knowledge to implement appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weakness.

### **Text Books :**

- Performance Management, Kohli, Deb, Oxford
- Performance Management System, Davinder Sharma, HPH
- Performance Management, Aquinis, Pearson
- Performance Management, Cardy, PHI



## **MBPC3011 HR ANALYTICS AND HRIS (3-0-0)**

### **Course Objectives:**

1. To help the students to discover the basics of HR analytics
2. To enable the students towards critical thinking about data for HR decisions.
3. To familiarize with the importance of HRIS in the organization

### **Module I : Introduction to HR Analytics and HR Metric**

HR Analytics, Benefits and challenges of HR Analytics, Types of HR Analytics, Process of HR Analytics, LAMP Framework, HR measurement and purpose, Introduction to HR data, Importance and types of HR Data, Sources of HR Data, Types and Scales of Data, reliability and validity of data, HR data Examination and Purification

### **Module II : HR Metrics:**

Concept of HR Metrics, HR Metrics and HR Analytics, Various HR Metrics: Recruitment Metrics: cost per hire, time to fill, time to hire, employee retention, Employee Net Promotion Score, Training Metrics: Training cost per employee, Training ROI, revenue per Employee, employee engagement metrics: Employee engagement ratio, turnover rate, turnover cost,

### **Module III : HRIS**

Introduction, need of HRIS, types of HRIS, HRIS need Analysis, Implementation of HRIS, Benefits and limitations of HRIS, information security and HRIS, future of HRIS

### **Course Outcomes:**

- CO-1: Understand the key concepts of HR Analytics, HR metrics and HRIS and its importance in the present workplace scenario,
- CO-2: Applying the method of capturing, examining and purifying data and calculation of various metrics.
- CO-3: Analyse the HR metrics, employee records and for predictive insights.
- CO-4: Design strategies for the successful implementation of HRIS.

### **Books:**

- Subhashini Sharma Tripathi and Reuben Ray, HR Analytics: in-Depth: using Excel tools to solve HR Analytics at work, bpb publications
- Dipak Kumar Bhattacharya, HR Analytics Understanding Theories and Applications, Sage Publications, 2017
- Martin R. Edwards and Kristen Edwards, Predictive HR Analytics: Mastering the HR Metric. Kogan Page, 2019
- Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
- Dr. Michael Kavanagh, Dr. Mohan Thite & Richard D. Johnson: Human Resource Information Systems- Basics, application, future and directions
- P.K.Gupta and Sushil Chaabra: Human Resource Information Systems
- The New HR Analytics: Predicting the Economic Value of Your Company's Human By Jac FITZ-ENZ, 2010.
- [https://onlinecourses.swayam2.ac.in/lmb24\\_mg56/preview](https://onlinecourses.swayam2.ac.in/lmb24_mg56/preview), instructor: Dr. Subbulakshmi Somu



## **MBPC3012 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS (3-0-0)**

### **Course Objectives:**

1. To understand the foundational concepts and components of industrial relations within the framework of the Industrial Relations Code 2020.
2. To comprehend the regulatory framework and obligations concerning occupational safety, health, and working conditions.
3. To analyze the provisions and implications of the Code on Social Security 2020 and the Code on Wages 2019 in relation to employee welfare, social security, and wage regulation.
4. To evaluate the challenges and opportunities for both workers and employers in the implementation of labour codes.

### **Module-I: Industrial Relation Code 2020**

Industrial Relations Code 2020: Concept, Components of IR, Scope and Approaches to Industrial Relations, Bi-partite forums, Tri-partite forums (ILC and SLC), Trade unions, standing orders, Notice of change and Collective bargaining, Voluntary reference of disputes to arbitration, Mechanism for resolution of industrial disputes, Strikes and lock-outs, Lay-off, Retrenchment and Closure, Special provisions relating to lay-off, retrenchment and closure in certain establishments, Worker re-skilling fund, Unfair labour practices, Offences and penalties and Miscellaneous and Contemporary issues in IR.

### **Module-II: The Occupational Safety, Health and Working Conditions Code, 2020**

Registration, Duties of Employer and Employees, Etc., Occupational Safety and Health, Health, Safety and Working Conditions, Welfare Provisions, Hours of Work and Annual Leave With Wages, Maintenance of Registers, Records and Returns, Inspector-Cum-Facilitators and Other Authority, Special Provision Relating To Employment of Women, Sexual Harassment of Women at Workplace, Special Provisions For Contract Labour and Inter-State Migrant Worker, Etc. in Mines, Factories Etc., Offences and Penalties, Labor codes: implications for workers and employers; challenges in implementation.

### **Module-III: The Code on Social Security, 2020 and The Code on Wages, 2019**

Social Security Organizations, Employees' Provident Fund, Employees State Insurance Corporation, Gratuity, Maternity Benefit, Employee's Compensation, Social Security and Cess in Respect of Building and Other Construction Workers, Social Security for Unorganised Workers, Gig Workers and Platform Workers, Finance and Accounts, Authorities, Assessment, Compliance and Recovery, Offences and Penalties, Employment Information and Monitoring and Miscellaneous.

Minimum wages, Payment of wages, Payment of Bonus, Advisory Board, Payment of Dues, Claims and Audit, Inspector-Cum-Facilitator, Offences and Penalties and Miscellaneous.

### **Course Outcomes:**

- CO-1: Define and understand different principles of industrial relations, including the scope, approaches, and mechanisms for dispute resolution.
- CO-2: Acquire knowledge of occupational safety, health, and working condition regulations to ensure compliance and promote a safe working environment.
- CO-3: Develop and evaluate the effectiveness of social security provisions and wage regulations.
- CO-4: Assess the effectiveness and challenges of implementing labour codes, in the context of contemporary industrial relations issues.

### **Text Book(s)**

1. Venkataratnam, C. S. Industrial Relations: Text and Cases. Delhi. Oxford University Press.
2. Industrial Relations, Trade Union & Labor Legislation, Sinha, Sinha, Shekhar, Pearson
3. Vikas Publications Industrial Relations and Labour Laws by S.C. Srivastava Edition 2022.
4. Industrial Relations and Labour Laws, 7E Paperback – 1 January 2020

### **Reference Books/Material**

1. <https://labour.gov.in/industrial-relations-code>

2. <https://labour.gov.in/code-wages>
3. <https://labour.gov.in/occupational-safety-health-and-working-conditions-code>
4. <https://labour.gov.in/code-social-security>

## **MBPC3013 SUPPLY CHAIN MANAGEMENT & LOGISTICS (3-0-0)**

### **Course Objectives:**

1. To analyze the supply chain scenario and to make understand the students the insights on supply chain process from sourcing to distribution
2. To enhance the supply chain integration and sustainable supply chain strategic skills among the students

### **Module I: Supply Chain Foundations:**

Supply Chain as a network of entities, concept of Value Chain, Impact of Supply Chain Management on Sales, Cost, Profit, Profitability, Profit and Loss Account, and Customer Accounts Profitability. Centralized and Decentralized Supply Chains: their coordination and aligning business activities. Demand forecasting and management: Methods, Bull whip effect, CRM in supply Chain Management.

### **Module II: Distribution Management:**

Distribution Channels: Structure and Operation, Distribution Cost Components, Pipe line Inventory and Response Considerations, Hub and Spoke Models, Cross docking, Lots streaming, Container Selection, Vendor Consolidation, Warehousing : Facility location and Network design, Vehicle Loading and Vehicle Routing Methods, Lead time Components and their Compression, Use of IT for tracking in supply chain. Supply chain sustainability in business management.

### **Module III: Aligning logistics to customer needs:**

Quick response logistics, Green Logistics, Reverse Logistics, Vendor Managed Inventory, Cross docking, Packaging Innovations, Third Party Logistic and Service concepts and applications. Procurement Logistics: Global Vs. Domestic Sourcing, Landed Cost Computation, Vendor Rating: Contract Negotiation, Consolidation, Self Certified Vendor Management, Individual component Vs. Module Purchases, Vendor Development and Vendor Relationship Management, Vendor Performance Monitoring.

### **Course Outcomes:**

- CO-1: Estimate and evaluate the concept of operational integration and global supply chain integration, different process of supply chain, role of different drivers and demand forecasting. Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains.
- CO-2: Interpret the foundational role of logistics as it relates to transportation and warehousing. How to align the management of a supply chain with corporate goals and strategies. Strengthen integrative management analytical and problem-solving skills.
- CO-3: Learn how logistic and supply chain strategies can create value generation and utilize IT applications. Design and provide a practical approach to support the business' decision-making within the context of supply chain management and the real world.
- CO-4: Analyse performance measures to achieve sustainability in supply chain operations. Evaluate environmental, social, and governance risks in end-to-end supply chains. Interpret reverse logistics, recall and recovery operations and spillover effect.

### **Books:**

- Supply Chain and Logistics Management, Bowersos, Mc Graw Hill
- Operations and Supply Chain Management, Chase, Shankar, Jacobs, Mc GrawHill
- Supply Chain and Logistics Management, Janat Shah

## **MBPC3014 PROJECT MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. Define The Basic Terms Associated with Modern Project Management and Organizational Strategy.
2. Understand the Organizational Structure and Culture and Defining the Project.
3. Estimate Project Times & Cost for Defining the Project Plan Estimate The Risk Involved in Projects
4. Analyse Leadership Traits for Being an Effective Project Manager and Managing Project Teams and Create Project Closure Reports.

### **Module-I: Project Management: Introduction**

Project Concepts, Types of Projects, Project Selection, Project Life Cycle, Introduction to Project Management, Project Management Characteristics, Project Management Structures, Work Breakdown Structure, Project Identification, Formulation and Implementation, System Approach to Project Management, Establishing Project Priorities, Project Communication Plan, Project Management in different sectors: Construction, Service Sector, Public Sector and Government Projects.

### **Module-II: Project Planning and Appraisal**

Project Planning, Project Appraisal, feasibility Study-Technical, Commercial, Economic, Financial, Management, Social cost benefits analysis, Project Risk Analysis, Methods for Estimating Project Times and Costs, Progress and Performance Measurement and Evaluation, MIS, KPIs and KPMs, Developing status Report.

### **Module-III: Project Planning and Control**

Scheduling and Resource Allocation Methods: Developing the Project Network, Project Network Diagram, PERT and CPM, Project Execution, Monitoring and Control, Conflict Management in Projects, Agile Project Management, Scrum: Concept, Project Closure, Project Audits.

### **Course Outcomes:**

- CO-1: Students will be able to familiarize with the basic concept and framework of Project Management
- CO-2: To apply and evaluate success parameters of cost, time and quality in project management.
- CO-3: To apply various techniques as CPM, PERT and Project Financial Statements etc.
- CO-4: To enable students to conceive, evaluate project management feasibility and make it workable.

### **Suggested Text Books:**

- 1) Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill
- 2) Samuel Mantel, Jack Meredith, Scott Shafer, Margret Sutton and MRGopalan, Project Management, Wiley India
- 3) Effective Project Management, Clements and Gido, Thomson – India Edition.
- 4) Clifford Gray, Erik Larson and Gautam Desai, Project Management, The Managerial Process, Tata McGraw Hill

## **MBPC3015 OPERATIONS STRATEGY (3-0-0)**

### **Course Objectives:**

1. To make understand the students about what is operations strategy and how it is applied in the field of operations management
2. To offer operations strategy in terms of business process, capacity, technology and facilities domains
3. To analyse the operations strategy in terms of quality and cost perspective
4. To build the students to use operations strategy in the field of purchasing/sourcing and supply chain management.

### **Module – I: Operations Strategy**

Introduction, Innovation and operations discipline– Operations performance – Operations Strategy framework– Developing an operations strategy – Value chain dynamics and operations decisions – Manufacturing Architecture and operations strategy in sales, service, Operation strategy model for service and product, Operational Strategy formulation, operation strategy evaluation and control, operation strategy competitiveness.

### **Module – II : Systems & Processes and Capacity Strategy and Management**

Vertical integration and outsourcing –Business processes –Process of operations strategy substitution for strategy – Process of operations strategy implementation – Service Strategy– Service development and organization strategy, Capacity Strategy and Management–How to make decisions on capacity and capacity expansion – Technology Strategy–Process technology decisions – Facilities strategy – facilities strategy and globalization

### **Module – III : Quality Strategy, Purchasing and Supply network strategy**

Quality Strategy and Change / Action programs–Sources of quality – Measures of quality – Competing on cost versus availability, cost versus features and innovativeness –Competition in the housing industry: Improving cost, quality, Purchasing and Supply network strategy–Sourcing and supplier management, Logistics systems and the fulfillment of supply chain – Supplier power and overseas sourcing: Moving up the value chain in outsourcing – Environmental and Social sustainability strategy – Models for gaining advantage in a global environment; How to position within a value chain.

### **Course Outcomes:**

- CO-1: Interpret the students about what is operations strategy and how it's applied in the field of operations management.
- CO-2: Apply operations strategy in terms of business process, capacity, technology and facilities domains.
- CO-3: Analyse the operations strategy in terms of quality and cost perspective.
- CO-4: Use operations strategy in the field of purchasing/sourcing and supply chain management.
- CO-5: Analyse the operations strategy application in real world scenario

### **Books :**

- 1) Nigel Slack and Michael Lewis, Operations strategy, Second edition, Pearson publication,
- 2) C. Donald J. Waters, Donald Waters, Operations Strategy, Thomson publications,
- 3) Terry Hill, Operations Strategy: Design, Implementation and Delivery, Macmillan Education,
- 4) Yeming Gong, Global Operations Strategy: Fundamentals and Practice, Springer publication,
- 5) Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications.

## **MBPC3016 TOTAL QUALITY MANAGEMENT (3-0-0)**

### **Course Objectives:**

1. This course is designed to enable the students to organize an internal team to lead the quality improvement efforts and to create awareness about the philosophy of Total Quality Management.
2. Students would understand comprehensive and strong conceptual foundation pertaining to the management of quality in services and manufacturing industries.
3. To identify the problems relating to quality through Customer Satisfaction, Employee Involvement, Failure mode and Effect Analysis, etc.
4. Students would be designing and installing best practices for quality improvement through Benchmarking, Process Improvement and adherence to International Quality Standards.

### **Module-I: Concept of Total Quality Management**

Definition of Quality and its important. Concept, Objective & Scope of TQM, Need and Significance of TQM, Components of TQM, Evolution of TQM, Customer Supplier Relationship in TQM System, Management, Leaders in TQM System, Practices for TQM, TQM and Human Resource Development Process of TQM, Difference in Western And Japanese Approach of TQM, Total Quality and Ethics.

### **Module-II: Quality Systems: Overviews**

Quality Systems: Concept, Integrated Management System (IMS), Requirement and Benefits. Benchmarking: Reasons to Benchmark, Benchmarking Process, Quality Function Development, (QFD) – Cost of Quality, QFD Process, Zero Defects and Continuous Improvement, PDCA Cycle, Juran Trilogy, Crosby's 10 points and Deming's 14 Points, Toyota Production System, Poka Yoke, Kanban, Kaizen, 5-S Principles, Six Sigma, Lean Management.

### **Module-III: Quality Circle, Statistical Tools and Techniques**

Quality Circle: Purpose, Benefits, Problem in implementation of Quality Circles, Requirements of Elective Circle. Statistical Tools and Techniques: Role of Statistics in Business, Common Statistical Tools, Flow Diagram, Check Sheets, Correlation or Scatter Diagram, Cause-and-Effect Diagrams, Quality Assurance, Quality Control and inspection, Control Chart, Histogram, Pareto Chart.

### **Course Outcomes:**

- CO-1: Students will be able to familiarize with the basic concept and framework of Total Quality Management (TQM).
- CO-2: To understand the contribution of quality Gurus in TQM journey.
- CO-3: To grasp the nature and importance of different components, Principles, Tools & techniques that constitute TQM.
- CO-4: To describe and discuss the role of techniques used in TQM for various industry and organizations.

### **Suggested Text Books:**

- 1) Total Quality Management by N.V.R Naidu, G. Rajendra New Age international, First Edition, Jan 2006
- 2) Quality Control & Application by B. L. Hanson & P. M. Ghare, Prentice Hall of India, 2004.
- 3) Total Quality Management by R.S Naagarazan, New Age international, 3e, 2015

### **Reference Books:**

- 1) Total Quality Management by V.S Bagad Technical Publications, First Edition, Jan 2008
- 2) Total Quality Management by S. Rajaram Dreamtech Press, First Edition, Jan 2008.



## **MBPC3017 DATA MINING FOR BUSINESS DECISIONS (3-0-0)**

### **Course Objectives:**

1. Understand data mining concepts and techniques for effective data utilization.
2. Learn to analyze data using R/Rattle, covering basic metrics, PCA, correlational analysis, and visualization.
3. Gain proficiency in decision trees, ANN, clustering, regression, logistic regression for predictive analysis.
4. Explore advanced techniques like clustering, decision trees, neural networks, association analysis, market basket analysis, and text mining.

### **Module-I:**

Introduction to Data Mining – Deriving Value from Data Mining – Applications– Basic concepts, Exploratory Analytics using R/Rattle – Basic metrics– Principal Component Analysis– Correlational analysis–Visualizing Data– Applications

### **Module-II :**

Predictive Modeling using R/Rattle– Decision Trees– ANN – Clustering– Regression– Logistic Regression– Applications. Market Basket Analysis – Association rule mining – Naive Bayes Analysis –Applications

### **Module-III :**

Best Practices in Data Analytics and BI – clustering – Decision trees-Neural networks-Associations/Market Basket analysis-Text Mining

### **Course Outcomes:**

- CO-1: Ability to identify patterns and trends in data for informed decision-making.
- CO-2: Skills in exploratory analysis, basic metrics, PCA, correlational analysis, and data visualization.
- CO-3: Build and interpret predictive models using various techniques for diverse applications.
- CO-4: Apply advanced analytics techniques to address complex business challenges and extract actionable insights.

### **Books :**

- Anil Maheshwari ,Data Analytics. McGraw Hill, 2017.
- Eric Siegel, Thomas H. Davenport, –Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die]], Wiley, 2013
- Anasse Bari, Mohamed Chaouchi and Tommy Jung ,PredictiveAnalytics, Willey,2015
- Alberto Cordoba, –Understanding the Predictive Analytics Lifecycle]], Willey, 2014.
- Dean Abbott, Applied Predictive Analytics, Willey, 2014



## **MBPC3018 MANAGING DIGITAL INNOVATION AND TRANSFORMATION (3-0-0)**

### **Course Objectives:**

1. Understand the core domains of digital transformation and their significance for organizational change.
2. Learn to classify digital transformations and develop strategies for business model evolution, data management, social media utilization, and cloud computing adoption.
3. Develop skills to leverage social media effectively by setting goals, defining tactics, and conducting gap analysis for implementation.
4. Address challenges in ongoing digital transformations, manage employee transitions, and develop comprehensive company-wide digital strategies.

### **Module-I:**

Introduction to Digital Transformations: The five domains of digital transformations – customer, competition, data, innovation, and value. Harness customer networks, turn data into assets, adapt value proposition

### **Module-II:**

Classification of Digital Transformations: Business Model, product development, data, processes, knowledge, self-service, and organizational culture; Social Media Transformation: understand requirements, document goals, objective and social media tactics, establish potential future state operating model, gap analysis and recommendations.

### **Module-III:**

Building digital capabilities: challenges ongoing digital, handling employee during digital transformations, developing companywide strategy; Digital transformations in the space of cloud computing: prepare and drive digital transformations.

### **Course Outcomes:**

- CO-1: Gain strategic insights into digital transformation domains to align organizational goals effectively.
- CO-2: Develop targeted strategies for various digital transformation areas to drive organizational change
- CO-3: Master social media utilization for business transformation, from goal setting to implementation.
- CO-4: Acquire skills to manage ongoing digital transformations and develop comprehensive digital strategies for organizational success.

### **Books:**

- Herbert, Lindsay, Digital Transformation : Build your organization's Future for the Innovation Age, Bloomsbury Publication, 2017
- Venkatraman, V, The Digital Matrix: New rules for business transformation through technology, Lifetree Media Ltd, 2017
- Velte, A.T; Velte, T.J, and Elsenpeter, R, Cloud Computing: A Practical Approach, Mcgraw Hill Education (India) Private Limited, 2017 (23rd reprint)
- Rogers, David, The Digital Transformation Playbook–Rethink your Business for the Digital Age (Columbia Business School Publishing), 2016.
- Westerman, G; Bonnet, D; and McAfee, A; Leading Digital: Turning Technology into Business Transformation; Harvard Business Review Press, 2014.
- Srinivasan, J, and Suresh, J, Cloud Computing: A Practical Approach for learning and implementation, Pearson Publication, 2014.

## **MBPC3019 E-COMMERCE AND DIGITAL MARKETS (3-0-0)**

### **Course Objectives:**

1. Grasp the concepts of e-commerce, e-business models, and their impact on the global economy.
2. Gain insights into digital marketing strategies, e-CRM, electronic payment methods, payment gateways, digital currencies, and digital signatures for effective e-commerce operations.
3. Understand the functions of e-business channels, explore various business models on the internet, and analyze intermediation and dis-intermediation phenomena.
4. Develop entrepreneurial skills in the context of e-commerce, including understanding electronic market design, utilizing e-marketing tools, and fostering innovation in e-business ventures.

### **Module – I:**

E-Commerce: Understanding E-Commerce –E-Business models – E- Business and the global economy – Creating E-Business plan – Social and Behavioral issues – Ethical and regulatory issues Technology and growth of E-Commerce – Economic foundations of E-Commerce– The strategy of e-business – Economics of e-business–E-Business Technologies

### **Module – II :**

Digital Payment Systems Introduction to digital marketing – E-Marketing strategies – E-CRM –Electronic payment methods – Types of payment gateway – Digital Currencies – Digital signature

### **Module – III:**

E-business Channel functions & E-Business Entrepreneurship Business models on the Internet – Intermediation and dis-intermediation in e-commerce – Business Incubators – Distribution channel length function, Designing Electronic market – strategic E-Marketing – E – Marketing Tool –E-Business Entrepreneurship

### **Course Outcomes:**

- CO-1: Gain a thorough understanding of e-commerce fundamentals, including business models, technological foundations, and economic principles
- CO-2: Acquire proficiency in digital marketing strategies, e-CRM techniques, and various digital payment methods
- CO-3: Develop expertise in managing e-business channels, optimizing distribution networks, and leveraging strategic e-marketing tactics to enhance market reach and competitiveness.
- CO-4: Cultivate entrepreneurial skills essential for success in e-commerce ventures.

### **Books :**

- Kenneth Claudin Carol Guercio Traver –E-Commerce|| , 14th edition, 2018, Pearson
- Russ, Henneberry –Digital Marketing for Dummies|| Willey January 2017
- S.J.P.T.JOSEPH –E-Commerce: An Indian Perspective PHI , Edition, 2016
- Gary P.Schneider –Electronic Commerce|| Course Technology Inc. 12th edition 2017
- VandanaAhuja –Digital marketing|| OXFORD HIGHER Education, 3th edition 2017
- ShivaniArora –E-Commerce|| 2017 edition

## **MBPC3020 MANAGING DIGITAL PLATFORMS (3-0-0)**

### **Course Objectives:**

1. Gain insights into different types of digital platforms, enterprise digital ecosystems, and challenges faced by modern digital enterprises.
2. Understand the dynamics of platform competition, the influence of technology on political culture.
3. Learn about the roots of marketing strategy in digital media, cross-media marketing strategies, self-branding techniques, digital business innovation, and decision rights and control in the digital realm.
4. Develop the ability to adapt strategic approaches to evolving digital landscapes, enabling agility and responsiveness to changes in digital platforms.

### **Module – I:**

Digital Platforms – Introduction – Types – Enterprise Digital Ecosystems – Challenges in modern digital enterprises – Platform Economics – Platform Architecture – Governance – Media Optimization – Channel optimization – Audience platform Utilization.

### **Module – II:**

Platform competition – Platform Technologies and political culture – Intellectual properties in Digital Economy – Pricing Policies – Future of Digital Platforms – Participation – SocialMedia Strategies.

### **Module – III:**

Digital Media and the Roots of Marketing Strategy – Cross media Marketing Strategy Marketing self-Branding Strategies – Digital business Innovation – Decision Rights and Control

### **Course Outcomes:**

- CO-1: Develop a comprehensive understanding of digital platforms, including their types, economics, architecture, and governance
- CO-2: Gain insights into platform competition dynamics, technological influences, intellectual property considerations
- CO-3: Acquire proficiency in digital media and marketing strategies, including cross-media marketing, self-branding techniques, and innovative approaches
- CO-4: Develop decision-making skills relevant to digital business innovation, including understanding decision rights and control mechanisms

### **Books:**

- Shailesh Kumar Shivakumar, Enterprise Content and Search Management for Building Digital Platforms, John Wiley & Sons, 16– Dec–2016
- Craig Dempster, John Lee, The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms, John Wiley & Sons, 2015.
- Yu-li Liu, Robert G. Picard, Policy and Marketing Strategies for Digital Media, Routledge, 2014.
- Dal Yong Jin, Digital Platforms, Imperialism and Political Culture, Routledge, 2015.
- Don Passey, Steve Higgins, Learning Platforms and Learning Outcomes, Routledge, 08–Apr–2016