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2020-21

DR G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)

COIMBATORE – 641014

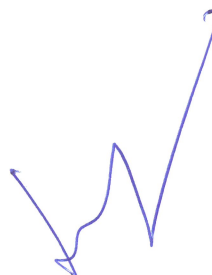
MASTER OF INTERNATIONAL BUSINESS

(Under Choice based credit system)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2020-2021

PROGRAMME OUTCOME	
PO1	Facilitate the students to gain better understanding of current scenario of International Business.
PO2	Comprehensive knowledge of economic factors influencing international business.
PO3	Supports to conquer thorough knowledge of functional areas of International Business Management.
PO4	Enhances the entrepreneurial skills and capabilities to meet the global challenges.
PO5	Provides industrial exposure to gain knowledge and apply the same practically.
PO6	Emphasizes on knowing, understanding and analyzing the business environment.
PO7	Enhancing the knowledge on Export/Import trade procedure and documents.
PO8	Developing cognizance of the importance of global financial markets.
PO9	Exposure of digitalization and its implication in recent business trends
PO10	Educating the effective and efficient institutionalization of logistics operations.



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MASTER OF INTERNATIONAL BUSINESS

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2020-2021

PROGRAMME SPECIFIC OUTCOME	
PS01	Unveiling the proficiency of real world business knowledge through corporate interactions.
PS02	Imparting the intensive and extensive knowledge of international business to elevate the professional capabilities.
PS03	Enriching the competencies of entrepreneurial potential to meet global needs.
PS04	Harnessing the creativity to bring in innovative business ideas.
PS05	Confidence building that manifests individual ability.
PS06	Creating a platform that inculcates individuals' employability.

Dr.G.R.D.COLLEGE OF SCIENCE (AUTONOMOUS)
SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS
MASTER OF INTERNATIONAL BUSINESS Degree Course
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Sem	Part	Course Code	Course Name	CREDITS	Marks			TOTAL	HOURS PER WEEK	Exam Duration (Hrs)	Category
					CA	TEE					
I	III	20153A	Core : Global Business Environment	3	25	75	100	5	3	Theory	
	III	20153B	Core : Management Process	3	25	75	100	5	3	Theory	
	III	20153C	Core : International Marketing Management	3	25	75	100	5	3	Theory	
	III	20153D	Core : Organisational Dynamics	3	25	75	100	5	3	Theory	
	III	20153E	Core : Economics for Decision Making	3	25	75	100	5	3	Theory	
	III	20153F	Core : Business Research Methods	3	25	75	100	5	3	Theory	
	III	20153G	Core : Managerial Communication	3	25	75	100	5	3	Theory	
	III	20153P	Core : E-Commerce – Practical	-	-	-	-	1	3	Practical	
	III	20253K	Core : Introduction to Retail Management (Swayam Online Course)	4	-	-	-	-	-	-	
	III	20253A	Core : Logistics Management	4	25	75	100	5	3	Theory	
II	III	20253B	Core : International Trade Practices and Procedures	4	25	75	100	5	3	Theory	
	III	20253C	Core : Human Resource Management	4	25	75	100	5	3	Theory	
	III	20253D	Core : Foreign Exchange Management	4	25	75	100	5	3	Theory	
	III	20253E	Core : Accounting for Decision Making	3	25	75	100	5	3	Theory	
	III	20253P	Core : E-Commerce – Practical	4	40	60	100	3	3	Practical	
	III	20353S	Core : Institutional Training	3	40	60	100	3	3	Theory	
III	III	20353A	Core : Global Financial Management	4	25	75	100	5	3	Theory	
	III	20353K	Core : Strategic Management (Swayam Online Course)	4	-	-	-	-	-	-	
	III	20353B	Core : India's Foreign Trade and Legislation	4	25	75	100	5	3	Theory	

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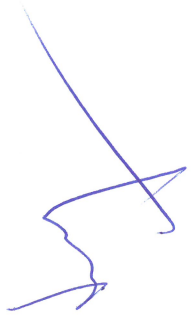
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III	20353C	Core : Global Brand Management	4	25	75	100	5	3	Theory
III	20353D	Core : Entrepreneurship and new venture planning	3	25	75	100	5	3	Theory
	Elective - I	Elective Paper – I	4	25	75	100	5	3	Theory
III	20353P	Core : Computer Application Practicals	2	40	60	100	5	3	Practical
III	20453A	Core : Exim Finance	3	25	75	100	5	3	Theory
III	20453B	Core : Management of Multinational Corporations	3	25	75	100	5	3	Theory
	Elective -II	Elective Paper – II	4	25	75	100	5	3	Theory
III	20453S	Core : Project work*	4	25	75	100	5	3	Project
		Total	90	645	1755	2400			

Elective – Students can choose one Elective (Two Papers)

Sem.	Part	Course Code	Course Name
			ELECTIVE I
III	III	20353U1	ELECTIVE I : Distribution And Cargo Management
III	III	20353V1	ELECTIVE I : Consumer Behaviour
III	III	20353W1	ELECTIVE I : Corporate Finance
III	III	20353X1	ELECTIVE I : Managing Interpersonal Effectiveness
			ELECTIVE II
IV	III	20453U1	ELECTIVE II : Supply Chain Management
IV	III	20453V1	ELECTIVE II : Online Marketing
IV	III	20453W1	ELECTIVE II : Securities Analysis And Portfolio Management
IV	III	20453X1	ELECTIVE II : Human Resource Development

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

CA - Continuous Assessment
TEE - Term End Examination

* The students will do a full fledged project for two months from 1st December to 31st January and have to submit a Project Report based on the Specification of GRDSCIB

Spilt up for Institutional Training

Continuous Assessment marks (40)

1. Duration	-	05	
2. Review	-	15	
3. Report	-	20	

		40	

Term End Examinations (60)

1. Learning and assimilation	-	10	
2. Presentation	-	05	
3. Selection of organization	-	05	
4. Quality of report	-	25	
5. Viva	-	15	

		60	



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Spilt up for Project Viva voce

Continuous Assessment marks (25)

1. Conceptualization of the research	-	05
2. Methodology	-	10
3. Periodical Review	-	10

		25

Term End Examinations (75)

1. Report	-	40
2. Viva	-	35

		75



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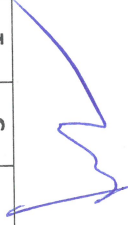
MASTER OF INTERNATIONAL BUSINESS
(Under Choice based credit system)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20153A	Core: Global Business Environment	3	2	3	1	2	3		1	1	
20153B	Core: Management Process	2		2	2	1	2			2	
20153C	Core: International Marketing Management	2	2	3	1	1	3				
20153D	Core: Organisational Dynamics	3	1	3	1	1	1				
20153E	Core: Economics for Decision Making	2	2	2	2	2	2		1		
20153F	Core: Business Research Methods	2	3	2	2	1	3				
20153G	Core: Managerial Communication	2	2	1	1	1					
20253K	Core: Introduction to Retail Management (Swayam Online Course)	2	1	3	2	2	2			1	
20253A	Core: Logistics Management	2	2	3	2	2	2				3
20253B	Core: International Trade Practices and Procedures	2	3	2	3		2	3	1		
20253C	Core: Human Resource Management	2	2	2	2	1					
20253D	Core: Foreign Exchange Management	3		2	2		1	2	3		
20253E	Core: Accounting for Decision Making	3	3	2	1				1		
20253P	Core: E-Commerce – Practical	3	1	2	1					1	
20353A	Core: Global Financial Management	3	2	1	2	1	2				
20353K	Core: Strategic Management (Swayam Online Course)	2	1	1	1	1	2				
20353B	Core: India's Foreign Trade and Legislation	2	2	2	2		1	2			
20353C	Core: Global Brand Management	3	1	3	1	2	2				
20353D	Core: Entrepreneurship and new venture planning	3	2	2	3	1	3	1		1	
20353U1	ELECTIVE I : Distribution and Cargo Management	3	1	2	2	1	2	2	1		2

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20353V1	ELECTIVE I : consumer Behaviour	3	1	1	2	1	2	1	2	1	1	1	1
20353W1	ELECTIVE I : Corporate Finance	3	1	2	2		1	1	2				
20353X1	ELECTIVE I : Managing Interpersonal Effectiveness	1	2	2	2								
20353P	Core: Computer Application Practical	3		1	1						3		
20453A	Core: Exim Finance	2	2	2	2	1	2	1	2	3	2		
20453B	Core: Management of Multinational Corporations	1	2	2	1	2	2	2	2		1		
20453U1	ELECTIVE II : Supply Chain Management	2	1	2	2	2	2	2	2	1	1		2
20453V1	ELECTIVE II : Online Marketing	2	1	1	1		1		1				
20453W1	ELECTIVE II : Securities Analysis and Portfolio Management	3	2	1	1	1	2	1	2	2	2		
20453X1	ELECTIVE II : Human Resource Development	2	1	1	1		1		1				

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Effective For The Students Admitted During The Academic Year 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153A	CORE: GLOBAL BUSINESS ENVIRONMENT	3	THEORY	-	100

Objective: This paper is designed to stimulate curiosity about seeking market opportunities outside the home country to learn about Global perspectives.

UNIT I : AN OVERVIEW OF BUSINESS ENVIRONMENT
(Teaching Hours: 13 hours)

International business environment, concept, factors and dimensions- Environment adjustment needs – Analyzing the international marketing environment- Vital importance of continuous monitoring, adapting to the changing environment- PEST analysis.

UNIT II : ECONOMIC ENVIRONMENT
(Teaching Hours: 13 hours)

Economic Environment, Economic Systems And Stages In Economic Development- The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure, Inflation, foreign investments

UNIT III : SOCIAL AND CULTURAL ENVIRONMENT
(Teaching Hours: 13 hours)

Cultural environment: Material culture – language – Aesthetics design, color, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture. Corporate Social Responsibility(CSR).

UNIT IV : LEGAL ENVIRONMENT AND ENVIRONMENTAL ISSUES
(Teaching Hours: 13 hours)

Legal environment –Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution – Environmental Problems- Air, Water Pollution, Forests - India's policy and the relevant constitutional provisions.

UNIT V: CASE STUDIES **(Teaching Hours: - 13 Hours)**

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the nature of business environment and its components.	K1, K2
CO2	Evaluate the economic system followed by a country and appreciate the influence of major economic indicators on international business.	K2, K3, K4, K5
CO3	Analyse the components, appreciate the elements and understand the dimensions of international cultural environment.	K2, K3, K4, K5
CO4	Identify the components of international legal environment and understand the environmental problems	K2, K3, K4, K5
CO5	To appraise the students on the leading practical application oriented case studies	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	3	2	2	3	1	3	2	2
CO2	2	3	2	3	2	3	2	3	2	3
CO3	2	1	2	3	2	3	1	1	2	1
CO4	2	1	2	2	1	3	1	1	2	2
CO5	1	1	2	1	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Marketing	Sak Onkvisit and John J. Shaw	Prentice Hall of India Pvt. Ltd, New Delhi	2005 & 3 rd Edition
2	International Marketing	Philip R. Cateora, John L. Graham	McGraw Hill Education	2001 & 10 th Edition
3	International Business	Charles W.L. Hill, Arun Kumar Jain	Tata Mc Graw Hill, New Delhi	2009 & 6 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Business Text and Cases	Francis Cherunilam	Wheeler Publishing, Allahabad	2004 & Third Edition
2	International Business	C. Jeevanandham	Sultan Chand & Sons, New Delhi	2008 & First Edition
3	Business Environment	C. B. Gupta	Sultan Chand & Sons, New Delhi	2009 & 5 th Edition

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment, Group Discussion, Case Studies

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Effective For The Students Admitted During The Academic Year 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153B	CORE: MANAGEMENT PROCESS	3	THEORY	-	100

Objective of the Course:

This paper aims at studying the basics of business management and the functions to be performed by a manager. It gives thorough knowledge about the functional areas of management.

UNIT – I OVERVIEW OF MANAGEMENT AND PLANNING

(Teaching Hours: 13 hours)

Management Process – Concept – Nature – Importance – Modern Management Approaches.
Planning: - Nature and Importance – Forms – Strategic and Tactical – Types of Plans – Steps in Planning

UNIT – II DECISION MAKING AND ORGANIZING

(Teaching hours: 13 hours)

Decision Making: – Types of Decision – Decision Making Process – Rationality in Decision Making. Organization: Concept - Process of organising – Organisation structure – Departmentation – Span of management – Delegation – Authority, Responsibility.

UNIT – III DIRECTING

(Teaching Hours: 13 hours)

Direction: - Principles – Elements – Motivation – Maslow's, Herzberg's, Vroom, Porter Models- Co-ordination, MBO – MBE.

UNIT – IV LEADERSHIP CONTROL AND COMMUNICATION

(Teaching Hours:13 hours)

Leadership: - Leadership Theories – Styles – Managerial Grid – Control – Controlling and Planning – Types of Control – Concurrent and Forward Control – Principles of control – Areas of Control – Control Techniques – Communication – Meaning – Definition – importance – Barriers to effective communication and measures to overcome.

UNIT – V CASE STUDIES

(Teaching Hours:13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquired knowledge about basics of management and the effects of planning.	K1, K2
CO2	Proficiency in the decision making and Formulate models of decision making	K2,K3
CO3	Thorough knowledge in the concepts of motivational theories	K3,K4
CO4	Enriched the ability to apply knowledge, skills and right attitude necessary to provide effective leadership	K2,K3,K4
CO5	Comprehensive idea about the decision making in the critical situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	3	2	3	2			1	2
CO2	3		2	3	3	3			2	
CO3	2	3	2	2	3	2			2	
CO4	1	2	3	3	3	2		1	2	
CO5	1	2	2	3	3	2	2		2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management	Stoner, Freeman and Gilbert	Prentice Hall	1996 & First
2	Business Management	Dinkar Pagare	Sultan Chand & Sons	2008 & Seventh
3	Fundamentals of Management	Robbins S.P.	Prentice Hall	2002& Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management	VSP Rao, V.Hari Krishna,	Excel Books	2002 & First
2	Principles of Management	P.C.Tripathi & P.N.Reddy	Tata Mcgraw Hill	2008 & Fourth edition,
3	Principles of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2011 & Twentieth

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
FIRST	20153C	CORE: INTERNATIONAL MARKETING MANAGEMENT	3	THEORY	-	100

Objective of the Course:

This paper is concentrated to study on the dynamic nature of international marketing. It provides a through coverage with specific emphasis on the planning and strategic problems confronting companies that market across cultural boundaries.

UNIT – I: INTRODUCTION TO INTERNATIONAL MARKETING

(Teaching Hours:13 hours)

Definition of market- Meaning and Concept of Modern Marketing Management – Classification of markets- Marketing functions- Definition of International marketing management- National & International Marketing – Special features of International Marketing – The Scope and Challenge of International Marketing – Future of Global Marketing- Theories of International Trade.

UNIT – II: PRODUCT AND PRICING IN INTERNATIONAL MARKETS

(Teaching Hours:13 hours)

Product Mix – Global products– New Product Development –International Product life cycle- Price Mix: Importance of price, pricing objectives, kinds of pricing – Factors of Pricing-Pricing for international markets.

UNIT – III : INTERNATIONAL MARKETING CHANNELS AND INTERNATIONAL PROMOTION

(Teaching Hours:13 hours)

International Marketing Channels– Meaning – Importance – Factors and Methods –Integrated marketing communications– Promotion strategies in International Marketing - methods of promotion – Global advertising – characteristics and types – sales promotion – meaning -types personal selling – Meaning – Importance - Consumer Behavior – Meaning – Need – Factors influencing consumer behavior – cultural, social personal and psychological factors – Buyer decision making process.

UNIT – IV: GLOBAL SEGMENTATION AND INTERNATIONAL MARKETING RESEARCH

(Teaching Hours:13 hours)

Global segmentation and positioning – Methods, Importance – on-line marketing – meaning – importance and relevance- Global marketing research –Scope- Importance- Challenges- Exploring new market – problems and procedures- International marketing information system – Sources of significant marketing information – Domestic and International – Implementation of IMIS.

UNIT – V: CASE STUDIES

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the scope and functioning of International Marketing Theory and Practice	K1&K2
CO2	Will be able to increase Knowledge and skills to help in developing international market entry strategies	K1, K2
CO3	Identify and analyse opportunities within international marketing environment	K1, K2
CO4	Utilise cases, readings and international business reports to evaluate corporate problems/opportunities	K2, K3
CO5	Develop a comprehensive course of action for a business firm using formal decision making process	K3,K4&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	1	2			2	
CO2	2	1	2	2		2			2	
CO3	1		2			3				
CO4		1		2	3					
CO5		2		2	1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year
1.	Marketing Management	Philip Kotler	Prentice Hall of India, New Delhi,	2000 Millennium edition,
2	Marketing	William Zikmond&Michel D. Amico	Publishing Company, 4 th Edition	1993
3.	International Marketing	SakOnkvist& John I Shaw	Prentice Hall of India Pvt. Ltd	2002
Reference Book				
4.	International Marketing	Philip R. Cateora	Irwin Mc Graw Hill	1996
5.	International Marketing Management	Deklan	Discovery Publication house	2001

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Activity

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153D	CORE: ORGANISATIONAL DYNAMICS	3	THEORY	-	100

Objective: This paper deals with the study of the individual behavior in the organization collectively and the various organizational forces which influence the human behavior at work.

UNIT I OVERVIEW OF ORGANIZATIONAL BEHAVIOUR
(Teaching Hours:13 hours)

Organisational Behaviour: History – Evaluation, Challenges and opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour- . Attitudes-relationship with behaviour, sources, types, consistency, work attitudes, values- importance, sources, types, ethics and types of management ethics.

UNIT II STRESS AND CONFLICT MANAGEMENT (Teaching Hours:13 hours)
Foundations of group behaviour: linking teams and groups, stages of development- Influences on team effectiveness, team decision making- Issues in managing teams- Stress- Nature, sources, effects, influence of personality, managing stress. Conflict Management, Levels, Sources, bases, conflict resolution strategies, negotiation

UNIT III ORGANIZATIONAL CHANGE AND DEVELOPMENT
(Teaching Hours:13 hours)

Organizational Change- Managing planned change. Resistance to change- Approaches to managing Organisational change- Organisational Development- values- interventions, change of management.

UNIT IV ORGANISATIONAL CULTURE (Teaching Hours:13 hours)
Organisational politics- Political behaviour in Organisation, Impression management, Self monitoring. Organizational Culture Dynamics, Role and types of culture and corporate culture, ethical issues in Organisational culture, creating and sustaining culture.

UNIT – V CASE STUDIES (Teaching Hours:13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquired knowledge about basics of behaviour and management functions relevance to Organisation.	K1, K2, K3
CO2	Proficiency in managing stress and conflict	K2, K3, K4
CO3	Thorough knowledge in the concepts of Organisational change and Development	K2, K3, K4
CO4	Intensive knowledge of organizational culture and managing ethical issues	K1, K2, K3, K4
CO5	Comprehensive idea about various issues and the way to handle the situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2	3	2			2	
CO2	1		2	3	2	2				
CO3	2	3	2	2	3	2				
CO4	1	2	2	3	2	3			2	
CO5	3	2	2	3	2	2				

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour	K.K.Karthick	Himalaya Publishing House	2010 & Second
2	Organizational Behaviour	Fred Luthans	Mc Graw Hill Education (Asia), International Publication	2005 & Tenth
3	Organisational Behaviour	L.M.Prasad	Sultan Chand	2005
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic Management and organisational dynamics	Stacey Ralph D,	Pitman Publishing, London	1993
2	Organizational Behaviour and Design	Barry Cushway Derek Lodge	Crest Publishing House, USA	2001
3	Organizational Behaviour	K. Aswathappa	Himalaya Publishing House	1997 & Fourth Revised edition

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Discussion

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153E	CORE: ECONOMICS FOR DECISION MAKING	3	THEORY	-	100

Objective of the Course:

This paper deals with the fundamental concepts of economic theory in the areas of demand, supply it also helps to develop a perspective on managerial decision making and to use simple economic tools for analyzing firm's decision problems.

UNIT I – CONCEPTUALISATION

(Teaching Hours: 13 hours)

Meaning – Nature and Scope Managerial economics- Definition, Objectives, Characteristics of Managerial Economics, Usage of Managerial Economics - Role and Responsibility of Managerial Economist

UNIT II – DEMAND AND ITS CRITERIA

(Teaching Hours: 13 hours)

Meaning of demand- Demand determinants- Demand distinctions- Elasticity of demand (Price, Income, Cross and Advertisement elasticity)-Demand forecasting – Meaning – Essential of Demand forecasting - Purpose of Demand forecasting- Criteria of a good Demand forecasting- Methods of Demand forecasting- Overseas Demand Analysis.

UNIT III – SUPPLY AND PRODUCTION FUNCTION

(Teaching Hours: 13 hours)

Law of Supply- Determinants of supply- Cost – Meaning, Definition and Importance in Managerial Decision Making - Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run- Economies and Diseconomies of scale- Production function – Cobb-Douglas production function – Law of Variable proportion – Law of return to scale – Isoquant and its types - Break- Even Analysis.

UNIT IV – MARKET COMPETITION AND NATIONAL INCOME

(Teaching Hours: 13 hours)

Market Competition, Features - Price and output determination in perfect competition- Monopoly- Price discrimination- Monopolistic- Oligopoly -Profit Theories on policies - Concept of National Income- Measuring National Income – Difficulties of Measurement - Inflation and its types and Deflation-Monetary Policy, Fiscal Policy and its instruments

UNIT V – CASE STUDY

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Having cognizance about the Nature of Managerial economics which gives a stable and Sturdier thoughts on concept of managerial (micro) economics which also gives wean points that paves the ways to the macro economics	K2
CO2	Contemplated opinions the predominant ideas of demand along with its forecasting techniques which provide sheer knowledge to give execute ideas in the enterprises	K2, K4
CO3	Profound knowledge in the supply of the products and observe the pragmatic progress of economics of scale; to give a comprehensive cognizance in the production function	K1, K3, K4
CO4	Emphasized thoughts about the function of market with its classification and to know about the national income and its implications	K2, K4
CO5	It gives lucid ideas about the research, gives sway in the interpretations of policies and processes	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2								
CO2			2	2	1	1			1	
CO3	1			1	1				1	
CO4			2	2	2	2			2	
CO5	3	2			2					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Managerial Economics	R.L.Varsheney, K.L.Maheswari	Sultan Chand Publications	2018
2	Managerial Economics	Joel Dean	Prentice Hall	2008, 2 nd Edition
3	Managerial Economics	Geetika, Piyali Ghosh, Purba Roy Choudhury	McGrawhill	2012, 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managerial Economics	Dr.D.N.Diwivedi	Vikas Publications	2018
2	Managerial Economics	H.Craig Petersen W.Cris Lewis	Prentice Hall	1998, 4 th Edition
3	Managerial Economics	G.S.Gupata	Tata McGraw Hill Education Private Limited	2011, 2 nd Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153F	CORE: BUSINESS RESEARCH METHODS	3	THEORY	20	80

Objectives: The broad objective of the course is to develop in the students, the approach, skills and the attitude required to specify, evaluate and utilize different types of information for better management decisions. This paper will provide in the student an understanding of research methodology following in management science.

UNIT I CONCEPT AND FUNDAMENTALS OF RESEARCH
(Teaching Hours: 13 hours)

Research Meaning- Objectives – Characteristics and Types – Criteria of Good Research – Research Process.

UNIT II IMPORTANCE OF DATA, SAMPLING AND HYPOTHESIS TESTING
(Teaching Hours:13 hours)

Data – Types – Collection – Classification – Research Design – Sampling and Sample Design –Hypothesis – Meaning, formulation, types- steps in testing of hypothesis- Types of Errors in testing- correlation and regression - application

UNIT III ROLE OF MEASUREMENT AND SCALES IN MEASUREMENT
(Teaching Hours:13 hours)

Measurement: Meaning – Types of scales – sources of error – scaling techniques – Meaning – classification – Techniques – SPSS Packages.

UNIT IV STRUCTURE OF REPORT AND APPLICATION OF ANOVA
(Teaching Hours:13 hours)

Chi-square Test- ANOVA – one way & two way – Reports – Types of Reports – Structure of Research Reports

UNIT V CASE STUDIES **(Teaching Hours:13 hours)**

Case Studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the fundamentals of Research its types, characters and the process of research	K1, K2
CO2	Familiar with the importance of data, sampling, research design, hypothesis testing and correlation and regression analysis	K1, K3, K4
CO3	Recognize, the role of measurement, scales applied, scaling techniques in research.	K1, K3
CO4	Know report writing, structure of report and application of ANOVA and Chi-square in research	K2, K3, K4
CO5	Systematically analyze the practical cases to reach meaningful solutions using creativity and innovation and knowing how to conduct a pilot study	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1					2			1	
CO2		1	1		2					
CO3	1			2		2				
CO4		1	1			1			1	
CO5	2			2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Research Methods	Cooper , Donald R and Schindler	Irwin Mc Graw Hill International	Singapore Edition, 1998
2	Business Research Methods	Zikmund	Thomson Asia Pvt Ltd.,	Singapore Edition,2003
3	Research Methodology	CR Kothari	New Age International Pvt Ltd., New Delhi,	2004
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Research Methods for Management and Commerce	Rao K.V	Sterling Publishers Pvt. Ltd., New Delhi,	2004
2	Statistical Methods	SP Gupta	Sultan Chand & Sons, New Delhi	2002

Pedagogy: Presentation with PPT, Discussions, e-content seminar, Spot Assignments, Group Discussions, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20153G	CORE: MANAGERIAL COMMUNICATION	3	THEORY	-	100

Objective: The broad objective of the paper is to help the students in knowing the scope of communication and developing the communication skills, which adds value to their knowledge.

UNIT I: INTRODUCTION TO MANAGERIAL COMMUNICATION

(Teaching Hours: 13 hours)

Definition- Process of Communication - Objectives of communication- Types and patterns of communication- Horizontal communication- Upward communication- Spoken communication-Written communication - Non-verbal communication- Audio-visual communication and Multimedia communication - Principles of Effective communication – Barriers to communication - Know your Audience - Developing Listening skills

UNIT II: BUSINESS CORRESPONDENCE

(Teaching Hours: 13 hours)

Business correspondence- Functions-Variety kinds of business correspondence - Business Letter- Characteristics- Structure and Layout of a business letter- Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment, Collection Letters and Sales Letters

UNIT III : REPORTS AND MANAGEMENT INFORMATION SYSTEM

(Teaching Hours: 13 hours)

Email correspondence – Layout and Etiquette, Report writing-Classification-Characteristics of a good report- Report structure- Various forms of reports- Management Information System - Resume writing – Emailing Resume - Presentation skills - Use of MS Word , Excel and Power point tools in reporting and Presentations

UNIT IV: EXIM CORRESPONDENCE, BANKING AND INSURANCE CORRESPONDENCE

(Teaching Hours: 13 hours)

Banking Correspondence- Insurance Correspondence- Import and export correspondence –Letter of credit transaction cycle and related correspondence– Content of an L/C application – Letters among parties to L/C, Documents – Bill of Lading, Bills of Exchange and Commercial Invoice - Letter about documents against payment, against acceptance – Instructions to the bank – Correspondence carriage of goods - Enquiry and Contract

UNIT V: CASE STUDY

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Understand the basics of Managerial communication	K1 &K2
CO2	Know the characteristics of business letter and also to Know the structure and layout of business Letters	K2 &K3
CO3	Acquire knowledge on various kinds of business correspondence	K2 &K3
CO4	Gain knowledge of EXIM Correspondence, Banking correspondence and Insurance correspondence and to be able to apply them practically	K2 & K3
CO5	To be able to develop skills to make business presentations and to write a resume	K3, K4 & K5

Note K1- Remembering; K2 Understanding; K3 Applying; K4 Analysing; K5 Creating and Evaluating

Course outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	2	1	1				
CO2	2		1	2	1	2				
CO3	1		2	1	1		2			
CO4	3	1	1	1	2		3		1	
CO5	3		1	1	3					

Indicators: 1.Reasonable 2. Significant 3. Strong

Text Books

S.No	Title	Author	Publishers	Publication Year
1.	Business Communication	Dr.K.K.Ramachandran	Macmillan Publication	2006
2	Business Correspondence and Report writing	RC Sharma , Krishnamohan	Tata Mc Graw Hill Publishing Co., Ltd., New Delhi,	2002
3.	Business Communication	Lesikar	AITBS Publishers & Distributors, 6 th Edition	2005

Reference Books

S.No	Title	Author	Publishers	Publication Year
4.	Essentials of Business communication	Rajendra pal	Sultan Chand & Sons, New Delhi	2008
5	Model Business Letter, email and other business documents	Shirley Taylor	PEARSON PUBLICATION, NEW DELHI	

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Activities

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253K	ONLINE SWAYAM CORE - INTRODUCTION TO RETAIL MANAGEMENT	4	-	-	-

Objective: An understanding of the retail business model for brick and mortar formats
Understanding various constituents of retail strategy. A greater awareness of how to develop and sustain a competitive advantage in retail sector. Practical tools and techniques of retail strategy.

UNIT I: UNDERSTANDING RETAIL BUSINESS

What is retailing. How does retail business work , Characteristics of Retail Business - Roles & Responsibilities in Retail Business - Retail Focus/Significance of Retail Business- Manufacturer – Retailer Relationship Change- Terminologies in Retail Business

UNIT II: RETAIL FORMATS & STRATEGIES

Philosophy of retail formats classification - Various basis of classification of retail formats - Ownership based classification -Strategy mix based classification-Food & Grocery - Strategy mix based classification-General Merchandise -Non-traditional classification - Evolution of retail formats

UNIT III: RETAIL COMPETITION & RETAIL STRATEGY

Business model-Planning-Strategy - Retail Competition - Retail strategy

UNIT IV: FINANCIAL STRATEGY FOR RETAIL BUSINESS

Strategic profit model -Profit management path -Asset management path

UNIT V: MERCHANDISE MANAGEMENT AND RETAIL PRICING & PROMOTION

Merchandise Financials Merchandise process -Inventory management -Store plan , Retail Pricing & Promotion :-Factors Influencing retail pricing -Pricing methods -Pricing implementation & adjustments- Communication strategy -In store promotions -Elements of retail promotion mix

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding concept of Retail Business	K1, K2
CO2	Knowing Retail Strategic plan and formation of retail format	K2,K3
CO3	Understand the completion and retail strategy	K2,K4,K5
CO4	Know the Financial strategy for retail business	K2,K3,K4
CO5	Apply the concept merchandise management and pricing and promotion	K2, K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	2	2				
CO2	2	2	2	3	3	2				
CO3	1	1	2	3	3	2			3	2
CO4	1	3	3	2	2	2		1	2	
CO5	2	1	3	2	2	2				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Retail Management	Vedamani Gibson	Jaico Publishing House	2008, Third
2	Retailing	Patrick M Dunne Rober F Lusech, David A Griffith	Thompson Asia Pte Ltd.Singapore	2002
3	Retail Management	Barry Berman & Joel R Evants,	Pearson Prentic Hall of India, New Delhi	2006
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retailing,	Dale M Lewison, M Wayne delozier,	Thomas Nelson & Sons,	2010
2	Retail Management	Hasty Rom, James Reardon,	McGraw Hill Companies Inc.	1997

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253A	CORE: LOGISTICS MANAGEMENT	4	THEORY	-	100

Objective of the course : This paper aims to gain knowledge about the importance of Logistics in International Business. It enriches the study on the major ports and its infrastructural development.

UNIT I - OVERVIEW OF LOGISTICS MANAGEMENT

(Teaching Hours:13 hours)

Logistics – Concept, Meaning – Evolution of Logistics - logistics linkage with value chain - Marketing logistics system – concept, objectives and scope – Logistics interface with marketing – Logistics system elements – Importance and relevance in export management – Managing towards logistics excellence-Logistics Information System, e-Logistics

UNIT II- GENERAL STRUCTURE OF SHIPPING INDUSTRY

(Teaching Hours:13 hours)

The general structure of Shipping Industry – World sea routes - Types of ships – Operating systems : Liner operations and tramp operations – Conference system – Chartering principles – Freight structure and practices-INCOTERMS - International Marine Insurance :Policies and coverage

UNIT III- SEA PORTS AND INTERMEDIARIES IN LOGISTICS

(Teaching Hours:13 hours)

PORTS: Major and minor ports in India – Issues in India shipping – Port infrastructure development – Shipment of government controlled cargo – Organization and functions of Trans chart.

Co-ordination : Role of intermediaries – Freight forwarders – Freight broker – Stevedores – shipping agents – NVOCC, International Commercial Documents: Export – Import- Transport and EDI.

UNIT IV - MULTIMODAL TRANSPORTATION (Teaching Hours:13 hours)

Containerization – Concepts, Operation of the system – Types of containers: Air and Sea – benefits of containerization – Inland container depots, problems and prospects – Clearance procedure of ICD's – CONCOR – Multimodal transportation International Air Transport – Advantages and constrains – Types of air transport – Airport infrastructure – Air cargo Tariff Structure – IATA- Global Logistics.

UNIT V - CASE STUDIES

(Teaching Hours:13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the need and objectives of logistics in business along with its e-logistics application	K1 & K2
CO2	Will be able to increase Knowledge about the shipping industry working terminology.	K1 & K2
CO3	Will be able to understand the sea port infrastructural developments and source opportunities in the field of logistics intermediaries .	K2 & K3
CO4	Utilise cases, readings and logistics reports to improve our understanding on multimodal transportation	K2 & K3
CO5	Will be able to analyse and evaluate with the choice of intermediaries based on services offered.	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Logistics Management,	Douglas M. Lambert, James Stock, Lisa M. Ellram	Mc Graw Hill Irwin International Edition	1998
2	Logistics Management & World Seaborne Trade	Dr. Krishnaveni Muthiah	Himalaya Publishing House, New Delhi	1999
3	Text Book of Logistics and Supply Chain Management, ,	D.K.Agarwal	Macmillan India LTD, New Delhi	2003
Reference Books				
S.No.				
1	Logistics Strategy Cases & Concepts	Roy D. Shapiro, James L. Heskett	West Publishing Co.	1985
2	Business Logistics Management- Theory and Practice	Vogt, WJ. Piennar, PWC. De. Wit	Oxford University Press, Southern Africa	2002

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253B	CORE: INTERNATIONAL TRADE PRACTICES AND PROCEDURES	4	THEORY	-	100

Objective: To enable the students carry out the internal documentation function relevant to exports and imports.

UNIT I EXPORT TRADE CONTROL

(Teaching Hours: 13 hours)

Export trade control: Different categories of exporters- Registered exporters- Definition of status holders- Export licensing procedure and formalities- Types of licence- INCO terms- Export procedure and documentation- customs clearance procedure for exports- Letter of credit- Acceptance of documents under D/A and D/ P terms- Documentation through EDI- eBRC- Future of EDI in customs.

UNIT II EXPORT INCENTIVES AND SUBSIDIES

(Teaching Hours: 13 hours)

FTZ, EPZ, SEZ and EOU- salient features- norms governing the establishment and functioning of the units- export incentives and benefits- Debonding/ exit of the units- Deemed exports and its benefits- Duty Drawback- role of ECGC in export promotion- Project and consultancy exports.

UNIT III IMPORT TRADE CONTROL

(Teaching Hours:13 hours)

Import trade control: Licence- import of samples- Duty credit scrips- Imports under EPCG scheme- Import of raw materials and components under actual user condition and OGL- Restricted and banned items for imports – Canalization of Imports- customs duty- meaning and types- Impact of GST.

UNIT IV IMPORT DOCUMENTATION AND SUBSIDIES

(Teaching Hours: 13 hours)

Import Documentation- import customs clearance- Bill of entry- types- Warehouse- warehousing procedure for exports- Warehousing under imports- Bonded warehousing- Special facilities for NRIs- norms for import by NRIs- import of raw materials and capital goods by EOUs, EPZs and SEZs.

UNIT V Case Studies

(Teaching Hours:13 hours)

Case Studies

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	acquire basic knowledge about international trade terminologies and trade procedure	K1,K2
CO2	Identify and understand the export incentives and subsidies available to the exporters	K2, K3
CO3	Understand the concepts and procedure involved in import trade	K1, K2
CO4	Gain familiarity about the import documentation and the provisions for NRIs	K3, K4
CO5	Enrich practical understanding of the real business complexities enabling problem solving ability	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2	2	3	3	1	2	2
CO2	2	2		2	2	3	3		2	1
CO3	2		2	2	2	3	3	2	2	2
CO4	2	2	1	2	2	3	3		2	2
CO5	3	2	2	2	3	3	3	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Export- What, Where and How	Parasram	Anupam Publishers, New Delhi	2017, 47 th Edition,
2	Export Import Procedures and Documentation: A Complete Reference for the Educators and the Educands	Khushpat S. Jain	Himalaya Publishing House	2009,Reprint,
3	A Guide on export policy procedure and documentation	M.L. Mahajan,	Snow White Publication, New Delhi	2000, Reprint
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Export Marketing,	B.S.Rathor &J.S.Rathor,	Himalaya Publishing House	1999, Revised Edition
2	International Trade Operations	Singh Ram	Excel Books	2009,Reprint
3	Foreign Trade,	C. Jeevanadam,	Sultan Chand & Sons, New Delhi,	2007, 1 st Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253C	CORE: HUMAN RESOURCE MANAGEMENT	4	THEORY	-	100

Objective: The paper attempts to explain the functional aspects related to management of Human resource in an organization. The procedural aspects of recruitment, selection and training help the students to gain knowledge in the field of Human resource management.

UNIT – I – HRM CONCEPT, FUNCTIONS AND INFLUENCES

(Teaching Hours: - 13 Hours)

Human Resource Management: - Meaning – Significance – Scope – Objectives – Functions of HRM – Environmental influence – HRM in India – HRM Policies, Procedures and Programmes – Line and Staff Relationship and Personnel function – HRM Vs HRD. HRM Vs Personnel Management, Motivation Theories- International HRM, Global HR competencies – Diversity Management.

UNIT – II – HR PLANNING, JOB ANALYSIS AND ITS DESIGN

(Teaching Hours: - 13 Hours)

Human Resource Planning: - Introduction – Meaning – Objectives – Importance – Techniques and process – Job Analysis – Job Description – Job Specification - Job design

UNIT – III – RECRUITMENT AND SELECTION

(Teaching Hours: - 13 Hours)

Recruitment – Inducements – Constraints – Sources of Recruitment – Methods – Policies and Procedures. Selection – method of Selection – Selection practices. Placement and Induction.

UNIT – IV – TRAINING AND DEVELOPMENT; HR ACCOUNTING

(Teaching Hours: - 13 Hours)

Training: - objective, method of training - On- the- job and Off- the- job Training - need for training:- Needs Assessment -Kirk Patrick's Evaluation model, Malcolm Knowles Adult Learning Principles. Development: - Purpose and Methods - Performance appraisal: - meaning and techniques. Human Resource Accounting: - Benefits – Limitations.

UNIT – V – CASE STUDIES

(Teaching Hours: - 13 Hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Enriched knowledge about the significance of Human Resource Management and to know about the evaluation of HRM and its influence in firms with Global context	K2
CO2	Enhanced the importance of Human Resource Planning and to realize the essential of job analysis and the design of the portfolios	K1, K4
CO3	Explicate knowledge in the process of Recruitment and procedure of selection	K1, K3
CO4	Comprehensive ideas about Training progress in the organisation and its stimulation in the development of the Human Resources also the essential of Human Resource Accounting	K2, K3, K4
CO5	It gives lucid ideas about the research, gives sway in the interpretations of policies and processes	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3					2			1	
CO2	2			2	3	1			2	
CO3	2	1	2	3	2	1			1	
CO4		1	2	2	2				2	
CO5			2	1	2	2			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Human Resource Management	V.S.P.Rao	Excel Publishers	2010
2	Personnel and Human Resource Management	P.Subba Rao	Himalaya Publications	2010
3	Human Resource Management	Gary Dessler	Pearson Publications	2017, 15 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Personnel Management	P.C.Tripathi	Sultan Chand and Sons	2010, 6 th Edition
2	Modern Human Resource Management	C.B. Gupta	Sultan Chand and Sons	2012
3	Human Resource Management	Madhurima Lall	Excel Publishers	2008

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253D	CORE: FOREIGN EXCHANGE MANAGEMENT	4	THEORY	20	80

Objective: To enrich the practical knowledge in calculation of the exchange rate and the techniques in risk management.

UNIT I ADMINISTRATION OF FOREIGN EXCHANGE (Teaching Hours:13 hours)

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – determination of exchange rate- purchases and sales transactions – Authorized dealers – Foreign currency accounts –Nostro account-Vostro account-Loro account - international exchange rate systems- fixed exchange rates-floating exchange rates

UNIT II FOREIGN EXCHANGE MARKET TRANSACTIONS

(Teaching Hours:13 hours)

Foreign exchange market – Functions – Exchange rates– Exchange quotations-direct-indirect – two-way quotation-spot and forward transactions – factors determining forward margin Forward exchange contract – Features of Forward exchange contract- Execution and Cancellation of forward contracts.

UNIT III FOREIGN EXCHANGE RISK AND EXPOSURE MANAGEMENT

(Teaching Hours: 13 hours)

Foreign exchange risk and exposure – types of exposure-transaction-translation-economic exposure- Internal techniques of exposure management –netting-foreign currency invoicing - foreign currency account-leading and lagging External techniques of exposure management-forward contract-hedge-options-futures

UNIT IV CALCULATION OF EXCHANGE RATES

(Teaching Hours: 13 hours)

Merchant rates – TT buying rate – bill buying rate –TT selling rate-bill selling rate. Cross rates- Inter Bank Deals – cover deals trading, SWAP Deals– Arbitrage operations (Problem) – Managing foreign exchange reserves – Fiscal and Monetary policies in India – (Software package related to FOREX-lab work)

UNIT V Case Studies

(Teaching Hours:13 hours)

Case studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Attain basic knowledge about Foreign exchange and its administrative setup	K1,K2
CO2	Augment the knowledge on the functional transactions in foreign exchange market	K2, K3
CO3	Enhance the practical understanding of foreign exchange risk and exposure management	K1, K2
CO4	Improve the analytical skills in calculation of exchange rates	K3, K4
CO5	Enrich familiarity in real market access of currency trading	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	1	2	2	2	2	
CO2	2	2	3			2	1	2	2	
CO3	2	3	3	2	1	2		2	2	
CO4	2	3	3	2	1	2	2	3		
CO5	2	3	3	2	2	3	2	3	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Foreign Exchange and Risk Management	C Jeevanandham	Sultan Chand & sons, New Delhi	2010, 12 th Edition
2	Foreign exchange management	Thomas W. McRae, David P. Walker	Prentice-Hall International	1980, Revised edition
3	Foreign Exchange, International Finance,	AV Rajwade,	Tata McGraw Hill Publishing Company	2002, Reprint
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Global Financial Markets	Ian H Giddy	AITBS Publishers and Distributors	1998, 1 st Edition
2	International Finance	Alan C.Shapiro	Prentice Hall of India Pvt Ltd, New Delhi	1997, 4 th edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253E	CORE: ACCOUNTING FOR DECISION MAKING	3	THEORY	50	50

Objective of the Course:

To analyze the financial statement and to use the accounting information for managerial decision making.

UNIT I: INTRODUCTION TO FINANCIAL STATEMENTS (Teaching hours: 13)

Accounting concepts: principles, concepts - conventions. International accounting standards – Indian accounting standards – financial reporting (annual reports), Financial cost & management accounting. Financial statements – preparation of P&L account and balance sheet.

UNIT II: COST ACCOUNTING (Teaching hours: 13)

Cost concepts: cost, classification – preparation of cost statement, marginal costing and cost volume profit analysis

UNIT III: ANALYSIS OF FINANCIAL STATEMENTS (Teaching hours: 13)

Working capital – concepts, kinds, importance and sources of working capital – Estimation of working capital requirement – fund flow and cash flow analysis. Accounting ratios and evaluation of profitability – Liquidity and solvency

UNIT IV: INVESTMENT DECISION (Teaching hours: 13)

Budgeting and budgetary control – preparation of functional budget, Master budget, cash budget, flexible budget – capital budgeting – Time Value of money – Cost of capital (Theory only) – Return on investment – Pay back and discounted cash flow methods of evaluating.

UNIT V: (Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Preparing financial statements in accordance with financial standards	K1&K2
CO2	Congregate knowledge on preparation of cost sheet in its practical point of view	K3
CO3	Enlighten the knowledge on analyzing the various financial statements, Fund flow, Cash Flow, Ratio analysis	K3 & K4
CO4	Learn the objectives of Financial management, functions and its application in financial decision making.	K4
CO5	Appling practical knowledge using financial tools	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2		1		2		3		
CO2	1	2	1	2	3	2		2	1	
CO3	1	2	2		2	1		2		
CO4	2	2	1	2	2	1		2	1	
CO5	2	2	2	1	2	1		2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	Dr. S. N. Maheswari	S. Chand & Company, New Delhi	2000 & 9 th Edition
2	Financial Management	Sharma & Gupta	Kalayani Publishers, New Delhi	2002 & 8 th Edition
3	Management Accounting	Sharma & Gupta	Kalayani Publishers, New Delhi	2002 & 8 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	I M Pandey	Vikas Publishing House Pvt Ltd New Delhi	1999 & 9 th Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20253P	CORE E – COMMERCE PRACTICAL	4	PRACTICAL	-	-

1. Create a word document for any company's annual report.
2. Create a paper presentation for any topic in one subject economics for decision making.
3. Create a paper presentation for any topic in the subject managerial process.
4. Create a paper presentation for any topic in one subject managerial communication.
5. Create a paper presentation for any topic in the subject Organizational Dynamics.
6. Create a paper presentation for any topic in the international marketing.
7. Create a paper presentation for any topic in the subject Research Methodology.
8. Create a curriculum vite in MS-Word without using resume wizard.
9. Create a word document for news letter and add necessary information for your news letter.
10. Create a power point presentation for any topic in one subject economics for decision making.
11. Create a power point paper presentation for any topic in one subject economics for decision making.
12. Create a power point presentation for any topic in the subject managerial process.
13. Create a power point presentation for any topic in one subject managerial communication.
14. Create a power point presentation for any topic in the subject Organizational Dynamics.
15. Create a power point presentation for any topic in the international marketing.
16. Create a power point presentation for any topic in the subject Research Methodology.
17. Draw the population growth rate using MS-Excel.
18. Create
19. Calculate the chi square test using Excel.
20. Create a word document and give detail about seven unique features of Ecommerce.
21. Explain different types of ecommerce in word document.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides knowledge about MS office, how to write an algorithm and draw flowcharts about E- Commerce and creating paper presentations using MS Power Point and Corel draw	K2,K3,K4,K5

Note : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	2	2	1		3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office	Dr.S Shrivastava	Firewall Media	2007
2	Working In Microsoft Office	Ron Mansfield	Osborne Mcgraw-hill	1996
3	Microsoft Office 97	Gini Courter	Sybex	1997
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Microsoft word 2019	Joan lambert	Microsoft press	2019
2	Excel basics in 30 minutes	ianlamont	i30 media corporation	2015
3	Excel 2013 for scientists	Dr. Gerard verschuuren	Holy macro books	2014

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion, Report writing

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353A	CORE:GLOBAL FINANCIAL MANAGEMENT	4	THEORY	-	100

Objective of the Course:

To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. Its main focus is on international financial markets and international banking.

UNIT I: INTERNATIONAL FINANCIAL ENVIRONMENT (Teaching hours: 13)

International Financial Environment: Overview- International flow of funds- Balance of Payment: Current account, Capital account- Currency convertibility- International trade flows- Factors affecting international trade flows- Correcting Balance of Trade Deficit- International capital flows.

UNIT II: INTERNATIONAL FINANCIAL MARKETS (Teaching hours: 13)

International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, Indian money Market – International Bond Market – Bond Issue Drill – Bench mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.

UNIT III: CURRENCY DERIVATIVES (Teaching hours: 13)

Exchange Rate Theories –IPP- IRP- Derivatives – Forward Rate Agreements – Currency Futures and Interest Futures – The International Debt and Country Risk Analysis

UNIT IV: INTERNATIONAL BANKING (Teaching hours: 13)

International Monetary System- Exchange rate regime- International Banking –Agencies facilitating international flow: IMF- Role of IMF in International Liquidity – International Institutions: World Bank- International Development Associations – International Finance Corporation –Recent Changes in International Financing.

UNIT V: CASE STUDY (Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Observe the Balance of Payment and determine the implications for international competition	K1
CO2	Applicability of the concept of International financial markets to understand the various international instruments for investment	K2
CO3	Identify derivative instruments and strategies used by multinational corporations to hedge financial risks.	K3
CO4	Inculcate knowledge of international banking operations	K4
CO5	Enrich insights on Indian and international financial market	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	3	1	1	2	3	1	
CO2	2	2	1	2	2	2	1	3	1	
CO3	1	2	2	1	1	1	2	3	1	
CO4	1	2	1		2	1		3	1	
CO5	1	1	1	2				3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Management	V.K Bhalla	Anmol publications Pvt Ltd	3 rd Edition
2	Global Financial Markets	Ian Giddy	A.I.T.B.S Publishers & Distributors, Delhi	1998
3	International Financial Management	PK Jain	Macmillan Publishing Company	1998
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Finance	Maurice D Levi	Tata McGraw Hill	1996
2	Multinational Financial Management	Madhu Vij	Excel books, New Delhi	

Pedagogy: Lecture, Power Point Presentation, Assignment, Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353K	ONLINE SWAYAM CORE : STRATEGIC MANAGEMENT	4	-	-	-

Objective: This paper helps to acquire an executive level perspective and strategy formulation and implementation. It provides major components of the entire strategy management process and show how they are conceptually related and sequenced through.

UNIT I: INTRODUCTION TO STRATEGIC MANAGEMENT

What is strategy?-The role of strategy-Strategic decisions-Aligning strategy and organization.

UNIT II : ANALYZING THE EXTERNAL ENVIRONMENT

Strategic context of the firm - Industry Analysis : Porter's framework, complements, strategic groups and key success factors. -PESTLE Analysis

UNIT III: ANALYZING THE INTERNAL ENVIRONMENT

The Resource based view of the firm -VRIO framework -Sustenance of competitive advantage

UNIT IV: COMPETITIVE POSITIONING

Competitive positioning - Business level strategies : Cost leadership, differentiation, focus and dual advantage -Value chain analysis

UNIT V: MANAGING THE MULTI-BUSINESS FIRM

Strategies for the multi-business firm-The need of corporate strategy -Corporate level strategies -Strategy portfolio frameworks-Strategy implementation

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of Strategic Management	K1, K2
CO2	Analysing External Environment	K1,K2,K3
CO3	Analysing Internal Environment	K2,K3,K4
CO4	Competitive position and business strategies	K2,K3,K4,K5
CO5	Strategies for multi business firm	K1,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2		3			2	
CO2	3	2	2	3		3				
CO3	1	2		2	2	2			3	
CO4	3	2	3	2	1	3		1	3	
CO5	2		3	3		3				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Strategic management	Pearce & Robinson	Excel Book	2 nd Edition (April 2016)
2	Strategic management	David, Fred R	Prentice Hall	1997
3	Strategic management, Text and cases	V.S.P.Rao, Harikrishna	PHI Learning, New Delhi	First Edition, , 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic management, Concept and cases	Arthur A. Thompson	Chicago Irwin	9 th edition, 1996
2	Strategic management, GA Cole		Cengage Learning,	2 nd Revised Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353B	CORE: INDIA'S FOREIGN TRADE AND LEGISLATION	4	THEORY	-	100

Objective: This paper attempts to explain the origin and growth of Indian's trade with foreign countries. It enables the students to know the various service organizations and the procedure to avail the benefits from those agencies.

UNIT I FOREIGN TRADE POLICIES (Teaching Hours:13 hours)

Development of Foreign Trade Policy – objectives of 1992-1997 policy – salient features of 1992-97 policy – salient features and special provisions of 1997-2002 policy – 2002-2007 policy – 2009- 2014 Policy- 2015-2020 policy, Impact of recent changes.

UNIT II INDIA'S LEGAL FRAMEWORK (Teaching Hours:13 hours)

Legal framework of India's Foreign Trade – The Foreign Trade Development and Regulation Act (1992) – Import and Export (Control) Act (1947) – foreign Trade Regulation Rules (1993) – Foreign Trade (exemption from application of rules in certain cases) order 1993 – Regulatory environment of International Business – Authorities of Trade control in India : Ministry of commerce, DGFT, Customs Authorities (Central Board of Excise and customs) - Exchange control : Objective and Methods of Regulation (FERA & FEMA) - Carriage of goods by air, sea and road.

UNIT II TECHNOLOGY IMPORT CONTRACT AND IPRS (Teaching Hours:13 hours)

Technology import contract – Technology Policy and environment – Selection and transfer issues – Law for protection of intellectual property rights, patents, trademarks, etc.,- Law of product liability- Laws relating to customs practices and procedures – settlement of International Trade disputes

UNIT IV EXPORT PROMOTION MEASURES (Teaching Hours:13 Hours)

Export Promotion measures: ASIDE, MAI, MDA- MEIS- SEIS - Service Organizations: EPC, Commodity Board, FIEO, ITPO- State trade- Role and objectives- performance of State Trading Corporation – Mineral and Metal Trading Corporation (MMTC) – Handicraft and Handloom Export Corporation (HHEC) – The Tea Trading Corporation of India (TTCI) – Project Equipment Corporation (PEC)- Central Cottage Industries Corporation (CCIC).

UNIT V Case Studies (Teaching Hours:13 hours)
Case Studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire basic knowledge about India's foreign trade policies	K1, K2
CO2	Enrich the knowledge on legal aspects of international trade	K2, K3
CO3	Gain understanding about the technology policy and its right protection	K2, K3
CO4	Understand and analyse the benefits of various export promotion measures extended in India	K3, K4
CO5	Enrich realistic view on international trade laws	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	1	2	2		2	
CO2	2	3	1	2	1	2	2		2	
CO3	2	3	2	2	2	3	3		2	
CO4	2	2	1	2	2	2	2	2	2	1
CO5	2	3	2	2	2	3	3	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Marketing, Analysis & Strategy	Sakonkvisit and Shaw	Prentice Hall of India Pvt, Ltd, New Delhi,	2000, 3 rd edition
2	International Marketing	Philip A Cateora	Irwin McGraw Hill	2000, 9 th edition
3	International Trade and Export Management	Francis Cherunilam	Himalaya Publishing House, Mumbai	2000, 5 th edition,
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	ND Kapoor	Sultan Chand & Sons Ltd, New Delhi	2000, 22 nd edition
2	International Business Environment,	Janet Morison	Palgrave publishers.	2008, Reprinted

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353C	CORE – GLOBAL BRAND MANAGEMENT	4	THEORY	-	100

Objective: The core objective of this paper is to enable the students to gain knowledge on the concept of branding and its importance in international market survival.

UNIT I CONCEPT OF BRANDING

(Teaching Hours: 13 hours)

Introduction: Concept of Branding, Evolution of Brand Management, Definition of Brand - Brand Awareness. Characteristics of a Good Brand.

UNIT II BRAND BUILDING AND STRATEGIES

(Teaching Hours: 13 hours)

Brand Building: Brand Building - Brand Campaign - Brand Strategies - Brand Loyalty - Brand Position and Repositioning - Brand Extension - Global Branding - Internet Branding

UNIT III BRAND EQUITY AND BRAND MEASUREMENT (Teaching Hours: 13 hours)

Brand Equity: Brand Equity - Brand Measurement - Methods and Significance - Brand Life Cycle- Brand culture: Culture- influence of culture on brand- Rituals- Symbols- icons- values.

UNIT IV BRAND PROMOTION

(Teaching Hours: 13 hours)

Promotion: Definition of Promotion - Promotion Mix Elements - Adapting Promotion strategies for Global Markets towards Brand Management.

UNIT V

Case Studies`

(Teaching Hours: 13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand about the concept of brand and its nature	K1, K2
CO2	Help to know Brand Building and Strategies, frame strategies regarding brand position and reposition, brand extension, internet branding.	K2,K3, K4,K5
CO3	Understanding of Brand Equity and impact of brand culture, knowledge about global branding.	K2,K3, K4
CO4	Understand the framing of Brand promotion for domestic and Global market.	K2,K3,K4
CO5	Understand and solve real Case in Brand Management	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1					2	
CO2		2	2	3	1	2				
CO3	1	1		2	3				3	
CO4	2		3	2	1	2		1	2	
CO5	2	1	3	2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Brand Management	Navin Das	ICFAI University	2000
2	Brand Management	Harish V Verma	Excel book,	1998,2 nd edition
3	Marketing	Philip Kotler,	Pearson Eduation,	2000, 2 nd Million Edition,
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Brand Management	Ajay Kumar,	Wisdom Publication,	1997
2	Compendium o f Brand Management	S.A. Chunawalla,	Himalaya Publication House,	2009

Pedagogy: Lecture, PPT, E-content, Assignment, group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353D	CORE- ENTREPRENEURSHIP AND NEW VENTURE PLANNING	3	THEORY	-	100

Objective: This course aims to provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and internalize the process of setting up a business.

UNIT I INTRODUCTION OF ENTREPRENEURSHIP

(Teaching Hours: 13 Hours)

Introduction: Concept of Entrepreneurship- Role of entrepreneurship in economic Development- Factors impacting emergence of entrepreneurship- Managerial vs. entrepreneurial approach- Types of Entrepreneurs- Characteristic of successful entrepreneurs; Entrepreneurship process- Women Entrepreneurs- Social entrepreneurship- Entrepreneurial challenges- Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship.

UNIT II ENTREPRENEURSHIP DEVELOPMENT

(Teaching Hours: 13 Hours)

Entrepreneurship Development and Leadership: Types of start-ups- Entrepreneurial class Theories- Entrepreneurial training- EDP Programmes- Characteristics of entrepreneurial leadership- Components of Entrepreneurial Leadership- International Entrepreneurship- Opportunities and challenges- Source of innovative ideas- Entrepreneurship and creativity- Techniques for generating ideas- Impediments to creativity.

UNIT III NEW VENTURE PLANNING AND BUSINESS PLAN

(Teaching Hours: 13 hours)

New Venture Planning: Methods to Initiate Ventures- Acquisition-Advantages of acquiring an ongoing venture and examination of key issues- Franchising- franchising law- evaluating of franchising opportunities- Developing a Marketing plan-customer analysis- sales and competition analysis- steps in marketing research- Business Plan-benefits of drivers- perspectives in business plan preparation- elements of a business plan- Business plan failures- turnaround techniques.

UNIT IV VENTURE CAPITAL

(Teaching Hours: 13 hours)

Financing Venture: Financing Stages- Sources of Finance- Venture Capital- Criteria for evaluating new venture proposals- Evaluating the Venture Capital- process- Sources of financing for Indian entrepreneurs- Special Issues for Entrepreneurs: Legal issues- importance for start-ups- Legal acts governing business in India -Intellectual Property Protection: Patents, Trademarks and Copyrights.

Unit V

(Teaching Hours: 13 hours)

Case studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of entrepreneurship and women, social entrepreneurship	K1, K2, K3
CO2	Entrepreneurship development and leadership, Innovation and creativity.	K1,K2,K3
CO3	New Venture Planning, Development of Business Plan	K2,K3,K4
CO4	Financing Venture, Legal Issues of Entrepreneurship	K2,K3,K4
CO5	Understand Case on Entrepreneurship and New venture planning	K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1					2	
CO2		2	2	3	1	2				
CO3	1	1		2	3				3	
CO4	2		3	2	1	2		1	2	
CO5	2	1	3	2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Entrepreneurship :Starting, Developing and Managing a New Enterprise.	Hishrich, Peters	Irwin	2000
2	Launching New Ventures: An Entrepreneurial Approach.	Allen. KR	Cengage	7 th Edition,2015
3	Entrepreneurship Development	K.Ramachandran	Tata McGrawhill.New Delhi	1996
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurship	Roy, Rajeev	Oxford Press	2008
2	Entrepreneurship	Robert, H.M.Manimala, M.Peters and D shepherd	TaTa McGraw Hill, New Delhi	2014

Pedagogy: Lecture, PPT, E-content, Assignment, group activity

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353U1	ELECTIVE I : DISTRIBUTION AND CARGO MANAGEMENT	4	THEORY	-	100

Objective : The main aim of this paper is to impart knowledge on distribution, inventory management, storage and warehousing.

UNIT I LOGISTICS AND DISTRIBUTION CHANNELS

(Teaching Hours:13 hours)

Logistics and Distribution : Definition – Components – Importance – Planning – Competitive advantage through logistics – Distribution channels – Selection of channel – Third party and Fourth party logistics.

UNIT II INVENTORY AND WAREHOUSING

(Teaching Hours:13 hours)

Inventory : Types of stock holding – Implications – Inventory replenishment system – Inventory and time – Lead time gap – Inventory for manufacturing and Retailing – Warehouses : Role – Operations – Design procedure.

UNIT III STORAGE METHODS

(Teaching Hours:13 hours)

Storage: Palletized storage – Non-palletized storage – Order picking – Receiving and despatch process.

UNIT IV BENCHMARKING AND SECURITY MEASURES

(Teaching Hours:13 hours)

Benchmarking – Process – Distribution operation – Outsourcing – Selection process – International security measures – Safety in distribution centre and warehouse.

UNIT V CASE STUDY

(Teaching Hours: 13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the basic concepts of logistics and distribution channels	K1 &K2
CO2	Will be able to widen the Knowledge about inventory management systems and warehousing types	K1 &K2
CO3	Can be able to choose and adapt the right type of storage systems and follow efficient warehousing processes.	K2 & K3
CO4	Familiarize the benchmarking operations in logistics and international security measures	K2 & K3
CO5	Will be able to analyze and evaluate the safety and security measures in warehouse	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	The handbook of Logistics and Distribution Management	Alan Rushton, Phil Croucher, Peter Baker	Kogan Page Limited	Third Edition, 2006.
2	Supply Chain Management	Sunil Chopra & Peter Meindl	Pearson Education	2003
3	Logistics – An introduction to SCM	Donald Waters, Palgram	Macmillan,	2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Designing and Managing Supply Chain,	David Simchi-Levi, Philip Kaminsky, Edith Simchi Levi	Tata McGraw Hill Publications Co Ltd	Fourth Edition, 2005.
2	Fundamentals of logistics Management	Douglas M. Lambert, James stock, Lisa M. Ellram	McGraw Hill	1998

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353V1	ELECTIVE I: CONSUMER BEHAVIOUR	4	-	-	100

Objectives: To impart in-depth knowledge and requisite skills to understand the behavior of consumers in perspective. To explore the ways and means to apply consumer behavior knowledge to plan, develop and implement marketing strategies.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOR (Teaching Hours:13 hours)

The meaning of Consumer Behavior – Different types of Consumers – The relationship between consumer behavior and the marketing concept ,Segmentation, Targeting & Positioning(STP)- The makeup and composition of a model of Consumer Behavior- The Howard Sheth Model of buying behavior – The Buying Decision Process: The Five-Stage Model – Problem recognition-Information search-Evaluation of alternatives-Purchase decision – Post Purchase Behavior.

UNIT II: CONSUMER MOTIVATION, PERSONALITY AND CONSUMER BEHAVIOR

(Teaching Hours:13 hours)

The meaning of Motivation- A model of the Motivation Process – Types of Human needs and Motives and the meaning of goals-The dynamics of motivation, arousal of needs, setting of goals and interrelationship between needs and goals- Maslow's Hierarchy of needs and its marketing application – The measurement of Human Motives. The meaning of personality-The nature of personality-Theories of personality- Personality and understanding consumer behavior – The ways to create Brand Personalities-Like Traits.

UNIT III: CONSUMER PERCEPTION & CONSUMER LEARNING

(Teaching Hours:13 hours)

The meaning of Perception- The sensory dynamics of perception- The elements of perception-Components of consumer imagery and their strategic applications - The meaning of Learning- The four elements of consumer learning-Behavioral learning and its applications to consumption behavior-Consumer involvement and passive learning and their strategic application on consumer behavior-Measuring consumer learning.

UNIT IV: CONSUMER ATTITUDE FORMATION AND CHANGE

(Teaching Hours:13 hours)

The meaning of attitude – The way in which attitudes are learned – nature and characteristics of attitudes-Tri-component attitude model –Multi- attribute attitude models-Theory of trying to consume model-attitude toward the ad model-attitude formation-strategies of attitude change- Understanding how consumers' attitudes can lead to behavior and how behavior can lead to attitudes.

UNIT V: SOCIAL ENVIRONMENT AND CONSUMER BEHAVIOR

(Teaching Hours:13 hours)

Socialization and other roles of the family – Dynamics of Husband-Wife decision making-the influence of children in family consumption decision making-Traditional and Nontraditional Family Life Cycles (FLCs) and their impact on consumer behavior-Meaning of Social Class-Relationship between social class and consumer behavior-distinctive profile of social class groupings-Consumer Behavior applications of social class- Opinion leadership and firm's marketing strategy-Adopter categories- The stages in the adoption process.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding about concepts of Consumer behavior, market segment and buying decision process.	K1, K2, K3
CO2	Consumer Research and Consumer Need and Motivation and Impact of personality.	K1,K2,K3
CO3	Learn about consumer Perception and Learning process.	K2,K3,K4
CO4	Consumer attitude formation and consumer behaviour	K2,K3,K4,K5
CO5	Understanding of Consumer social environment and impact on consumer behaviour	K1,K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1		3				
CO2	3	1	2	1	2	3				
CO3	1	1		1	3	1				
CO4	3		1	2	1	2		1	1	
CO5	2	2	3	2	2	3				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	.Consumer Behaviour: Insights from Indian Market	Ramanuj Majumdar	PHI Learning	First Edition, New Delhi, 2010
2	Consumer Behaviour	Rajneesh Krishna	Oxford University Press	First Edition, New Delhi
3	Consumer Behaviour, Text & Cases –An Indian Perspective	Dr.S.L.Gupta and Sumitrapal	Sultan Chand & Sons, New Delhi	Second Edition, 2011.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Consumer Behaviour	Leon G.Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar	Oxford University Press	Tenth Edition, New Delhi, 2010.
2	Consumer behaviour	Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K.	Pearson	Sixth Edition, 22 April 2016,

Pedagogy : Teaching, Case Study, PPT, Group activity, Seminars

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353 W1	ELECTIVE I : CORPORATE FINANCE	4	THEORY	-	100

Objective: This paper aims at bringing the updated information about corporate finance related to domestic and international trade.

UNIT I – SOURCE OF FINANCE (Teaching Hours:13 hours)

Industrial Finance: Indian Capital Market- Basic problem of Industrial Finance in India, Equity- Debenture financing – Guidelines from SEBI - Cost of various sources of finance – Finance from international sources.

UNIT II – APPRAISAL OF RISKY INVESTMENTS (Teaching Hours:13 hours)

Advanced financial management: Appraisal of risky investments - Certainty equivalent of cash flows and risk adjusted discount rate - Risk analysis in the context of DCF methods using probability information - Nature of cash flow, Sensitivity analysis, Simulation and investment decision - Decision tree approach in investment decision.

UNIT III – FINANCING DECISION (Teaching Hours:13 hours)

Financing decision: Simulation and financing decision- Cash inadequacy and cash insolvency – Determining the probability the cash insolvency – Financing decision in the context of option pricing model and agency costs – Inter-dependence of investment – Financing and Dividend decision.

UNIT IV – CORPORATE GOVERNANCE (Teaching Hours:13 hours)

Corporate governance: SEBI Guidelines – Corporate disasters and Ethics, Corporate social responsibility :Stakeholders and ethics – Ethics, Managers and Professionalism. Evidence of corporate financial performance relationship

UNIT – V – CASE STUDIES (Teaching Hours: - 13 Hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the different source of finance and its cost.	K1, K2
CO2	Risk analysis in the context of Discounted Cash Flow methods	K2, K3, K4, K5
CO3	Evaluate Financing decision and dividend decision	K2, K3, K4, K5
CO4	Identify the Corporate Social Responsibility of Business	K1, K2
CO5	To appraise the students on the leading practical application oriented case studies	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	3	2	2	2	3	2	2
CO2	1	2	1	3	2	2	1	3	1	1
CO3	2	2	2	2	1	3	1	3	1	1
CO4	2	1	1	3	3	2	1	3	1	1
CO5	2	1	2	3	2	2	1	3	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	I. M. Pandey	Vikas Publishing House Pvt. Ltd	2018 & 11 th Edition
2	Fundamentals of Corporate Finance	Jonathan Berk, Peter DeMarzo, Jarrad Harford	Pearson	2019 & 3 rd Edition
3	Financial Theory & Corporate Policy	Thomas E., Weston, J. Fred, Shastri, Kuldeep Copel	Pearson	2013 & 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	M.Y. Khan and P.K. Jain	McGraw Hill Education	2018 & 8 th Edition
2	Financial Management and Policy	Van Horne and James C	Prentice Hall of India	2008 & 12 th Edition
3	Corporate Finance	Ross, Westerfield, Jaffe and Kakan	McGraw Hill Education	2014 & 10 th Edition

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353X1	ELECTIVE I : MANAGING INTERPERSONAL EFFECTIVENESS	4	THEORY	-	100

Objective of the Course:

To provide an insight on self, TA, Emotional Intelligence, and its applications on individual, groups and organizational context.

UNIT -I – SELF AND COMMUNICATION, TRANSACTIONAL ANALYSIS

(Teaching Hours: 13 Hours)

Self and Communication: Self: Defining and perceiving, self – effectiveness, self – presentation; motives and strategies, Communication and language, Non-verbal communication – Types and importance. **Transactional Analysis**; TA philosophy and principles – Ego states as a model of personality – Types of transaction and rules of communication – Strokes and Motivation – Rackets and Stamps – Life positions and time structuring.

UNIT II: - EMOTIONAL INTELLIGENCE

(Teaching Hours: 13 Hours)

Emotional Intelligence: meaning, importance- mental intelligence and emotional intelligence – factors. Emotional intelligence in work place – Developing emotional intelligence – EI Models.

UNIT III: - COUNSELING, COACHING AND MENTORING

(Teaching Hours: 13 Hours)

Counseling: Counseling – Techniques, types, process and measures for effective counseling, Coaching – types, process and techniques, Mentoring – types, mentoring process and mentoring lifecycle.

UNIT IV: - ASSERTIVENESS AND ITS SIGNIFICANCE

(Teaching Hours: 13 Hours)

Assertiveness: Anxiety and stress at work. Assertiveness; Nature, importance and relevance in organisation. How assertiveness could improve individual – assertive communication exercises.

UNIT IV: - CASE STUDIES

(Teaching Hours: 13 Hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Knowledge about the information regarding self and communication as well as the transactional analysis and its influence in the interpersonal relationship	K2
CO2	Cognizance regarding emotional intelligence and the utilization emotional intelligence models	K3,K5
CO3	Enriched knowledge of counseling techniques and the influence of coaching and mentoring	K1,K3,K5
CO4	Affirmative thoughts in nature of assertiveness in the interpersonal relationship	K3
CO5	Having perspective thoughts in the contemporary scenarios and ability to resolve the odd issues.	K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1								
CO2	1	2		2	3				1	
CO3	1	2	2	2	2	2			2	
CO4	1	2	2	2	3	2			1	
CO5	1	2		2	2	1			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	I'm Okay, You're okay	Thomas Harris	Mass market Publications	2005, 4 th Edition
2	Getting to say Yes: Negotiating an agreement without giving in	Fishert Uray	Farrey Publications	2006, 2 nd Edition
3	Counseling and Guidance	S.Narayana Rao	Tata McGraw hill	2006, 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Positive Psychology	Alan Carr	Routledge Publications	2007
2	Emotional Intelligence Works, Developing "People Smart" strategies	S.Micheal Kravitz, Susan D Schubert	Viva Books Pvt Ltd	2007
3	Managing Interpersonal Effectiveness	Saroj Kumar, Santosh Sharma	Thakur Publications	2017

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20353P	CORE-COMPUTER APPLICATION PRACTICALS	2	PRACTICAL	-	-

1. Write a program in HTML to print name and other detail in the web page.
2. Design a HTML page about an Indian personality whom you admire.
3. Write a program in HTML page using HYPERLINK..
4. Write a program in HTML to create a list in the web page
5. Create a frame in the web page using HTML tags
6. Create a form in HTML to submit the personal details.
7. Create a program in HTML to create style sheet.
8. Create a program in HTML to create time table.
9. Create a program in HTML to create departmental website.
10. Write a program in JAVA SCRIPT sample program.
11. Write a program in JAVA HTML to create TRADITIONAL TEXT FORMATTING.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides knowledge about creating a resume and create Hyperlink in Webpage, forms and frames in web page, creating a text layout in webpage, various text formatting tags available in HTML. creating style sheets and tables in web page	K1,K2, K3, K4, K5

Note: K1-Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	2	1	1		2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	HTML for the World Wide Web	Elizabeth Castro	Peachpit Press	2000,4 th Edition
2	HTML 5	Frank Salim	Computer Press	2011 & 5 th Edition
3	HTML5 for Web Designers	Jeremy Keith	Paperback	2010 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Beginning web programming with HTML,XHTML and CSS	Jon Duckett	John Wiley & Sons	2004
2	Mastering the internet and HTML	Ibrahim Zeid	Prentice Hall	2004
3	The Internet-illustrated Introductory	James T Perry,Gary Schneider	Computer network Resources	2000 & 4 th Edition

Pedagogy: Lecture, PPT presentation, e-content, lab work

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453A	CORE: EXIM FINANCE	3	THEORY	-	100

Objective of the Course:

This paper aims at bringing the updated information on export-import finance/ export credit risk insurance, new liberalized foreign exchange schemes, new techniques factoring services, pre-shipment credit and post-shipment credit.

UNIT – I INTRODUCTION TO EXIM FINANCE (Teaching Hours:13 hours)

Introduction to export import finance- terms of international payments – Modes of international payments – Financing of export credit needs - short terms source of finance – Medium and long term sources of finance – Export credit system in India.

UNIT – II CATEGORIES OF SHIPMENT FINANCE (Teaching Hours:13 hours)

Pre shipment finance – Categories of pre shipment finance – facilities of pre shipment credit pre shipment credit in foreign currency (PCFC) – Interest rate on pre shipment credit – Post shipment credit finance – Categories of post shipment credit in rupees – Post shipment credit in foreign currency – Refinance of Pre shipment and post shipment finance.

UNIT – III LONG TERM FINANCE (Teaching Hours:13 hours)

Long term finance – Deferred payments for EXIM – Buyers credit scheme- EXIM bank's Line of credit- Financing for export incentives- Hedging by Importers/ Exporters.

UNIT – IV IMPORT FINANCE (Teaching Hours:13 hours)

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign lines of credit - European and Asian countries investment partners facility- Foreign exchange for import of inputs – Payment methods for imports – Role of financial institutions.

UNIT – V CASE STUDIES (Teaching Hours:13 hours)

Case study

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Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the scope of finance in international trade	K1 & K2
CO2	Will be able to formulate strategies involving international finance	K1, K2 & K3
CO3	Identify and analyze opportunities within International Projects Management	K3 & K4
CO4	Will be able to formulate opportunities of finance utilizing various export incentive policy implications	K2, K3 & K4
CO5	Analyze linkages between financial institutions and international trade and critically examine effects on business.	K2, K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing;**K5 – Creating & Evaluating.****Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2		3					
CO2	2		2	2		1		3		
CO3			2		3			3	1	
CO4	1	1	1			2	2	1		
CO5	1	1	2	2	2	2		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Finance	Maurice D.Levi	Tata McGraw Hill	1996
2	Export Import Finance	Parasram	Anupam Publishers, New Delhi	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Finance an analytical approach	Imad. A. Moosa	Tata McGraw Hill	2011
2	Money Banking International Trade	Mithani DM	Himalaya Publishing House	1998
3	International Marketing	M.L.Varma& Agarwal	King Book Publishers	1985

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453B	CORE: MANAGEMENT OF MULTINATIONAL CORPORATIONS	3	THEORY	-	100

Objective: This paper aims at explaining the methods of managing business across nations due to the increasing openness of the economy resulting in the emergence of a number of Multinational corporations.

UNIT I : CONCEPT AND GROWTH OF MNCs

(Teaching Hours: 13 hours)

MNCs Definition and Meaning- MNCs and International Trade- Need to Study MNCs-Factors Contributed for the growth of MNCs – Organizational Models – Arguments in favour of and against– Code of Conduct.

UNIT II : IMPORTANCE OF CASH MANAGEMENT AND ANALYSIS

(Teaching Hours: 13 hours)

International Cash Management: Cash flow analysis – centralized cash management – Techniques to optimize cash flows – complications in optimizing cash flow.

UNIT III : ROLE OF CULTURE AND NEGOTIATION IN MNCs

(Teaching Hours: 13 hours)

The International Cultural Environment: Meaning-Critical Cultural Value – Problems caused by Cultural differences – Developing a Multinational Business Team – Standard vs Tailormade. International Negotiations: Negotiations process -negotiation tactics

UNIT IV: STRATEGIES FOR MNCs AND FINDING OPPORTUNITIES

(Teaching Hours: 13 hours)

Basic Strategies for Multinational Company: Content and formulation – Multinational and participation strategies – Small Business as multinational companies – Overcoming barriers and findings opportunities – comparative strategic management – Trends in International Management.

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

Case Study

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the fundamentals of MNCs, it's growth, positive and negative points of MNCs and its code of conduct	K2
CO2	To be familiar with the importance of centralized cash management, the techniques to optimize cash flow and complications in optimizing cash flow	K1, K4
CO3	To recognize, the role of culture its impact on business, need for good business teams, negotiations involved and tactics of negotiation	K1, K3
CO4	To know Multinational and Participating strategies of MNCs, finding new opportunities by overcoming barriers and knowing the latest trends.	K2, K3
CO5	To systematically analyze the practical cases to reach meaningful solutions using creativity and innovation	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			1	1				
CO2	2	1				1			1	
CO3	1	1	1	2	1					
CO4	2	1			1	1				
CO5	2	1		1		2			10	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Management	Hodgets and Luthans	Tata McGraw Hill	2003 2 nd Edition,
2	International Business	Alam M.Rugman	Pearson Education	2004
3	Multinational Management	Johan B Cullen	South Western College Publication	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International financial management	Jeff Madura	Thomson Publishing Company	2001 6 th Edition
2	International Finance	Maurice D. Levi	Tata McGraw Hill	1996

Pedagogy: Presentation with PPT, Discussions, e-content seminar, Spot Assignments, Group Discussions, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453U1	ELECTIVE II : SUPPLY CHAIN MANAGEMENT	4	THEORY	-	100

Objectives : To provide an in depth knowledge to the students regarding the supply networks, planning, distribution, transportation and co-ordination.

UNIT I : INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

(Teaching Hours : 13 hours)

Definition, objectives and Evolution of Supply Chain Management – Supply Chain Process Cycles – Strategic fit model for Supply Chain Management – Drivers of Supply Chain Performance-Benefits of SCM- Corporate success through SCM- Designing Supply Chain Network-Role of Distribution– Factors influencing decisions- Value of distributors in Supply Chain-Supply Chain as Profession.

UNIT II : FORECASTING AND PLANNING

(Teaching Hours : 13 hours)

Demand Forecasting in Supply Chain: Role – Characteristics of good forecast-Components and methods of forecasting- Planning supply and demand (Managing Predictable variability) -Principles of Just in Time (JIT) – Achieving JIT operations. **Planning and Managing Inventories:** Reasons for holding stock- EOQ – Uncertain demand and safety stock – Periodic Review System – Efforts to stock control.

UNIT III : SOURCING, PROCUREMENT, TRANSPORTATION AND CO-ORDINATION

(Teaching Hours : 13 hours)

Sourcing strategies and Procurement: Strategic Sourcing- Strategic Partnership with supplier – Supplier selection process- supplier development – Decisions- Continuous improvement of suppliers- Procurement process. **Transportation:** Factors affecting transport decisions-Designing transport network -Ownership of transport – Vehicle routing - Role of Information Technology in supply chain – Future trends in supply chain. **Co-ordination:** Bull Whip Effect- effect of lack of co-ordination-obstacles to Coordination- Achieving co-ordination in practice.

UNIT IV: CRM AND SCOR MODEL

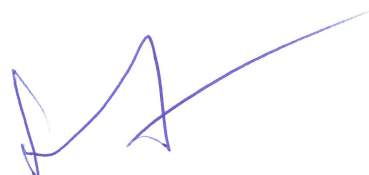
(Teaching Hours : 13 hours)

Supply Chain and CRM: Concept- linkage between CRM and SCM- CRM business cycle **Supply Chain Implementation and Performance:** Implementing SCM – SCOR: Supply Chain Operations Reference Model - Performance benchmarking – Supply Chain performance measures for Agile supply Chains- Best practices in Supply Chain

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To attain the basic understanding and knowledge about supply chain management and the major role of distribution network.	K1 &K2
CO2	To understand and apply the concepts of demand forecasting & planning and apply it through various inventory management techniques.	K2&K3
CO3	To familiarize and adapt the stock control techniques for efficient warehousing.	K2&K3
CO4	To analyze and evaluate the concept of sourcing, procurement , transportation for effective Supply Chain Management	K3& K4
CO5	To be able to evaluate the bull whip effect due to lack of co-ordination in supply chain practice and find solution.	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Supply Chain Management	Sunil Chopra, and Peter Meindl	Person Education	2003
2	Supply Chain Management- Concepts, Practices and Implementation	Sunil Charma	Oxford University Press	2010
3	Logistics and Supply Chain Management	D.K Agarwal	McMillan India Ltd	First Edition ,2003
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Logistics – An introduction to Supply Chain Management	Donald Waters, Palgram	Macmillan India Ltd	First Edition 2004
2	Logistical Management- The integrated Supply Chain Process Tata Mc,	Donald J.Bowersox, David J.Closs	Graw Hill Publishing Company Ltd., New Delhi	5th Reprint, 2003

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453V1	ELECTIVE II : ONLINE MARKETING	4	THEORY	-	100

Objective: This paper aims at bringing the knowledge of the recent trend in marketing and the challenges and growth in the field of on-line marketing

UNIT I : E-MARKETING CONCEPTS (Teaching Hours: 13 hours)

Definition – E-marketing. Ten C's for Internet Marketers-The on-line marketing environment in the modern economy-Microenvironment factors, Macro environment factors. On-line marketing planning – strategic marketing cycle- Multi-channel marketing – On-line marketing mix.

UNIT II : ON-LINE BUYER BEHAVIOUR (Teaching Hours: 13 hours)

On-line Buyer Behaviour - Consumer Buying decision Process – On-line Customer Expectations – On-line B2C Buyer Behaviour – On-line B2B Buyer Behavior – On-line Target Marketing – Data base Marketing. Search Engine Marketing- Pay per click – Search Engine optimization.

UNIT III : PERMISSION AND PERSONALIZATION ON-LINE

(Teaching Hours: 13 hours)

Permission and Personalization on-line- CRM and One- to – One Marketing - Permission Marketing – Personalization On-line. The On-line Product – Product attributes – Customizing the product – Branding Dimensions- New product development on-line.

UNIT IV : ON- LINE PRICING AND DISTRIBUTION CHANNELS

(Teaching Hours: 13 hours)

On- line Pricing – Pricing objectives – methods- Strategies and tactics. Promotional communications Mix – On-line advertising – types – E-mail Marketing – Viral Marketing- Affiliate Marketing. E-Public relations – Blogging – On-line sales promotions. On- Line Distribution – Channel Strategies- On-line Market places- E-procurement.

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

Case Study

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Profoundness in the concept of E marketing and to know about the environment in the modern economy and its planning, channel marketing	K2
CO2	Recognition the importance of online buyer behavior and the essentials of online target marketing	K1,K3,K4
CO3	Intensive knowledge of Permission Marketing, Personalization On-line and product customization, segmentation.	K2,K3
CO4	Contemplated idea about pricing, types of e marketing and the process of distribution	K3,K4
CO5	Comprehensive ideas about making decisions and handling the situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	3	2	1		3	3	
CO2	1			3	3	2			2	2
CO3	2	1		3	3	2			1	
CO4	1		2	3	2	2	2	1	2	
CO5	3	2	2	3	2	2		1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	On-line Marketing	Richard Gay, Alan Charles Worth, and Rita Esan,	Oxford University Press	2007 & First
2	Internet Marketing	Rafi A. Mohammed	Tata Mc Graw Hill	2002 & First
3	Marketing Management	Philip Kotler	Prentice Hall	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Sales Management	Still Condiff & Govoni Norman	Prentice Hall	1993
2	International Marketing Management	Onkrist & Shaw	Prentice Hall	2000
3	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson Education	2019& second Edition

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Case studies, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453W1	ELECTIVE II : SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT	4	THEORY	-	100

Objective of the Course:

This paper aims at bringing the updating the knowledge of the students in the field of Securities and the portfolio management.

UNIT I: INVESTMENT SETTING

(Teaching hours: 13)

Investment setting - Types of Investment – Process of investment management - Sources of investment information – Investment alternatives – Investor protection, New Issue market, Overview of Primary market and secondary Market, Stock exchanges in India- Regulations of stock exchanges- Trading system of stock exchanges.

UNIT II: PORTFOLIO MANAGEMENT

(Teaching hours: 13)

Portfolio Management: Portfolio analysis – Capital Asset Pricing Model, Portfolio selection – Markowitz model, Sharpe index model, Portfolio revision, Portfolio evaluation.

UNIT III: FUNDAMENTAL ANALYSIS

(Teaching hours: 13)

Fundamental analysis: Economic Analysis - Economic forecasting and stock investment decisions- Forecasting techniques. Industry Analysis- Industry classification - Economy and Industry analysis- Industry Life cycle- Company Analysis - Measuring earnings- Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor Ratio.

UNIT IV: TECHNICAL ANALYSIS

(Teaching hours: 13)

Technical analysis: Fundamental Analysis Vs Technical Analysis- Charting Methods- Market indicators- Trend- Trend Reversals- Patterns- Moving Average- Exponential moving average- Oscillators – ROC momentum- MACD- RSI- Stochastics.

UNIT V: CASE STUDY

(Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explore the knowledge on different avenues of investment	K1
CO2	Apply the concept of portfolio analysis for better investment	K2
CO3	Persist how investment in securities market is evaluated based on Fundamental analysis.	K3
CO4	Emphasis on competing approaches using technical tools	K4
CO5	Applying the tools in the current market analysis	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	1			3	1	
CO2	2	2	2	1	2	1		3	1	
CO3	2	3	2	1	2	1		3	2	
CO4	1	3	2	1	2			3	1	
CO5	1	2			2			3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Securities Analysis and Portfolio Management	PunithavathyPandian	Vikas Publishing House Pvt Ltd	2001.
2	Security Analysis & Portfolio Management	I Donald E. Fischer & Ronald J. Jordan	Prentice Hall of India Pvt Ltd., New Delhi	2000
3	Investment Management	V. K. Bhalla	S. Chand & Comapany Ltd.,	2000 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Securities Analysis and Portfolio Management	V. A. Avadhani	Himalaya Publishing House	1997
2	Financial Statement Analysis and Security valuation	Penman, Stephen H	Mcgraw Hill	2003

Pedagogy: Lecture, Power Point Presentation, Assignment, Quiz, Group Discussion

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Effective For The Students Admitted During The Academic Year 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20453X1	ELECTIVE II : HUMAN RESOURCE DEVELOPMENT	4	THEORY	-	100

Objectives of the Course:

To understand about the phenomenal concept of HRD and to observe the HRD practices in various industries in the global context along with, to explain the contemporary issues in HRD.

UNIT I : CONCEPTUALISATION AND PROCESS OF HRD

(Teachers Hours:13 hours)

HRD – Basic Concept – Characteristics – Need for HRD – Need for HRD in Indian Context – History of HRD in India – HRD Climate – Framework of HRD – Goals of HRD – HRD Competencies – Areas of HRD – HRD Methods – Process of HRD – HRD as profession – HRM Vs HRD – HRD in millennium.

UNIT II : PLANNING, PHILOSOPHY AND POLICIES OF HRD

(Teachers Hours:13 hours)

HRD System: Planning the HRD System – HRD Philosophy – HRD sub-systems – Objectives – Policies – HRD Strategy and Action Plans – Strategic HRD – Organizing HRD system – Forms of HRD Organisation – Tasks of HRD department – Attributes of HRD Manager

UNIT III : HRD IN VARIOUS SECTORS

(Teachers Hours:13 hours)

HRD in Indian industry: HRD for workers – HRD for Service sector – Special Features – Design and implementation – HRD in the government and public systems – HRD in Health Sector – HRD in Defence, Police, Voluntary Organisations and Panchayat Raj institutions. International experiences in HRD.

UNIT IV : HRD AUDIT AND DIVERSITY MANAGEMENT

(Teachers Hours:13 hours)

HRD Issues and Experiences: HRD Audit – Multi source feedback system – Knowledge Management – Technology and HRD – Diversity Management – Managing Globalisation

UNIT V : CASE STUDY

(Teachers Hours:13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding about the basic concepts of Human Resource Development and to observe about the method and process of HRD	K2, K3
CO2	Procurement and repletion of details about the planning and philosophy of HRD and the significance of the policies which is essential for the organisation	K1, K3, K4
CO3	Enhance cognizance towards the Human Resource in various sectors	K2, K5
CO4	Intensive knowledge about the Audit and effective feedback system in the Human Resource Development and the inevitability of diversity management	K3, K4
CO5	Capability to resolve the problems that has been identified in various situation and to conduct the research to bring the remedies to the problems	K1, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	1	1	2				
CO2	2		2	2	3					
CO3	1	1	2	1	2				3	
CO4	1	1	1	1	3				2	
CO5	2		2		3				2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Human Resource Development	P.C.Tripathi	Sultan Chand and Sons	2010
2	Human Resource Development	L.M.Prasad	Sultan Chand and sons	2007
3	Human Resource Development and Management	Biswanath Ghosh	S.Chand Publications	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managing Human Resource Development	K.M.Mathur	Gyan Publishing House	2012
2	Fundamentals of Human Resource Development	Dr.David McGuire, Prof. Thomas.N.Gravan, and Dr.Larry.M.Dooley	SAGE publications	2011, Vol.1
3	Human Resource Development – Theory and Practice	Tapomoy Deb	ANE Books Publishers	2008

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies