



**SRI RAMAKRISHNA
INSTITUTE OF TECHNOLOGY
COIMBATORE - 641010**



Curriculum – 2017

Choice Based Credit System

MBA Programme

**(For the students admitted to MBA Programme from the Academic Year
2017-18 and onwards)**



SRIT BUSINESS SCHOOL

Think Strategically, Plan Tactically and Act Operationally

SRI RAMAKRISHNA INSTITUTE OF TECHNOLOGY, COIMBATORE

SRIT BUSINESS SCHOOL

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VISION

To develop the SRIT Business School as a centre of relevance and excellence in management education, business research, industrial consultancy and entrepreneurship development.

MISSION

To produce competent managers with adequate leadership quality, provide appropriate managerial knowledge to the business community and sincerely serve the society for inclusive development.

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PROGRAMME EDUCATIONAL OBJECTIVES

- PEO1: To provide students with holistic knowledge, adequate skills and behavioral abilities to productively manage business and also to pursue responsible research endeavors.
- PEO2: To educate students with good business and management breadth to enable them comprehend, analyze, design and develop innovative products, services and strategies for real life business problems and opportunities.
- PEO3: To prepare students with ability to create and maintain an organizational environment of excellence, leadership, business ethics and the lifelong learning needed for a successful business.

PROGRAMME OUTCOMES

- **PO1:** Apply knowledge of Mathematics, Statistics, Economics, Legal, Psychology, Accounting, Management fundamentals and dual management specialization to the solutions of complex business management problems and strategies for emerging globalized business opportunities.
- **PO2:** Design solutions / strategies for complex business management problems / opportunities that meet specified business needs with appropriate consideration for economic, cultural, technical, societal and environmental issues for sustainable development.
- **PO3:** Create, select and apply appropriate methods, techniques, resources and modern management and ICT tools to complex business processes with an understanding of the limitations.
- **PO4:** Apply business management principles and commit to managerial ethics and norms as a competent manager and function effectively as a member and leader in diverse teams to manage projects and strategic business units in multidisciplinary and multicultural environments.
- **PO5:** Communicate effectively on business management activities with the business community and with society at large, such as being able to comprehend and write effective reports, design documentations and make effective presentations.
- **PO6:** Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of business environmental change.

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MBA Programme Curriculum Structure R2017

Year	FIRST			SECOND	
Semester	I	II		III	IV
<i>Institutional Core Course ICC (10)</i>	PICH001/2 Communication Skill for Managers(P)	PICM006/4 Operation Research and Management	<i>Industrial Summer Internship</i>		
	PICM005/4 Statistics for Business Research				
<i>Professional Core Course PCC (34)</i>	PMGC001/3 Organizational Management	PMGC006/3 Marketing Management		PMGC011/3 Strategic Management	
	PMGC002/3 Economic Analysis for Business	PMGC007/3 Financial Management			
	PMGC003/4 Accounting for Management	PMGC008/3 Human Resource Management			
	PMGC004/3 Legal and Ethical Aspects of Corporates	PMGC009/3 Information Systems Management			
	PMGC005/2 Professional Skill Development I(P)	PMGC010/2 Professional Skill Development II(P)		PMGC012/2 Professional Skill Development III(P)	
<i>Professional Electives Course PE(18)</i>				PMGSXXX/3 Professional Elective – I	PMGSXXX/3 Professional Elective – V
				PMGSXXX/3 Professional Elective –II	PMGSXXX/3 Professional Elective –VI
				PMGSXXX/3 Professional Elective – III	
				PMGSXXX/3 Professional Elective – IV	
<i>Generic Elective Course GE(3)</i>					PMGGXXX/3 Generic Elective – I
<i>Employability Enhancement Course EEC(22)</i>				PMGO003/2 Conceptual Research and Business Modelling(P)	PMGO006/9 Project Work
				PMGO004/1 Industrial Summer Internship Report	
		PMGO001/2 Community Development Extension Project Work I		PMGO005/2 Community Development Extension Project Work II	
					PMGO007/2 Innovative Product / Service Design
		PMGO002/2 Comprehensive Viva Voce I			PMGO008/2 Comprehensive Viva Voce II
87	21	22		22	22
Total Credits for Graduation: ICC(10) + PCC (34) + PE (18) + GE (3) + EEC (22) = 87					

MAPPING

PROGRAMME EDUCATIONAL OBJECTIVES	PROGRAMME OUTCOMES					
	PO1	PO2	PO3	PO4	PO5	PO6
I	√		√	√		√
II	√	√	√	√	√	√
III		√		√	√	√

CORE COURSES

Year 1	SEM 1	Subject	PO1	PO2	PO3	PO4	PO5	PO6
		Statistics for Business Research	√	√			√	
		Organizational Management	√			√		√
		Economic Analysis for Business	√	√				√
		Accounting for Management	√		√		√	
		Legal and Ethical Aspects of Corporates	√	√		√		
		Communication Skill for Managers				√	√	√
		Professional Skill Development I				√	√	√
	SEM 2	Operations Research and Management	√	√	√			
		Marketing Management		√		√	√	
		Financial Management		√	√		√	
		Human Resource Management		√	√	√		
		Information Systems Management		√	√		√	
		Professional Skill Development II				√	√	√
		Community Development Extension Project I					√	√
		Comprehensive Viva Voce I	√	√	√	√	√	√

Year 2	SEM 3	Subject	PO1	PO2	PO3	PO4	PO5	PO6
		Strategic Management		√		√		√
		Professional Elective I	Given below for each stream/ Specialization					
		Professional Elective II						
		Professional Elective III						
		Professional Elective IV						
		Professional Skill Development III				√	√	√
		Conceptual Research and Business Modeling		√	√		√	√
		Industrial Summer Internship	√	√	√	√	√	√
		Community Development Extension Project II				√	√	√
	SEM 4	Project Work	√	√	√	√	√	√
		Innovative Product/Service Design		√	√			√
		Professional Elective V	Given below for each stream/ Specialization					
		Professional Elective VI						
		Generic Elective	Given below					
		Comprehensive Viva Voce II	√	√	√	√	√	√

GENERIC ELECTIVE COURSES (GE)

Subject	PO1	PO2	PO3	PO4	PO5	PO6
Entrepreneurship Development		√	√			√
International Business Management	√			√	√	
Intellectual Property Rights	√			√	√	
Total Quality Management	√		√	√		√

ELECTIVES COURSES

SUBJECT	PO1	PO2	PO3	PO4	PO5	PO6
Marketing Management						
Brand Management		√			√	√
Customer Relationship Management		√	√	√	√	
Integrated Marketing Communication		√			√	√
Retail Management		√	√		√	
Rural Marketing		√		√	√	√
Social Media Marketing	√	√	√		√	
Financial Management						
Security Analysis and Portfolio Management		√	√		√	
Merchant Banking and Financial Services		√		√	√	
Banking Management		√		√		√
Risk Management and Insurance		√	√		√	
Behavioural Finance	√	√			√	
International Financial Management		√	√			√
Human Resource Management						
Training and Development		√	√			√
Compensation Management		√	√	√		
HRD Audit		√	√		√	
Strategic Human Resource Management		√	√			√
Counseling and Negotiation Skills for Managers			√	√	√	
Industrial Relations and Labour Laws	√	√		√		
Digital Business Management						
ERP for Information Systems		√	√		√	
E-Business Management		√	√		√	
Business Intelligence	√	√	√			√
Service Operations Management		√	√		√	
Logistics and Supply Chain Management		√		√	√	
Fundamentals of E-Logistics		√	√		√	

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CURRICULUM STRUCTURE
MBA – Choice Based Credit System R2017

Institutional Core Courses –ICC (Foundation Course)

Sl. No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
1	PICH001	Communication Skill for Managers	ICC	0	0	2	2	100	0	100
2	PICM005	Statistics for Business Research	ICC	3	0	1	4	40	60	100
3	PICM006	Operations Research and Management	ICC	3	0	1	4	40	60	100
Total			ICC	6	0	4	10			

Professional Core Courses (PCC)

Sl. No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
1	PMGC001	Organizational Management	PCC	3	0	0	3	40	60	100
2	PMGC002	Economic Analysis for Business	PCC	3	0	0	3	40	60	100
3	PMGC003	Accounting for Management	PCC	3	1	0	4	40	60	100
4	PMGC004	Legal and Ethical Aspects of Corporates	PCC	3	0	0	3	40	60	100
5	PMGC005	Professional Skill Development I	PCC	0	0	2	2	100	0	100
6	PMGC006	Marketing Management	PCC	3	0	0	3	40	60	100
7	PMGC007	Financial Management	PCC	3	0	0	3	40	60	100
8	PMGC008	Human Resource Management	PCC	3	0	0	3	40	60	100
9	PMGC009	Information Systems Management	PCC	3	0	0	3	40	60	100
10	PMGC010	Professional Skill Development II	PCC	0	0	2	2	100	0	100
11	PMGC011	Strategic Management	PCC	3	0	0	3	40	60	100
12	PMGC012	Professional Skill Development III	PCC	0	0	2	2	100	0	100
Total				27	1	6	34			

Professional Elective Courses (PE)

Sl. No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
Marketing Management										
1	PMGS101	Brand Management	PE	3	0	0	3	40	60	100
2	PMGS102	Customer Relationship Management	PE	3	0	0	3	40	60	100
3	PMGS103	Integrated Marketing Communication	PE	3	0	0	3	40	60	100
4	PMGS104	Retail Management	PE	3	0	0	3	40	60	100
5	PMGS105	Rural Marketing	PE	3	0	0	3	40	60	100
6	PMGS106	Social Media Marketing	PE	3	0	0	3	40	60	100
Financial Management										
7	PMGS201	Security Analysis and Portfolio Management	PE	3	0	0	3	40	60	100
8	PMGS202	Merchant Banking and Financial Services	PE	3	0	0	3	40	60	100
9	PMGS203	Banking Management	PE	3	0	0	3	40	60	100
10	PMGS204	Risk Management and Insurance	PE	3	0	0	3	40	60	100
11	PMGS205	Behavioural Finance	PE	3	0	0	3	40	60	100
12	PMGS206	International Financial Management	PE	3	0	0	3	40	60	100
Human Resource Management										
13	PMGS301	Training and Development	PE	3	0	0	3	40	60	100
14	PMGS302	Compensation Management	PE	3	0	0	3	40	60	100
15	PMGS303	HRD Audit	PE	3	0	0	3	40	60	100
16	PMGS304	Strategic Human Resource Management	PE	3	0	0	3	40	60	100
17	PMGS305	Counseling and Negotiation Skills for Managers	PE	3	0	0	3	40	60	100
18	PMGS306	Industrial Relations and Labour Laws	PE	3	0	0	3	40	60	100

Digital Business Management										
19	PMGS401	ERP for Information Systems	PE	3	0	0	3	40	60	100
20	PMGS402	E-Business Management	PE	3	0	0	3	40	60	100
21	PMGS403	Business Intelligence	PE	3	0	0	3	40	60	100
22	PMGS404	Service Operations Management	PE	3	0	0	3	40	60	100
23	PMGS405	Logistics and Supply Chain Management	PE	3	0	0	3	40	60	100
24	PMGS406	Fundamentals of E-Logistics	PE	3	0	0	3	40	60	100

Employability Enhancement Courses (EEC)

Sl. No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
1	PMGO001	Community Development Extension Project I	EEC	0	0	2	2	100	0	100
2	PMGO002	Comprehensive Viva Voce I	EEC	0	0	2	2	100	0	100
3	PMGO003	Conceptual Research and Business Modeling	EEC	0	0	2	2	100	0	100
4	PMGO004	Industrial Summer Internship	EEC	0	0	1	1	100	0	100
5	PMGO005	Community Development Extension Project II	EEC	0	0	2	2	100	0	100
6	PMGO006	Project Work	EEC	0	0	9	9	60	40	100
7	PMGO007	Innovative Product / Service Design	EEC	0	0	2	2	100	0	100
8	PMGO008	Comprehensive Viva Voce II	EEC	0	0	2	2	100	0	100
Total			EEC	0	0	22	22			

Generic Elective Courses (GE)

Sl. No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
1	PMGG001	Entrepreneurship Development	GE	3	0	0	3	40	60	100
2	PMGG002	International Business Management	GE	3	0	0	3	40	60	100
3	PMGG003	Intellectual Property Rights	GE	3	0	0	3	40	60	100
4	PMGG004	Total Quality Management	GE	3	0	0	3	40	60	100

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COURSE STRUCTURE OF MBA

BATCH 2017–2019

SEMESTER I										
Sl.No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
THEORY										
1	PICM005	Statistics for Business Research	ICC	3	0	1	4	40	60	100
2	PMGC001	Organizational Management	PCC	3	0	0	3	40	60	100
3	PMGC002	Economic Analysis for Business	PCC	3	0	0	3	40	60	100
4	PMGC003	Accounting for Management	PCC	3	1	0	4	40	60	100
5	PMGC004	Legal and Ethical Aspects of Corporates	PCC	3	0	0	3	40	60	100
PRACTICAL										
6	PICH001	Communication Skill for Managers	ICC	0	0	2	2	100	0	100
7	PMGC005	Professional Skill Development I	PCC	0	0	2	2	100	0	100
Total				15	1	5	21			

SEMESTER II										
Sl.No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
THEORY										
1	PICM006	Operations Research and Management	ICC	3	0	1	4	40	60	100
2	PMGC006	Marketing Management	PCC	3	0	0	3	40	60	100
3	PMGC007	Financial Management	PCC	3	0	0	3	40	60	100
4	PMGC008	Human Resource Management	PCC	3	0	0	3	40	60	100
5	PMGC009	Information Systems Management	PCC	3	0	0	3	40	60	100
PRACTICAL										
6	PMGC010	Professional Skill Development II	PCC	0	0	2	2	100	0	100
7	PMGO001	Community Development Extension Project I	EEC	0	0	2	2	100	0	100
8	PMGO002	Comprehensive Viva Voce I	EEC	0	0	2	2	100	0	100
Total				15	0	7	22			

SEMESTER III										
Sl.No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
THEORY										
1	PMGC011	Strategic Management	PCC	3	0	0	3	40	60	100
2		Professional Elective I	PE	3	0	0	3	40	60	100
3		Professional Elective II	PE	3	0	0	3	40	60	100
4		Professional Elective III	PE	3	0	0	3	40	60	100
5		Professional Elective IV	PE	3	0	0	3	40	60	100
PRACTICAL										
6	PMGC012	Professional Skill Development III	PCC	0	0	2	2	100	0	100
7	PMGO003	Conceptual Research and Business Modeling	EEC	0	0	2	2	100	0	100
8	PMGO004	Industrial Summer Internship	EEC	0	0	1	1	100	0	100
9	PMGO005	Community Development Extension Project II	EEC	0	0	2	2	100	0	100
Total				15	0	7	22			

SEMESTER IV										
Sl.No.	Course Code	Course Title	Category	L	T	P	C	CA	FE	Total
THEORY										
1		Professional Elective V	PE	3	0	0	3	40	60	100
2		Professional Elective VI	PE	3	0	0	3	40	60	100
3		Generic Elective	GE	3	0	0	3	40	60	100
PRACTICAL										
4	PMGO006	Project Work	EEC	0	0	9	9	60	40	100
5	PMGO007	Innovative Product / Service Design	EEC	0	0	2	2	100	0	100
6	PMGO008	Comprehensive Viva Voce II	EEC	0	0	2	2	100	0	100
Total				9	0	13	22			

TOTAL NUMBER OF CREDITS: 21+22+22+22 = 87

PICH001	COMMUNICATION SKILL FOR MANAGERS	L	T	P	C
		0	0	2	2
Course Objectives					
	To create professional message that are clear and courteous.				
	To plan effective presentations and construct positive working relationships.				
	To recognize different styles of communication and to improve interpersonal skills.				
Course Content					
The Importance of Listening, Barriers to Listening, Honing Listening Skills – Reading Comprehension Skills, Skimming and Scanning – Communication Ethically, Using Vocal Elements Effectively – Development of leadership qualities.					
Group Discussion (Techniques, Mock GD) – Exploring Telephone Communication, Understanding Professional Message, Negotiating Effectively – Developing Interpersonal Skills, Managing Meetings – Team Work, Problem Solving Skills – Communication Technology.					
Planning Effective Presentations (Use visual aids, Tell stories), Delivering a Presentation, Impromptu, Travelogue – Interview Skills (Types, Preparation, Mock Interview) – Time Management – Work Motivation Approaches.					
Course Outcomes					
CO1:	Apply appropriate communication skills across settings, purposes, and audiences.				
CO2:	Use technology to communicate effectively in various settings and contexts.				
CO3:	Construct appropriate messages for a variety of business contexts/situations.				
References					
1	Jeff Buterfield, “Soft Skills for Everyone”, Sixth Indian Reprint, Cengage Learning, 2015.				
2	Ghosh B. N, “Managing Soft Skills for Personality Development” Tata McGraw Hill, 2012.				
3	Raymond V Lesikar, Marie E Flatley, Kathryn Rentz, Neerja Pande, “Business Communication” Fourth Reprint, Tata McGraw Hill, 2010.				
4	Deepak Pore, “Business Communication”, Tata McGraw Hill, 2013.				
5	Sharma R C, Krishna Mohan, “Business Correspondence and Report Writing” Tata McGraw Hill, 2011.				

PICM005	STATISTICS FOR BUSINESS RESEARCH	L	T	P	C
		3	0	1	4
Course Objectives					
	To use appropriate statistical methods to collect, organize, display, and analyse data.				
	To develop analytical skills for business decision management.				
	To develop the skills for scientific communications.				
Course Content					
Probability – Random variables – Bayes Theorem – Discrete and Continuous random variables – distributions(Binomial, Poisson, Normal, Uniform) - Statistical concepts, Measures of Central location - Measures of Variability - Data Presentation - Frequency Distribution - using visual explorations in MS Excel.					
Research for business decision, Research Process, Research Design, Sampling Designs. Measurement of Variables- Reliability and Validity, Scaling, Construction and validation of Instrument, Data Collection Methods – Survey for data collection.					
Hypothesis testing -Types of Tests- Univariate, Bivariate and Multivariate Analysis, Statistical Software for Data Analysis, Research Report.					
Course Outcomes					
CO1:	Ability to evaluate the given data using the appropriate statistical techniques.				
CO2:	Ability to propose new research methodology in business domain.				
CO3:	Ability to develop an effective scientific research study communications.				
References					
1	Richard I. Levin, David S. Rubin, Sanjay Rastogi and Masood Husain Siddiqui, “Statistics for Management”, Pearson Education, 7 th Edition, 2013.				
2	John Walkenback, “Excel 2010 Bible”, John Wiley & Sons, 2010.				
3	Cooper D R, Schindler P S and Sharma J K., “Business Research Methods”, Tata McGraw Hill, 11 th Edition, 2012.				
4	Sekaran U, “Research Methods for Business”, Wiley India, 7 th Edition, 2016.				
5	Hair JF and Black WC., “Multivariate Data Analysis”, Pearson; 7 th Edition, 2013				

PICM006	OPERATIONS RESEARCH AND MANAGEMENT	L	T	P	C
		3	0	1	4
Course Objectives					
	To understand the role of quantitative techniques in managerial decision making				
	To provide an understanding of task involved in operational planning and forecasting.				
	To explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.				
Course Content					
Introduction to LPP – Formulation of LPP - Graphical method - Simplex method -Transportation problem - Assignment problem - Scheduling techniques: PERT & CPM.					
Production Systems – Types of Manufacturing Process- Demand Forecasting (Using spread sheets) - Aggregate Planning - Capacity Resource Planning - Master Production Schedule - Overview of MRP - ERP- Flow shop scheduling- Johnsons Algorithm.					
Product Design - Process Design - Service Operations Facility Location- Facility Layout- Inventory models and Management - Supply Chain Management - World class manufacturing practices, Industrie 4.0.					
Course Outcomes					
CO1:	Ability to evaluate industrial problems using operations research techniques.				
CO2:	Ability to develop operations planning				
CO3:	Ability to design operations facility.				
References					
1	Hamdy. A. Taha, “Operations Research: An Introduction”, Prentice Hall, 9 th Edition, 2014.				
2	Frederick S. Hillier, “Introduction to Operations Research”, McGraw Hill, 9 th Edition, 2011.				
3	Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, “Operations and Supply Management”, Tata McGraw Hill, 12 th Edition, 2010.				
4	Mahadevan B, “Operations Management Theory and practice”, Pearson Education, 2 nd Edition, 2010.				
5	Pannerselvam R, “Production and Operations Management”, Prentice Hall India, 2 nd Edition, 2012.				

PMGC001	ORGANIZATIONAL MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To familiarize the students with principles of management.				
	To provide an understanding of individual, group behaviour in organisations.				
	To understand the complexity and wide variety of issues managers face in organizing today’s business firms.				
Course Content					
Management and Administration, Development of management thought, Scientific management, Functions, Managerial roles, Types of business organisation, Planning, Managing by Objective (MBO), Strategies, Decision making, Organisation structure, Delegation of authority.					
Organisational Behaviour – Models, Personality, Emotional intelligence, Perceptions –Factors influencing perception – Interpersonal perception.					
Motivation, Groups in Organisations, Leadership, Organisational Culture and Climate, Organisational Change, Stress Management, Ethical Behaviour in an Organisation.					
Course Outcomes					
CO1:	Ability to develop the elements of effective management for a startup.				
CO2:	Ability to construct the planning, organizing and control processes for an online business.				
CO3:	Ability to evaluate and propose a new framework for managing individual and group performance.				
Reference					
1	Andrew J D., “Essentials of Management”, Thomson Southwestern, 9 th Edition, 2012.				
2	Koontz H and Weihrich H., “Essentials of Management: International Perspective”, Tata McGraw Hill, 9 th Edition, 2011.				
3	Robbins SP., “Organisational Behaviour”, PHI Learning/Pearson Education, 15 th Edition, 2013.				
4	Luthans F., “Organisational Behaviour”, McGraw Hill, 12 th Edition, 2013.				
5	Pareek U “Understanding Organisational Behaviour”, Oxford Higher Education, 3 rd Edition, 2011.				

PMGC002	ECONOMIC ANALYSIS FOR BUSINESS	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide a broad understanding of various perspectives of economics.				
	To equip the students with necessary knowledge of economic concepts that can be applied in the business field.				
	To enhance the knowledge about different forms of market structure and explain the impact of macroeconomic forces on the business.				
Course Content					
Nature and Scope of Managerial Economics - Managerial Economics Related with other disciplines –Micro and macroeconomics -Law of Demand - Elasticity of Demand – Types – Law of Supply – Determinants					
Production Function - ISO Quant - ISO Cost - Producers equilibrium - Laws of returns – Law of Variable Proportion – Law of Returns to Scale. Cost Analysis and Break Even Analysis - Market Structure - Classification of Markets - Pricing Under perfect competition -Monopolistic Competition – Oligopoly.					
National Income - Business Cycle – Inflation and Deflation – Measures to correct disequilibrium – Monetary and Fiscal Policies.					
Course Outcomes					
CO1:	Ability to propose economic reasoning to the analysis of selected contemporary economic problems.				
CO2:	Ability to construct model to describe interaction between households (demand) and businesses (supply) in various markets structures to determine price and quantity of goods and services produced and consumed.				
CO3:	Ability to predict and plan for the situations leading to market failures.				
References					
1	Dominick Salvatore, “Managerial Economics”, Oxford, 7 th Edition, 2012				
2	Geetika; Ghosh, Piyali and Choudhury, PurbaRoy, “Managerial Economics”, Tata McGraw Hill, 2 nd Edition, 2013.				
3	Craig H. Petersen. Cris Lewis and Sudhir K. Jain , “Managerial Economics”, Pearson, 14 th Edition,2012				
4	McGuigam, Moyer, Harris, “Managerial Economics”, Cengage, 2012.				
5	Ivan Png , “Managerial Economics”, Routledge, 2013				

PMGC003	ACCOUNTING FOR MANAGEMENT	L	T	P	C
		3	1	0	4
Course Objectives					
	To prepare and interpret the Balance sheet of the company				
	To summarize and interpret the application and sources of funds				
	To analyze cost behavior and decision making on cost related issues.				
Course Content					
Financial Accounting – Preparation of Trading, Profit and Loss account and Balance Sheet - International Financial Reporting System(IFRS)					
Management Accounting- Financial Statement Analysis – Ratios- Fund flow & Cash Flow statement- Budgetary Control					
Cost Accounting– Elements of Cost - Break Even Point -Marginal costing and decision making.					
Course Outcomes					
CO1:	Ability to assess broad contents of balance sheet.				
CO2:	Ability to develop financial statements and budget for emerging business requirements.				
CO3:	Ability to create a cost based control system for the effective functioning of the organization.				
References					
1	Khan, M.Y. and Jain, P. K., “Cost Accounting”, McGraw Hill Education, 2 nd Edition, 2014.				
2	Narayanaswamy R, “Financial Management”, PHI, 5 th Edition, 2014.				
3	Khan, M.Y.and Jain, P. K., “Management Accounting: Text, Problems and Cases”, Tata McGraw-Hill, 6 th Edition; 2013.				
4	Shankaranarayana, HV, Ramanath, HR, “Management Accounting”, Cengage Learning India Private Limited, 2014.				
5	Charles T. Horngren, “Cost Accounting: A Managerial Emphasis”, Pearson Education, 14 th Edition, 2012.				

PMGC004	LEGAL AND ETHICAL ASPECTS OF CORPORATES	L	T	P	C
		3	0	0	3
Course Objectives					
	To impart knowledge of legal perspective and legal compliances.				
	To understand good governance and ethics as envisaged in statutes.				
	To introduce business, corporate, labour and intellectual property laws.				
Course Content					
Corporate Law: The Companies Act, 2013: Company – characteristics, types of companies, incorporation, Memorandum of Association, Articles of Association, classes and types of Shares, Debentures, Prospectus – contents, registration, Dividend – declaration and payment, Directors-kinds, appointment of directors, powers and duties.					
Corporate Governance: Need and Importance, Independent Directors, Woman Director, Key Managerial Personnel, Board of Directors and its Committees - their Meetings, frequency, convening, minutes, General Meeting – kinds, notice, quorum, chairman, proxy, voting, minutes, Internal Audit, Business ethics, Corporate Social Responsibility. The harassment of women at workplace (prevention, prohibition and redressal) Act, 2013 – sexual harassment - constitution of internal and local complaints committees, complaints, inquiry, duties of employer.					
Corporate Compliances: Factories Act, 1948, Air (prevention and control of pollution) Act, 1981- Powers and functions of Boards, prevention and control of air pollution, penalties and procedure, Water (prevention and control of pollution) Act, 1974 -Powers and functions of Boards, prevention and control of water pollution, penalties and procedure, The Indian Contract Act, 1872 - essential elements, breach of contracts, Intellectual Property Rights – nature and types of Intellectual property.					
Course Outcomes					
CO1:	Ability to propose solutions to legal issues at business situations.				
CO2:	Ability to formulate ethical corporate policies for good governance.				
CO3:	Ability to propose actions for protection of interests of the corporate and its stakeholders.				
References					
1	Avtar Singh, “Company Law”, Eastern Book Company, 2016.				
2	Kapoor, N. D., “Elements of Mercantile Law”, Sultan Chand and Company, 2013.				
3	Leelakrishnan,P, “Environmental Law in India”, Lexis Nexis, 2016.				
4	Satheesh Kumar, “Corporate Governance”, Oxford University Press, 2013.				
5	Bare Acts				

PMGC005	PROFESSIONAL SKILL DEVELOPMENT I	L	T	P	C
		0	0	2	2
Course Objectives					
	To help students better prepare for their career by enhancing the professional development and employability skills necessary to be successful.				
	To establish and use decision-making, goal setting, problem solving, and time management skills.				
	To address personal/professional development issues.				
Course Content					
Awareness on “Business Affairs”					
Self-Introduction					
Goal Setting					
Self-Analysis – Johari Window					
Group Discussion- fundamentals					
Review on Leadership Intervention Training - I					
Social etiquettes: Gender Etiquettes, Basic Mannerism, Dressing for Occasions, Class etiquettes					
Involvement in Department Activities- Level I					
Course Outcomes					
CO1:	Ability to develop realistic career and professional goals.				
CO2:	Ability to create strength and interests and match it to a chosen career path.				
CO3:	Ability to design a list of departmental activities that can be undergone in the academic year.				
References					
1	Hariharan S., Sundararajan N., Shanmugapriya S.P., “Soft Skills”, MJP Publishers, 2010.				
2	Wallace, Masters, “Personality Development”, Cengage Learnings, 2010.				
3	Shital Kakkar Mehra, “Business Etiquettes”, Harper Collins Publishers, 2012.				
4	Myron H.Dembo, Helena Seli, “Motivation and Learning Strategies for College Success”, Routledge Publishers, 2013.				
5	Alex K., “Soft Skills”, S. Chand& Company Pvt. Ltd., 2013.				

PMGC006	MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To observe the dramatic changes happening in the Marketing Environment.				
	To analyze about how values are created, communicated and delivered to the target audience				
	To analyze about how to sustain the values and tap global market with latest practices				
Course Content					
Understanding Marketing Management – core marketing concepts - Assessing Marketing opportunities - Marketing Environment.					
Choosing Value – Market segments, Targets, competitive dynamics, Brand positioning. Designing Value - Product strategies, pricing strategies. Delivering Value – Managing Channels					
Communicating Values – Managing integrated marketing communications - Sustaining Values – Tapping into Global markets-Changing Marketing Practices: B2C, B2B, C2C and C2B - Emerging trends in Marketing.					
Course Outcomes					
CO1:	Ability to construct a marketing plan for a new organization.				
CO2:	Ability to develop a marketing mix strategy for the marketing issues.				
CO3:	Ability to propose an integrated marketing communication design for launching a new product.				
References					
1	Kotler, Philip, Kevin Lane Keller, “Marketing Management: A South Asian Perspective”, Pearson Education, 15 th Edition, 2015.				
2	Noel Capon, Siddharth Shekhar Singh, “Managing Marketing: A Concise Approach”, Wiley Publication, 2015.				
3	Ramasamy V.S. and Namakumari S., “Marketing Management: Global Perspective in Indian Context”, Macmillan, 5 th edition, 2013.				
4	Baines Paul, Chris Fill and Page Kelly, “Marketing”, Oxford University Press, Asian edition, 2013.				
5	Michael, J. Etzel, Bruce, J. Walker, William, J. Stanton and Ajay Pandit. “Marketing Concepts and Cases”, Tata McGraw-Hill, 14 th Edition, 2013.				

PMGC007	FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide the student with finance knowledge needed for business management.				
	To enhance the skills necessary to manage a financial requirements of a firm.				
	To enable the students to analyze the optimum utilization of cash and inventories in a firm.				
Course Content					
Financial Management- Sources of Finance- Capital Budgeting- techniques - Cost of Capital- Measurement of Specific Costs & Overall cost of Capital- Leverage – Operating & Financial					
Capital Structure theories- Net Income Approach, Net Operating Income Approach, Modigliani-Miller Approach, Traditional Approach . Dividend Decisions- Dividend and Valuation, Theories- Determinants of Dividend policy					
Working Capital Decisions – Types of Working Capital and its importance- Determinants of Working Capital- Management of cash, inventory and receivables					
Course Outcomes					
CO1:	Ability to estimate the impact of change in capital structure and predict the change in the value of the firm with respect to dividend decisions.				
CO2:	Ability to formulate capital budgeting decisions in an organisation				
CO3:	Ability to solve working capital problems that may surface in an organisation.				
References					
1	Khan, M.Y. and Jain P.K., “Financial Management: Text, Problems and Cases”, Tata McGraw-Hill, 2014.				
2	Chandra, Prasanna, “Financial Management, Theory and Practice”, Tata McGraw-Hill, 2011.				
3	Eugene.F.Brigham and Joel.F.Houston, “Fundamentals of Financial Management and Policy”, Cengage Learning, 8 th Edition, 2015.				
4	Vyuptakesh Sharan “Fundamentals of Financial Management”, Pearson, 2012.				
5	Pandey, I.M., “Financial Management”, Vikas Publishing, 2014.				

PMGC008	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	Students can align HR systems with the strategic business objectives of a firm.				
	Students are enabled to design a training program and evaluate the training results.				
	To enable the students to identify and appreciate the significance of the ethical issues in HR.				
Course Content					
Human resource management, Role of human resource manager, Human resource policies, Human resource planning, Recruitment sources, Selection, Induction.					
Training, Executive development programmes, Compensation plan, Reward- Hands on experience in payroll and incentives, Motivation, Theories of motivation, Career management, Mentoring.					
Performance appraisal, Transfer, Separation, Promotion, Demotion, Human resource information system, Human resource accounting and audit, Grievances – Causes, Redressal methods.					
Course Outcomes					
CO1:	Ability to design a suitable staffing strategy.				
CO2:	Ability to design a training and development programme to enhance the workforce.				
CO3:	Ability to create the workplace strategies that promote the employee and management relationship.				
References					
1	Dessler G.,“Human Resources Management”, Prentice Hall of India, 14 th Edition, 2015.				
2	Rao VSP, “Human Resources Management: Text and Cases”, Excel books, 2010.				
3	Decenzo DA and Robins SP “Fundamentals of Human Resource Management”, Wiley, 11 th Edition, 2012.				
4	Cascio WF, “Managing Human Resources- Productivity, Quality of Work Life, Profits”, McGraw-Hill Education; 9 th Edition, 2011.				
5	Bansal S,Yadav J & Kakkar H., “Case Studies in Human Resource Management”, IK International Publishing House, 2015.				

PMGC009	INFORMATION SYSTEMS MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To offer comprehensive content about information management in a business organization.				
	To understand the importance of information in business and know the technologies and methods used for effective managerial decision making to gain a competitive edge in business.				
	To appreciate security and ethical issues involved in enterprise systems management.				
Course Content					
Data, Information, Intelligence, Information Technology, Information System, SDLC, Systems Analysis and System Design, Tools, Object modeling, DBMS, RDBMS, and OODBMS.					
Financial, Marketing, Personnel, Production, Materials Information System, DSS, EIS, KMS, GIS, and International Information Systems. Security, Testing, Controls, IS Vulnerability, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, and Ethics in IT.					
Business Intelligence, Data Integration, Data Modeling, Performance Management, Enterprise Reporting.					
Course Outcomes					
CO1:	Ability to plan for the future information requirement in enterprise systems management.				
CO2:	Ability to design an enterprise wide information system to gain competitive advantage.				
CO3:	Ability to develop enterprise systems for effective decision-making.				
References					
1	Kenneth C. Laudon and Jane Price Laudon, "Management Information Systems – Managing the Digital Firm", PHI Learning / Pearson Education, 2012.				
2	Prasad R N and Acharya S, "Fundamentals of Business Analytics", Wiley India, 2012.				
3	Rahul de, "MIS in Business, Government and Society", Wiley India Pvt Ltd, 2012				
4	Raphl Stair and George Reynolds, "Information Systems", Cengage Learning, 10 th Edition, 2012.				
5	Haag, Cummings and Mc Cubbrey, "Management Information Systems for the Information Age", McGraw Hill, 9 th Edition, 2013				

PMGC010	PROFESSIONAL SKILL DEVELOPMENT II	L	T	P	C
		0	0	2	2
Course Objectives					
	To explore competencies that support long term professional success.				
	To create awareness of behavioral norms within a business in relationship to communication, appearance, business etiquette, and day-to-day business activities.				
	To provide knowledge on business communication and how to take decisions at critical times.				
Course Content					
Analysis of “Business Affairs”					
Negotiation Skills					
Employability & Interview Skills					
Business Etiquettes: Dining Etiquettes, Mobile Mannerism, Multi-Cultural Etiquettes					
Review on Goal setting					
Group Discussion- basic					
Essay Writing					
Case Analysis					
Review on Leadership Intervention Training – II					
Involvement on Department Activities- Level II					
Course Outcomes					
CO1:	Ability to create a solution and manage conflicts productively.				
CO2:	Ability to design a best written and oral communication to achieve business goals.				
CO3:	Ability to develop the priorities that has to be taken care among the given options.				
References					
1	Hariharan S., Sundararajan N., Shanmugapriya S. P., “Soft Skills”, MJP Publishers, 2010.				
2	Wallace, Masters, “Personality Development”, Cengage Learnings, 5 th Edition, 2010.				
3	Shital Kakkar Mehra, “Business Etiquettes”, HarperCollins Publishers, 2012.				
4	Myron H. Dembo, Helena Seli, “Motivation and Learning Strategies for College Success”, Routledge Publishers, 4 th Edition, 2013.				
5	Alex, K., “Soft Skills”, S. Chand& Company Pvt. Ltd., 2013.				

PMGC011	STRATEGIC MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To understand the issues related to Strategic Management and the determinants of competitive advantages.				
	To know the process for strategy formulation, evaluation and implementation.				
	To learn the various tools and techniques used for strategic analysis and choice.				
Course Content					
Strategy Formation Process, External Environment, Porter’s Five Forces Model, Strategic Groups, Industry Evolution, Globalization and Industry Structure, National Context and Competitive Advantage. Internal Environment, Resources, Capabilities, Competencies, Core Competencies, and Durability of Competitive Advantage.					
Generic strategic alternatives, Business level strategy, Strategy in the Global Environment, Corporate Strategy, Strategic analysis and choice, Environmental Threat and Opportunity Profile (ETOP), SWOT Analysis, McKinsey's 7S Framework, GE 9 Cell Model.					
Strategy implementation process, Resource allocation, Organizational structure, Strategic Control Systems, Implementing Strategic change, Techniques of strategic evaluation and Control. Strategic issues in Technology and Innovation management, Non Profit organizations, New Business Models and strategies for Internet Economy.					
Course Outcomes					
CO1:	Ability to evaluate and choose the determinants of competitive advantage for the given business model.				
CO2:	Ability to design strategies for a new strategic business unit.				
CO3:	Ability to develop strategies for the emerging business environment.				
References					
1	Charles W. L. Hill and Gareth R. Jones, “Strategic Management: An Integrated Approach”, Cengage Learning, 2013.				
2	Thomas L. Wheelen, J. David Hunger and Krish Rangarajan, “Strategic Management and Business Policy”, Pearson Education., 13 th Edition, 2013.				
3	Dr. Dharma Bir Singh, “Strategic Management & Business Policy”, Wiley, 2012.				
4	John Pearce, Richard Robinson and Amitha Mittal, “Strategic Management”, McGraw Hill, 12 th Edition, 2012.				
5	John A. Parnell, “Strategic Management, Theory and practice” Biztantra, 2012.				

PMGC012	PROFESSIONAL SKILL DEVELOPMENT III	L	T	P	C
		0	0	2	2
Course Objectives					
	To help students better prepare for their career by enhancing the professional development and employability skills necessary to be successful.				
	To provide the students with values and skills and to begin developing those skills and qualities that will enable them to be highly successful in the workplace.				
Course Content					
Anticipation of “Business Affairs”					
Group Discussion- Advanced					
Planning, Organizing & Conducting Events					
Corporate Etiquettes: Driving Etiquette, Corporate Grooming, Visiting card etiquettes, privacy etiquettes					
Final review on Goal setting					
Essay writing					
Case writing					
Review on Leadership Intervention Training – III					
Interviewing Skills					
Leadership Skills					
Involvement on Department Activities – Level III					
Course Outcomes					
CO1:	Ability to develop well-informed, multifaceted understanding of local, national and international business issues				
CO2:	Ability to translate acquired knowledge to enhance the employment and leadership skills.				
CO3:	Ability to build and sustain professional relationships and networks.				
References					
1	Hariharan S., Sundararajan N., Shanmugapriya S. P., “Soft Skills”, MJP Publishers, 2010.				
2	Wallace, Masters, “Personality Development”, Cengage Learnings, 5 th Edition, 2010.				
3	Shital Kakkar Mehra, “Business Etiquettes”, HarperCollins Publishers, 2012.				
4	Myron H. Dembo, Helena Seli, “Motivation and Learning Strategies for College Success”, Routledge Publishers, 4 th Edition, 2013.				
5	Alex, K., “Soft Skills”, S. Chand& Company Pvt. Ltd., 2013.				

PMGS101	BRAND MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding on creating brand and its importance in the modern era.				
	To provide the appropriate concepts and techniques to improve the long-term profitability on brand strategies.				
	To enhance the knowledge on brand extension concepts.				
Course Content					
Basics Understanding of Brands –Branding Concepts –Role of Brand Managers – Branding Challenges & Opportunities-Different Types of Brands - Store Brands- Personality Branding - Brand Identity- Brand Leverage.					
Strategic Brand Management process -Brand Positioning - Online Branding – Establishing Brand Values – Brand Elements –Branding for Global Markets, Brand Image Building – Brand Loyalty Programmes – Brand Promotion Methods - Role of Brand Ambassadors, Celebrities.					
Brand Adoption Practices – Different Type of Brand Extension – Re-branding and Re-launching - Measuring Brand Performance – Brand Equity Management – Brand Audit					
Course Outcomes					
CO1:	Ability to build a new brand for an organization.				
CO2:	Ability to create brand equity and measure the brand performance of any product.				
CO3:	Ability to propose innovative solutions to the brand related issues.				
References					
1	Kevin Lane Keller, “Strategic Brand Management: Building, Measuring and Managing”, Prentice Hall, 4 th Edition, 2012.				
2	Alina Wheeler, “Designing Brand Identity: An Essential Guide for the Whole Branding Team”, Wiley publication, 4 th Edition, 2013.				
3	Leslie de Charnatony, Malcolm McDonald and Elaine Wallace, “Creating Powerful Brands”, Routledge, 4 th Edition, 2012.				
4	Kisholoy Roy, “Brand Management”, Vrinda Publication, 2012.				
5	Moorthi Y L R, “Brand Management”, Vikas Publishing House, 2012.				

PMGS102	CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To make the students to understand the importance of life time value of customers and its impact on business.				
	To create awareness about the operational issues involved in formulation and implementation of CRM.				
	To understand the strategic planning process to create an effective CRM system in the modern era.				
Course Content					
Relationship Management – Significance of CRM as a Strategic Marketing Tool – Role of CRM Managers - Customer information Database – Customer perception, Expectations analysis – Customer behaviour in relationship perspectives - Customer life time value.					
Addressing B2B and B2C issues – Strategies for Customer acquisition – Retention and Prevention of defection –Models of CRM- Sales Force Automation - Field Force Automation-Customer Interactions Programs.					
Strategic CRM planning process – Implementation issues – CRM Tools-E-CRM Solutions – Data Warehousing –Emerging Trends in CRM.					
Course Outcomes					
CO1:	Ability to create an effective customer relationship management by developing a lifetime value for a sustainable organizational development.				
CO2:	Ability to develop the strategies for customer acquisition and retention.				
CO3:	Ability to design e-CRM solutions for the different business issues.				
References					
1	Jagdish.N.Sheth, Atul Parvatiyar and Shainesh G., “Customer Relationship Management”, TMH Publication, 2011.				
2	Alok Kumar Rai, “Customer Relationship Management”, PHI Learning, 2 nd Edition, 2013.				
3	Shanmugasundaram S, “Customer Relationship Management”, PHI publication, 2010.				
4	Paul Greenberg, “CRM at the Speed of Light”, TMH publication, 2009.				
5	Kumar and Werner J. Reinartz, “Customer Relationship Management”, Wiley Publication, 2010.				

PMGS103	INTEGRATED MARKETING COMMUNICATION	L	T	P	C
		3	0	0	3
Course Objectives					
	To understand the basic tenets of IMC strategies and various types of media.				
	To provide the knowledge on different media and its impact on the society.				
	To equip the students with knowledge on sales promotion methods and its need in the emerging market.				
Course Content					
IMC Planning Model - Marketing and Promotion Process Model – Indian and International Perspective - Role of ASCI and other Regulatory Bodies - Advertisements - Advertising Agencies - Planning and Executing an Advertising Campaign- Planning a social Media Campaigning.					
Media Plan – Message Development - Media Research - Below The line (BTL)- Testing Validity and Reliability of Ads – Measuring the Impact of Advertisements-Operational Issues in Social Media.					
Sales Promotion - Social Media Promotions- Direct Marketing - Database Marketing – Infomercials - Public Relation/ Publicity - Corporate Advertising. Internet Advertising - Event Management: Introduction - Emerging Trends in IMC.					
Course Outcomes					
CO1:	To develop an advertising and social media campaigning for the business.				
CO2:	To create and measure the impact of advertisements in the business.				
CO3:	To develop a solution to the contemporary issues related to IMC.				
References					
1	George E. Belch, Michael A. Belch and Keyoor Purani, “Advertising and Promotions IMC Perspectives”, Tata McGraw Hill, 9 th Edition, 2013.				
2	Terence A. Shimp, “Integrated Marketing Communication in Advertising and Promotion”, Cengage Learning, 8 th Edition, 2013.				
3	Semenik Richard J, Chris T. Allen, Thomas C. O’Guinn and Hans Rudiger Kaufmann, “Advertising and Promotions: An Integrated Brand Approach”, Cengage Learning, 6 th edition, 2012.				
4	Clow and Baack, “Integrated Advertising, Promotion, and Marketing Communications”, Pearson, 5 th Edition, 2012.				
5	Tom Duncan, “Principles of Advertising and IMC”, Tata McGraw Hill, 2011.				

PMGS104	RETAIL MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding of the retail business environment in India and in the global scenario.				
	To enable the students to develop strategies related to retail marketing mix. and appreciate the role of Information Technology in Retailing				
	To provide the knowledge on Information Technology and ethics in Retailing				
Course Content					
Retailing -Types of Retailing - Retailing in India - Retailing from International Perspectives - Shopping Decision Process -Retail Shopping Behavior.					
Retail Planning - Merchandise Management - SCM Principles and Retail Logistics- Retail Brand Management – Positioning and Image-Retail Location Decision -Store Design - Visual Merchandising and Displays- Retail Pricing.					
Retail Promotion -Relationship Marketing in Retailing - Human Resource Issues and Considerations -Electronic Retailing - Ethics in Retailing - Social and Green Issues- Retail Audit- Emerging Trends in Retailing.					
Course Outcomes					
CO1:	To create an excellent shopping experience to customer based on their shopping behavior.				
CO2:	To design a strategic decisions involving retail location and supply chain.				
CO3:	To develop an ethical solution to the social and Green issues in retailing				
References					
1	Michael Levy, Boston, A.Weitz and Ajay Pandit, “Retail Management”, TMH Publication, 8 th Edition,2015.				
2	Bermans B M., Mathur M and Joel Evans J., “Retail Management – A Strategic Approach”, Pearson, 11 th Edition, 2016.				
3	Robert F Lusch , Patrick M. Dunne and James R. Carver, “Introduction to Retailing”, Cengage Learning, 7 th Edition, 2011.				
4	Chetan Bajaj, Rajnish Tow & Nidhi V. Srivatsava, “Retail Management”, Oxford University Press, 2 nd Edition, 2011.				
5	Ogden, “Integrated Retail Management”, Biztranza, 2010.				

PMGS105	RURAL MARKETING	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding of rural marketing environment and rural consumer behavior.				
	To provide inputs needed for developing strategies for rural market.				
	To provide knowledge on financial services available for agricultural products.				
Course Content					
Rural Markets - Rural vs. Urban Markets - Marketing Opportunities & Challenges-Population – Occupation Pattern – Income Generation - Expenditure Pattern – Literacy Level –Infrastructure Facilities – Rural Credit Institutions – Rural Retail Outlets –Rural Demand.					
Rural Consumers - Rural Consumer Behavior - Consumer Buying Process — Opinion Leadership Process — Rural Shopping Habits, Growing Consumerism - Rural Market Segmentation, Targeting, Positioning. Rural Marketing Strategies – Product, Pricing, Distribution, Promotion, Personal Selling & Social Marketing.					
Marketing of Agricultural Produce and Rural and Cottage Industry Products –Consumer and Durable goods – FMCG products- Health and Financial Services-Role of Financial Institutions, Commercial Banks and Cooperative Institutions in Rural Marketing – Emerging Trends in Rural Marketing.					
Course Outcomes					
CO1:	Ability to create a rural market demand by assessing a rural market.				
CO2:	Ability to create a marketing mix for a rural market.				
CO3:	Ability to develop a strategy to increase rural marketing sales in the emerging business trends.				
References					
1	Pradeep Kashyap, “Rural Marketing”, Pearson Education India, 3 rd Edition, 2016.				
2	Dogra and Ghuman, “Rural Marketing- Concepts & Practices”, Tata McGraw Hill, 2014.				
3	Pradeep Kashyap and Siddhartha Raut, “Rural Marketing -Text and Practices”, Biztantra, 2013.				
4	Krishanmurthy, “Introduction to Rural Marketing”, Himalaya Publishing House, 2012.				
5	Gopalaswamy, “Rural Marketing, Environment Problems and Strategies”, Vikas Publishing House, 3 rd Edition, 2013.				

PMGS106	SOCIAL MEDIA MARKETING	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding of components of social media and usage of the same for effective marketing.				
	To identify best practices for Social Media Marketing, including platform level best practices.				
	To create awareness on different analytics and its promotion methods.				
Course Content					
Social Media and Communication Mix– New Role of Customers – Developing Social Media Marketing Plan-Segmenting B2C Market – B2B Markets – Managing the Cyber social Campaign – Engagement on the Social Web .					
Leveraging Search Engine Optimization (SEO) for Social Media -Social Media: Blogs, YouTube, Twitter, Facebook, LinkedIn, Flickr, Whatsapp, Instagram.					
Social Analytics - Web analytics – Business Analytics – Google Analytics – Comparing Metrics - Integrating with E-mails, Public relations, Paid Advertising, Websites.					
Course Outcomes					
CO1:	Ability to create a social media marketing plan for different markets.				
CO2:	Ability to develop a brand for your business at different social media platforms.				
CO3:	Ability to measure and create best promotion methods using different analytics.				
References					
1	Dave Evan and Jake Mckee, “Social Media Marketing-The Next Generation of Business Engagement”, Wiley India Pvt. Ltd., 2011.				
2	Jan Zimmerman and Doug Sahlin, “Social Media Marketing for Dummies”, Wiley India Pvt. Ltd., 2 nd Edition, 2013.				
3	Perry Marshall, Thomas Melloche, “Ultimate Guide to Facebook Advertising: How to Access 600 Million Customers in 10 Minutes”, Tata McGraw Hill, 2011.				
4	Liana Li Evans, “Social Media Marketing –Strategies for Engaging Facebook, Twitter and other Social Media”, Pearson Education, 2011.				
5	Matt Bailey, “Internet Marketing”, Wiley India Pvt. Ltd., 2012.				

PMGS201	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
1	To provide an overview of the functions of Capital Market and its regulations.				
2	To enable the students to understand the concept of valuation of securities and the pricing behaviour using various tools and techniques.				
3	To enlighten the students on the process of portfolio analysis				
Course Content					
Investment Avenues - Capital Market in India - Stock Exchanges in India - Stock Market Indicators - Role of SEBI in Regulating the Capital Market. Measurement of Risk and Return of individual securities and Portfolio. (Problems on Expected Return & Risk of Individual Securities and Portfolio).					
Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis. Technical Analysis - Dow Theory – Elliot Wave theory – Trends and Trend Reversals - Chart Patterns – Mathematical Indicators- Market Indicators.					
Portfolio Analysis – Portfolio Selection – Portfolio Revision - Portfolio Evaluation					
Course Outcomes					
CO1:	Ability to formulate various investment strategies in the changing scenario				
CO2:	Ability to estimate the risk and return associated with the portfolios while investing.				
CO3:	Ability to design fundamental analysis prior to making investment decisions to maximize profits and minimize risk from portfolios.				
Text Books					
1	Donald E Fischer and Ronald J Jordan, “Security Analysis and Portfolio Management”, Pearson, 6 th Edition, 1995.				
2	Kevin S., “Security Analysis and Portfolio Management”, Prentice Hall of India, 2 nd Edition, 2015.				
3	Rustagi R.P., “Financial Management - Theory, Concepts and Problems”, Taxmann Publications, 2011.				
4	Prasanna Chandra, “Investment Analysis and Portfolio Management”, Tata MacGraw Hill, 4 th Edition, 2012.				
5	PunithavathyPandian, “Security Analysis and Portfolio Management”, Vikas Publishing, 2 nd Edition, 2013.				

PMGS202	MERCHANT BANKING AND FINANCIAL SERVICES	L	T	P	C
		3	0	0	3
Course Objectives					
1	To provide an understanding regarding the various financial services and their applications.				
2	To equip the students with the knowledge regarding the Merchant Banking services in the Corporate Sector.				
3	To enhance the knowledge of the students about Initial Public Offerings.				
Course Content					
An Overview of Indian Financial System – Merchant Banking - Institutional Structure – Functions of Merchant Banking - SEBI Regulations.					
Pre Issue Activities : Registrars - Bankers - Underwriters and Brokers - Offer for Sale - Green Shoe Option - E-IPO - Private Placement – Bought out Deals - Off - Shore Issues - Post Issue Activities: Due diligence - investor grievances - intermediaries reports - Bank Accounts monitoring - Publication of allotment Information.					
Financial Services: Fund Based and Fee Based Financial Services - Modern Financial Services: Asset Securitisation - bancassurance- Project Advisory Services - Structuring Financial collaboration and Joint Ventures - Real Estate Financing					
Course Outcomes					
CO1:	Ability to elaborate the major functions of merchant bankers.				
CO2:	Ability to adapt the rules and regulations of SEBI for providing better merchant banking services.				
CO3:	Improve the insights on modes of issuing securities and merchant banking activities				
Text Books					
1	Khan M.Y, “Financial Services”, Tata McGraw-Hill, 7 th Edition, 2013.				
2	Gurusamy, “Merchant Banking and Financial Services”, Tata McGraw Hill, 4 rd Edition, 2013.				
3	Machiraju, “Indian Financial System”, Vikas Publishing House, 4 th Edition, 2010.				
4	Deodhar, Abhyankar, “Indian Financial System”, Himalaya Publication, 6 th Edition, 2012.				
5	Varshney P.N. & Mittal D.K., “Indian Financial System”, Sultan Chand and Sons, 8 th Edition, 2010.				

PMGS203	BANKING MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
1	To equip students with the knowledge regarding the credit management system in banks.				
2	To provide knowledge regarding the banking regulations and banking Performance evaluation.				
3	To improve the knowledge on evaluating banking performance				
Course Content					
Banking - Evolution of Indian Banks -Types of banks - Principles of Banking - Roles of Banks - Commercial banking - Core Banking - Retail Banking - Modern Banking - Central Bank Functions and Regulations.					
Bank Credit: Types of Loans - Assessment of credit worthiness of a prospective borrower - Credit Process and Management - Loan Pricing: Pricing fixed & floating rate loans - Cost- benefit loan pricing - Customer Profitability Analysis.					
Regulation of Bank Capital: - Basel Accords - Evaluating Banking Performance – ROE Model - CAMEL Rating - GAAP Probability Analysis - Asset Liability Management – NPA - Causes - Implications & Recovery. International Banking- Types - Bank for International Settlement (BIS) - Bank Accounts - NOSTRO – VOSTRO - LORO - EXIM Bank					
Course Outcomes					
CO1:	Ability to propose various types of loans to various prospective borrowers with different risk profiles.				
CO2:	Ability to develop technical skills to analyze the riskiness of making loans				
CO3:	Ability to plan and manage portfolio of loans and risky assets.				
References					
1	Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata McGraw Hill, New Delhi, 2012.				
2	James W. Kolari, Benton E. Gup, “Commercial Banking -The Management of Risk”, John Wiley, 3 rd Edition, 2011.				
3	Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson, 2012.				
4	Gordon, K. Natrajan, “Banking Theory, Law & Practice”, Himalaya Publishing House, 23 rd Edition, 2015.				
5	Shekhar and Lekshmy Shekhar, “Banking Theory and Practice”, Vikas Publications, 14 th Edition, 2013.				

PMGS204	RISK MANAGEMENT AND INSURANCE	L	T	P	C
		3	0	0	3
Course Objectives					
1	To acquaint students with the technique and procedures for identifying and measuring risk				
2	To provide inputs regarding the principles and types of insurance policies for handling risks in the dynamic business environment.				
3	To enable the students to have a broad understanding about insurance				
Course Content					
Risk – types – source of risk - Cost of Risk - Risk Identification, Risk measurement - Risk avoidance through Pooling - Alternative Risk Transfer					
Insurance - Distribution Channels - Regulatory and Legal Framework of Life and General Insurance - IRDA - Principles - Parts of Insurance Policy - Lapse and Revivals– Foreclosure - Claims Settlement Procedure.					
Life Insurance Policies - Premium rating methods - General Insurance - Motor Insurance - Burglary Insurance - Personal Accident Insurance - Health Insurance - Property Insurance - Elements of Fire Insurance Contracts - Liability insurance - Worker's Compensation Insurance - Public Liability Insurance.					
Course Outcomes					
CO1:	Ability to propose risk management review for individuals and organizations				
CO2:	Improve the skills to avoid various kinds of risks involved in business				
CO3:	Ability to design a risk management strategy to survive in the business field.				
Text Books					
1	Emmett J. Vaughan, Therese M. Vaughan, “Fundamentals of Risk and Insurance”, Wiley Publication, 11 th Edition, 2013.				
2	George E. Rejda and Michael McNamara, “Principles of Risk Management and Insurance”, Pearson Publication, 12 th Edition, 2013.				
3	Mark S Dorfman, “Introduction to Risk Management and Insurance”, PHI, 10 th Edition, 2012.				
4	B.S. Sharma, “Basic Principles of Insurance Application and Practices”, Vista International Publishing House, 2012.				
5	Mishra M.N and Mishra S.B., “Insurance Principles and Practice”, S. Chand Publishing, 22 nd Edition, 2015.				

PMGS205	BEHAVIOURAL FINANCE	L	T	P	C
		3	0	0	3
Course Objectives					
1	To acquaint the students with psychological theories that can be applied to financial markets and investment decisions.				
2	To provide an understanding of the external factors impacting the investment behaviour.				
3	To enhance the knowledge about behavioural factors and corporate decisions				
Course Content					
Standard Finance - Foundations of Behaviour – Behavioural Models – Perception – Causes of Behavioural Difference – Behavioural Decision Making – Biases in Decision Making – Evolution of Behavioural Finance – Theories of Behavioural Finance					
The Efficient Markets Hypothesis – Market Predictability – Asset management and behavioural factors - Active Portfolio Management - Fundamental Information, Technical Analysis and Behavioural Factors.					
Behavioural factors and Corporate Decisions on Capital Structure and Dividend Policy - Timing of Good and Bad Corporate News Announcement - Mergers and Acquisitions - IPO - Systematic excessive optimism in managers’ decisions. Company Name and its Market value - Sunk costs and mental accounting.					
Course Outcomes					
CO1:	Ability to propose a financial decision using behavioral finance theories.				
CO2:	Ability to predict portfolio performance through behavioural analysis.				
CO3:	Ability to apply implications of behavioral finance in corporate decision making				
Text Books					
1	Sulphey M. M., “Behavioural Finance”, PHI Learning, 2014.				
2	William Forbes, “Behavioural Finance”, Wiley, 2011				
3	Arnold S. Wood, “Behavioral Finance and Investment Management”, Research Foundation of CFA Institute, 1 st Edition, 2010.				
4	Ackert L and Deaves R., “Behavioral Finance: Psychology, Decision-Making and Markets”, Cengage Learning, 2010.				
5	Richard H Thaler, “Advances in Behavioral Finance, Russell Sage Publication”, New York, 2 nd Edition, 2006.				

PMGS206	INTERNATIONAL FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding regarding the different international financing modes.				
	To provide inputs regarding exchange rate mechanism and methods to manage risk in the international financial market.				
	To enhance the knowledge about the regulatory framework of international financial marketing				
Course Content					
International Finance - Domestic Vs. International Financial Management - Direct and Indirect Investment – Balance of Trade, Balance of Payment and Policies. Modes of International Equity Financing - International Credit Syndication Mechanism– Recent developments in the Euro Market.					
International Financial Markets - Borrowing and Investing in International Financial Markets. Instruments and Institutions - Interbank and Customer Markets - Regulatory and Supervisory Framework - Role of RBI and FEDAI - FEMA and Exchange Control Regulations.					
Exchange Rate Mechanism - Types of Quotation - Rules for Quoting - Exchange Rate Regime in India - Evolution, Development and Present Status - Theories of Exchange Rate Determination - Foreign Exchange Risk and Exposure Management.					
Course Outcomes					
CO1:	Ability to plan the process used to make international investment decisions.				
CO2:	Ability to apply methods used to manage risk in the global markets				
CO3:	Ability to plan foreign direct investment and international acquisition opportunities				
Text Books					
1	Shapiro & Alan C, “Multinational Financial Management”, Wiley, 10 th Edition, 2013.				
2	Geert Bekaert, Robert Hodrick , “International Financial Management”, Pearson New International Edition, 2 nd Edition, 2013.				
3	Eun C. S., and Resnick B. G., “International Financial Management”, McGraw Hill, 6 th Edition, 2012.				
4	Madura & Jeff, “International Corporate Finance”, Cengage (Thomson) Learning, 12 th Edition, 2015.				
5	Apte P.G, “International Financial Management”, Tata McGraw Hill, 6 th Edition, 2011.				

PMGS301	TRAINING AND DEVELOPMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	Apply appropriate methods and techniques for identifying training and development needs in organizations				
	Prepare a blue print of training plans with clear goals and specific learning outcomes				
	Choose a variety of training and development methodology and formulate applicable training evaluation and apply them to the workplace				
Course Content					
Human Resource Development-Objectives, Goals, importance and Functions, Competencies of HRD Manager, Role and Responsibilities of HRD Manager, Challenges of HRD					
Concepts of Training- need and importance of Training, Learning and Learning Organization, Career Planning and Career Development, Training Process, Training Need Assessment,					
Training methods, Evaluation of Training, Management Development (MD), MD Need Identification, designing MD Programmes, General Model of MD					
Course Outcomes					
CO1:	Able to create a new strategy to face the challenges in HRD				
CO2:	Able to design training programmes in an Organizational setting				
CO3:	Able to design tools and techniques involved in evaluation of training effectiveness				
References					
1	Blanchard, P. N., Thacker, J. W., and Anand Ram, V., “Effective Training Systems, Strategies and Practices”, Pearson Education, 4 th Edition, 2012.				
2	Noe A. Raymond and Kodwani A. Amitabh, “Employee Training and Development”, Tata McGraw-Hill, 5th Edition, 2012.				
3	Bhatia, S. K, “Training and Development Concepts and Practices”, Deep & Deep Publications Pvt. Ltd., 2013.				
4	Deb T, “Human Resource Development Theory & Practice”, Ane Books India, 2016.				
5	Balakrishnan L and Ramachandran G, “Training and Development”, Vijay Nicole Imprints Pvt Ltd, 2015.				

PMGS302	COMPENSATION MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	Describing the different forms of pay and pay models in the organization.				
	To relate the job analysis and evaluate the compensation system prevailing in the organization.				
	To design the pay levels and pay structures and recognize the complexity of managing compensation in organizations.				
Course Content					
Compensation, Forms of pay, Pay model, Strategic choices, Developing a total compensation strategy, Internal alignment of compensation strategy, Internal structures and shapes					
Job analysis, Job evaluation, Person-based structures, External competitiveness- Determining the pay level, Designing pay levels, Pay mix and pay structures, Pay for performance plans, Benefit determination process.					
Statutory benefits - Health care, Employee welfare, Retirement benefits, Compensation of special groups, International pay systems, Government and legal issues in compensation, Public sector pay.					
Course Outcomes					
CO1:	Able to construct the policies for payment and employee benefits issues for contingent workers.				
CO2:	Able to design different ways to strengthen the pay-for-performance link.				
CO3:	Ability to design strategic compensation and possible employer approaches to managing legally required benefits				
References					
1	Newman, G. J. M. and Venkata Ratnam, C.S., “Compensation”, 10 th Edition, Tata McGraw-Hill, 2011.				
2	Henderson, R I., “Compensation Management in a Knowledge-Based World”, Pearson Education, 10 th Edition, 2010.				
3	Bhattacharyya D. K., “Compensation Management”, Oxford University Press India, 2014.				
4	Martocchio,JJ., “Strategic Compensation: A Human Resource Management Approach”, Prentice Hall, 2016.				
5	Myers, D. W., “Compensation Management”, Commerce Clearing House, 2011.				

PMGS303	HRD AUDIT	L	T	P	C
		3	0	0	3
Course Objectives					
	To identify the basic policies and procedures in human resource department.				
	To review and correct the process, to rectify the mistakes, shortcomings if any, for future guidance, and advise for effective performance of the work of the human resource department.				
	To evaluate the job chart of the human resource managers through various measures and to suggest suitable recommendations for improving the efficiency of the employees.				
Course Content					
Basic concepts and components of HR audit- need, role, methodology of HRD audit, Limitations, Elements of good HRD, HRD strategies, HRD structure, HRD systems, HRD Competencies					
Interview- Individual, Group, Observation-Physical facilities, Meetings, Discussions, and Transaction , Celebration and Events					
Writing HRD Audit Report, Designing and Using HRD Audit for Business Improvement, Effectiveness of HRD Audit as an Intervention- Objective, Variables Used, Instruments Used, Tools of Data Collection, Major Findings and Conclusion.					
Course Outcomes					
CO1:	Able to design a balanced and comprehensive HRD audit				
CO2:	Ability to develop the tools and techniques required for HRD audit				
CO3:	Ability to design effective HR practices to support HRD audit.				
References					
1	Rao, T.V., “HRD audit - Evaluating the Human Resource Function for Business Improvement”, Response Books, 2011.				
2	Rao, T.V., “HRD Scorecard 2500”, Response Books, 2010.				
3	Pareek U., and Rao T. V., “Designing and Managing Human Resource”, Oxford & IBH Publishing Co. Pvt. Ltd., 2011.				
4	Strebler, M., Kettley, P., and Reilly, P., “The Human Resource Function Audit”, Cambridge Strategy Publications Ltd, 2011.				
5	“HR Audit Checklists, Business and Legal Resources”, Cambridge Strategy Publications Ltd, 2010.				

PMGS304	STRATEGIC HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	Enabling students to formulate the relationship between human Resource management strategy and organizational performance.				
	Design the tools and techniques used by organizations to meet current challenges in a strategic way.				
	Construct the theories and concepts relevant to strategic human resources management in contemporary organizations.				
Course Content					
Strategic human resource management, Strategic role of HR, Strategic international HRM, Human capital management strategy. Strategy alignment for better organizational performance.					
Corporate social responsibility strategy and organization development strategy, Engagement strategy, Knowledge management strategy, Resourcing strategy.					
Talent management strategy, Learning and Development strategy, Reward strategy, and Employee relation strategy, Emerging trends.					
Course Outcomes					
CO1:	Ability to formulate the relationship between human resource management strategy and organizational performance.				
CO2:	Able to design the tools and techniques used by organizations to meet current challenges in a strategic way.				
CO3:	Ability to construct the theories and concepts relevant to strategic human resource management in contemporary organizations.				
References					
1	Agarwala T, “Strategic Human Resource Management”, Oxford University Press, 2009.				
2	Armstrong, M., “Strategic Human Resource Management”, Kogan Page, 5 th Edition, 2011.				
3	Charles R Greer, “Strategic Human Resource Management”, Pearson Education, 2 nd Edition, 2012				
4	Mello, J.A., “Strategic Human Resource Management”, Cengage Learning, 4th Edition, 2015.				
5	Regis, R., “Strategic Human Resource Management and Development”, Excel Books, 2011.				

PMGS305	COUNSELING AND NEGOTIATION SKILLS FOR MANAGERS	L	T	P	C
		3	0	0	3
Course Objectives					
	Describe and evaluate how theory has informed the development of different counseling approaches and practices, and can be incorporated into practical counseling skills sessions				
	To provide multiple opportunities for students to develop and practice their counseling skills with other peers in a safe and supportive environment.				
	Explore how to positively interact with others				
Course Content					
Counseling functions, Need and Role, Characteristics of a counselor, Qualities of a counselor, Process of counseling, Types of counseling, Approaches to counseling, Factors responsible for counseling, Conditions for effective counseling,					
Standardized and non-standardized techniques of counseling, Counseling and guidance, Guidance programme, Vocational guidance, Mentoring, Evaluation of counseling, Ethics in counseling					
Feature of negotiation, Basic dispute resolution process, Elements of negotiation, Types of negotiation, Overcoming tactics in negotiations, Process of negotiation, Developing a negotiating strategy.					
Course Outcomes					
CO1:	Ability to develop solutions for employee problems through counseling.				
CO2:	Ability to plan for modifications in the human behavior at work.				
CO3:	Ability to design a new negotiation strategy in workplace environment to improve worker productivity.				
References					
1	Kapoor, P., “Counselling and Negotiation Skills for Managers”, Biztantra, 2012.				
2	Narayana Rao, “Counseling & Guidance”, McGraw Hill Education, 3 rd Edition, 2012.				
3	Cohen, S., “Negotiating Skills for Managers”, McGraw Hill Professional, 2015.				
4	Nelson-Jones R., “Introduction to Counselling Skills: Texts and Activities”, SAGE, 2015.				
5	Kavita Singh, “Counselling Skills for Managers”, PHI Learning, 2015.				

PMGS306	INDUSTRIAL RELATIONS AND LABOUR LAWS	L	T	P	C
		3	0	0	3
Course Objectives					
	To build awareness of certain important and critical issues in Industrial Relations				
	To analyze and critically assess current trends in labour, management and industrial relations				
	To impart knowledge of the contents of the laws relating to labors in organization.				
Course Content					
Industrial relations, approaches of IR, trade union, Collective Bargaining, Workers Participation in management.					
Factories Act 1948, Industrial Dispute act 1947, Payment wages Act, 1936, The minimum wages act, 1948 and Payment of Bonus act 1965.					
The Employees Sate Insurance act, 1948, The Employees Provident Fund & Miscellaneous Provisions Act, 1952, The Payment of Gratuity act, 1972, Emerging trends.					
Course Outcomes					
CO1:	Ability to propose the concepts, theories and understanding of the perspectives in the field of labor and employment relations.				
CO2:	Ability to critically plan, synthesize and reflect on advanced theories, principles, philosophies in the justice sector, both locally and globally, to extend and challenge knowledge and practice.				
CO3:	Ability to develop solutions to industrial disputes effectively using industrial dispute settlement Machinery.				
References					
1	Malik, K.L., “Industrial Laws and Labor Laws”, Eastern Book Company, 24 th Edition, 2015.				
2	Nair and Latha Nair, “Personnel Management and Industrial Relation”, S. Chand and Co., Ltd, 2011.				
3	Kapoor N D., “Industrial Law”, Sultan Chand Sons, 34 th Edition, 2014.				
4	Monappa A., Nambudiri, R., “Industrial Relations and Labour Laws”, Tata McGraw Hill Education Private Limited, 2012.				
5	Venkata R. C. S., and Dhal M., “Industrial Relations”, Oxford University Press, 2017.				

PMGS401	ERP FOR INFORMATION SYSTEMS	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide an understanding on the functional modules on the ERP systems.				
	To provide an orientation recording the managerial issues involved in implementing ERP system				
	To identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenge				
Course Content					
Overview of enterprise system-Evolution-Risk and Benefits-Fundamental Technology-Issues to be considered in planning, design and implementation of cross functional integrated ERP system, BPR, Business Engineering and best Business Practices-Business Process Management. Overview of ERP modules- Sales and Marketing, Accounting and Finance, material and production management					
Planning Evaluation and Selection of ERP systems - Implementation Life Cycle - ERP implementation, Methodology and Framework- Training- Data Migration- People, Organization and implementation- Consultants, Vendor and Employees .Maintenance of ERP- Organizational and Industrial Impact- Success and failure factors of ERP implementation					
Managerial issues in implementing ERP systems for organizations, Extended ERP systems- CRM, SCM, Business analytics- Future trends in ERP systems- SAS Model- Basics of open ERP- Concepts and Integration and Tailor ability- Web Enabled, Wireless Technologies.					
Course Outcomes					
CO1:	Ability to develop concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems				
CO2:	Ability to discuss different ERP modules in areas of functional management				
CO3:	Ability to demonstrate ERP implementation with the knowledge on consultants and vendors				
References					
1	Steven Scott Phillips, “Control Your ERP Destiny: Reduce Project Costs, Mitigate Risks, and Design Better Business Solutions”, Jamie N. DeMumbrum, 2013.				
2	Vinod Kumar Garg and N.K.Venkitakrishnan, “ERP-Concepts and Practice”, PHI, 2 nd Edition, 2011.				
3	Simha R. Magal, “Integrated Business Processes with ERP Systems” Wiley, 2011.				
4	Tarek Samara, “ERP and Information Systems: Integration or Disintegration”, Wiley, 2 nd Edition, 2015.				
5	Wayne Staley, “ERP Lessons Learned - Structured Process”, Create Space Independent Publishing Platform, 2014.				

PMGS402	E-BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To provide a broad understanding of information systems so as to streamline intra-organizational and inter-organizational e-business process				
	To identify and explain the variety of e-business models, i.e. business to business, business to customer, consumer to consumer				
	To provide hands on training on developing the e-business applications and web sites using currently popular software packages, web authoring and development tools.				
Course Content					
E-business, E-commerce, Economic forces, E-business models, Web 3.0 and Social Networking, Internet and World Wide Web, Internet protocols - FTP, intranet and extranet, information publishing technology, Web server hardware and software					
Consumer oriented e-business, Marketing on web, E-CRM, Online services, Business oriented e-business, e-governance, EDI on Internet, Supply Chain management system, Web Auctions, Virtual communities and Web portals					
E-payments, Internet and Network security, Cryptography, Legal, Ethics and privacy issues, Consumer protection, Taxation and encryption policies					
Course Outcomes					
CO1:	Ability to construct potential E-Business model on the web				
CO2:	Ability to design suitable web strategies, channel of distribution to provide effective services towards Organization				
CO3:	Ability to plan for the legal issues and privacy problems in E-Business				
References					
1	Dave Chaffey, "E-Business and E-Commerce Management", Prentice Hall, 6 th Edition, 2015.				
2	Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, "e-business and e-commerce for Managers", Pearson, 2011.				
3	Colin Combe, "Introduction to e-Business: Management and Strategy REV", Routledge, 2012.				
4	Aparna Viswanathan, "Cyber Law (Indian & International Perspectives on key topics including Data Security, E-commerce, Cloud Computing and Cyber Crimes)", LexisNexis Butterworths, 2012.				
5	Parag Kulkarni, SunitaJ ahirabadkao, PradeepChande, "E-business", Oxford University Press, 2012.				

PMGS403	BUSINESS INTELLIGENCE	L	T	P	C
		3	0	0	3
Course Objectives					
	To familiarize the concepts regarding business data needs and essentials				
	To gain insight into various BI tools and techniques				
	To acquire knowledge on how to design BI solutions for different BI targets and users				
Course Content					
Definition –BI process-private and public Intelligence- BI decisions support initiative- business Drivers- cost-Benefit analysis – risk assessments- enterprise infrastructure evaluation- technical and non-technical, BI project planning requirements and gathering					
Business focused data analysis, top-down logical data modeling- bottom-up source data analysis- data cleansing- prototype-managing and organizing for an effective BI team Meta data models- Analysis- database design- extract/Transform/load (ETL) Design- development- metadata repository development- Implementation- Release Evaluation, OLAP Tools					
Multidimensional Analysis Factors- Architecture- Risks- Online Analytical Processing (OLAP) Architecture- Multidimensional Database (MDD), Data cubes- ROLAP Data Model, MOLAP Data Model, Logical Models for Multidimensional Information, Business Intelligence Tools- Qlik Sense- IBM Cognos- Pentaho- Jaspersoft, MOOC- BI on Web, Ethical and legal Issues, Industrial Espionage					
Course Outcomes					
CO1:	Ability to discuss the process of BI team				
CO2:	Ability to choose the process of ETL design and metadata models				
CO3:	Ability to discuss OLAP and BI tools for retrieving and gathering multidimensional information and to understand the recent trends of BI				
References					
1	Rick Sherman, “Business Intelligence Guidebook: From Data Integration to Analytics”, Morgan Kaufmann, 2014.				
2	Ramesh Sharda, Efraim Turban “Business Intelligence: A Managerial Perspective on Analytics”, Pearson, 3 rd Edition, 2013.				
3	Foster Provost, “Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking”, O'Reilly Media, 2013.				
4	Cindi Howson, “Successful Business Intelligence, Unlock the Value of BI & Big Data (Database & ERP - OMG)”, McGraw-Hill Education ,2 nd Edition, 2013.				
5	Ramesh Sharda, EfraimTurban ,“Business Intelligence and Analytics: Systems for Decision Support”, Pearson,10 th Edition, 2014.				

PMGS404	SERVICE OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To understand how the service performance can be improved by services operations management the design and management of systems for services.				
	To provide an comprehensive view of operations, marketing, and human resources aspects of services				
	To provide the knowledge about tools and techniques of services operations management to design and operate service business.				
Course Content					
Services, Service sector, Service classification, Service Package, Open-systems view. Service Strategy, Strategic service vision, New Service Development, Design elements, Service Blue-printing, Servicescape, E-Service Quality, Process structure, Generic approaches.					
Retail design strategies, Service Quality, Facility design, Process analysis, Process Simulation, Queuing model, Demand Management Strategies, Capacity Management, Supply management tactics, Yield management,					
Inventory Management in Services, Operations planning and control, Performance management, Data envelop analysis, Process Simulation.					
Course Outcomes					
CO 1:	Ability to construct a new service quality model for service industries.				
CO 2:	Ability to design alternative systems for effective decision making in the management of a service organization.				
CO 3:	Ability to design strategies to ensure high quality services				
References					
1	Robert Johnston, Graham Clark, Michael Shulver, “Service Operations Management, Improving Service Delivery”, Pearson, 4 th Edition, 2012.				
2	James A. Fitzsimmons, Mona J. Fitzsimmons, “Services Management: Operations, Strategy, Information Technology”, McGraw-Hill, 2011.				
3	Richard Metters, Kathryn King-Metters, and Madeleine Pullman, Steve Walton, “Successful Service Operations Management”, South-Western, Cengage Learning, 4 th Edition, 2013.				
4	Bill Holins and Sadie Shinkins, “Managing Service Operations”, Sage, 2014.				
5	Wright J Nevan and Race Peter, “The Management of Service Operations”, Thomson, 2014.				

PMGS405	LOGISTICS & SUPPLY CHAIN MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To analyze the Logistics and SCM Role in the Global Economy and Organization				
	To apply theory on logistics in Customer Service, Procurement and Outsourcing				
	To measure the performance, financial issues pertaining to logistics and SCM				
Course Content					
Introduction to Logistics and SCM; Logistics role in Economy and Organization; Integrated Logistics System; SCM: Value chain and SCM effectiveness. Elements of customer service- phases in customer service, customer retention. Logistics Outsourcing, benefits and its issues					
Global supply chain: Strategic issues in global logistics, Drivers of globalization, Modes of transportation in global logistics, Barriers to global logistics, Markets and competition. Supply Chain strategies and Implementation, Strategic logistic planning & implementation of strategy					
Logistics information system (LIS) - RFID, Centralized and decentralized structures, Supply chain performance measures, Steps in ABC costing, Financial gap analysis. Need for integration, Activity centers in integrated logistics, Economics of scale in supply Chain					
Course Outcomes					
CO1:	Ability to build logistic system which would satisfy customers				
CO2:	Ability to design supply chain strategies				
CO3:	Ability to improve logistic operations				
References					
1	Donald J. Bowersox, “Supply Chain Logistics Management”, Cooper, 2013.				
2	Lambert D.M., & Stock J. R., Richard D Irwin, “Strategic Logistics Management”, McGraw-Hill, 2013.				
3	Ronald H. Ballou and Samir K. Srivastava, “Business Logistics and Supply Chain Management”, Pearson education, 5 th Edition, 2012.				
4	Vinod V. Sople, “Logistics Management-The Supply Chain Imperative”, Pearson, 2012.				
5	Leenders, Johnson, Flynn, Fearon, “Purchasing and Supply Management”, Tata McGraw Hill, 2010.				

PMGS406	FUNDAMENTALS OF E – LOGISTICS	L	T	P	C
		3	0	0	3
Course Objectives					
	Learn the fundamentals of E-Logistics and its implementations.				
	Distinguish and identify the kind of e-logistics to satisfy the customer needs				
	Apply the e-business strategy pertaining to the logistical issues				
Course Content					
E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics. E-logistics method of documentation – Electronic data interchange – Enterprise resource planning systems –Web-enabled relational databases, data warehouses and data marts – Decision support systems.					
Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits - Forward E-logistics – Reverse E-logistics – Challenges of E-logistics					
E-business strategy – Application for E-logistics - Exception based status alert – Transportation documentation ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).					
Course Outcomes					
CO1:	Ability to develop databases for logistics				
CO2:	Ability to design e- procurement system				
CO3:	Ability to create transport documentation				
References					
1	Deryn Graham, Ioannis Manikas, Dimitris Folinas, “E-Logistics and E-Supply Chain Management: Applications for Evolving Business”, IGI Global Publication, 2013.				
2	Yingli Wang, Stephen Pettit, “E-Logistics: Managing Your Digital Supply Chains for Competitive Advantage”, Kogan Page Ltd., 2016.				
3	Lambert D.M., & Stock J. R., Richard D Irwin, “Strategic Logistics Management”, McGraw-Hill, 2013.				
4	Dimitris Folinas, Ioannis Manikas, Deryn Graham, “E-Logistics and E-Supply Chain Management”, IGI Global, 2013.				
5	Irwin, “Fundamentals of Logistics Management”, McGraw-Hill, 2012.				

PMGO001	COMMUNITY DEVELOPMENT EXTENSION PROJECT I	L	T	P	C
		0	0	2	2
Course Objectives					
	Teach Fundamentals of Management (Course Content - 10hrs.) to eighth standard students in nearby schools on one-to-many basis as a Team. After completion of the course delivery, a team based project report should be presented.				
Course Content					
Planning - Process of planning, Decision making. Organizing - Process of organizing, Team building. Executing – Selection, Training & Development. Motivating- Communication, Leadership. Controlling - Process of controlling, Feedback and Feed forward.					

PMGO002	COMPREHENSIVE VIVA VOCE I	L	T	P	C
		0	0	2	2
Course Content					
<p>The extent to which all the course during the first year supports the programme outcome will be assessed during the comprehensive viva voce.</p> <p>It is a continuous process and the students will be prepared by their respective Mentors/ Advisor for the same during the entire period of respective semester.</p> <p>The external practicing managers from different functional areas from industry will be associated for the final assessment.</p>					

PMGO003	CONCEPTUAL RESEARCH AND BUSINESS MODELING	L	T	P	C
		0	0	2	2
Course Objectives					
	To provide a basic understanding of data analysis using statistics.				
	To have hands- on experience on decision modeling.				
	To apply discrete and continuous probability distributions to various business problems.				
Course Content					
Literature survey, Identification of research streams, Synthesis of research streams, Business Phenomena development, Conceptual research model building.					
Frequency Distribution, Central tendency, Case summary, One sample Kolmogorov Smirnov test, T-test, Mann- Whitney U Test, ANOVA, Kruskal –Wallis H Test. Chi-square, and Correlation, Factor Analysis, Regression					
Structural Equation Modeling, Confirmatory Factor Analysis.					
Course Outcomes					
CO1:	Ability to assess and choose suitable method for a given statistical data analysis requirement.				
CO2:	Ability to construct statistical models that suit new business applications.				
CO3:	Ability to evaluate and propose a new data analysis procedure for the given business model.				
References					
1	McCormick K., Salcedo J., and Verlen J., “SPSS Statistics for Data Analysis and Visualization”, Wiley, 2017.				
2	Veeraraghavan V., and Shetgovekar S., “Textbook of Parametric and Nonparametric Statistics”, Sage, 2016.				
3	Aldrich J. O., and Cunningham J. B., “Using IBM® SPSS® Statistics - An Interactive Hands-on Approach”, 2 nd Edition, 2016.				
4	Blunch, Niels J., “Introduction to Structural Equation Modeling Using IBM SPSS Statistics and AMOS”, Sage, 2 nd Edition, 2012.				
5	Byrne BM, “Structural Equation Modeling With AMOS: Basic Concepts, Applications, and Programming”, Routledge, 2011.				

PMGO004	INDUSTRIAL SUMMER INTERNSHIP	L	T	P	C
		0	0	1	1
Course Objectives					
	To develop insight of business practices in the industry.				
	To reconcile the observed business practices with theory learned in the class.				
	To develop a greater understanding about career options while more clearly defining personal career goals				
Course Content					
<p>Summer Training is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, the students are required to complete the Summer Training. After completion of the 1st year of the programme, i.e., after the 2nd semester and before the commencement of the second year of the programme, the students are required to take up summer training work with a business organization for industrial exposure. The duration of the Summer Training is eight weeks.</p> <p>Summer Training aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field. Summer Training also provides invaluable knowledge and networking experience to the students.</p> <p>During the internship, the student has the chance to put whatever he/she learned in the 1st year of MBA with business practices of the respective organizations. The organization, in turn, benefits from the objective and unbiased perspective of the student based on concepts and skills imbibed in the first year at the MBA institute. The summer interns also serve as unofficial spokespersons of the organization and help in image building on campus.</p>					
Course Outcomes					
CO1:	Ability to propose best practices, systems, processes, procedures and policies of a company/industry in different functional areas.				
CO2:	Ability to develop strategies in different functional areas.				
CO3:	Ability to design business model by combining various strategies in all functional areas.				
References					
1	Rajendran R and Kalaiarasi V, “Summer Training Manual”, SRIT Business School, SRIT, F ourth Version, 2016.				

PMGO005	COMMUNITY DEVELOPMENT EXTENSION PROJECT II	L	T	P	C
		0	0	2	2
Course Objectives					
	Teach fundamentals of Business (Course Content -10 hrs.) to minimum five members of business community on one-to-one basis. The members of Self Help Group (SHG) in the nearby blocks may be considered for this purpose. Initially a survey has to be conducted among these business community (sample size not less than 35) to assess their perception towards business management and identify five potential candidates for intervention. The individual report should be submitted after the intervention.				
Course Content					
Foundation Concepts: Functions of management, Accounting principles, Basics of economic, legal and ethical concepts, Information systems. Marketing Management: Marketing, Marketing Mix, New product development, Buyer behavior, Marketing research. Financial Management: Capital structure, Capital budgeting, Working capital management, Venture capital, Risk management and insurance. Human Resource Management: Functions of HRM, Training & Development, Performance management, Labour welfare. Strategic Management: Competitive advantage, Strategic management process, Balanced scorecard, Change management, Corporate social responsibility.					

PMGO006	PROJECT WORK	L	T	P	C
		0	0	9	9
Course Objectives					
	To provide an opportunity for demonstrating students’ knowledge, skills and behavioural abilities in their selected area of research.				
	To inculcate the scientific thinking and holistic approach among students.				
	To promote the problem solving ability and research skill.				
Course Content					
<p>It is a culminating course where students will be applying the knowledge, skills and behavioral abilities they have acquired throughout the program by implementing a research project which is carried out during the fourth semesters.</p> <p>First the focus is given on the survey of literature, formulation of the objectives, development of the research methodology and preparation of the work schedule. Then the focus is given on the project execution that includes data collection, analysis of data using appropriate tools and techniques, interpreting the findings, discussing their implications and final report writing.</p> <p>Students are expected to complete project work according to the planned schedule with desired deliverables.</p>					
Course Outcomes					
CO1:	Ability to plan and manage a research project to solve a new business problem or develop a strategy for a new opportunity.				
CO2:	Ability to build capability in working independently addressing managerial issues in a business.				
CO3:	Ability to develop a technical report professionally.				
References					
1	Based on the area of the research.				

PMGO007	INNOVATIVE PRODUCT / SERVICE DESIGN	L	T	P	C
		0	0	2	2
Course Objectives					
	To understand the nuances involved in Creativity & Innovation.				
	To understand how to use a range of creative thinking methods, approaches to generate ideas and solve problems				
	To get hands on experience in applying creativity in problem solving.				
Course Content					
Creative and innovative thinking for quality, Essential theory about directed creativity, Components of Creativity, Methodologies and approaches, individual and group creativity, and organizational role in creativity.					
Visual elements, Visual principles, graphical computer animation, Animation aerodynamics, Processes in creativity ICEDIP, and Applying Directed Creativity.					
Generating and acquiring new ideas, Innovation, Design Thinking, Product design, Service design, Business Model Canvas, Presentation.					
Course Outcomes					
CO1:	Ability to develop their creative and innovative thinking skills				
CO2:	Ability to plan for a complex problem confronting corporate realm that calls for an innovative solution.				
CO3:	Ability to build creative solutions to inventing problems confronting corporate realm				
References					
1	Chris Bilton, Stephen Cummings, “Handbook of Management and Creativity”, Edward Elgar, 2014.				
2	Elias G. Carayannis, “Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship”, Springer International Publishing, 2 nd Edition, 2014.				
3	Patrick Dawson, Constantine Andriopoulos, “Managing Change, Creativity and Innovation”, Sage, 2014.				
4	Moran S., “Ethical Ripples of Creativity and Innovation”, Palgrave Macmillan, 2016				
5	Amy Whitaker, “Art Thinking: How to Carve Out Creative Space in a World of Schedules, Budgets, and Bosses”, McGraw-Hill, 2016.				

PMGO008	COMPREHENSIVE VIVA VOCE II	L	T	P	C
		0	0	2	2
Course Content					
<p>The students will be assessed for the accomplishment of all the programme outcomes.</p> <p>It is a continuous process and the student will be prepared by their respective mentor/ Advisor for the same during the entire period of final semester for the final assessment.</p> <p>The external practicing managers from different functional areas and a General Manager/ CEO from industry will be associated for the final assessment.</p>					

PMGG001	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To develop necessary knowledge and skills among the students.				
	Develop and strengthen entrepreneurial quality				
	Understand the process and procedure involved in setting up small units				
Course Content					
Entrepreneurship concept , Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur, Role of Family and Society, Central and State Government Industrial Policies and Regulations,					
Sources of Product for Business, Prefeasibility Study, Criteria for Selection of Product, Capital Budgeting, Feasibility Report Preparation and Evaluation Criteria.					
Finance and Human Resource Mobilization Operations Planning, Market and Channel Selection, Growth Strategies, Product Launching, Incubation, Venture capital, IT startups.					
Course Outcomes					
CO1:	Ability to create appropriate a business model				
CO2:	Ability to develop small and medium enterprises sector which is necessary for employment generation and wider				
CO3:	Ability to formulate the effective and profitable project				
References					
1	S.S.Khanka, “Entrepreneurial Development”; S. Chand & Co. Ltd., 2011.				
2	Hisrich R D and Peters M P, “Entrepreneurship”; Tata McGraw-Hill, 5 th Edition, 2012.				
3	Mathew Manimala, “Entrepreneurship Theory at the Crossroads”, Paradigms & Praxis, Biztrantra , 2 nd Edition , 2009				
4	Prasanna Chandra, “Projects – Planning, Analysis, Selection, Implementation and Reviews”, Tata McGraw-Hill, 2015.				
5	Rabindra N. Kanungo; “Entrepreneurship and Innovation”; Sage Publications, 2014.				

PMGG002	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To familiarize the students to the basic concepts of international business management				
	To gain the conceptual clarity of the theoretical aspects of international trade and finance				
	To incorporate international issues in designing corporate strategies in a fast changing environment.				
Course Content					
Global Business Environment -Promotion of global business –the role of GATT/WTO –multilateral trade negotiation and agreements –VIII & IX, round discussions and agreements –Challenges for global business.					
An introduction to international Marketing -International Marketing Research -India's Foreign Trade -India's Foreign Trade - Import and Export Procedure - Import - Export Documentation - International Trade Logistics - International Banking and Finance.					
Strategic compulsions-Standardization Vs Differentiation–Strategic options–global portfolio management-global entry strategy- Conflict in international business-Negotiation – the role of international agencies –Ethical issues in international business –Ethical decision-making					
Course Outcomes					
CO1:	Ability to design a sustainable business plan based on the global business environment.				
CO2:	Ability to propose an international market research to enter into particular global market.by taking in to account their export – import procedures and sources of finance available.				
CO3:	Ability to formulate a solution for ethical issues involved in entering into global market.				
References					
1	Charles W. L. Hill and Arun Kumar Jain, “International Business-Competing in the Global Market Place”, TMH Publication, 10 th Edition, 2014.				
2	Cherunilam .F, “International Business: Text and Cases”, Prentice Hall of India Learning Pvt. Ltd., 5 th Edition, 2010.				
3	Aswathappa, K., “International Business”, Tata McGraw Hill Publication, 5 th Edition, 2012.				
4	Ajeet N. Mathur, “Strategies for Future: Understanding International Business”, Random House India, 2016.				
5	Leslie P Willcocks, “Global Business Management Foundations”, Steve Brookes Publishing, 2 nd edition, 2013.				

PMGG003	INTELLECTUAL PROPERTY RIGHTS	L	T	P	C
		3	0	0	3
Course Objectives					
	To acquire knowledge of learn about the intellectual property rights.				
	To learn the procedure for registering Patents, Copy Rights, Trademarks and Geographical Indication				
	To protect one’s intellectual property rights				
Course Content					
Introduction to IPR, International cooperation on IPR, Major Treaties, International convention relating to Intellectual Property – Establishment of WIPO – Mission and Activities – History – General Agreement on Trade and Tariff (GATT).					
Nature &Importance of Patents, Copy Rights, Trade Marks, Geographical Indication. Procedure to file Application for grant of Patents, Copy rights, Trade Marks and Geographic Indication.					
Emerging trends in IPR, IPR litigation, Case Studies on Patents, Copyright and related rights, Trade Marks, geographic indications					
Course Outcomes					
CO1:	Ability to create an intellectual property in terms of registration requirements				
CO2:	Ability to develop documents required for grant of registration of IPR				
CO3:	Ability to design strategies for protection of IPR				
References					
1	Bare Acts (Up-to-date)				
2	Subbaram N. R., and Viswanathan S., “Handbook of Indian Patent Law and Practice”, Printers and Publishers Pvt. Ltd., 2008.				
3	Susan K. Sell, “Private Power, Public Law: The globalization of Intellectual Property Rights”, Cambridge studies in International relations, Cambridge University Press, 2013.				
4	Wadehra, B.L., “Law relating to Intellectual Property”, University law publishing company Pvt Ltd, 4 th Edition, 2010.				
5	Bhandari, M.K., “Law Relating to Intellectual Property Rights”, Central Law Publications, 4 th Edition, 2015.				

PMGG004	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3
Course Objectives					
	To determine the voice of the customer and the impact of quality on economic performance and long-term business success of an organization.				
	To apply and evaluate best practices for the attainment of total quality.				
	To expose the students to the quality management systems and standards.				
Course Content					
Quality, TQM framework, Customer Focus, Customer retention, Product and service quality, Quality Cost, and Contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques, Quality circle, Japanese 5S principles and 8D methodology.					
Statistical process control, Control charts, Process capability, Six sigma, Reliability, and Business process re-engineering (BPR). Tools And Techniques for Quality Management - Benchmarking and POKA YOKE. Seven old (statistical) tools, Seven new management tools – Quality Functions Deployment (QFD), Failure Mode Effect Analysis (FMEA), Total Productivity Maintenance (TPM).					
Quality management systems, IS/ISO 9000, Performance improvements, Quality Audits, TQM culture, Leadership, Quality council, Employee involvement, Motivation, Empowerment, Recognition and Reward.					
Course Outcomes					
CO1:	Ability to evaluate and propose the quality related philosophies for knowledge based industry				
CO2:	Ability to design tools and techniques for continuous improvement in a new business				
CO3:	Ability to develop alternative quality systems to ensure customer delight				
References					
1	Dale H. Besterfield, et. al., “Total Quality Management”, Pearson Education, Revised 3 rd Edition, 2011.				
2	Lal, H., “Total Quality Management: A Practical Approach”, New Age International publication, 2015.				
3	Douglas C. Montgomery, “Introduction to Statistical Quality Control”, Wiley Student Edition, Wiley India Pvt Limited, 7 th Edition, 2012.				
4	James R. Evans and William M. Lindsay, “The Management and Control of Quality”, Thomson, 8 th Edition, 2010.				
5	Indian standard – “Quality Management Systems – Guidelines for performance improvement”, Bureau of Indian standards, New Delhi.				

