FOR ADMISSION BACTH 2024-25
MASTER OF BUSINESS ADMINSTRATION

(FIRST YEAR FIRST SEMESTER)

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

FIRST YEAR (SECOND SEMESTER)

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

FOR ADMISSION BATCH 2024-25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (THIRD SEMESTER)

Category	Speciliazation	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC3001	Digital Marketing	3-0-0	3	100	50
PC		MBPC3002	Sales & Distribution Management	3-0-0	3	100	50
PC		MBPC3003	Retail Management	3-0-0	3	100	50
PC		MBPC3004	Services Marketing	3-0-0	3	100	50
PC	Finance	MBPC3005	Security Analysis & Portfolio Management	3-0-0	3	100	50
PC		MBPC3006	Derivatives and Risk Management	3-0-0	3	100	50
PC		MBPC3007	Indian Financial System and Services (IFSS)	3-0-0	3	100	50
PC		MBPC3008	Project Appraisal and Financing	3-0-0	3	100	50
PC	Human Resources	MBPC3009	Manpower Planning and Development	3-0-0	3	100	50
PC		MBPC3010	Performance Management System	3-0-0	3	100	50
PC		MBPC3011	HR Analytics and HRIS	3-0-0	3	100	50
PC		MBPC3012	Industrial Relations and Labour Legislations	3-0-0	3	100	50
PC	Operations	MBPC3013	Supply Chain Management & Logistics	3-0-0	3	100	50
PC		MBPC3014	Project Management	3-0-0	3	100	50
PC		MBPC3015	Operations Strategy	3-0-0	3	100	50
PC		MBPC3016	Total Quality Management	3-0-0	3	100	50
PC	System Management	MBPC3017	Data Mining for Business Decisions	3-0-0	3	100	50
PC		MBPC3018	Managing Digital Innovation and Transformation	3-0-0	3	100	50
PC		MBPC3019	E-Commerce and Digital Markets	3-0-0	3	100	50
PC		MBPC3020	Managing Digital Platforms	3-0-0	3	100	50
PC	Rural Management	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3022	Rural Marketing	3-0-0	3	100	50
PC		MBPC3023	Rural Development	3-0-0	3	100	50
PC		MBPC3024	Livelihood and Development Management	3-0-0	3	100	50
PC	(Agribusiness Management / Entrepreneurship) / (Agribusiness Management)	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3026	Agricultural Commodity Trading	3-0-0	3	100	50
PC		MBPC3027	Agricultural Marketing Management	3-0-0	3	100	50
PC		MBPC3028	Agricultural Input Management	3-0-0	3	100	50
PC	International Business	MBPC3029	International Business	3-0-0	3	100	50
PC		MBPC3030	International Finance	3-0-0	3	100	50
PC		MBPC3031	International HRM	3-0-0	3	100	50
PC		MBPC3032	International Marketing	3-0-0	3	100	50
PC	Retail Management	MBPC3033	Retail Marketing Management	3-0-0	3	100	50
PC		MBPC3034	Retail Integrated Communications	3-0-0	3	100	50
PC		MBPC3035	Visual Merchandising	3-0-0	3	100	50
PC		MBPC3036	Inventory & Logistic Management	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC3037	Logistics Management	3-0-0	3	100	50
PC		MBPC3038	International Logistics	3-0-0	3	100	50
PC		MBPC3039	Retail Supply Chain Management	3-0-0	3	100	50
PC		MBPC3040	Procurement, Storage and Warehouse Management	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS3201	Summer Internship Project	0-0-6	6	-	100
TOTAL				**12-0-6**	**18**	**400**	**300**

Note : *Students have to take any two of the Specilizations out of the Specified Groups.*
Click here to view / download the syllabus of the subjects.

FOR ADMISSION BATCH 2024-25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (FOURTH SEMESTER)

Category	Specialization	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC4001	Consumer Behaviour	3-0-0	3	100	50
PC		MBPC4002	Product & Branding Management	3-0-0	3	100	50
PC	Finance	MBPC4003	Strategic Financial Management	3-0-0	3	100	50
PC		MBPC4004	Behavioural Finance	3-0-0	3	100	50
PC	Human Resources	MBPC4005	Compensation and Benefit Management	3-0-0	3	100	50
PC		MBPC4006	Strategic HRM	3-0-0	3	100	50
PC	Operations	MBPC4007	Management of Manufacturing System	3-0-0	3	100	50
PC		MBPC4008	Sourcing Management	3-0-0	3	100	50
PC	System Management	MBPC4009	Strategic Management of IT	3-0-0	3	100	50
PC		MBPC4010	Managing Software Project	3-0-0	3	100	50
PC	Rural Management	MBPC4011	Rural Credit and Micro Finance	3-0-0	3	100	50
PC		MBPC4012	Cooperative Management	3-0-0	3	100	50
PC	Agribusiness Management	MBPC4013	Agricultural Supply Chain Management	3-0-0	3	100	50
PC		MBPC4014	Agrifood Processing Management	3-0-0	3	100	50
PC	International Business	MBPC4015	International Logistics Management	3-0-0	3	100	50
PC		MBPC4016	Export Import Documentation	3-0-0	3	100	50
PC	Retail Management	MBPC4017	Customer Relationship Management	3-0-0	3	100	50
PC		MBPC4018	Retail Store Operations	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC4019	Port Management for Logistics	3-0-0	3	100	50
PC		MBPC4020	Green Supply Chain Management	3-0-0	3	100	50
PC	Healthcare and Hospital Management	MBPC4021	Hospital Waste Management	3-0-0	3	100	50
PC		MBPC4022	Community Health	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS4201	Project & SeminarPresentation	0-0-4	4	-	100
TOTAL				**12-0-4**	**16**	**400**	**300**

Note: Students have to take any two of the specializations out of the specified groups.
Click here to view/download the syllabus of the subjects.

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

Course Objectives:

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

Module-I: Foundations of Management

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

Module-II: Organisational Behaviour- I

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

Module-III: Organizational Behaviour- II

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

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

Course Outcomes:

After completing this course, students should be able to:

CO-1: Define, remember, understand, explain and interpret various concept of Management and organizational behaviour, managerial levels, roles, and skills managerial functions. such as Planning,Organising,Staffing, Directing and Controlling.

CO-2: Analyse and identify various aspects of individual organizational behaviour such as personality, perception, values, attitude, motivation and their impacts.

CO-3: Evaluate group and team dynamics, including stages of development and factors influencing effectiveness, and assess leadership skills, roles, and styles, including the Managerial Grid and the role of leadership in organizational context.

CO-4: Integrate and implement important managerial and behavioural skills to empower the students to appreciate the requirement of behavioural code of conduct in the world of business.

Text Book:

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

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

MBPC1002 MARKETING MANAGEMENT (3-0-0)

Objectives:

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

Module-I

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

Module-II

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

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

Module-III

Product: Classification of consumer products and industrial products, Product Mix, NewProduct Development Process: Idea Generation to commercialization. Product Life Cycle, Strategies across stages of the PLC.Packaging&Labeling, Basicconceptof Branding

Pricing Basics: Meaning, Importance of pricing, Factors Influencing pricing decisions., Pricing strategies andapproaches

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

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

Course Outcomes:

CO-1: Identify the key analytical frameworks and tools used in marketing.

CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.

CO-3: Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings

CO-4: Analyse 4 Ps of marketing and its application across industries.

Books:

- Marketing:Baines,FillandPage,Sinha,Oxford
- MarketingManagement–Kotler,Keller,Koshy, Jha,Pearson,
- MarketingbyLambHair Sharma,McDanielCengage Learning
- MarketingManagement,Ramaswamy&Namakumari,McGrawHill
- MarketingManagement–KKarunakaran,Himalaya PublishingHouse
- MarketingManagement–TextandCases,TapanKPanda,ExcelBooks
- MarketingManagement–J.PMahajan, Vikas
- MarketingManagement-Rudani,S Chand

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

Course Objectives:

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

Module-I:

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

Module- II:

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

Module-III:

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

Course Outcomes:

CO-1: Explain the role of accounting as a language for financial communication of businesses, and meet the needs of both external and internal users using accounting principles.

CO-2: Illustrate the complete accounting process, including journalizing transactions, posting them to ledger, maintaining subsidiary books, preparing trial balance and drawing the financial statements for sole traders.

CO-3: Demonstrate a comprehensive understanding of corporate accounts, including the concepts of shares, share capital, the issuance of shares, instalment payments, share buybacks, and the use of debentures and bonds in corporate financing.

CO-4: Analyse corporate financial statements using techniques like Common Size Statement, Trend Analysis, Ratio Analysis, and Cash Flow Analysis as per IND AS 7.

Text Books:

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

MBEV1001 MANAGERIAL ECONOMICS (3-0-0)

Course Objectives:

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

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

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

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

Course Outcomes:

CO-1: Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.

CO-2: Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.

CO-3: Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.

CO-4: Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle.

Reference Books:

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

MBQT1001 QUANTITATIVE TECHNIQUES (3-0-0)

Course Objectives:

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

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

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

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

Course Outcomes:

CO-1: Demonstrate proficiency with statistical analysis of data. To lay adequate theoretical foundation to study various applied fields in statistics. To know how global business decisions depends on the statistical analysis of data and specific relationship between two or more variables.

CO-2: Develop the ability to build and assess data-based models. Quantitative analysis of data, problem solving approach and use of mathematical techniques.

CO-3: Recognize the importance and value of Operations Research and linear programming in solving practical problems in real business world. Interpret the transportation models' solutions and infer solutions to the real-world problems. Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.

CO-4: Recognize and solve game theory and Markove's chain. Know when simulation and dynamic programming can be applied in real world problems.

CO-5: Learn the context around which decisions must be taken, evaluate all factors involved developing possibilities, how to assess each possibility against set criteria to identify the best option and then how to develop that into a successful decision. Develop leadership quality to handle projects in real situation by using scientific tools, and implement suitable quality control measures.

Text Books

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

MBEV1002 BUSINESS COMMUNICATION (3-0-0)

Course Objectives:

The objectives of the course are:

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

MODULE-1: ORAL COMMUNICATION

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

MODULE-II: WRITTEN COMMUNICATION

- **Language Skill 3 – Reading**: The Process of Reading; Sub skills of Skimming, scanning, inferring, guessing word-meaning, Using appropriate speed for various kinds of reading, correction of reading faults of eye-fixation, regression, finger-pointing, sub-vocalizing, Reading aloud, and indiscriminate use of the Dictionary. Critical Reading with analytical skills.

- **Language Skill 4- Writing:** The Writing Process- Guidelines for composing effective business messages- Persuasive Techniques: Fundamentals of Persuasion, Components of Attitude - Cognitive, Affective, Behavioural (Ethos, Pathos, Logos & Syllogism) - AIDA - NLP (VAKOG), Appeals (Emotional & Rational).

- Business Letter: Form; Formats; and Types: Structure of Routine and persuasive business messages, good-will, good-news, and bad-news messages.
  Business Memo; Features of an effective business E-mail; Rules of Netiquette.

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

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

  Writing a Case Analysis

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

MODULE-III: EMPLOYABILITY SKILLS

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

Course Outcomes:

After the course, the students will be able to:

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

Text Books:

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

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

Course Objectives:

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

Module I- Universal Human Values (UHV)

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

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

Module II- Business Ethics

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

Case Study depicting ethics in business to be discussed.

Module III- Environment

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

Business Environment: Meaning, nature and scope, economic and non-economic environment; internal and external environmental factors. **Scanning of environment**- methods and techniques of scanning (ETOP, SWOT).**Economic Environment of Business**: recent developments in Indian Economy. **Non–Economic Environmental Factors**: Non-Economic factors influencing business. **Changes in Business and Industrial policy**- Recent industrial policy, trade liberalization, from a Closed to Open economy.

Case Study depicting Business Environment.

Course Outcomes:

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

Text Book(s)

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

Reference Books

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

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

Course objectives:

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

Module- I

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

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

Module-II:

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

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

Module-III:

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

Course Outcomes:

CO-1: Rationalise for studying Entrepreneurship Development and realizing that entrepreneurs are wealth creators in our society.

CO-2: Demonstrate a fundamental comprehension of business opportunities and implementing them practically.

CO-3: Discuss unique start-up or entrepreneurial ideas in groups and present a business plan that articulates and applies financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.

CO-4: Demonstrate an in-depth understanding of the Start-up ecosystem in India and become conversant with sources of new finances, use of technology, customer acquisition concepts, etc. The focus will be on creating sustainable businesses.

Text Books:

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

MBPC1201 IT SKILLS FOR MANAGERS (0-0-2)

Course Objectives:

The aim of this course is:

1. Familiarize learners with essential office software tools and their applications in various settings.
2. Provide hands-on experience with Google Services and their integration into daily tasks.
3. Equip learners with Excel skills for efficient data analysis and reporting.
4. Introduce learners to the fundamentals of Database Management Systems (DBMS) and SQL for effective data management.

Module-I: Introduction to Office Software: Types of Office Software, Working with Google Services: Docs, Spreadsheet, Presenter, Sites, etc.

Module-II: Introduction to Advanced Excel: Getting started with Excel, working with Formulas & Functions and creating Charts & Graphs, Date Functions, Look Function. Statistical tools – use statistical functions such as average, Standard Deviation, IF function etc. Data analysis by using What IF, PIVOT table, Scenarios, Goal seek.

Module-III: Introduction to Database Management Systems (DBMS): Introduction to databases and their role in business, Types of databases (Relational, NoSQL, etc.), Database Management System (DBMS) functionalities, Advantages and limitations of using a DBMS, Entity-Relationship (ER) Diagrams for data modeling, Normalization Techniques (1NF, 2NF, 3NF)

Introduction to SQL (Structured Query Language), SQL concepts and syntax, Data Definition Language (DDL) - CREATE, ALTER, DROP statements, Data Manipulation Language (DML) - SELECT, INSERT, UPDATE, DELETE statements, working with queries (filtering, sorting, grouping, joining data).

Course Outcomes:

After completing the course, the students will be able to

CO-1: Proficiently apply the knowledge gained with essential office software tools and their diverse applications across various settings.

CO-2: Effectively integrate Google Services into their tasks, enabling streamlined workflows and enhanced productivity.

CO-3: Demonstrate competency in utilizing Excel for data analysis, including functions, formulas, and statistical tools.

CO-4: Gain proficiency in the principles of DBMS, encompassing database types, normalization, and SQL syntax, for efficient data management.

Reference Books:

- Foundations of Computing, 5th Edition, Sinha and Sinha, bpb publication
- Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365) (Seventh Edition, Wayne L. Winston, PHI
- SQL ALL-IN-ONE, dummies for A Wiley Brand, 3rd Edition

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

Course Objectives:

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

Module- I

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

Management perspective in Vedantic Literature.

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

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

Module-II

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

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

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

Course Outcomes:

After the course the students will be able to:

CO-1: Demonstrate a deep understanding of the ancient Indian knowledge system, including its philosophical, spiritual, and managerial dimensions, and apply this understanding to contemporary management challenges.

CO-2: Critically analyse the evolution of Indian management thought, recognizing key influencers and schools of thought, and synthesize these insights to develop a holistic approach to management.

CO-3: Evaluate the management perspectives presented in Vedantic, Jain, Buddhist, and epic literature (such as the Ramayana, Mahabharata, and Bhagavad Gita), identifying common themes and principles, and apply them to address complex organizational issues.

CO-4: Develop practical skills in leadership, governance, conflict resolution, ethical management, team building, personal development, and knowledge management, drawing from the rich tapestry of ancient Indian texts and adapting them to modern organizational contexts.

Text Books:

1. Management Practices and Thoughts in Ancient India, Khandelwal and Mohanty, Himalaya Publishing House
2. Relevance of Ramayana in Contemporary Times, Gupta, Agrawal and Sharma, IBA publications
3. Kautilya-The Artha Shastra, L.N. Rangarajan, Penguin books
4. Indian Models of Economy, Business and Management, P. Kanagasabapathi, PHI
5. Sri Bhagavad Gita for Managers, Khandelwal, Himalaya Publishing House.
6. "Indian Management and Leadership: Spiritual and Ethical Values for Corporate and Personal Success" by S. Ramaratnam: BLUEJAY BOOKS- 2007
7. "Indian Economic Development" by Uma Kapila: Academic Foundation; 2018
8. "The Mahabharata: A Modern Rendering" by Ramesh Menon Vol-1 & Vol-2, iuniverse-2006.

"The Bhagavad Gita" (translated by Eknath Easwaran), Nilagir Press, 2007

MBEV1201 BUSINESS COMMUNICATION LAB (0-0-1)

Course Objectives:
The objectives of the course are:

1. To improve LSRW skills.
2. To learn and practice communication skills in a business context.
3. To enhance reading and listening comprehension.

1. Listening exercises:
- Listening with a focus on pronunciation: segmental sounds, stress, weak forms, intonation.
- Listening for meaning: listening to a short talk /news bulletin.
- Taking notes from a lecture/speech.
- Comprehending conversation

2. Speaking exercises :
- Giving a short speech on a topic of interest. Participate in debates.
- Preparing for GDs, Interviews: Structured & Unstructured, Stress Interviews, Business Etiquette
- Preparing Presentation, Making presentations before the top management.
- Practice exercises on the common grammatical errors.
- Role- plays to practice effective use of body language, para language and spatial communication.

3. Reading exercises :
- Developing vocabulary, Improving reading speed & comprehension
- Note making after reading a text.
- Showing the main idea and supporting ideas and the relationship between them.
- Analyzing news articles.

4. Writing exercises :
- Practice in writing paragraphs, Précis writing
- Managerial Writing: Business letters: request, invitation, proposal, sales reports
- Managerial Writing: Ad copywriting using AIDA, appeals, cognitive dissonance, Preparing Press Releases, Press Notes
- Writing CVs and Resumes, AI Prompts & keywords
- Remedial measures to focus on correct use of English verbs, sentence structures, clause- types, Interrogation and parallel structures.

Course Outcomes:
CO-1: Create Documents
CO-2: Develop group communication skills.
CO-3: Demonstrate business etiquette.
CO-4: Demonstrate presentation skills.
CO-5: Understand and evaluate self to develop Emotional Intelligence
CO-6: Develop interviewing and responding skills.

Text Books:
- English Language Laboratories, Nira Konar, PHI
- Guide to Managerial Communication, Mary Munter, Pearson
- Cengage Learning India, English Language Communication Skill – Lab Manual
- Soft Skills for Everyone, Butterfield, Cengage
- Campus to corporates, Sage Publication
- A practical Course in Spoken English, Gangal, PHI

MBPC1004 CORPORATE FINANCE (3-0-0)

Course Objectives:

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

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

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

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

Course Outcomes:

CO-1: Explain the foundational concepts including finance functions, financial goals, agency problems, time value of money, risk and return concepts, and various sources of funds.

CO-2: Interpret the concepts of cost of capital and apply various capital budgeting techniques to evaluate investment proposals.

CO-3: Describe the capital structure and its theories, analyse the impact of leverage on financing decisions, and apply dividend theories for effective dividend policies.

CO-4: Identify strategies for effective current assets management including cash, receivables, and inventory to take working capital decisions.

Text Books:

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

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

Course Objectives:

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

Module-I.

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

Module-II.

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

Module-III.

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

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

Course Outcomes:

CO-1: Acquire, describe and explain fundamental knowledge of cost accounting concepts and identify the various elements to calculate the total cost and unit cost of a product or service.

CO-2: Evaluate and interpret different methods costing to ascertain and control the costs in manufacturing and service industries.

CO-3: Use costing techniques for short-term decision-making and product cost analysis.

CO-4: Illustrate and utilize advanced management tools for budgeting, standard setting, locating variances and evaluation of performance.

Books

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

MBPC1006 HUMAN RESOURCES MANAGEMENT (3-0-0)

Course Objectives:

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

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

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

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

Course Outcomes:

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

Text Books:

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

MBPC1007 OPERATIONS MANAGEMENT (3-0-0)

Course Objectives:

1. To understand the concepts, principles, problems, and practices of operations management.
2. To understand the importance of an effective operations strategy in an organization.
3. To understand the various production and operations design decisions and how they relate to the overall strategies of organizations.

Module I: **Overview of Operations Management and Capacity Planning:** Operations in Manufacturing and Services, Responsibility of Operations Manager, Operations Strategy and Competitiveness, Process Analysis, Job Design and Work Measurement; Capacity Planning – Concept, Types of capacity; Aggregate Planning - Relevant cost and strategies.

Module II: Facility Location and Layout, Inventory Management: Facility location - Factors, Techniques (single facility and multi-facility), Factor Rating Method, Centroid Method; Facility Layout – Concept, Types of layouts and Line Balancing, Inventory Management – concept, EOQ, MRP.

Module III: Scheduling, Project Management and Quality Management: Scheduling; Gantt Chart; Project Management – concept and technique PERT and CPM; Quality management – concept, quality design, control chart (X, R, P), TQM, introduction to ISO 9000 ISO14000 (EMS) , ISO 18000 (OHSAS) and ISO 22000.

Course Outcomes:

CO-1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
CO-2: Analyse and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.
CO-3: Develop aggregate capacity plans and MPS in operation environments.
CO-4: Plan and implement suitable quality control measures in Quality Circles to TQM.

Text Books:

1. Production and Operations Management, K. Aswathappa, K. S.Bhat,HPH
2. Operations Management, Chase et.al – Tata McGrawHill.
3. Production and Operations Management , Panneerselvam ,PHI
4. Production and Operations Management , S.N Chary , Tata McGrawHill
5. Operations Management, Meenakhi Kumari,Cengage
6. Production and Operations Management, Kaniska Bedi,Oxford
7. Production & Operations Management, SP Singh, VikasPublication
8. Essentials of Operations Management by Scott T Young – SagePublication

MBPC1008 BUSINESS ANALYTICS (3-0-0)

Course Objectives:

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

Module-I

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

Module-II

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

Module—III

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

Course Outcomes:

The course aims to help students:

CO-1: Apply business analytics techniques to solve practical problems.

CO-2: Use tools like R programming to analyze and visualize data.

CO-3: Understand predictive analysis methods such as regression and classification.

CO-4: Gain skills in marketing, finance, and supply chain analytics.

CO-5: Analyze big data to improve strategic decision-making.

Text Books

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

MBPC1009 MANAGEMENT INFORMATION SYSTEM (3-0-0)

Course Objectives:

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

Module I: Introduction to MIS and Data Management

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

Module II: Strategic and Operational Support Systems

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

Module III: Emerging Technologies and Ethical Issues

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

Course Outcomes:

The course aims to help students:

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

Text Books:

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

MBPC1010 STRATEGIC MANAGEMENT (3-0-0)

Course Objectives:

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

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

Module II: Industry Structure & Competitive Advantage:

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

Module III: Strategy Implementation and Evaluation:

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

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

Course Outcomes:

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

Text Books:

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

MBEV1202 HEALTH & WELLNESS (0-0-1)

Course Objectives:

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

Module-I: Introduction to Health & Wellness

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

Module-II: Management of Health and Wellness

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

Course Outcomes:

CO-1: To understand the concept of health and wellness and its relevance in daily life.
CO-2: To be aware of the relation between mind-body and its relevance.
CO-3: To adopt healthy physical habits and behaviours for well-being.

Books:

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

MBPC1011 INTRODUCTION TO AI (2-0-0)

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

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

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

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

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

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

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

Course Outcomes:

CO-1: After completing the course, the students will be able to:
CO-2: Recognize fundamental AI concepts and vocabulary, discerning prominent figures in AI enterprises.
CO-3: Apply project methodologies in machine learning and data science, demonstrating adeptness in selecting and managing AI activities.
CO-4: Analyze deployment of AI solutions, and integrating advanced collaborative technologies for team synergy.
CO-5: Evaluate ethical dimensions of AI, perceptive biases, vulnerabilities, and societal consequences, development ethical awareness.

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

MBQT1002 BUSINESS RESEARCH (3-0-0)

Course Objectives:

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

Module I: Introduction to RM:

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

Module II:

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

Module III:

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

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

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

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

Course Outcomes:

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

Text Books:

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

Reference Books:

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

Open Resources:

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

FOR ADMISSION BATCH 2024-25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (THIRD SEMESTER)

Category	Speciliazation	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC3001	Digital Marketing	3-0-0	3	100	50
PC		MBPC3002	Sales & Distribution Management	3-0-0	3	100	50
PC		MBPC3003	Retail Management	3-0-0	3	100	50
PC		MBPC3004	Services Marketing	3-0-0	3	100	50
PC	Finance	MBPC3005	Security Analysis & Portfolio Management	3-0-0	3	100	50
PC		MBPC3006	Derivatives and Risk Management	3-0-0	3	100	50
PC		MBPC3007	Indian Financial System and Services (IFSS)	3-0-0	3	100	50
PC		MBPC3008	Project Appraisal and Financing	3-0-0	3	100	50
PC	Human Resources	MBPC3009	Manpower Planning and Development	3-0-0	3	100	50
PC		MBPC3010	Performance Management System	3-0-0	3	100	50
PC		MBPC3011	HR Analytics and HRIS	3-0-0	3	100	50
PC		MBPC3012	Industrial Relations and Labour Legislations	3-0-0	3	100	50
PC	Operations	MBPC3013	Supply Chain Management & Logistics	3-0-0	3	100	50
PC		MBPC3014	Project Management	3-0-0	3	100	50
PC		MBPC3015	Operations Strategy	3-0-0	3	100	50
PC		MBPC3016	Total Quality Management	3-0-0	3	100	50
PC	System Management	MBPC3017	Data Mining for Business Decisions	3-0-0	3	100	50
PC		MBPC3018	Managing Digital Innovation and Transformation	3-0-0	3	100	50
PC		MBPC3019	E-Commerce and Digital Markets	3-0-0	3	100	50
PC		MBPC3020	Managing Digital Platforms	3-0-0	3	100	50
PC	Rural Management	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3022	Rural Marketing	3-0-0	3	100	50
PC		MBPC3023	Rural Development	3-0-0	3	100	50
PC		MBPC3024	Livelihood and Development Management	3-0-0	3	100	50
PC	(Agribusiness Management / Entrepreneurship) / (Agribusiness Management)	MBPC3021	Agribusiness Management	3-0-0	3	100	50
PC		MBPC3026	Agricultural Commodity Trading	3-0-0	3	100	50
PC		MBPC3027	Agricultural Marketing Management	3-0-0	3	100	50
PC		MBPC3028	Agricultural Input Management	3-0-0	3	100	50
PC	International Business	MBPC3029	International Business	3-0-0	3	100	50
PC		MBPC3030	International Finance	3-0-0	3	100	50
PC		MBPC3031	International HRM	3-0-0	3	100	50
PC		MBPC3032	International Marketing	3-0-0	3	100	50
PC	Retail Management	MBPC3033	Retail Marketing Management	3-0-0	3	100	50
PC		MBPC3034	Retail Integrated Communications	3-0-0	3	100	50
PC		MBPC3035	Visual Merchandising	3-0-0	3	100	50
PC		MBPC3036	Inventory & Logistic Management	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC3037	Logistics Management	3-0-0	3	100	50
PC		MBPC3038	International Logistics	3-0-0	3	100	50
PC		MBPC3039	Retail Supply Chain Management	3-0-0	3	100	50
PC		MBPC3040	Procurement, Storage and Warehouse Management	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS3201	Summer Internship Project	0-0-6	6	-	100
TOTAL				**12-0-6**	**18**	**400**	**300**

Note : *Students have to take any two of the Specilizations out of the Specified Groups.*
Click here to view / download the syllabus of the subjects.

MBPC3001 DIGITAL MARKETING (3-0-0)

Course Objectives:

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

Module-I:

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

Module-II:

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

Module-III:

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

Course Outcomes:

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

Text Books:

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

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

Course Objectives:

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

Module-I :

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

Module -II :

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

Module -III :

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

Course Outcomes:

CO-1: Develop effective sales strategies: Gain the knowledge and skills to develop comprehensive sales strategies that align with business objectives, market conditions, and customer needs, resulting in increased sales revenue and market share.

CO-2: Optimize distribution channels: Learn to evaluate and select appropriate distribution channels, including direct and indirect channels, to ensure efficient product delivery, maximize market reach, and minimize costs.

CO-3: Build and manage sales teams: Acquire the ability to recruit, train, motivate, and manage sales teams, enabling them to effectively engage with customers, meet sales targets, and contribute to the overall success of the organization.

CO-4: Analyse logistics operations, identify areas for improvement, and propose effective solutions that enhance overall supply chain performance. Develop an effective online marketing strategy to drive customer engagement, increase brand visibility, and optimize logistics operations within an e-commerce environment.

Text Books:

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

MBPC3003 RETAIL MANAGEMENT (3-0-0)

Course Objectives:

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

Module-I :

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

Module-II:

Retail Location Decisions, Merchandise Planning, Managing Assortments,44 StoreManagement, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

Module- III:

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

Course Outcomes:

CO-1: Interpret retail industry fundamentals: Gain a solid understanding of the fundamental principles, concepts, and dynamics of the retail industry, including market trends, consumer behaviour, and competitive analysis.

CO-2: Apply effective retail management strategies: Develop the ability to apply strategic thinking and decision-making skills to manage key aspects of retail operations, such as merchandising, inventory control, store layout, and pricing.

CO-3: Enhance customer service and sales techniques: Acquire the knowledge and skills necessary to provide exceptional customer service and employ effective sales techniques to drive customer satisfaction, loyalty, and maximize sales revenue.

CO-4: Develop and disseminate a strategic roadmap for building and managing a successful retail brand that drives customer loyalty, increases market share, and enhances the overall brand equity of the retail business.

Text Books :

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

MBPC3004 SERVICES MARKETING (3-0-0)

Course Objectives:

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

Module I : Introduction to Services Marketing

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

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

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

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

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

Module II : Service Quality and Strategies

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

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

Module III : Service Failure and Recovery and CRM Strategies

Customer Complaints: Why do consumers complaint? Is complaining good? Types of consumers (Passives, Voicers, Irates, Activists), H.E.A.T technique of handling consumer complaints Causes of Service Failure, Service Recovery and strategies, Service Blueprint Customer Profitability Segment, Customer's Life Time Value

Relationship Marketing - Bucket Theory, Relationship Development Strategies, e-CRM, Services Consumer Behavior Marketing of service Sector-Financial Services, Health Services, Tourism Services, Education Services, ITES, Telecom services, Hospitality.

Course Outcomes:

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

Text Books:

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

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

Course Objectives:

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

Module-I:

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

Module-II

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

Module-III:

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

Course Outcomes:

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

Books:

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

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

Course Objectives:

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

Module-I :

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

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

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

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

Module-II:

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

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

Trading Strategies Using Options Spreads, Combinations.

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

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

Module-III:

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

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

Course Outcomes:

CO-1: Describe about basics of financial derivative productsand traders etc. of financial derivative and concept about Risk Management.

CO-2: Analyse different concept and technicalities of forward and future contracts and evaluating the value of the contracts.

CO-3: Apply different concept and technicalities of Options contacts and determining the pricing of options using Binomial and Black Scholes model.

CO-4: Describe different concept and technicalities of Swap contacts.

Books:

- Options, Futures and other Derivatives, Hull J.C, Pearson
- Financial Derivatives-Theory, concepts and problems, Gupta, PHI
- Derivatives and Risk Management, Srivastava, Oxford
- Derivatives and Risk Management, Verma J.R, TMH
- Fundamentals of Financial Derivatives, NR Parasuraman, Wiley India

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

Course Objectives:

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

MODULE-I:

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

MODULE- II:

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

MODULE-III:

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

Course Outcomes:

CO-1: Analyse the structure, functions, and recent trends in the Indian banking system and describe the role of different types of banks in providing various banking services and products, including deposit and loan products.

CO-2: Analyse the principles and types of insurance, and explain the applicability of different insurance products in the Indian market.

CO-3: Outline the functioning of money market and capital market, including the role and functions of various players, instruments, and institutions, as well as the trading mechanisms and regulations in place for primary and secondary markets.

CO-4: Illustrate and differentiate between different investment options available in the financial market, including mutual funds, stock market investments, venture capital, leasing, and hire purchase, and evaluate their suitability for different types of investors.

Books:

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

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

Course Objectives:

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

Module - I:

Project Identification and Formulation

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

Module-II:

Project Cost Estimation and Project Appraisal:

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

Module -III:

Project Financing and Risk Analysis

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

Course Outcomes:

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

Books:

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

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

Course Objective:

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

Module-I

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

Module-II

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

Module-III

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

Course Outcomes:

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

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

Books

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

MBPC3010 PERFORMANCE MANAGEMENT SYSTEM (3-0-0)

Course Objectives:

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

Module-I:

Conceptual Approach to Performance Management:

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

Module-II:

Measuring Performance:

Criteria for performance measures, classification of measures, Types of measures: organizational (Balance score-card, EFQM, EVA), Team, Individual; Guidelines for defining performance measures, Performance reviews.
Reward Systems and Legal issues: Performance Management linked Reward Systems, Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems "Do only what you get paid for" Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

Module-III:

Performance Management Application & Improvement:

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

Course Outcomes:

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

Text Books :

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

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

Course Objectives:

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

Module I : Introduction to HR Analytics and HR Metric

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

Module II : HR Metrics:

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

Module III : HRIS

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

Course Outcomes:

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

Books:

- Subhashini Sharma Tripathi and Reuben Ray, HR Analytics in-Depth: using Excel tools to solve HR Analytics at work, bpb publications
- Dipak Kumar Bhatacharya, HR Analytics Understanding Theories and Applications, Sage Publications, 2017
- Martin R. Edwards and Kristen Edwards, Predictive HR Analytics: Mastering the HR Metric. Kogan Page, 2019
- Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
- Dr. Michael Kavanagh, Dr. Mohan Thite& Richard D. Johnson: Human Resource Information Systems- Basics, application, future and directions
- P.K.Gupta and Sushil Chaabra: Human Resource Information Systems
- The New HR Analytics: Predicting the Economic Value of Your Company's Human By Jac FITZ-ENZ, 2010.
- https://onlinecourses.swayam2.ac.in/imb24_mg56/preview, instructor: Dr. Subbulakshmi Somu

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

Course Objectives:

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

Module-I: Industrial Relation Code 2020

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

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

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

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

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

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

Course Outcomes:

CO-1: Define and understand different principles of industrial relations, including the scope, approaches, and mechanisms for dispute resolution.

CO-2: Acquire knowledge of occupational safety, health, and working condition regulations to ensure compliance and promote a safe working environment.

CO-3: Develop and evaluate the effectiveness of social security provisions and wage regulations.

CO-4: Assess the effectiveness and challenges of implementing labour codes, in the context of contemporary industrial relations issues.

Text Book(s)

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

Reference Books/Material

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

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

Course Objectives:

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

Module I: Supply Chain Foundations:

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

Module II: Distribution Management:

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

Module III: Aligning logistics to customer needs:

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

Course Outcomes:

CO-1: Estimate and evaluate the concept of operational integration and global supply chain integration, different process of supply chain, role of different drivers and demand forecasting. Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains.

CO-2: Interpret the foundational role of logistics as it relates to transportation and warehousing. How to align the management of a supply chain with corporate goals and strategies. Strengthen integrative management analytical and problem-solving skills.

CO-3: Learn how logistic and supply chain strategies can create value generation and utilize IT applications. Design and provide a practical approach to support the business' decision-making within the context of supply chain management and the real world.

CO-4: Analyse performance measures to achieve sustainability in supply chain operations. Evaluate environmental, social, and governance risks in end-to-end supply chains. Interpret reverse logistics, recall and recovery operations and spillover effect.

Books:

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

MBPC3014 PROJECT MANAGEMENT (3-0-0)

Course Objectives:

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

Module-I: Project Management: Introduction

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

Module-II: Project Planning and Appraisal

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

Module-III: Project Planning and Control

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

Course Outcomes:

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

Suggested Text Books:

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

MBPC3015 OPERATIONS STRATEGY (3-0-0)

Course Objectives:

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

Module – I: Operations Strategy

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

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

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

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

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

Course Outcomes:

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

Books :

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

MBPC3016 TOTAL QUALITY MANAGEMENT (3-0-0)

Course Objectives:

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

Module-I: Concept of Total Quality Management

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

Module-II: Quality Systems: Overviews

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

Module-III: Quality Circle, Statistical Tools and Techniques

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

Course Outcomes:

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

Suggested Text Books:

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

Reference Books:

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

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

Course Objectives:

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

Module-I:

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

Module-II :

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

Module-III :

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

Course Outcomes:

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

Books :

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

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

Course Objectives:

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

Module-I:

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

Module-II:

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

Module-III:

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

Course Outcomes:

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

Books:

- Herbert, Lindsay; Digital Transformation : Build your organization's Future for the Innovation Age, Bloomsbury Publication, 2017
- Venkatraman,V;TheDigitalMatrix:Newrulesforbusinesstransformationthrough technology; Lifetree Media Ltd, 2017
- Velte,A.T;Velte,T.J;andElsenpeter,R;CloudComputing:APracticalApproach, Mcgraw Hill Education (India) Private Limited,2017 (23rd reprint)
- Rogers, David, The Digital Transformation Playbook–Rethink your Business for the Digital Age (Columbia Business School Publishing),2016.
- Westerman,G; Bonnet, D; and McAfee, A; Leading Digital:Turning Technology into Business Transformation; Harvard Business Review Press, 2014.
- Srinivasan.J,andSuresh.J,CloudComputing:APracticalApproachforlearningand implementation, Pearson Publication, 2014.

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

Course Objectives:

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

Module – I:

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

Module – II :

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

Module – III:

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

Course Outcomes:

CO-1: Gain a thorough understanding of e-commerce fundamentals, including business models, technological foundations, and economic principles

CO-2: Acquire proficiency in digital marketing strategies, e-CRM techniques, and various digital payment methods

CO-3: Develop expertise in managing e-business channels, optimizing distribution networks, and leveraging strategic e-marketing tactics to enhance market reach and competitiveness.

CO-4: Cultivate entrepreneurial skills essential for success in e-commerce ventures.

Books :

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

MBPC3020 MANAGING DIGITAL PLATFORMS (3-0-0)

Course Objectives:

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

Module – I:

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

Module – II:

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

Module – III:

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

Course Outcomes:

CO-1: Develop a comprehensive understanding of digital platforms, including their types, economics, architecture, and governance

CO-2: Gain insights into platform competition dynamics, technological influences, intellectual property considerations

CO-3: Acquire proficiency in digital media and marketing strategies, including cross-media marketing, self-branding techniques, and innovative approaches

CO-4: Develop decision-making skills relevant to digital business innovation, including understanding decision rights and control mechanisms

Books:

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

MBPC3021 AGRIBUSINESS MANAGEMENT (3-0-0)

Course Objective:

1. Gain insights into the scope, nature, significance, and challenges of agribusiness, along with functional classification, value chain, and various farming models.
2. Understand the characteristics of demand for farm products, farm product markets in India, forecasting demand, and the institutional framework of Indian agriculture, including land tenure and agricultural finance.
3. Explore legislations such as the Essential Commodities Act and Food Safety and Standards Act, and analyze recent trends in agribusiness, including biotechnology, commercialization, and emerging production, marketing, and export trends.
4. Apply knowledge of agribusiness fundamentals, environmental analysis, legislative frameworks, and recent trends to address challenges and opportunities in the agribusiness sector effective.

Module –I

Introduction of Agri BusinessScope, Nature, Significance and challenges. Functional Classification of Agri Business, Agribusiness Network, Agri Business value chain, contract farming, cooperative farming, Group farming, corporate farming, Production of hi-tech agri crops, agro based industries, Role of Agriculture in Indian Economy.

Module-II

Agri-Business EnvironmentCharacteristics of demand for farm products, Characteristics of farm product markets in India, Forecasting demand for food products.Institutional Framework of Indian Agriculture- institutions of ownership holdings and operational holding, land tenure system, Land reform policy.Agricultural Finance: Sources, Institutional system, NABARD and co-operative credit for Agriculture sector, Crop insurance and Kisan Credit card.

Module – III

Legislations and Recent trendsEssential Commodities Act, Food Adulteration Act, Food safety and standards.Recent trends-Green houses, Role of Bio Technology in Agriculture, Commercialization of agriculture, Tissue culture,Green house operations,Genetically modified crops, Emerging trends in production, marketing and exports of agro products.

Course Outcomes:

CO-1: Develop a comprehensive understanding of agribusiness fundamentals, environmental factors, legislative frameworks, and recent trends, enabling informed decision-making in the agribusiness sector.

CO-2: Acquire skills in analyzing the agribusiness environment, including demand forecasting, institutional frameworks

CO-3: Understand legal and regulatory frameworks governing agribusiness, ensuring compliance with relevant laws and standards for sustainable and ethical operations.

CO-4: Develop adaptability and innovation skills to respond to evolving trends in agribusiness, leveraging technologies such as biotechnology, tissue culture

Books:

- Fundamentals of AgriculturalEconomics, Sandhu and Singh,HPH
- Agricultural Problemsin India, Agrawal and Kundan, Vikas
- Transforming Traditional Agriculture, TW Schultz Bare Acts.
- Agriculture and Agri-Business management, SmitaDiwase, Krish Resource Management Network, 2009.

MBPC3022 RURAL MARKETING (3-0-0)

Course Objectives:

1. Gain insights into the structure, consumer behavior, environment, information systems, demand, segmentation, targeting, and positioning in rural markets.
2. Learn about the rural marketing mix, including product, pricing, promotion, distribution, relationship management, and sales force management.
3. Understand the scope of agri-marketing, its role in economic development, demand-supply dynamics, and strategies for marketing agricultural inputs and products.
4. Apply knowledge of rural marketing dynamics and agri-marketing strategies to address challenges and opportunities in rural and agricultural sectors effectively.

Module-I:

Rural Market Structure, Rural consumer buying behaviour,Rural Marketing environment, Rural Marketing Information System, Research and Forecasting, Rural demand, Segmentation, Targeting, Positioning, Problems of Rural marketing, Rural Marketing Agencies.

Module-II:

Rural Marketing Mix, Product decisions, Pricing Decisions, Promotion decisions, Distribution and Cannel Management, Relationship Management, Physical distribution, Sales force management.

Module-III:

Agri-marketing Scope, Role in Economics development, Demand and Supply of farm products, Marketing of Agricultural inputs and farm products, Strategy for agri-marketing

Course Outcomes:

CO-1: Develop strategic skills in understanding rural market dynamics, enabling effective segmentation, targeting, positioning, and problem-solving in rural marketing contexts.

CO-2: Acquire proficiency in developing and implementing rural marketing mix strategies.

CO-3: Gain insights into the scope and significance of agri-marketing, its role in economic development, and strategies for marketing agricultural inputs and products

CO-4: Develop practical application abilities to apply rural marketing and agri-marketing strategies in real-world scenarios, contributing to enhanced market penetration

Books:

- Rural Marketing- RRamakrishnan,Pearson
- Rural Marketing- Dogra and Ghuman, TMH
- Rural Marketing- Badi and Badi- HPH
- Rural Marketing, Kashyap

MBPC3023 RURAL DEVELOPMENT (3-0-0)

Course Objectives:

1. Gain insights into the meaning, importance, scope, and objectives of rural development
2. Explore rural development programs and policies in India since independence, focusing on poverty alleviation, employment generation, and the challenges faced.
3. Understand the administrative structure, functions, and role of Panchayat Raj Institutions in rural development, emphasizing people's participation and government and voluntary agencies' roles.
4. Develop strategies to strengthen rural development efforts, including enhancing people's participation, improving government and voluntary agencies' effectiveness, and implementing Gandhian approaches for rural reconstruction.

Module-I :

Meaning, Importance, scope and objectives of rural Development; Various approaches to Rural Development – Gandhian approach for Community development, I.A.D.P., I.R.D.P., N.R.E.G.A., Neo Gandhian, (PURA), Need Based and demand based centers. Rural Development experiences of some Asian Countries – China, Malaysia, Sri Lanka, Bangladesh.

Module-II :

Programmes for Rural Development in India since Independence, Rural Development policies during planning period; Administrative structure, The focus and thrust of Rural Development programmes: Poverty alleviation, employment generation; Current status of Rural Development programmes and the emerging challenges. Process of Urbanization and Rural-Urban link.

Module-III :

Rural Development Administration and Panchayat Raj Institutions: Panchayat Raj System, functions of Panchayat Raj System, Sources of income for Panchayats, merits and demerits of Panchayat system, strengthening of Panchayat Raj System, Rural Development administration. People's Participation in Rural Development: Importance of people's participation, some problems, measures of strengthen people's participation.

Government Agencies: Work and planning of central and state government, role of Banking and Co-operative sector for tribals, rural youth, women and children, BPL group, mal-nutrition group and farmers. Voluntary Agencies or Autonomous Organization: importance, superiority, limitations and strengthening, Gandhian approach of Rural Reconstruction.

Course Outcomes:

CO-1: Develop a comprehensive understanding of rural development concepts, policies, and administration, enabling informed decision-making and planning in rural development initiatives.

CO-2: Acquire analytical skills to assess the effectiveness of rural development programs and policies, identify emerging challenges, and formulate strategies for addressing them.

CO-3: Understand the role of Panchayat Raj Institutions and government agencies in rural development administration

CO-4: Develop capacity-building strategies to strengthen rural development efforts, including enhancing people's participation, improving the performance of government.

Books:

- Rural Development-Principles,Policies and Management, Katar Singh
- Fundamentals of Rural Development, TahirHussain
- Rural Development in India, B.K.Sahu

MBPC3024 LIVELIHOOD AND DEVELOPMENT MANAGEMENT (3-0-0)

Course Objectives:

1. Understand NGO management principles and explore agri-based, livestock-based, and natural resource-based livelihood options in rural areas.
2. Analyze development programs in sectors such as health, education, WASH, food security, and nutrition, along with relevant policies and institutional mechanisms.
3. Learn about decentralized planning, governance, disaster management, relief, rehabilitation, and development training.
4. Explore principles and techniques of food processing and preservation, including heat-based, low-temperature, non-thermal methods, and use of enzymes and microorganisms.

Module-I :

NGO Management, Agri-based, livestock-based and natural resource-based livelihood options in rural areas. Development Programs in various sectors (Health, Education, WASH, Food Security and Nutrition), policies, institutional mechanisms.

Module-II:

Decentralized planning and governance, Disaster Management, Relief and Rehabilitation and Development Training.

Module- III:

Processing and preservation of foods.Scope of food processing; historical developments; principles of food processing and reservation. Processing and preservation by heat: blanching, pasteurization, sterilization and UHT processing, canning, extrusion cooking, dielectric heating, microwave heating, baking, roasting and frying, etc.

Processing and preservation by low-temperature- refrigeration, freezing, CA, MA, and dehydro- freezing.Processing and preservation by drying, concentration and evaporation-types of dryers and their suitability for different food products; ultra-filtration, reverse osmosis.

Processing and preservation by non-thermal methods, irradiation, high pressure, pulsed electric field, hurdle technology. Use and application of enzymes and microorganisms in processing and preservation of foods; food fermentations, pickling, smoking etc; Food additives: definition, types and functions, permissible limits and safety aspects.

Course Outcomes:

CO-1: Develop skills in NGO management and effective implementation of livelihood programs in rural areas, contributing to sustainable development.
CO-2: Understand NGO management principles and explore agri-based, livestock-based, and natural resource-based livelihood options in rural areas.
CO-3: Understand NGO management principles and explore agri-based, livestock-based, and natural resource-based livelihood options in rural areas.
CO-4: Understand NGO management principles and explore agri-based, livestock-based, and natural resource-based livelihood options in rural areas.

Books:

- Rural Development and Livelihoods in India, Niranjan Sahoo
- Food Processing and Preservation, S Sivasankar, PH

MBPC3026 AGRICULTURAL COMMODITY TRADING (3-0-0)

Course Objectives:

1. Gain insights into commodity derivatives and price risk management in agricultural markets, including the organizational setup of exchanges and specifications of futures contracts.
2. Learn the mechanics of forward transactions, futures trading, hedging price risk using futures contracts, and the concept and mechanism of option transactions.
3. Understand the clearinghouse and margin system, clearing, settlement, and delivery processes of contracts, and market surveillance and risk control mechanisms.
4. Explore the regulation of futures trading practices in leading national and regional exchanges in India, including trading in warehouse receipts and collateralized commodity financing.

Module –I

Introduction to commodity derivatives and price risk management in agricultural markets; organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges.

Module-II

Mechanics of forward transaction and futures trading; hedging price risk using futures contracts; option transaction concept and mechanism, price discovery mechanism and market efficiency
Clearinghouse and margin system; clearing, settlement and delivery of contracts.

Module – III

Market surveillance and risk control; trading in warehouse receipts (WRs): WRs and collateralized commodity financing
Regulation of futures and trading practices in leading national and regional exchanges in India.

Course Outcomes:

CO-1: Develop expertise in commodity derivatives and price risk management strategies, enabling effective participation and decision-making in agricultural markets.
CO-2: Acquire proficiency in trading mechanics, including forward transactions, futures trading, and options transactions, facilitating efficient hedging and price discovery mechanisms.
CO-3: Enhance operational efficiency in clearing, settlement, and delivery processes of contracts, ensuring smooth functioning of commodity trading operations.
CO-4: Understand and comply with regulatory frameworks governing futures trading practices, ensuring adherence to best practices and ethical standards in commodity trading activities.

Books:

1. Hull, John C. 2017. Fundamentals of futures and options markets, Boston, Pearson publication.
2. Derivatives and Risk Management, Srivastav, Oxford
3. Ram, P. V. and Bala, S. D., 2016, Strategic Financial Management. Snow White Publ.

MBPC3027 AGRICULTURAL MARKETING MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into agricultural market structures, functions, and management of farm inputs and products, including the role of infrastructural developments and policy changes.
2. Learn marketing management strategies for farm inputs and products, including pricing, distribution, promotion, and export potential, with a focus on international food markets and retail management.
3. Understand retail management principles, including merchandise management, pricing strategies, promotion mix, and brand management in food retailing, along with managing retail operations and finances.
4. Develop skills in sales management, customer relationship management, human resource management, and legal and ethical considerations in retailing.

Module –I

Meaning and scope; Agricultural market structure – meaning, components and dynamics of market structure; agricultural marketing and economic development, functions of agricultural marketing Benefits of infrastructural developments in the field of agricultural marketing; physical Infrastructure; institutional infrastructure- Public Sector Institutions (Regulatory Central/State Institutions for marketing of agricultural produce, Agencies for warehousing, Other important organizations in Agricultural Marketing Government/ Government Sponsored Autonomous Bodies), Co-operative Institutions in Agricultural Marketing Major changes in policy and marketing strategies of farm supplies; Marketing management (Product, pricing, distribution and promotion) of farm inputs- fertilizers, seeds, plant protection chemicals, electricity, water, farm machinery, animal feed and medicines etc.

Module-II

Marketing management of products from plant origin, products from animal origin and processed products; export potential of agro-based products. An overview of marketing of processed food products, marketing strategies, marketing mix, market segmentation and targeting, determinants of consumer's behavior. Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer. Value Chain in Food Retailing: value chain and value additions across the chain in food retail, Principal trends in food wholesaling and retailing, Competition and pricing in food retailing, various retailing formats, the changing nature of food stores, market implications of new retail developments, food service marketing.

Module – III

Marketing Mix in Food Retail Management, Merchandise Management, Pricing Strategies used in conventional and non-conventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers & Brand Management in Retailing.

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Logistics, procurement of Food products and Handling Transportation of Food Products. Retail Sales Management: Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

Course Outcomes:

CO-1: Develop enhanced expertise in agricultural marketing dynamics and management strategies, enabling effective participation and decision-making in agricultural markets.
CO-2: Acquire proficiency in implementing marketing mix strategies for farm inputs and products
CO-3: Master retail management principles and practices, including merchandise management
CO-4: Develop skills in sales management, customer relationship management, and human resource management, fostering strong customer relationships, efficient operations, and ethical practices in food retailing.

Books:

1. Singh, Sukhpal, 2011. Fresh food retails in India: Organisation and impacts, Allied publishers Pvt. Ltd., New Delhi
2. Mahapatra S,2017, Food Retail Management, Kalyani Publishers,Delhi
3. Zentes, Joachim, Morschett, Dirk, Schramm-Klein, Hanna (2017). Strategic Retail Management: Text and International Cases, Springer Gabler

4. Agrawal, Narendra, Smith, Stephen A. (2015). Retail Supply chain Management: Quantitative Models and Empirical Studies, Springer; 2nd revised edition
5. Acharya, S. S. and Agarwal, N. L., 2011, Agricultural Marketing in India. 4th Ed. Oxford and IBH.
6. Kohls, R. L.andUhj, J. N., 2005, Marketing of Agricultural Products. 9th Ed. Prentice Hall.
7. Kotler P. Keller K,Koshy A.& Jha M.2013. Marketing Management – Analysis, Planning, Implementation andControl. Pearson Edu.
8. Mohan J, Agri-Marketing Strategies in India, NIPA
9. Sharma Premjit. 2010. Agri-Marketing Management, Daya Publishing House

MBPC3028 AGRICULTURAL INPUT MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into the nature of demand, competition, and marketing frameworks for agricultural inputs, including seeds, fertilizers, pesticides, tractors, and water management technologies.
2. Learn about government policies, trade practices, pricing, distribution systems, and promotional strategies for agricultural inputs, with a focus on seeds, fertilizers, pesticides, and tractors.
3. Understand the marketing mix elements for each input category, including product, distribution, pricing, and promotion strategies, and explore emerging trends and technologies in input marketing
4. Develop strategies for sustainable input marketing, including client-specific promotion, joint promotion, interdependence of input markets

Module –I

Market for agricultural inputs-Nature of demand, promotional media, nature of competition, a framework for understanding the markets for inputs, agronomic potential, agro economic potential, effective demand, actual consumption.

Marketing of seeds-Government policy, product, trade practices in seed production, seed pricing, input costs, distribution system, management of seed distribution. proper storage of seeds, promotion, problems faced by seed industry, strategy for a seed enterprise, source of seeds, terms of transaction for seed procurements.

Module-II

Marketing of fertilizers-Nature of Indian fertilizer market, product, fertilizer distribution, marketing cost and margins, credit, dealer selection and management, fertilizer promotion and extension, promotional program, advertising in fertilizers, emerging marketing mix in fertilizer, extension strategy for the future, marketing of biofertilizers, strategies for fertilizer marketing.

Marketing of pesticides-Market profile, structure of industry, farmer behaviour, problems of farmers in pesticide purchase and usage, marketing mix, bio pesticides market development and promotion activities, problems in marketing of bio pesticides. Integrated pest management.

Module – III

Marketing of tractors-Segments in tractor market, market share, nature of demand, buyer behaviour, role of distribution, promotion, MNC's. Marketing of credit-Nature of market, market segment, market players, marketing mix, marketing options. Strategies for input marketing- Client and location specific promotion, joint promotion, interdependence of input markets, management of demands, developmental marketing, usp, extension services, ethics in business, sustainability. Management and optimization of water inputs Alternative farming technique such hydroponics, aquaponics, permaculture etc. Use of modern technology such as sensors, 'Smart fields', cloud services and the technology startup ecosystem for soil-water & crop management.

Course Outcomes:

CO-1: Develop a comprehensive understanding of agricultural input markets, enabling effective decision-making and strategic planning in input procurement and distribution.

CO-2: Acquire proficiency in developing and implementing marketing strategies for agricultural inputs, contributing to increased market penetration, sales, and profitability.

CO-3: Understand and adapt to emerging trends and technologies in input marketing, ensuring competitiveness and sustainability in the agricultural input sector.

CO-4: Promote sustainable input marketing practices, including the adoption of alternative farming techniques and modern technologies for soil-water and crop management, contributing to environmental sustainability and resource optimization in agriculture.

Books:

1. S. P. Seetharaman :Agricultural Input Marketing, Oxford & IBH Pub. Co.
2. C. S. G. Krishnamacharyulu: Rural Marketing : Text and Cases, Pearson Education India
3. Mahapatra S., Management of Agricultural Inputs, New India Publishing Agency,Delhi
4. Pingali Venugopal (2014). Agri-input Marketing in India, SAGE Publication; 1st Edition
5. S. S Acharya, N. L Agarwal (2012) Agricultural Marketing in India, Oxford &Ibh Publishing Co. Pvt Ltd.; 6th Edition

MBPC3029 INTERNATIONAL BUSINESS (3-0-0)

Course Objectives:

1. Gain insights into the definition, features, and factors driving international business, including the political, economic, and cultural environments, and the promotion of global business.
2. Learn about theories of international trade and investment, challenges for global business, regional trade blocks, and strategic options for global competitiveness.
3. Understand the instruments of trade policy, including tariffs, quotas, subsidies, and trade agreements, and their impact on international trade and investment.
4. Develop skills in international strategic management, including organizational structures, performance evaluation, global production

Module-I:

International Business Environment: International Business – Definition – features, Internationalizing business -Advantages – Limitations, difference between domestic and international business, factors causing globalization of business- international business environment – country attractiveness – Political, economic and cultural environment – protection Vs liberalization of global business environment. Promotion of global business – different forms of international business – advantages and disadvantages. Ethical issues in international business – Ethical decision-making, role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements. Prospects and challenges of International trade.

Module-II :

International Trade And Investment: Challenges for global business – global trade and investment – theories of international trade (Classical and Modern Theory). Theory of International Investment (FDI & FII) – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages. Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – instruments of trade policy: Concept, Tariffs, Import Quotas, Types of Quotas, Export Subsidies, Voluntary Export Restraints, Administrative Policies.

Module III :

International Strategic Management: Organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system. Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic-Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers-Training and development – compensation.

Course Outcomes:

CO-1: Develop a comprehensive understanding of international business environments, trade theories, and strategic management principles, enabling effective decision-making in global business contexts.

CO-2: Acquire proficiency in analyzing trade policy instruments and their impact on international trade and investment, facilitating informed strategic planning and policy formulation.

CO-3: Develop strategic competence in global business operations, including market entry strategies, supply chain management

CO-4: Apply strategic management principles to real-world scenarios, including product development, pricing, production, and channel management.

Books:

- International Business, Jaiswal,HPH
- International Business, Rakesh Mohan Joshi, Oxford University Press
- International Business, Vyuptakesh Sharan, Pearson

MBPC3030 INTERNATIONAL FINANCE (3-0-0)

Course Objectives:

1. Gain insights into the nature of multinational corporations (MNCs), objectives of firms, and the application of multinational capital budgeting in the global financial landscape.
2. Learn effective strategies for managing foreign exchange exposure, including translation, transaction, and economic exposure, contributing to risk mitigation in international financial operations.
3. Understand the functioning of international banking, money markets, and equity markets, including capital adequacy standard
4. Develop skills in financial decision-making, including capital budgeting, risk management, and funding goals, ensuring effective financial management in multinational contexts.

Module –I

International Dimensions of Financial Management: The Emergence of MNC, Nature of the MNC,Objectives of the firm and Risk Management, Domestic Financial Management and InternationalFinancial Management, Multinational Capital Budgeting – application and interpretation.

Module-II

Managing Foreign Exchange exposure: Management of foreign exchange risk, Management of translation exposure, Management of transactions exposure, Management of economic exposure.

Module – III

International Financial Markets: International Banking and Money market, International Banking Services, Capital adequacy standards, International Money Markets, International Equity Sources,Global Equity Markets, Methods of sourcing, Cross listing in secondary markets, New Equity issues,International Debts sources, Debt Management and Funding Goals, International Debt, Instruments,International bank loans, Euro notes, International Bond Market.

Course Outcomes:

CO-1: Develop a comprehensive understanding of multinational financial operations, including capital budgeting techniques, risk management strategies, and funding sources

CO-2: Acquire proficiency in managing foreign exchange exposure across translation, transaction, and economic dimensions, contributing to risk mitigation and financial stability in multinational operations.

CO-3: Develop expertise in navigating international financial markets, including banking, money markets, equity markets, and debt instruments, facilitating efficient capital sourcing and allocation in global financial activities.

CO-4: Apply financial decision-making skills to real-world scenarios, including capital budgeting, risk management, and funding strategies.

Books:

1. International Financial Management – Sharan, TMH
2. International Financial Management – Madhuvij – Excel Books
3. International Financial Management – Apte – TMH
4. International Financial Management – Siddaiah – Pearson
5. International Financial Management – V.A. Avadhani – HPH
6. International Finance – A case Book – Desai – Wiley
7. International Finance – O' Brien – Oxford

MBPC3031 INTERNATIONAL HRM (3-0-0)

Course Objectives:

1. Gain insights into international HRM approaches, recruitment, selection, performance management, training, expatriate issues, compensation, and labor relations in multinational organizations.
2. Understand the impact of global business environment and cultural variables on Human Resources, including cross-cultural differences and research methodologies.
3. Develop skills in cross-cultural leadership, decision-making, communication, and negotiation, enabling effective management in diverse international contexts.
4. Enhance cultural competence and managerial effectiveness in international settings through the understanding and application of cross-cultural management principles.

Module-I

International Human Resource Management: Approaches; International Recruitment and Selection, Performance Management and Training and Development, International HRM roles in multinational organizations, Expatriate problem, International Compensation, Repatriation. Key issues in International Labor Relations: Labor Unions and International Labor Relations, HRM practices in countries specially in Japan, Germany, Netherlands, Scandinavian Countries, USA.

Module-II

Global Business Environment and Human Component: Global Business Environment, Human and Cultural variables, Cross-cultural differences and managerial implication; cross cultural research methodology and Hofstede study.

Module-III

Cross Cultural management: Cross Cultural Leadership and Decision-making, Cross- CulturalCommunication, and negotiation.

Course Outcomes:

CO-1: Develop a comprehensive understanding of international HRM practices and their role in multinational organizations, facilitating effective recruitment, performance management, and labor relations.

CO-2: Acquire proficiency in managing cultural variables and cross-cultural differences, enabling effective decision-making and communication in diverse global environments.

CO-3: Develop enhanced cross-cultural leadership, communication, and negotiation skills, contributing to successful management of international teams and projects.

CO-4: Apply cross-cultural management principles to real-world scenarios, fostering effective leadership, communication, and negotiation.

Books:

1. International HRM, P.Subba Rao, HPH
2. Cultures Consequence; International Differences in Work related Values, G. Hofstede – Sage
3. International Dimensions of Human Resource Mgt.,Doweing, P.J. – End Edition Words Worth
4. International HRM, A. Harzing, Sage

MBPC3032 INTERNATIONAL MARKETING (3-0-0)

Course Objectives:

1. Gain insights into the conceptual framework of international marketing, including differences from domestic marketing
2. Understand Indian trade policy, recent trends in foreign trade, export assistance, and the institutional infrastructure for export promotion
3. Develop skills in overseas market research, marketing planning for exports, and the application of new techniques in international marketing
4. Acquire proficiency in exports finance, risk management, export documents, and procedures, including international subcontracting

Module –I

Conceptual framework of International Marketing: Basic differences between domestic and international marketing, International Marketing Environment. EPRG framework in International marketing, stages of development into Global Marketing.

Module-II

Indian Foreign Trade: Indian Trade Policy - Recent trends in India's Foreign trade - Export Assistance, Institutional Infrastructure for Export Promotion in India. Identification of Foreign Markets: Product Planning for Exports - Export pricing - Market Entry and Overseas Distribution System - Promoting products internationally.

Module – III

Overseas Market Research: Marketing Plan for Exports - New Techniques in International Marketing, International subcontracting Joint Ventures, Counter trade Arrangements, Multinationals. Exports finance, risk export documents and procedure.

Course Outcomes:

CO-1: Develop a comprehensive understanding of international marketing fundamentals and their application in global business contexts.
CO-2: Acquire proficiency in understanding Indian foreign trade dynamics
CO-3: Develop enhanced skills in overseas market research, marketing planning, and the application of new techniques in international marketing.
CO-4: Expertise in export finance, risk management, and export procedures, including international subcontracting, joint ventures, and counter-trade arrangements

Books:

1. International Marketing, Joshi R.M Oxford University Press.
2. Global Marketing Management, Keegan - Pearson.
3. International Marketing, Fransis Cherunilam HPH

MBPC3033 RETAIL MARKETING MANAGEMENT (3-0-0)

Course Objective:

The objective of this course is to familiarize the students with retail management concepts and operations To enhance student's capability to identify and analyze business environment and its opportunities and limitations, to set appropriate goals and to design the strategies to achieve those goals within the current situations

Module - I:

The basic concept of retailing, retail development, types of retailers, multi-channel retailing, organized retailing in India, services retailing, Retailing – Role, Relevance, and Trends, Retail organization, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy: market strategy – retail format and target market – building sustainable competitive advantage, growth strategies, strategic retail planning process, Technology in Retail.

Module - II:

Retail location, types, location opportunities, selection of location and site: financial strategy, strategic profit model, setting and measuring performance objectives, Merchandise Planning, Managing Assortments, Store Management, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

Module - III:

Retail Communication Mix, Selection of promotion mix, Retail sales promotion, Retail Pricing: Price Setting, Pricing Strategies, GMROI, category management, international retailing. Managing Retail Brands, Branding strategies in retail, brand equity, Retail brand extension, and Creating brand value, Point Of Purchase Communication: Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, etc..

Module - IV:

E-retailing fundamentals, Omni-channel, E-Commerce Platforms and User Experience, Digital Marketing and Social Commerce, Emerging Trends and Future of E-Retailing

Course Outcome:

CO1: Explain the evolution, formats, and strategic relevance of retailing in both traditional and digital contexts.
CO2: Analyze consumer behavior, retail locations, and merchandising strategies to optimize retail performance.
CO3: Apply retail marketing mix elements, pricing models, and communication tools to real-world retail scenarios.
CO4: Evaluate branding strategies, retail equity, and promotional effectiveness across diverse retail formats.
CO5: Design an integrated omni-channel retail strategy using digital platforms, visual merchandising, and customer experience insights.

Books :

1. Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc Graw Hill
2. Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
3. Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
4. Retail Management ,Suja Nair, Himalaya Publishing Home

MBPC3034 RETAIL INTEGRATED COMMUNICATIONS (3-0-0)

Course Objective:
To develop an understanding of the need, importance and strategies in retail Communications.

Module - I:
Importance of retail communication- Communications for customers – communications for retail professionals. The communication models – elements of marketing communications- I M C- communication budget. Customer Journey Communication Mapping
Customer communications – advertising, personal selling, sales promotion, publicity and public relations, events, and experience, direct marketing – media planning, message development- communication program planning, execution, and evaluation.

Module - II:
Advertising: Creative strategy and copywriting – Copywriting pyramid – Different types of appeals – copy layout. Direct response advertising – Catalogues, direct mail Telemarketing, Internet advertising – International advertising – Media planning – Media mix decisions – Developing media strategy- popular media vehicles used in the Retail sector –Law and Regulations. Content Marketing- Influencer Marketing.

Module - III:
Sales promotion: The scope and role of sales promotion - Consumer-Oriented sales promotion Techniques
-Coordinating sales promotion with other tools of market promotion. Major Decisions in Sales Promotion- Data-Driven Promotion Strategies
Establishing objectives -Selecting consumer - Promotion Tools - Developing the program -Pre-testing the program - Implementing & Controlling the program -Evaluating Results
Communication to retail professionals – communication forms, communication challenges for retail salespersons. Communication in customer interactions – effective listening, team communication, nonverbal communication in sales.

Module IV
Communication Ethics and Future Trends- Social Media Strategy Development- Cross- Cultural Communication- Employee Brand Advocacy

Course Outcome:
CO1: Analyze Integrated Marketing Communication Strategies
CO2: Create Multi-Channel Advertising and Direct Marketing Campaigns
CO3: Execute Sales Promotion and Professional Communication Programs
CO4: Implement Digital Communication Technologies and Crisis Management

Books:

1. M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
2. William Wills, John brunet and Sandra Mariarty : Advertising Principles and practice, 5th edition, Pearson , New Delhi.
3. S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers, Mumbai.
4. Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books

MBPC3035 VISUAL MERCHANDISING (3-0-0)

Course Objective:
To develop an understanding of the concepts, issues and strategies in visual merchandising

Module: I
Evolution, significance and basics of visual merchandising; retail store site and design, image mix- display elements- Cross-cultural visual merchandising practices and regional variations- Visual merchandising's impact on brand positioning and customer loyalty- Psychological foundations: Color psychology, spatial psychology, consumer behavior patterns- Seasonal merchandising strategies: Holiday displays, weather-responsive merchandising, cultural celebrations- Store layout psychology: Customer flow patterns, hot zones and cold zones, Architectural elements: Ceiling height utilization, natural lighting optimization, structural constraints and opportunities- Brand storytelling through space: Creating narrative through store design, emotional connection building

Module: II
Store exterior and interiors- AIDCS. Design and colour blocking, signage and understanding materials. Visual merchandising and planning-Store planning and fixtures, Circulation plan, planograms. Storefront psychology: First impression creation, curb appeal optimization, street-level engagement techniques- AIDCS framework expansion: Attention-Interest-Desire-Confidence-Satisfaction with practical applications- Threshold design: Entry experience optimization, transition zones, greeting areas- Zoning strategies: Department transitions, category adjacencies, lifestyle groupings- Atmospheric elements: Scent marketing, soundscaping, temperature control, tactile experiences

Module: III
Merchandise presentation: window displays; hands-on visual merchandising visual merchandise tool kit- quality and process in visual merchandising- Narrative development, seasonal themes, lifestyle portrayal- Lifestyle windows, product-focused displays, institutional windows, promotional windows, Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Course Outcome:
CO1: Explain the evolution, principles, and psychological foundations of visual merchandising across cultural and seasonal contexts.
CO2: Analyze store design elements, layout strategies, and atmospheric techniques to enhance customer engagement and brand storytelling.
CO3: Apply visual merchandising tools, AIDCS framework, and planning techniques to create compelling in-store experiences.
CO4: Design innovative merchandise presentations and experiential retail environments that align with brand identity and consumer behaviour.

Books:
1. Swati Bhalla and Anuraag S.,Visual merchandising, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
2. Martin M Pegler, Visual merchandising and Display, Fashion Books. Amazon.com
3. Tony Morgan, Visual Merchandising,: Window and In-store Displays for Retail, Laurence king Publishers
4. Hearst Books, Visual Merchandising, St. Publications.

MBPC3036 INVENTORY & LOGISTIC MANAGEMENT

Course Objective:

To understand the principles of logistics management
To understand the logistics role in the economy and the organization

Module-I

Introduction to Inventory Management – Its types and functionality, Selective Inventory Control, Inventory Costs and Inventory Replenishment, Production, Planning, Control and Forecasting, Materials Requirement Planning and Spare Parts Inventory, Stores Management, Accounting for Inventory and JIT (Just – In – Time). Demand pattern analysis: Seasonal variations, trend analysis, cyclical patterns, irregular demand management- Digital inventory tracking: Barcode systems, cycle counting procedures, perpetual inventory systems

Module-II

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries.

Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third-party and fourth-party logistics - Reverse Logistics - Global Logistics.

Module-III

Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships- Customer segmentation strategies: Service level differentiation, customized logistics solutions, Omnichannel fulfillment: Click-and-collect, ship-from-store, endless aisle capabilities

Course Outcome:

CO1: Define key concepts in inventory, logistics, and supply chain management, including their functions and types.
CO2: Identify various inventory control methods, replenishment techniques, and digital tracking systems.
CO3: Describe the roles and relationships of logistics functions across different business domains and industries.
CO4: Explain basic logistics system models, customer service strategies, and omnichannel fulfilment concepts.
CO5: Analyse demand patterns, logistics activities, and inventory data to support operational decision-making.

Books:

1. Bower sox. Supply Chain Logistics Management: Mc Graw Hill.
2. Bowersox,. Logistical Management: Mc-Graw Hill,
3. Reguram G, Rangaraj N. Logistics and Supply Chain Management Cases and Concepts: Macmillan India Ltd., New Delhi.
4. Sahay B. S. Supply Chain Management for Global Competitiveness: Macmillan India Ltd., New Delhi.
5. Production & Operations Management, Prof. Mahadeven ,IIM Banglore
6. Achieving effective inventory management by John Schreibfeder

MBPC3037 LOGISTICS MANAGEMENT (3-0-0)

Course Objectives:

To analyse the supply chain scenario and to make understand the student's insights on the supply chain process from sourcing to distribution.

To enhance the supply chain integration and sustainable supply chain strategic skills among the students.

Module I:

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics and Supply Chain Management, Key Drivers of Supply Chain Management and Logistics relationships.

Basics of Transportation: Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport- Types of Ships

Module II:

Containerization: Genesis, Concept, Classification, Benefits, and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR;

Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging, Packing for Storage- Overseas Shipment Inland-Transportation- Product content Protection, Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging –Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels.

Module III:

Special Aspects of Export logistics: Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centres, distributors and lastly the retail outlets- Import Logistics: Documents Collection- Valuing- Bonded Warehousing, Customs Formalities- Clearing, Distribution to Units.

Module IV:

Basic concepts- Digital Supply Chain Technologies: Artificial Intelligence and Machine Learning in Supply Chain; Blockchain Technology; IoT and Real-time visibility; Case studies on companies implementing AI and blockchain (Amazon, Walmart, Maersk)

Course Outcome:

CO1: Explain core concepts and interrelationships in logistics, supply chain management, transportation, and warehousing.

CO2: Apply containerization, packaging, and documentation techniques to real-world import–export logistics scenarios.

CO3: Evaluate transportation modes, digital tools, and warehousing systems for operational effectiveness and compliance.

CO4: Design a digitally integrated supply chain model incorporating.

Books:

Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.

Burt, Dobbler, Starling, World Class Supply Management, TMH.

Donald J Bowersox, David J Closs, Logistical Management, TMH

MBPC3038 INTERNATIONAL LOGISTICS (3-0-0)

Course Objective:

To explain the movement of cargo from the vendor to end-user across the globe.
To increase the value of the product.
To add value that includes improved quality and product accessibility across the world at optimal cost.

MODULE-I

Meaning and Significance of International Transportation- Role of transportation in the integrated logistics process, Basic principles of international transportation, Parties involved in international transportation, Significance of Transportation, Modes of International Transportation- Criteria for Selection of different modes of transportation, Multi-Modal Transportation. Freight costing and pricing- Classification of Costs associated with Transportation process, Cost Strategies, Factors affecting Transportation rate

Features, Types and Terminology- Features, Advantages, and Disadvantages of using sea mode, Classification of ships, Shipping Methods, Swage in Ship, Major Sea-routes around the world, Important Terminology, Freight, Parties, and Perils Associated with Sea Mode- Parties involved in sea mode of transportation- Ocean Freight- Types of Sea Freight, Calculation of Freight; Maritime Risks, Marine Insurance.

MODULE-II

Features, Types, and Terminology- Significant Features, Advantages and Constraints of Air transportation, Types of Carriers, Air Cargo Chain Operators, Legal Aspect of Carriage of Goods by Air; Freight Structure and \ organizational set up- ULD Concept, Air Cargo Tariff Structure- Air Freight Classification, Air Freight Calculation, Factors Affecting Air Freight Rates, Air Freight Consolidation, Role of IATA and TIACA in Air Cargo Industry.

Transportation by Rail and Road, Meaning of Land mode of transportation, International Road Transportation, International Road Network, Advantages and Constraints of International Road Transport, International Rail Transportation, Advantages and Constraints of International Rail Transport; Pipeline as a Mode of Transportation and Concept of Multi-modalism, Concept of Containerization.

MODULE-III

Export procedure in India, Import Procedure in India, Transport Documents, Mate Receipt, Bill of Lading – features and types, Air-way Bill, Lorry Receipt; INCOTERMS 2020; Packaging and Labelling for Exports- What is the packaging? Functions of Packaging, Labelling the export packages, Packaging for different modes of transportation, Rail Receipt.

MODULE-IV

Basic Concepts- Digital Documentation and smart contracts; Digital Trade Finance; Intelligent Transportation System; 5G and Connectivity; Autonomous and Electric Transportation; Cloud based international transportation management

Course Outcome:

CO1: Analyze International Transportation Systems and Modal Selection
CO2: Calculate Transportation Costs and Freight Charges
CO3: Execute Export-Import Procedures and Documentation
CO4: Integrate Digital Technologies in International Transportation

Books:

Ewan Roy, what is global supply chain management? by Trade Ready.
Altekar, supply chain management, and concepts PHI.
R.B. Handfield and E.L. Nochols, Jr. Introduction Supply Chain Management. Prentice-Hall.
4 Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India

MBPC3039 RETAIL SUPPLY CHAIN MANAGEMENT (3-0-0)

Course Objective:

To analyze the retail supply chain scenario and to make understand the students the insights on retail supply chain process from sourcing to distribution.

To enhance the retail supply chain integration and sustainable supply chain strategic skills among the students.

MODULE- I

Retail Supply chain: Definition – retail as a business – importance of customer segments – value chain – types or retail chain business – comparative advantages – CSR and retail industry.

Retail supply chain environment: drivers of retail supply chain change – globalization – nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics. Digital Retail Transformation; Omnichannel Customer Experience

MODULE-II

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements. Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFR – supply chain collaboration – core competency – demand-driven supply chain: tools and techniques – product tracking: Barcoding, RFID; Advanced Product Tracking- IoT sensors and real-time analytics

MODULE-III

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – opportunities in retail returns; Circular Economy in Retail

MODULE-IV

Basic Concepts- Sustainable Retail Supply Chains; Retail Automation Technologies; Risk Management and Supply Chain Resilience; Emerging trends & technologies (AR/VR) in Retail

CO1: Evaluate Retail Supply Chain Fundamentals and Digital Transformation
CO2: Analyze Retail Supply Chain Environment and Risk Management
CO3: Design and Optimize Retail Supply Chain Strategies and Processes
CO4: Implement Advanced Product Tracking and Automation Technologies
CO5: Optimize Financial Performance and Sustainability in Retail Supply Chains

References:

Swapana pradhan – Retailing Management, TMH
J. Lamba – The Art of Retailing , McGraw Hill Education
Barry Berman, Joel R Evans – Retail Management; A Strategic Approach , Pearson India
James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications
Dravid Gilbert – Retail Marketing. Pearson India

MBPC3040 PROCUREMENT, STORAGE AND WAREHOUSE MANAGEMENT

Course Objectives:

Provides know-how required to operate an efficient and cost effective warehouse as also the role of inventory in warehouse management.
It provides guidance on using the latest technology, reducing inventory, people management, location and design and manage uncertainty risks of customer markets
Define the right structure of the supply network and inventory control and warehouse management system.

Module-I
Procurement System, Principles of Procurement, History of procurement function: from administrative to strategic, value-added role, Procurement Cycle, Procurement Planning, Purchasing Mix: Six Rights, Selecting the right supplier, Source of information and process, Supplier appraisal/vendor capability, Bidding process. Emerging Trends in Procurement system.

Module-II
Warehousing: Concepts -Role of warehouse-types of warehouse- warehouse location- Need for warehousing- Supply chain trends affecting warehouse –Warehouse functions- Role of warehouse manager-Warehouse process: e-commerce warehouse- Receiving and put away- Warehouse process – pick up preparation-Receiving - Pre-receipt - In- handling - Preparation - offloading - Checking - Cross-docking - Quality control - Put-away - Pick preparation - Pick area layout – Picking strategies and equipment -order picking methods - Warehouse processes, Replenishment to dispatch- Value adding services - Indirect activities - Stock management - Stock or Inventory counting - Perpetual inventory counts - Security - Returns processing – Dispatch. Lean Warehousing: Waste reduction, 5S methodology, and continuous improvement. Warehouse Safety and Compliance: maintaining standards, fire safety, and ergonomics.

Module-III
Storage Management system – Storage Inventory Management – Functions of storage & Inventory - Classification of Inventory- Methods of Controlling Stock Levels- Always Better Control (ABC) Inventory system- Warehouse Management Systems (WMS) - choosing a WMS-the process implementation-cloud computing- Warehouse Layout-Data collection-space calculation-aisle width- finding additional space.
Storage and Warehousing Information system -Storage Equipment: storage option - shuttle technology - very high bay warehouse - warehouse handling equipment - vertical and horizontal movement - Automated Storage/ Retrieval System (AS/RS)-specialized equipment Technical advancements- Resourcing a warehouse- warehouse costs. Types of cost - Return on Investment (ROI) - Charging for shared-user warehouse service - Logistics charging methods Warehousing Information System (WIS)- Performance management- outsourcing decisions. Recent developments in Storage and Inventory Management- Case Studies

Course Outcome:
CO1: Define key concepts in procurement, warehousing, and inventory management.
CO2: Explain the role of procurement and warehousing in the supply chain ecosystem.
CO3: Demonstrate the use of procurement tools and warehouse processes in case studies.
CO4: Compare different inventory control systems and evaluate supplier capabilities.
CO5: Assess warehouse layouts, WMS solutions, and procurement strategies for efficiency.
CO6: Design a sustainable procurement plan or warehouse layout using digital tools.

Books:
1. Gwynne Richards, Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.

2. David E. Mulchy & Joachim Sidon, A Supply Chain Logistics Program for Warehouse Management. Auerbachian Publications
3. World-Class Warehousing and Material Handling. (International ed.), McGraw-Hill. Muller, M..
4. Essentials of Inventory Management. (2 nd ed.), American Management Association.

MBPC3041 HOSPITAL MANAGEMENT INFORMATION SYSTEM (3-0-0)

Course Objective:

* To understand the role and architecture of information systems in hospitals.
* Understand Hospital / Health Information System – HIS
* Get an overview of the software for hospitals and practice basic skills of using computers in Health Care

Module - I

Basics of Computers and Management Information System Computers and its Parts IT: Appropriateness and as focus of Organizational Change Software and Hardware Selection: Factors to be Considered, Methods of Selecting and Optimize the Selection Procedures Networking : Importance, Types, Methods of Networking, Network Planning and Management LAN Security : Protecting Health Care Information, Internal Vs. External Threats.

MIS : How to Process Information, Information and Records, Importance of Planning; Training and Educating Staff, Testing MIS - Role of IT in Office Automation -Communication Technology for Automation; Retrieval and Storage System; Integrated Office Automation; Portable Office; Future Edge of Information Technology.

Module - II

Systems Management, Software Applications and Developmental Process: System – SSAD Approach: Meaning, System Analysis, Design, Development, Testing, Implementation, Maintenance; Computer Systems Control and Auditing;

Hospital / Health Information System – HIS: Objectives, Characteristics, Elements, Categories -HIS for Various Levels of Management (Top / Middle / Operational) Integrated HIS (IHMIS) Comprehensive Single Hospital MIS (CSHS), Comprehensive Multi-hospitals MIS (CMHS), Business Office Multihospital MIS (BMHS) and Special Purpose Single Hospital MIS (SSHS)

Module - III

Application of Computers in Hospitals and Health Programs. Need and Importance of IT in Health Care Centralized Vs Decentralized Integrated Online HIS Computerizing Medical Records, OPD, Ward, Admission and Discharge, OT, Clinical Laboratory, Blood Bank, Eye Bank, Clinical Quality Assurance, Pharmacy Community Outreach, Reception / Front Office, Materials Management, Financial Accounting, HRM, Training and Development, Medical Research, Library and Literature Search, Housekeeping Implementing wireless computerized patient records Complexity in computerizing Hospitals Computerizing Health Programs / Projects and widely used latest Statistical and Evaluation Software

Latest Advancement in Technology Geographical Information System (GIS): Digitizing Map, Software and Hardware Required for GIS Clinical Practices through Internet and Tele health, Electronic Medical Documentation and Smart Cards Useful Websites in Health Care Future Trends in Health Care Information Systems.

Course Outcome:

- Describe core components and functionalities of HIS, including patient registration, billing, pharmacy, lab, and electronic health records.
- Apply theoretical concepts to simulate hospital scenarios using HMIS tools.
- Strategies for HMIS adoption and upgrades tailored to various hospital sizes and types.

Text reference:

1. Karen a.Wager,Francis W.Lee,John P.Glaser,'Health care Information System-A practical approach for Health Care Management,4th edition,Wiley,2017
2. Kathleen M., INFORMATICS FOR HEALTHCARE PROFESSIONAL
3. James O'Brien, Tate McGraw Hill, MANAGEMENT INFORMATION SYSTEM
4. Peter Norton, INTRODUCTION TO COMPUTER, Tata McGraw Hill

MBPC3042 OPERATIONS MANAGEMENT IN HOSPITALS (3-0-0)

Course Objectives:

- To understand the principles and practices of operations management specific to healthcare settings.
- To explore hospital workflows, capacity planning, and resource optimization.
- To address the challenges of patient flow, scheduling, and inventory management.

Module - I

Introduction to Operations Management: Meaning and Scope – Role and Decisions – Difference of Hospital Operations from Other Service and Manufacturing Organizations. The Changing Role of Hospitals in Health Care .Front Office & Clinical Services operations in Hospitals: Admission – Billing – Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead - Maintenance and Repairs Bio Medical Equipment. Clinical Departments – Out patient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Radiology – Location – Layout – X-ray rooms – Types of X-Ray machines – Staff - USG – CT – MRI – ECG.

Module - II

Operations of Supportive Services in Healthcare: House Keeping –Linen and Laundry, Bio Medical Waste Management - Food Services - Central Sterile Supply Department (CSSD) and infection control process. Purchase operations organizing the purchasing function – financial aspects of purchasing – tactical and operational applications in purchasing,

Inventory Management in Hospitals: Inventory Management: valuation and accounting for inventory – physical location and control of inventory – planning and replenishment concepts – protecting inventory; Value Management, Value engineering, value analysis and HIS in Store Management.

Module - III

Quality Assurance Operations in Hospitals: Quality of services in Hospitals, Certifications & Accreditations of Hospitals, Quality Management in Hospitals, Quality Indicators, and Quality Evaluation of Performance.

Course Outcomes:

- Assess operational structures within hospitals to identify inefficiencies and propose improvements.
- Implement inventory control techniques for medical supplies and equipment.
- Recommend strategic changes to enhance productivity, safety, and patient satisfaction.

Text Books:

1. Langabeer, 'Health care operations Management', JB Learning,2015
2. Kunders G.D , Facilities Planning and Arrangement in Health Care Prison Books Pvt. Ltd. Bangalore, 2004
3. James R. Langabeer; Jeffrey Helton (2015). Health Care Operations Management

MBPC3043 LEGAL FRAMEWORK IN HEALTH CARE (3-0-0)

Course Objective:

- To explore the rights and responsibilities of healthcare providers and patients.
- To understand key regulations such as the Clinical Establishment Act, Medical Council regulations, and patient privacy laws.
- To examine legal risk management and medico-legal issues in hospital settings.

Module - I

Introduction to Health Laws :Law, society, and legal systems, Health as a human right, Constitutional provisions (Article 21, Article 47),Role of WHO and international health law.

Legal issues in hospital administration: Medical Records - Definition - importance of Medical Records - Statutory provisions - Doctrine of estoppel - Bolam test - Vicarious liability- negligence - medical negligence - kinds of negligence - gross and criminal negligence - Egg-shell skull doctrine - provisions for emergency cases - medico-legal issues- suspicious death - production of medical records before a court - Deposition of medical professional before a court.

Module - II

Medical Profession and legal commitments:

Medical professionals and their duties to society - Definitions and meaning of legal phrases used in Criminal Law - The dying declaration - Summons to the medical practitioner - Rights of unborn child - Medico-legal concerns - Pollution control legislations - Biomedical waste disposal - The Drugs and Cosmetics Act, 1940 - Medical Ethics - Doctor-patient contract - Consent by patients and informed consent - Law of torts - professional negligence - Consumer Protection Act, 1986.

Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994– Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994– Medical Negligence– Medico Legal Case– Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System

Module - III

Medical Legal Commitments:

MTP Act – PC&PNDT Act - Mental Health Act - Euthanasia - State Medical Councils - Indian Medical Council - Human Organ Transplantation - Legal and Ethical Issues of HIV in Medical Practice - Handling RTA/MLC cases in Hospitals - Medical confidentiality - Patients' interest - IHO, WHO, NGO.

Course Outcomes:

- Explain the structure of healthcare law in India and its relevance to hospital management.
- Identify the legal obligations of medical professionals in clinical and administrative contexts.
- Apply ethical and legal considerations when handling patient data and health records.

Text Books:

1. J. Stuart Showalter, 'The Law of Health care Administration'8th edition ,Health administration publisher,2017
2. Raj Kumar, Acts Applicable to Hospitals in India (The Christian Medical Association of India, New Delhi)2009
3. BM Sakharkar, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING Jaypee brothers Publications.
4. N.D. Kapoor, Elements of Mercantile Law (Sultan Chand and Sons, New Delhi) ISBN 8170142067

MBPC3044 HOSPITAL PLANNING AND FACILITY MANAGEMENT (3-0-0)

Course Objective:

- To provide foundational knowledge of hospital infrastructure planning, layout, and design.
- To understand facility management practices including maintenance, safety, and sustainability.
- To examine strategic planning for future expansions and technological integration.

Module - I

Management and Organizations - Management Role- Levels of Managers and Management Skills - Classical School- Behaviour School-Management Science School

Management Functions and Process Planning- Organizing -Staffing - Directing-Controlling

Hospital Management: Levels and Roles Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration- Middle Level Managers in Hospital and their Responsibilities

Module - II

Hospital Functional Planning Flow and area analysis – inter departmental relations– departmental and room functions– standard room– bed distribution, space requirements –developing a move sequence. Planning for Medical Specialties: An over view of – Oncology –General Medicine – Cardio – Thoracic , Gastroenterology – Urology – Nephrology – Radiology – Psychiatry – Endocrinology – Neurology – Ophthalmology – Dental Services – Maternity Services – Accident and Emergency Services etc. – Out Patients and Day – Care Services – Inpatient Nursing Units – Intensive Care Units – Operation Theatres.

Module - III

Nutrition and Dietary services– Pharmacy services– Medical Records services

Facilities Engineering– Maintenance of Civil Assets– Electrical supply and Water supply Medical gas pipeline– Plumbing and Sanitation– Air conditioning system– Hot water and Steam supply– Communication Systems–Biomedical engineering departments in modern hospitals.

Laundry services– Housekeeping services– CSSD-Energy conservation methods– AMC

Ambulance services– Mortuary services– Hospital security services.

Course Outcomes:

- To Design functional hospital layouts that support efficient patient care and staff movement.
- To implement safety and emergency preparedness measures tailored to healthcare environments.
- To apply legal and regulatory guidelines in hospital construction and maintenance.

Text Books:

1. Peter M Ginter, W. Jack Duncan, Linda E Swayne,'Strategic Management Of Health Care Organization'8th Edition,Wiley,2017
2. Gupta,'Hospital Administration And Management: A Comprehensive Guide', Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi,2016
3. G.D.Kunders, HOSPITAL AND FACILITIES PLANNING AND DESIGN

MBPS3201 SUMMER INTERNSHIP PROJECT (0-0-6)

Summer Internship projects and Presentation Guidelines.

At the end of second semester, each student shall undertake a summer internship project for a minimum of 45 days or 8 weeks.

SIP Objectives
SIP is designed for the MBA professionals' students:-

1. Transfer their analytical, integrative team skills honed in the classroom to the workplace.
2. Understand the complexities of the corporate world
3. Focus on the narrow topic (Specifically a small issue) - to facilitate an in-depth study using qualitative and quantitative measurement tools
4. Identifying opportunities for networking with people in industry/corporate/organisation.
5. Aim for pre-placement offers where feasible/appropriate

Guidelines for the SIP

a. The students are required to choose an organisation for the summer internship on completion of the 2nd Semester. The college authority need to provide adequate counselling to the students looking at his/her area of interest during the second semester.

b. It is mandatory for the students to seek advance written approval from the institute before commencing the SIP.
c. The student may take up an SIP in his/her intended area of specialisation or in any other general or functional area of management.
d. The student shall be attached to a faculty in the relevant area for guidance during the internship.
e. The student shall maintain daily diary at the summer training venue. He/she has to record progress and the discussion with the officials of the organization.
f. On completion of the summer training, the concerned faculty (Internal Guide) as well as the official of the concerned organisation (External Guide) shall verify the SIP report.
g. The students while preparing the project report shall devote one chapter as to what he/she has actually done during the internship period that will include day to day activities of the work place, target achieved, if any and the experience gained as well as the learning outcomes.
h. The final SIP report will consist of five chapters:

    1. Chapter- 1 [Introduction to the topic with literature review with purpose of the study and brief explanation of the topic]
    2. Chapter- 2 [Organisation's profile including Duration of the internship, location and department of the internship]
    3. Chapter-3 [Objectives of the study and methodology used for the study]
    4. Chapter- 4 [Data Analysis and findings and interpretation]
    5. Chapter-5 [Summary and conclusions/Recommendation]
    6. Bibliography and References [Appropriate style APA, MLA, Harvard, Chicago style etc]
    7. Appendices [Pictures, Survey questionnaire and the three Evaluation Exhibit Forms]

i. The completion of the SIP shall be certified by the respective Faculty Guide and approved by the Principal of the institute.
j. The external organisation (Corporate/NGO/SME/Government Entity/Cooperative/etc.) shall also be certify the SIP work.
k. The students shall submit a hardcopy of the SIP report in binding.
l. The institute shall conduct an evaluation of the SIP through presentation by student.

m. The panel shall comprise of two or more evaluators appointed by the Principal of the institute.

n. Institutes are also encouraged to involve senior alumni, industry experts, recruiters to conduct the evaluation.
o. The evaluation for the SIP shall be made out of 100 marks.

Evaluation Weightage

The weightage for carrying out evaluation of the SIP shall be distributed as follows:

(a) Research Report (50 marks)
   a. Adequacy of work undertaken by the student
   b. Application of concepts and analytical capabilities
   c. Technical writing and documentation skills
   d. Outcome of the project
   e. Relevance of the learning experience

(b) Presentation/Defense (50 marks)

SIP EXHIBITS FORMS
EXHIBIT- 1 [Initial Internship Report (IIR)] [To be submitted by the student 15days after the start of the internship]

- Reporting Date
- Name of the student
- Name of the company/industry/organisation
- Company Guide
- Faculty Guide
- Project Start date
- Project objectives
- Project Scope and activities
- How will be the project be preferred?
- Project Deliverables

Signature of the Student

EXHIBIT - II [Internship Progress Report (IPR)]
[To be submitted by the student 30days after starting the internship]

- Submission Date
- Name of the student intern
- Faculty Mentor
- Activities completed since the last report
- Activities stalled, if any
- Activities planned for the next fortnight

Signature of the student

FOR ADMISSION BATCH 2024-25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (FOURTH SEMESTER)

Category	Specialization	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC4001	Consumer Behaviour	3-0-0	3	100	50
PC		MBPC4002	Product & Branding Management	3-0-0	3	100	50
PC	Finance	MBPC4003	Strategic Financial Management	3-0-0	3	100	50
PC		MBPC4004	Behavioural Finance	3-0-0	3	100	50
PC	Human Resources	MBPC4005	Compensation and Benefit Management	3-0-0	3	100	50
PC		MBPC4006	Strategic HRM	3-0-0	3	100	50
PC	Operations	MBPC4007	Management of Manufacturing System	3-0-0	3	100	50
PC		MBPC4008	Sourcing Management	3-0-0	3	100	50
PC	System Management	MBPC4009	Strategic Management of IT	3-0-0	3	100	50
PC		MBPC4010	Managing Software Project	3-0-0	3	100	50
PC	Rural Management	MBPC4011	Rural Credit and Micro Finance	3-0-0	3	100	50
PC		MBPC4012	Cooperative Management	3-0-0	3	100	50
PC	Agribusiness Management	MBPC4013	Agricultural Supply Chain Management	3-0-0	3	100	50
PC		MBPC4014	Agrifood Processing Management	3-0-0	3	100	50
PC	International Business	MBPC4015	International Logistics Management	3-0-0	3	100	50
PC		MBPC4016	Export Import Documentation	3-0-0	3	100	50
PC	Retail Management	MBPC4017	Customer Relationship Management	3-0-0	3	100	50
PC		MBPC4018	Retail Store Operations	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC4019	Port Management for Logistics	3-0-0	3	100	50
PC		MBPC4020	Green Supply Chain Management	3-0-0	3	100	50
PC	Healthcare and Hospital Management	MBPC4021	Hospital Waste Management	3-0-0	3	100	50
PC		MBPC4022	Community Health	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS4201	Project & SeminarPresentation	0-0-4	4	-	100
TOTAL				**12-0-4**	**16**	**400**	**300**

Note: Students have to take any two of the specializations out of the specified groups.
Click here to view/download the syllabus of the subjects.

MBPC4001 CONSUMER BEHAVIOUR (3-0-0)

Course Objectives:

1. Explore various models of consumer behaviour and understand their implications in marketing strategies.
2. Analyze the dynamics of changing consumer behaviour, particularly in the context of online marketing.
3. Investigate the characteristics and behaviours of modern women and netizens as significant consumer segments.
4. Understand the consumer decision journey, including omni-channel behaviour, to effectively engage and influence consumers throughout their purchasing process.

Module -I

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt,Cognitive theory, Psychological field, Black box Model, Distributive Approach, implication of these theories, Consumer decision: Process approach, Factors, influencing consumerdecisionmaking,

Module -II

Individual Determinants of Behaviour: Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behaviour, Culture and its impact on Consumer behaviour, Relevance of culture in makingdecisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module-III

Models of Consumer Behaviour: Engel- Kollat-Blackwell Model.Changing ConsumerBehaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

Course Outcomes:

CO-1: Rationalise for studying consumer behaviour and understanding its significance.
CO-2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.
CO-3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO-4: Build the capability in understanding decision making processes, consumer behaviour models and Omni channel behaviour.

Text Books:

1. Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson
2. Consumer Behaviour, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
3. Consumer Behaviour Indian Perspective, Suja R. Nair, Himalaya Publishing House
4. Consumer Behaviour, Satish K. Bhatra& S H HKazmi, Excel Books

MBPC4002 PRODUCT & BRANDING MANAGEMENT (3-0-0)

Course Objectives:

1. Comprehend the stages of brand building and develop effective brand strategies.
2. Evaluate brand architecture and understand the factors contributing to the success or failure of brands.
3. Analyze brand equity and its valuation, while considering ethical considerations in branding.
4. Explore strategies for social media branding and brand rejuvenation to maintain brand relevance and competitiveness.

Module – I

Product Management: Emerging Indian market and relevance of product management, Concept of product management, Role of product manager, Product oriented organization, Product classification, Marketing of FMCG/FMCD product, Product mix and line decision, Product market strategy in competitive environment, New product development and design, Identifying PLC stages and designing suitable marketing strategy.

Module-II

Branding: Naming a Brand, Brand association, Brand image, Brand relationship, Brand identity, Brand identity prism, Brand loyalty, Brand personality, Brand life cycle, Brand positioning.

Module-III

Brand management: Stages in Brand building, brand strategy, brand architecture, reasons for success and failure of brand, Brand equity and valuation, branding ethics, Social media branding, brand rejuvenation.

Course Outcomes:

CO-1: Interpret the key concepts and theories in product portfolio management.
CO-2: Interpret the use of branding on products and the relevant psychological branding theories.
CO-3: Develop the ability to appraise brand strategies and make suggestions for improvement.
CO-4: Develop the ability to recognize and respond to challenges in the management of products and brands.

Text Books:

1. Product Management, D. R. Lehmann & R. S. Winer, 4th Edition, TATA McGraw-Hill publications
2. Brand Management Practices –Sashikumar -Himalaya
3. Product and Brand Management, UC Mathur, 2004, New Delhi: Excel Books
4. Product Management in India, Ramanuj Majumdar, 3rd Revised edition, PHI publications
5. Product Management, S. A. Chunawalla, Himalaya Publishing House.
6. Strategic Brand

MBPC4003 STRATEGIC FINANCIAL MANAGEMENT (3-0-0)

Course Objectives:

1. Master the strategic decision-making framework for aligning financial policies with sustainable goals.
2. Develop proficiency in various valuation techniques for stocks, bonds, and enterprises.
3. Understand the intricacies of corporate restructuring, mergers, and takeovers, including their processes, motivations, and potential outcomes.
4. Gain expertise in corporate risk analysis methods and strategic cost management techniques, as well as financing strategies for restructuring and reconstruction.

Module-I:

Financial Policy and Corporate Strategy: Strategic decision-making framework; Interface of financial policy and strategic management; Balancing financial goals vis-à-vis sustainable goals

Concepts of Valuation: Valuation of stock, dividend and earning model Bond valuation, YTM, YTC, Duration and immunization. Valuation of enterprise using market comparable, price to earnings, price to earning to growth, Market to book value, Enterprise value to EBITDA Enterprise value to cash flow, Enterprise value to sales.

Module-II:

Corporate Restructure: Mergers and Takeover: Meaning of mergers and acquisition, categories, purposes. Process of M & A – identification and valuation of the target, acquisition through negotiation, due diligence, post mergers integration, legal and regulatory requirement, M&A agreement, reverse merger, potential advise, effects of mergers. Major causes of M&A failures. Corporate take overs: Motivation, co-insurance effect, cross border take overs, forms of take overs, takeover defenses. Going private and other controlled transactions: CBO, MBO, spin offs and asset divestures.

Module-III:

Corporate Risk Analysis: Investment decision under risk and uncertainty; RADR; Statistical Method; Scenario Analysis; Sensitivity Analysis; Simulation Method, Strategic cost management: Components, Value chain analysis, Competitive life cycle analysis, Life cycle costing, Strategic control

Financing Strategy: Refinancing and rescue financing, reorganization of debtors and creditors, sale of assets, targeted stock offerings, downsizing and lay off program, negotiated wage give backs, employee buy outs financial reconstruction.

Course Outcomes:

CO-1: Evaluate the role of financial management in achieving the strategic objectives of a firm

CO-2: Critically appraise the various methods of corporate valuation and compare them from the strategic perspective.

CO-3: Analyze and debate the reasons for/against M&As and Buy back of shares Critically assess various financial risk management approaches with reference to takeover tactics.

CO-4: Debate on the existence of the organizational architecture Contribute more effectively to corporate strategy by taking a more proactive and forward-looking approach.

Books:

1. Strategic Financial Management, Podder, Ravi V., Rashmi B.H., Himalaya Publishing House
2. Strategic Financial Management, Jakhotia, Vikas
3. Strategic Financial Management, Ravi M Kishore, Taxman

MBPC4004 BEHAVIOURAL FINANCE (3-0-0)

Course Objectives:

1. Explore the intellectual foundations and evolution of behavioral finance, contrasting it with conventional finance theories.
2. Understand the psychological underpinnings and biases affecting financial decision-making, such as framing, mental accounting, and loss aversion.
3. Analyze the impact of investor sentiments, emotions, and external influences on market dynamics and bubble formation.
4. Discuss future directions in behavioral finance, including neurofinance, and address challenges in applying behavioral insights to financial planning.

Module- I

Introduction to behavioural finance; Intellectual underpinnings; The rise of the rational markets hypothesis; behavioral finance and conventional finance: A comparison; Foundation of Rational Finance: Expected utility theory, Agency theory; The influence of psychology: Allais paradox, Money illusion, Gambler's fallacy, Endowment effect, Ellsberg's paradoxes.

Module –II

Foundation of Behavioural Finance: cognitive psychology and Limits to arbitrage, Prospect Theory, Biases and Heuristics: Framing and Mental Accounting, Overconfidence, Loss Aversion, Concept of Heuristics; Familiarity & Related Heuristics; Representativeness & Related biases; Anchoring as a bias; Emotional Bias, Bounded Rationality.

Module III:

Investors sentiments and Bubble creation, Fear and Greed in Financial Market and the effect of External influence in stock market. Future Direction in Behavioural Finance; Neurofinance; Issues in applying Behavioural Finance; Behavioural Components of Financial Planning.

Course Outcomes:

CO-1: Identify the conceptual framework of behavioural finance based on traditional and modern theories.
CO-2: Examine the psychological aspects and challenges underlying the issue of rational and irrational behaviour
CO-3: Utilize the understanding of the concepts to help promote more efficient financial decisions for investors, professional traders and corporate.
CO-4: Integrate the knowledge of behavioural finance to predict and solve social ills like gambling.

Reference Books:

1. Behavioral Finance: Sinha PK - Himalaya
2. Behavioral Finance: Prasanna Chandra, McGraw Hill
3. Behavioral Finance: Shuchita Singh and Batt, Vikas.
4. Behavioural Finance, Forbes, William, Student ed, Wiley Publication
5. Choices, values and frames, Kahneman, D. and Tversky, A. Cambridge Univ. Press.

MBPC4005 COMPENSATION AND BENEFIT MANAGEMENT (3-0-0)

Course Objectives:

1. To learn basic compensation concepts and the context of compensation practices.
2. To learn the concepts of payment and employee benefits issues.
3. To understand various benefits an employee can avail during service.

Module I:

Conceptual and Theoretical Aspects of Compensation: Concept of compensation, The 3P Compensation concept, System of Compensation, Compensation Dimensions, Organizational Compensation policy, Methods of Payment: TRS, PBR, MDW; New Trends in compensation, Concept and Components of Wages, Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Residual Claimant Theory, Surplus Value theory, Bargaining theory, Employment theory, Competitive theory

Module-II:

Wage Administration and Wage Determination, Principles of Wage and Salary administration, Job Evaluation: Concept, Scope, Methods and Techniques, Merit based pay. Types of Incentive plans, Wage differentials, Wage Policy, Socio-Economic objectives of Wage policy, Criteria of wage fixation, Broad-banding, Executive Compensation.

Module III:

Employees Benefits: Overview of Employee's Benefits, Benefits Structure, Employees Benefits planning, Design and Administration, Statutory Benefits : Health Care , Employee Welfare and Retirement Benefits. Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of Effective Incentive Schemes, Merits and Demerits of Incentives.

Course Outcomes:

CO-1: Understand the basic compensation concepts, objectives, scope of compensation management system.
CO-2: Outline the different types of compensation and techniques of compensation payment.
CO-3: Analyse and interpret the effect of business environment factors and theories on Compensation Management.
CO-4: Apply knowledge of compensation system, policy and exercise leadership in pursuit of innovative HRM solution.

Books:

1. CompensationManagement–BhatiaKanchan,HPH
2. Compensation,MilkvichJerryMNewman, CSVenkataRatnam,McGrawHill.
3. CompensationandRewardManagement,B.D.Singh,ExcelBooks
4. CompensationManagementinaKnowledge, BasedWorld,Henderson,Pearson

MBPC4006 STRATEGIC HRM (3-0-0)

Course Objectives:

1. Develop a conceptual understanding of Strategy, Strategic Management and Strategic Human Resource Management HRM
2. Critically evaluate and understand the role of various approaches and models of SHRM in global and Indian context
3. Apply the in-depth understanding of strategic role of HR and contribute towards alignment of HR strategy with overall business strategy

Module-I:

Understanding Strategic HRM : Introduction : Traditional Vs. Strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach ; Investment perspective of human resources; Investment consideration, investments in training and development, investment practices for improved retention, investments job secure work courses, Non-traditional investment approaches; Planning and implementing Strategic HR policies; Linkage of corporate strategy, core competencies and competitive advantage with HRM; Aligning HRM with business strategy; emerging issues in strategic HRM.

Module-II:

Aligning HR Systems with business strategy: Alternative HR systems; Universalistic, contingency, configuration, congruence and integrated HR systems, Designing congruent HR systems; Linking HRM practices to organizational outcomes; Human Resources Strategy Formulation; HR Strategy in workforce utilization; Strategic performance management; HR strategy for training and development.

Module-III:

International and comparative strategic HRM: Managing global human resources; Evaluating HR functions in International context; Multinational, Global and Transnational strategies in HRM: Multinational, Global and Transnational Strategies Strategic Alliances, Sustainable Global Competitive Advantage, Globally competent Managers; Expatriation and repatriation management in global HRM; High Performance work practices.

Course Outcomes:

CO-1: Develop and interpret the meaning and nature of SHRM.
CO-2: Apply different HR strategies that are related to business strategies.
CO-3: Analyse, identify problems and integrate dynamic nature of global competition and of social and technological trends and their significance for HRM practice.

Text Books:

1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
2. Strategic Human Resource Management-Rajees Viswanthan - Himalay
3. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
4. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South – Western, 2002.

MBPC4007 MANAGEMENT OF MANUFACTURING SYSTEM (3-0-0)

Course Objectives:

1. To make the students to familiarize on operations planning and control activities in both manufacturing and service organizations
2. To build the students to take decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements

Module – I:

Manufacturing systems – Types and Process mapping –Manufacturing Process Planning – Definition, Scope and Elements –Manufacturing concept planning – Requirements of good manufacturing and assembly lines –Layout planning andanalysis, Cellular manufacturing systems (Group Technology) – Cellular manufacturing formation –Cell formation –Methods and production flow analysis & minimization of inter-cell movement.

Module – II:

Just–in–time systems – Overview, Principles and Benefits – Seven Wastes – Elements of JIT – Design and Improvement aspects of JIT – Kanban systems, –Definition and Principles – Types of Kanban Single card and Two card Kanban – Push and Pull Concepts of Kanban – Constant Work–in–Process (CONWIP) –Concept and comparison with Kanban system.

Module – III:

Synchronous manufacturing (Theory of Constraints) – Definition, Operation planning and control based on theory of constraints – Measures of Performance – Constraints in manufacturing system – Drum–Buffer–Rope (DBR) Methodology – Flexible manufacturing systems (FMS) –Meaning, Components and types – Conceptual model of FMS – Applications of FMS, Machine loading and scheduling.

Course Outcomes:

CO-1: Gain more insights on the concept of Manufacturing System.
CO-2: Briefly explain insights on cellular manufacturing systems as present day requirement in industry.
CO-3: Apply in to Just–in–Time conceptual ideas and familiar about the lean philosophy, Kaizen concept and Six Sigma.
CO-4: Gain knowledge on synchronizing and Flexible manufacturing systems special reference to product industry.

Books:

1. Ajay K Garg, Production and Operations Management, McGraw Hill Education (India) Pvt. Ltd., 2012, Reprint2017.
2. William J Stevenson, Operations Management, Twelfth Edition, McGraw Hill Education (India) Pvt. Ltd., 2017, Reprint2018.
3. R. Panneerselvam, Production & operations management, Prentice Hall India private limited, 2017.
4. Aswathappa, K.,ShridharaBhat, K., Production and Operations Management , Himalaya Publishing House,2014
5. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rdEdition, 2015

MBPC4008 SOURCING MANAGEMENT (3-0-0)

Course Objectives:

1. To provide knowledge on global sourcing principles and practices
2. To inculcate the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them
3. To expose various methods and analytical tools for Supplier Rating and Selection
4. To offer insights on Electronic Sourcing and Sustainable Sourcing Strategies

Module – I :

Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy, Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation– Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management, Risk management process, Risk management tool and technique, Managing risk in international business.

Module – II :

Supplier Research and Market Analysis– Vendor Rating – Objectives, Self certify vendor management, Criteria and Methods of Vendor rating – Supplier Evaluation and Selection (Concepts), Solicitation of Bids and Proposals – Planning andMethods, Contract negotiation, Vendor performance monitoring and controlling.

Module – III :

Analytical Tools in Sourcing, Pricing Analyses : Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models), Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing, Green Sourcing.

Course Outcomes:

CO-1: Illustrate basic knowledge and understanding on global sourcing principles and practices with recent advances.
CO-2: Inculcate the habit of negotiation, risk analysis, do supplier research and evaluate them as per firm's requirement.
CO-3: Identify, develop and modify different methods of rating and selecting suppliers or vendors.
CO-4: Analysis of supplier performance using various analytical tools.

Text Books :

1) Fred Sollish, John Semanik, Strategic Global Sourcing Best Practices, John Wiley and Sons Inc., Publications, 2011.
2) Olivier Bruel, Strategic Sourcing Management: Structural and Operational Decision–making, KoganpagePublications, 2017
3) SathitParniangtong, Supply Management: Strategic Sourcing, Springer Publications, 2016
4) Robert W. Turner, Supply Management and Procurement: From the Basics to Best–in–class, J.Ross Publishing, 2011

MBPC4009 STRATEGIC MANAGEMENT OF IT (3-0-0)

Course Objectives:

1. Develop understanding and skills in formulating strategies at various levels, processes, and types
2. Gain insights into special considerations for IT strategy, including planning, critical success factors, future scenarios, and the role of strategic information systems
3. Explore the drivers behind organizational transformation, understand their implications, and envision the strategic role of IT
4. Foster visionary leadership in envisioning the strategic role of IT, guiding organizations through transformational change and positioning them for long-term success

Module – I:

Strategy Formulation:Levels and formulation of strategy – Process– Types of Strategy–Top–down approaches to Planning for Strategic IT Applications Value Chain Analysis: The Value Chain Analysis Approach to IS/IT Strategy Formulation – Value Chain Analysis for Service Industries.

Module – II:

IT Strategy: Special Considerations for IT Strategy – IT Strategic Planning – IT Critical Success Factors – IT Future Scenarios, Strategy Information: Strategic information systems (SIS)– Organizational movements around the Strategic Grid – inter organizational systems (IOS), Information Systems andInformation Technology Strategies

Module – III:

Transformation Drivers:Drivers behind the transformation– Implications of the drivers – Visioning of the strategic role of IT in the organization

Course Outcomes:

CO-1: Acquire proficiency in formulating strategies at different levels, utilizing top-down approaches and value chain analysis techniques.

CO-2: Develop skills in IT strategic planning, identifying critical success factors, anticipating future scenarios, and leveraging strategic information systems.

CO-3: Gain insights into the drivers behind organizational transformation, understand their implications on IT strategy.

CO-4: Develop the ability to envision the strategic role of IT within the organization, aligning IT strategies with overall business objectives and transformation initiatives for sustainable growth and success.

Books :

1. CA. Deepak Pandian& CA. Aneesh Noor Mohammed ,StrategiManagement& Information Technology Paperback, Kothari Academic & Research Publications ,2016.
2. Neil Ritson , Strategic Management, Ventus Publishing ApS, 2011.
3. Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Bentley University, Charles E. Bamford, Iowa State University , Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability plus Pearson MyLab Management with Pearson eText, Global Edition, ©2019 Availability: 01 Mar 2018 •
4. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise Publishers, 1st Edition, by J.–C. Spender, Oxford University Press,2014
5. Linda Parker Gates, Strategic Planning with Critical Success Factors and Future Scenarios: An Integrated Strategic Planning Framework, Software Engineering Institute, November 2010.

MBPC4010 MANAGING SOFTWARE PROJECT (3-0-0)

Course Objectives:

1. Understand the unique aspects of software project management, including activities, methodologies, stakeholders, and success/failure factors.
2. Learn techniques for project portfolio management, individual project evaluation, risk assessment, resource allocation, and strategic programme management.
3. Gain insights into selecting appropriate project approaches, methodologies, and technologies
4. Develop skills in stepwise project planning, choosing process models, and estimating software effort, enabling effective project management and delivery.

Module – I:

Introduction to Software Project Management: Introduction– Software Project –vs–other Projects, Activities covered by Software Project Management– Plans, Methods and methodologies, Some ways of categorizing software projects, stakeholders– Project success andfailure – Management Control.

Module – II:

Project Evaluation and ProgrammeManagement: Project Portfolio Management, Evaluation of Individual projects, CBA techniques, Risk Evaluation, Programme Management, Managing the allocation of resources within programmes, Strategic Programme Management, Aids to programme management, Stepwise Project Planning.

Module – III:

Selection of an appropriate project approach and Software Effort estimation: Build or buy– Choosing methodologies and technologies, Choice of process models, structure –vs– speed of delivery, Waterfall model, Spiral model, software prototyping, Selecting the most appropriate process model, Basis for Software Estimating, Software effort estimation techniques

Course Outcomes:

CO-1: Acquire proficiency in managing software projects by understanding project activities, methodologies, stakeholders

CO-2: Develop the ability to evaluate projects, manage project portfolios, assess risks, allocate resources strategically, and implement programme management techniques for optimal project outcomes.

CO-3: Gain the ability to select appropriate project approaches, methodologies, and technologies based on project requirements

CO-4: Acquire techniques for software effort estimation, enabling accurate planning and allocation of resources, leading to successful project completion within budget and schedule constraints.

Books :

1. Bob Hughes, Mike Cotterell and Rajib Mall – Software Project Management – TMH– 2017
2. Joel Henry, Software Project Management, Pearson, 2011
3. Kathy Schwalbe, Project Management in IT, Cengage, 2011
4. Sanjay Mohapatra – Software Project Management – Cengage –2011

MBPS4201 PROJECT & SEMINAR PRESENTATION (0-0-4)

All the students are required to present a seminar on any topic of their choice out of their chosen specialization areas. A faculty guide may be attached to each student who shall guide them to carry out research-oriented project and presentation.

The evaluation shall be done out of 100 marks by a team of senior faculty members of the Institute.
The Principal shall constitute the Team for evaluation. He may invite outside expert/s who must have a Ph.D. degree in the relevant field.

The process should be completed well in time and the marks shall be sent to the University in specified portal.
The students are must to be advised to submit both hard and soft copy of Seminar Project Report to the Institute before the seminar presentation.

The seminar project report shall contain the following chapters:
Chapter I (Introduction, Scope & Objectives): Introduce the selected topic, emphasizing its importance and relevance in the chosen specialization area (Finance/Marketing/HR/Operations), and state the seminar presentation's objectives. Define the scope of the research and clearly outline the objectives that the seminar aims to achieve. Ensure that the objectives are specific, measurable, achievable, relevant, and time-bound.

Chapter II (Literature Review): Review relevant literature and research studies related to the seminar topic. Summarize key findings from existing literature. Identify gaps or areas where further research is needed. Critically analyse key concepts, theories, models, and findings.

Chapter III (Research Methodology): Describe the research design employed (e.g., qualitative, quantitative, mixed-method). Explain the data collection methods (e.g., surveys, interviews, observations). Discuss any tools or instruments used for data collection and analysis. Justify their suitability for the research objectives.

Chapter IV (Data Collection and Analysis): Provide details on how data was collected (e.g., sample size, sampling technique). Describe the process of data analysis (e.g., statistical techniques, thematic analysis). Present findings from the data analysis in a clear and organized manner.

Chapter V (Conclusion and Recommendations): Summarize the key findings and insights derived from the seminar presentation. Draw conclusions based on the analysis of the data. Provide actionable recommendations based on the conclusions.

Chapter VI (Discussion): Discuss implications of findings for theory and practice, identify strengths, limitations, and areas for future research, and engage in critical reflection.

References: List all cited sources using APA style, ensuring consistency and accuracy.

Appendices (if necessary): Include supplementary material as needed, numbered sequentially and referred to in the main text.

Evaluation Weightage:
The weightage for carrying out evaluation of the seminar project and presentation shall be distributed as follows:

Seminar Project Report (50 marks)

a. Adequacy of work undertaken by the student
b. Application of concepts and analytical capabilities
c. Technical writing and documentation skills
d. Outcome of the project
e. Relevance of the learning experience

SeminarPresentation (50 marks)
Each student shall also submit an Initial Report and Progress Report in the time as requested by the faculty guide, before the submission of the final seminar project report.

Exhibit 1 (Initial Report):

- Name of the student
- Title of the seminar project
- Faculty Guide
- Project Start date
- Project objectives
- Project Scope and activities
- Research Methodology
- Action Plan

Signature of the Student

Exhibit 2 (Seminar Project Progress Report):

- Submission Date
- Name of the student
- Faculty Guide
- Work done since the last report
- Work stalled, if any
- Work planned for the next fortnight

Signature of the student

MBPC4001 CONSUMER BEHAVIOUR (3-0-0)

Course Objectives:

1. Explore various models of consumer behaviour and understand their implications in marketing strategies.
2. Analyze the dynamics of changing consumer behaviour, particularly in the context of online marketing.
3. Investigate the characteristics and behaviours of modern women and netizens as significant consumer segments.
4. Understand the consumer decision journey, including omni-channel behaviour, to effectively engage and influence consumers throughout their purchasing process.

Module -I

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt,Cognitive theory, Psychological field, Black box Model, Distributive Approach, implication of these theories, Consumer decision: Process approach, Factors, influencing consumerdecisionmaking,

Module -II

Individual Determinants of Behaviour: Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behaviour, Culture and its impact on Consumer behaviour, Relevance of culture in makingdecisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module-III

Models of Consumer Behaviour: Engel- Kollat-Blackwell Model.Changing ConsumerBehaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

Course Outcomes:

CO-1: Rationalise for studying consumer behaviour and understanding its significance.
CO-2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.
CO-3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO-4: Build the capability in understanding decision making processes, consumer behaviour models and Omni channel behaviour.

Text Books:

1. Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson
2. Consumer Behaviour, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
3. Consumer Behaviour Indian Perspective, Suja R. Nair, Himalaya Publishing House
4. Consumer Behaviour, Satish K. Bhatra& S H HKazmi, Excel Books

MBPC4002 PRODUCT & BRANDING MANAGEMENT (3-0-0)

Course Objectives:

1. Comprehend the stages of brand building and develop effective brand strategies.
2. Evaluate brand architecture and understand the factors contributing to the success or failure of brands.
3. Analyze brand equity and its valuation, while considering ethical considerations in branding.
4. Explore strategies for social media branding and brand rejuvenation to maintain brand relevance and competitiveness.

Module – I

Product Management: Emerging Indian market and relevance of product management, Concept of product management, Role of product manager, Product oriented organization, Product classification, Marketing of FMCG/FMCD product, Product mix and line decision, Product market strategy in competitive environment, New product development and design, Identifying PLC stages and designing suitable marketing strategy.

Module-II

Branding: Naming a Brand, Brand association, Brand image, Brand relationship, Brand identity, Brand identity prism, Brand loyalty, Brand personality, Brand life cycle, Brand positioning.

Module-III

Brand management: Stages in Brand building, brand strategy, brand architecture, reasons for success and failure of brand, Brand equity and valuation, branding ethics, Social media branding, brand rejuvenation.

Course Outcomes:

CO-1: Interpret the key concepts and theories in product portfolio management.
CO-2: Interpret the use of branding on products and the relevant psychological branding theories.
CO-3: Develop the ability to appraise brand strategies and make suggestions for improvement.
CO-4: Develop the ability to recognize and respond to challenges in the management of products and brands.

Text Books:

1. Product Management, D. R. Lehmann & R. S. Winer, 4th Edition, TATA McGraw-Hill publications
2. Brand Management Practices –Sashikumar -Himalaya
3. Product and Brand Management, UC Mathur, 2004, New Delhi: Excel Books
4. Product Management in India, Ramanuj Majumdar, 3rd Revised edition, PHI publications
5. Product Management, S. A. Chunawalla, Himalaya Publishing House.
6. Strategic Brand

MBPC4003 STRATEGIC FINANCIAL MANAGEMENT (3-0-0)

Course Objectives:

1. Master the strategic decision-making framework for aligning financial policies with sustainable goals.
2. Develop proficiency in various valuation techniques for stocks, bonds, and enterprises.
3. Understand the intricacies of corporate restructuring, mergers, and takeovers, including their processes, motivations, and potential outcomes.
4. Gain expertise in corporate risk analysis methods and strategic cost management techniques, as well as financing strategies for restructuring and reconstruction.

Module-I:

Financial Policy and Corporate Strategy: Strategic decision-making framework; Interface of financial policy and strategic management; Balancing financial goals vis-à-vis sustainable goals

Concepts of Valuation: Valuation of stock, dividend and earning model Bond valuation, YTM, YTC, Duration and immunization. Valuation of enterprise using market comparable, price to earnings, price to earning to growth, Market to book value, Enterprise value to EBITDA Enterprise value to cash flow, Enterprise value to sales.

Module-II:

Corporate Restructure: Mergers and Takeover: Meaning of mergers and acquisition, categories, purposes. Process of M & A – identification and valuation of the target, acquisition through negotiation, due diligence, post mergers integration, legal and regulatory requirement, M&A agreement, reverse merger, potential advise, effects of mergers. Major causes of M&A failures. Corporate take overs: Motivation, co-insurance effect, cross border take overs, forms of take overs, takeover defenses. Going private and other controlled transactions: CBO, MBO, spin offs and asset divestures.

Module-III:

Corporate Risk Analysis: Investment decision under risk and uncertainty; RADR; Statistical Method; Scenario Analysis; Sensitivity Analysis; Simulation Method, Strategic cost management: Components, Value chain analysis, Competitive life cycle analysis, Life cycle costing, Strategic control

Financing Strategy: Refinancing and rescue financing, reorganization of debtors and creditors, sale of assets, targeted stock offerings, downsizing and lay off program, negotiated wage give backs, employee buy outs financial reconstruction.

Course Outcomes:

CO-1: Evaluate the role of financial management in achieving the strategic objectives of a firm

CO-2: Critically appraise the various methods of corporate valuation and compare them from the strategic perspective.

CO-3: Analyze and debate the reasons for/against M&As and Buy back of shares Critically assess various financial risk management approaches with reference to takeover tactics.

CO-4: Debate on the existence of the organizational architecture Contribute more effectively to corporate strategy by taking a more proactive and forward-looking approach.

Books:

1. Strategic Financial Management, Podder, Ravi V., Rashmi B.H., Himalaya Publishing House
2. Strategic Financial Management, Jakhotia, Vikas
3. Strategic Financial Management, Ravi M Kishore, Taxman

MBPC4004 BEHAVIOURAL FINANCE (3-0-0)

Course Objectives:

1. Explore the intellectual foundations and evolution of behavioral finance, contrasting it with conventional finance theories.
2. Understand the psychological underpinnings and biases affecting financial decision-making, such as framing, mental accounting, and loss aversion.
3. Analyze the impact of investor sentiments, emotions, and external influences on market dynamics and bubble formation.
4. Discuss future directions in behavioral finance, including neurofinance, and address challenges in applying behavioral insights to financial planning.

Module- I

Introduction to behavioural finance; Intellectual underpinnings; The rise of the rational markets hypothesis; behavioral finance and conventional finance: A comparison; Foundation of Rational Finance: Expected utility theory, Agency theory; The influence of psychology: Allais paradox, Money illusion, Gambler's fallacy, Endowment effect, Ellsberg's paradoxes.

Module –II

Foundation of Behavioural Finance: cognitive psychology and Limits to arbitrage, Prospect Theory, Biases and Heuristics: Framing and Mental Accounting, Overconfidence, Loss Aversion, Concept of Heuristics; Familiarity & Related Heuristics; Representativeness & Related biases; Anchoring as a bias; Emotional Bias, Bounded Rationality.

Module III:

Investors sentiments and Bubble creation, Fear and Greed in Financial Market and the effect of External influence in stock market. Future Direction in Behavioural Finance; Neurofinance; Issues in applying Behavioural Finance; Behavioural Components of Financial Planning.

Course Outcomes:

CO-1: Identify the conceptual framework of behavioural finance based on traditional and modern theories.
CO-2: Examine the psychological aspects and challenges underlying the issue of rational and irrational behaviour
CO-3: Utilize the understanding of the concepts to help promote more efficient financial decisions for investors, professional traders and corporate.
CO-4: Integrate the knowledge of behavioural finance to predict and solve social ills like gambling.

Reference Books:

1. Behavioral Finance: Sinha PK - Himalaya
2. Behavioral Finance: Prasanna Chandra, McGraw Hill
3. Behavioral Finance: Shuchita Singh and Batt, Vikas.
4. Behavioural Finance, Forbes, William, Student ed, Wiley Publication
5. Choices, values and frames, Kahneman, D. and Tversky, A. Cambridge Univ. Press.

MBPC4005 COMPENSATION AND BENEFIT MANAGEMENT (3-0-0)

Course Objectives:

1. To learn basic compensation concepts and the context of compensation practices.
2. To learn the concepts of payment and employee benefits issues.
3. To understand various benefits an employee can avail during service.

Module I:

Conceptual and Theoretical Aspects of Compensation: Concept of compensation, The 3P Compensation concept, System of Compensation, Compensation Dimensions, Organizational Compensation policy, Methods of Payment: TRS, PBR, MDW; New Trends in compensation, Concept and Components of Wages, Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Residual Claimant Theory, Surplus Value theory, Bargaining theory, Employment theory, Competitive theory

Module-II:

Wage Administration and Wage Determination, Principles of Wage and Salary administration, Job Evaluation: Concept, Scope, Methods and Techniques, Merit based pay. Types of Incentive plans, Wage differentials, Wage Policy, Socio-Economic objectives of Wage policy, Criteria of wage fixation, Broad-banding, Executive Compensation.

Module III:

Employees Benefits: Overview of Employee's Benefits, Benefits Structure, Employees Benefits planning, Design and Administration, Statutory Benefits : Health Care , Employee Welfare and Retirement Benefits. Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of Effective Incentive Schemes, Merits and Demerits of Incentives.

Course Outcomes:

CO-1: Understand the basic compensation concepts, objectives, scope of compensation management system.
CO-2: Outline the different types of compensation and techniques of compensation payment.
CO-3: Analyse and interpret the effect of business environment factors and theories on Compensation Management.
CO-4: Apply knowledge of compensation system, policy and exercise leadership in pursuit of innovative HRM solution.

Books:

1. CompensationManagement–BhatiaKanchan,HPH
2. Compensation,MilkvichJerryMNewman, CSVenkataRatnam,McGrawHill.
3. CompensationandRewardManagement,B.D.Singh,ExcelBooks
4. CompensationManagementinaKnowledge, BasedWorld,Henderson,Pearson

MBPC4006 STRATEGIC HRM (3-0-0)

Course Objectives:

1. Develop a conceptual understanding of Strategy, Strategic Management and Strategic Human Resource Management HRM
2. Critically evaluate and understand the role of various approaches and models of SHRM in global and Indian context
3. Apply the in-depth understanding of strategic role of HR and contribute towards alignment of HR strategy with overall business strategy

Module-I:

Understanding Strategic HRM : Introduction : Traditional Vs. Strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach ; Investment perspective of human resources; Investment consideration, investments in training and development, investment practices for improved retention, investments job secure work courses, Non-traditional investment approaches; Planning and implementing Strategic HR policies; Linkage of corporate strategy, core competencies and competitive advantage with HRM; Aligning HRM with business strategy; emerging issues in strategic HRM.

Module-II:

Aligning HR Systems with business strategy: Alternative HR systems; Universalistic, contingency, configuration, congruence and integrated HR systems, Designing congruent HR systems; Linking HRM practices to organizational outcomes; Human Resources Strategy Formulation; HR Strategy in workforce utilization; Strategic performance management; HR strategy for training and development.

Module-III:

International and comparative strategic HRM: Managing global human resources; Evaluating HR functions in International context; Multinational, Global and Transnational strategies in HRM: Multinational, Global and Transnational Strategies Strategic Alliances, Sustainable Global Competitive Advantage, Globally competent Managers; Expatriation and repatriation management in global HRM; High Performance work practices.

Course Outcomes:

CO-1: Develop and interpret the meaning and nature of SHRM.
CO-2: Apply different HR strategies that are related to business strategies.
CO-3: Analyse, identify problems and integrate dynamic nature of global competition and of social and technological trends and their significance for HRM practice.

Text Books:

1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
2. Strategic Human Resource Management-Rajees Viswanthan - Himalay
3. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
4. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South – Western, 2002.

MBPC4007 MANAGEMENT OF MANUFACTURING SYSTEM (3-0-0)

Course Objectives:

1. To make the students to familiarize on operations planning and control activities in both manufacturing and service organizations
2. To build the students to take decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements

Module – I:

Manufacturing systems – Types and Process mapping –Manufacturing Process Planning – Definition, Scope and Elements –Manufacturing concept planning – Requirements of good manufacturing and assembly lines –Layout planning andanalysis, Cellular manufacturing systems (Group Technology) – Cellular manufacturing formation –Cell formation –Methods and production flow analysis & minimization of inter-cell movement.

Module – II:

Just–in–time systems – Overview, Principles and Benefits – Seven Wastes – Elements of JIT – Design and Improvement aspects of JIT – Kanban systems, –Definition and Principles – Types of Kanban Single card and Two card Kanban – Push and Pull Concepts of Kanban – Constant Work–in–Process (CONWIP) –Concept and comparison with Kanban system.

Module – III:

Synchronous manufacturing (Theory of Constraints) – Definition, Operation planning and control based on theory of constraints – Measures of Performance – Constraints in manufacturing system – Drum–Buffer–Rope (DBR) Methodology – Flexible manufacturing systems (FMS) –Meaning, Components and types – Conceptual model of FMS – Applications of FMS, Machine loading and scheduling.

Course Outcomes:

CO-1: Gain more insights on the concept of Manufacturing System.
CO-2: Briefly explain insights on cellular manufacturing systems as present day requirement in industry.
CO-3: Apply in to Just–in–Time conceptual ideas and familiar about the lean philosophy, Kaizen concept and Six Sigma.
CO-4: Gain knowledge on synchronizing and Flexible manufacturing systems special reference to product industry.

Books:

1. Ajay K Garg, Production and Operations Management, McGraw Hill Education (India) Pvt. Ltd., 2012, Reprint2017.
2. William J Stevenson, Operations Management, Twelfth Edition, McGraw Hill Education (India) Pvt. Ltd., 2017, Reprint2018.
3. R. Panneerselvam, Production & operations management, Prentice Hall India private limited, 2017.
4. Aswathappa, K.,ShridharaBhat, K., Production and Operations Management , Himalaya Publishing House,2014
5. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rdEdition, 2015

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MBPC4008 SOURCING MANAGEMENT (3-0-0)

Course Objectives:

1. To provide knowledge on global sourcing principles and practices
2. To inculcate the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them
3. To expose various methods and analytical tools for Supplier Rating and Selection
4. To offer insights on Electronic Sourcing and Sustainable Sourcing Strategies

Module – I :

Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy, Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation– Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management, Risk management process, Risk management tool and technique, Managing risk in international business.

Module – II :

Supplier Research and Market Analysis– Vendor Rating – Objectives, Self certify vendor management, Criteria and Methods of Vendor rating – Supplier Evaluation and Selection (Concepts), Solicitation of Bids and Proposals – Planning andMethods, Contract negotiation, Vendor performance monitoring and controlling.

Module – III :

Analytical Tools in Sourcing, Pricing Analyses : Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models), Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing, Green Sourcing.

Course Outcomes:

CO-1: Illustrate basic knowledge and understanding on global sourcing principles and practices with recent advances.
CO-2: Inculcate the habit of negotiation, risk analysis, do supplier research and evaluate them as per firm's requirement.
CO-3: Identify, develop and modify different methods of rating and selecting suppliers or vendors.
CO-4: Analysis of supplier performance using various analytical tools.

Text Books :

1) Fred Sollish, John Semanik, Strategic Global Sourcing Best Practices, John Wiley and Sons Inc., Publications, 2011.
2) Olivier Bruel, Strategic Sourcing Management: Structural and Operational Decision–making, KoganpagePublications, 2017
3) SathitParniangtong, Supply Management: Strategic Sourcing, Springer Publications, 2016
4) Robert W. Turner, Supply Management and Procurement: From the Basics to Best–in–class, J.Ross Publishing, 2011

MBPC4009 STRATEGIC MANAGEMENT OF IT (3-0-0)

Course Objectives:

1. Develop understanding and skills in formulating strategies at various levels, processes, and types
2. Gain insights into special considerations for IT strategy, including planning, critical success factors, future scenarios, and the role of strategic information systems
3. Explore the drivers behind organizational transformation, understand their implications, and envision the strategic role of IT
4. Foster visionary leadership in envisioning the strategic role of IT, guiding organizations through transformational change and positioning them for long-term success

Module – I:

Strategy Formulation:Levels and formulation of strategy – Process– Types of Strategy–Top–down approaches to Planning for Strategic IT Applications Value Chain Analysis: The Value Chain Analysis Approach to IS/IT Strategy Formulation – Value Chain Analysis for Service Industries.

Module – II:

IT Strategy: Special Considerations for IT Strategy – IT Strategic Planning – IT Critical Success Factors – IT Future Scenarios, Strategy Information: Strategic information systems (SIS)– Organizational movements around the Strategic Grid – inter organizational systems (IOS), Information Systems andInformation Technology Strategies

Module – III:

Transformation Drivers:Drivers behind the transformation– Implications of the drivers – Visioning of the strategic role of IT in the organization

Course Outcomes:

CO-1: Acquire proficiency in formulating strategies at different levels, utilizing top-down approaches and value chain analysis techniques.

CO-2: Develop skills in IT strategic planning, identifying critical success factors, anticipating future scenarios, and leveraging strategic information systems.

CO-3: Gain insights into the drivers behind organizational transformation, understand their implications on IT strategy.

CO-4: Develop the ability to envision the strategic role of IT within the organization, aligning IT strategies with overall business objectives and transformation initiatives for sustainable growth and success.

Books :

1. CA. Deepak Pandian& CA. Aneesh Noor Mohammed ,StrategiManagement& Information Technology Paperback, Kothari Academic & Research Publications ,2016.
2. Neil Ritson , Strategic Management, Ventus Publishing ApS, 2011.
3. Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Bentley University, Charles E. Bamford, Iowa State University , Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability plus Pearson MyLab Management with Pearson eText, Global Edition, ©2019 Availability: 01 Mar 2018 •
4. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise Publishers, 1st Edition, by J.–C. Spender, Oxford University Press,2014
5. Linda Parker Gates, Strategic Planning with Critical Success Factors and Future Scenarios: An Integrated Strategic Planning Framework, Software Engineering Institute, November 2010.

MBPC4010 MANAGING SOFTWARE PROJECT (3-0-0)

Course Objectives:

1. Understand the unique aspects of software project management, including activities, methodologies, stakeholders, and success/failure factors.
2. Learn techniques for project portfolio management, individual project evaluation, risk assessment, resource allocation, and strategic programme management.
3. Gain insights into selecting appropriate project approaches, methodologies, and technologies
4. Develop skills in stepwise project planning, choosing process models, and estimating software effort, enabling effective project management and delivery.

Module – I:

Introduction to Software Project Management: Introduction– Software Project –vs–other Projects, Activities covered by Software Project Management– Plans, Methods and methodologies, Some ways of categorizing software projects, stakeholders– Project success andfailure – Management Control.

Module – II:

Project Evaluation and ProgrammeManagement: Project Portfolio Management, Evaluation of Individual projects, CBA techniques, Risk Evaluation, Programme Management, Managing the allocation of resources within programmes, Strategic Programme Management, Aids to programme management, Stepwise Project Planning.

Module – III:

Selection of an appropriate project approach and Software Effort estimation: Build or buy– Choosing methodologies and technologies, Choice of process models, structure –vs– speed of delivery, Waterfall model, Spiral model, software prototyping, Selecting the most appropriate process model, Basis for Software Estimating, Software effort estimation techniques

Course Outcomes:

CO-1: Acquire proficiency in managing software projects by understanding project activities, methodologies, stakeholders

CO-2: Develop the ability to evaluate projects, manage project portfolios, assess risks, allocate resources strategically, and implement programme management techniques for optimal project outcomes.

CO-3: Gain the ability to select appropriate project approaches, methodologies, and technologies based on project requirements

CO-4: Acquire techniques for software effort estimation, enabling accurate planning and allocation of resources, leading to successful project completion within budget and schedule constraints.

Books :

1. Bob Hughes, Mike Cotterell and Rajib Mall – Software Project Management – TMH– 2017
2. Joel Henry, Software Project Management, Pearson, 2011
3. Kathy Schwalbe, Project Management in IT, Cengage, 2011
4. Sanjay Mohapatra – Software Project Management – Cengage –2011

MBPC4011 RURAL CREDIT AND MICRO FINANCE (3-0-0)

Course Objectives:

1. Gain insights into rural banking policies, functions of RBI and NABARD, credit institutions, and financial inclusion strategies.
2. Explore financing mechanisms for agricultural and allied activities, including crop loans, term loans, and financing for rural non-farm sectors.
3. Analyze challenges and prospects in rural banking, priority sector financing, rural housing schemes, technology-based financial inclusion, and emerging trends.
4. Understand the scope, evolution, supply, regulation, and supervision of microfinance, along with microfinance distribution models, products, risks, and impact assessment.

MODULE–I:

Financing Rural development: Functions and policies of RBI in Rural banking, NABARD---- Functions, Role, Refinance support. Lead Bank Approach, State level and District level credit committees. Rural credit institutions: Cooperative credit societies and Banks, LDBs, RRBs, Commercial banks. Financial inclusion and inclusive growth for Rural development banking, concept of Business facilitation and Business correspondents in Rural financing.

Financing agricultural and allied activities like horticulture, fishery, social forestry etc. Crop loans--Assessment, sanction, disbursement, rephasement. Term loans for irrigation, Farm mechanization. Financing Rural Non Farmsector(RNFS), segments in RNFS, role of Development and Promotional institutions in RNFS.

MODULE-II:

Problems and Prospects in Rural banking and Priority sector financing :

Components of Priority sector, RBI guidelines for priority sector financing, Rural housing and Urban housing schemes under priority sector and their refinance, Education loans.Role of Rural banking, Problems of Rural branches of Commercial banks- transaction costs and risk costs. Technology based Financial inclusion, Emerging trends in Rural banking- Financing poor as bankable opportunity.

MODULE: III:

Perspectives of Micro finance : Definition, Scope and importance of Micro Finance, Evolution and character of Micro Finance in India, Supply of Micro Finance:- Non institutional sources and Institutional sources, Transaction of borrowing and lending from institutional sources; Micro finance distribution models, Regulation and supervision of NGOs, MFIs, MACSs; MFIs as Banks, Micro Finance credit lending models:- Association model, Community Banking model, Credit union model, Co-operative model, Grameen joint liability group model, SHG model, Village Banking model. Indian SHGs: problems and issues; SHG-Bank linkages programmes in India.

Micro Finance products: Micro credit, Micro savings, Micro insurance; Micro Finance services, Micro Finance and Rural financial services, Agriculture Micro Finance. Risks in MFIs: Functional risks, Financial risks and External risks; Risks in Agricultural Micro Finance and Feasibility tests for agricultural credit, Strategic Risk Minimization. Accounting and Financial Reporting, Financial Analysis. Impact Assessment of Micro Finance:- Household level, Individual level, Enterprise level. Social Assessment of MFIs: Measuring social performance, Social rating components

MBPC4012 COOPERATIVE MANAGEMENT (3-0-0)

Course Objectives:

1. To comprehend the theory and principles of cooperation and the role of cooperative banking in rural development.
2. To develop proficiency in cooperative management principles and functions, ensuring efficient governance and operations of cooperative societies.
3. To understand the structural patterns, functions, and regulatory framework of cooperative banking, particularly in urban areas.
4. To analyze the historical development and major developments in the Indian cooperative movement, with a focus on long-term credit structures and national-level cooperative institutions.

Module-I:

Theory of Co-operation: Definition-Scope and importance of Co-operation-Basic Values & Principles of Co-operation – Cooperation versus capitalism & socialism- Co-operative sector school and Common wealth school-Federal Vs Unitary structure –Small size Vs Large size society- Advantages and limitations of state aid to co-operatives - Role of officials and non- officials in Co-operative movement.

Origin and growth of Co-operative movement in India –Major developments in post- independence period-Short-term& Medium term credit structure-(SCBS, DCCBS & PACS) – Long term credit structure-(SCARDBs & PCARDBs) National Level Cooperative institutions in India-NCDC, NCCF, NDDB, NCUI.

Module–II:

Cooperative Management: Concept of Management-Definition- Principles-Functions- Problems of Management – Cooperative Management - Principles of Cooperation and Principles of management –Role of Officials in Cooperative Management-Registrar of Co-operative Societies and his Role-General Body of Members - Board of Directors-Managing Committee - Functions of Board of Directors- Powers and Functions of Chairman/ President-Duties and Functions of Secretary of Cooperative Societies-maintenance of Records and Statistics.

Module–III:

Cooperative Banking: Special features of Cooperative banking – structural pattern and functions- Role of Cooperative banking in India-Vaidyanathan Committee recommendations on Cooperative credit -Urban cooperative banking in India-Need, importance, structure and functions, Banking regulation Act as applicable to Cooperative banks in India.

Course Outcomes:

CO-1: Enhanced understanding of cooperative values, principles, and effective management practices, fostering sustainable rural development through cooperative initiatives.

CO-2: Improved management skills and governance practices, leading to enhanced effectiveness and sustainability of cooperative institutions and initiatives.

CO-3: Acquired expertise in cooperative banking practices and regulations, facilitating informed decision-making and policy formulation for the development of cooperative banking sector.

CO-4: In-depth knowledge of the historical evolution and current landscape of the Indian cooperative movement, enabling strategic planning and implementation of cooperative initiatives for socio-economic development.

Books:

1. Co-operative Management- Principles and Techniques, S Nakkiran
2. A text Book on Cooperative Management, Dr. P.C.Dhal

MBPC4013 AGRICULTURAL SUPPLY CHAIN MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into the changing business environment, the conceptual model of supply chain management, and the evolution of SCM, focusing on both traditional and modern approaches.
2. Learn about demand management, forecasting, and operations management principles in supply chain management, including procurement, inventory management, and logistics.
3. Understand procurement management processes, inventory management techniques, and logistics strategies, including transportation, warehousing, and distribution management.
4. Explore the role of information technology in SCM, performance measurement metrics, controls, and advanced planning and scheduling techniques.

Module –I

Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM

Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.

Module-II

Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

Module – III

Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking.Case Studies on the following:(a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect (d) Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known /unknown demand (g) Cases from FAO/IFPRI etc.

Course Outcomes:

CO-1: Develop a comprehensive understanding of supply chain management principles, approaches, and techniques, enabling effective decision-making and strategic planning in supply chain operations.

CO-2: Acquire proficiency in demand forecasting, procurement management, inventory planning, and logistics operations, contributing to efficient and effective supply chain performance.

CO-3: Develop expertise in procurement management, inventory optimization, transportation, warehousing, and distribution strategies, ensuring smooth and streamlined supply chain operations.

CO-4: Apply information technology tools, performance measurement metrics, and advanced planning techniques to optimize supply chain performance.

Books:

1. Acharya, S. S., and Agarwal, N. L., 2011, Agricultural marketing in India. Oxford and IBH.
2. Altekar, R. V., 2006, Supply Chain Management: Concepts and Cases.PHI
3. Chopra, S., Meindl, P. and Kalra, D. V., 2016, Supply chain management: Strategy, Planning, and Operation, Pearson Education India
4. Mohanty R.P.2010. Indian Case studies in Supply Chain Management & other Learning Resources. OXFORD
5. N.Chandrasekaran.2010.Supply Chain Management: Process, system &Practice.OXFORD.
6. Singh Sukhpal. Organic Produce Supply Chains in India-organisation and governance. Allied Publ.,

MBPC4014 AGRIFOOD PROCESSING MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into the present status, organization, and operations of the food industry in India, including identifying deteriorative factors.
2. Learn the basic principles of food processing and preservation, including manipulation of parameters, energy application, and non-thermal processing techniques.
3. Understand the analysis of costs, risk management, and laws and regulations related to food industry operations, focusing on food safety, quality standards, and compliance with regulatory bodies.
4. Apply theoretical knowledge to practical scenarios through case studies across various food industries, including milk and dairy, milling, processing of fruits, vegetables, eggs, poultry, fish, and meat.

Module –I

Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.

Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Non-thermal food processing techniques (aseptic processing, individual quick freezing and cryogenic freezing, high pressure technology, heat and ultrasound, high voltage pulse technology, irradiation, membrane technology). Packaging of foods, Labelling techniques, Advanced packing techniques- Active & intelligent packaging, Retort pouch packaging etc.)

Module-II

Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Food Safety & Quality, Food Standards (AGMARK, Codex alimentations, BIS/ISO, PFA, FPO, FSSAI, Total Quality Management (TQM), Hazard Analysis and Critical Control Points (HACCP), etc.

Module – III

Case studies on project formulation in various types of food industries – milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc. Case studies relating to HACCP (identification of CCP in various processing lines/methods) etc.

Course Outcomes:

CO-1: Develop a comprehensive understanding of the food industry landscape, including operations, challenges, and regulatory compliance, enabling effective decision-making and strategic planning.

MBPC4015 INTERNATIONAL LOGISTICS MANAGEMENT (3-0-0)

Course Objectives:

1. Gain insights into foundational concepts in international logistics, the global supply chain, transportation systems, and customs management, facilitating efficient global trade flows.
2. Develop proficiency in export sales contracts, contract negotiation, and international purchasing systems, ensuring effective management of global supply chains.
3. Develop skills in selecting international logistics operators, integrating logistics with supply chain management
4. Acquire expertise in optimizing international transport systems, considering factors such as speed, frequency, packing, and insurance, and benchmarking warehousing practices in global supply chain management

Module –I

Foundation Concepts in International Logistics, Managing the Supply Pipeline for Global Trade Flows, The Global Logistics Operators, Comparison between National and International Logistics, International Transport System, Globalization, and International Trade Environment. Factors Driving Global Supply Chain Management, Customs and Global Supply Chain Management.

Module –II

Export Sales Contract in International Logistics: Constituents of the Export Sales Contract, Contract of Affreightment: Terms of Delivery &INCOTERMS standards. International Purchasing Systems-Constituents, Strategy and its Interface with the Management of the Global Supply Chain, Negotiating the Contract,

Module –III

Selecting the International Logistics Operator, Criteria of Selecting the Third-Party Logistics Operator. Integrating International Logistics with Supply Chain: Trade-Offs in International Logistics, Multi-Modalism, Key Factors in a Transport Mode(s) & Trade-Off. Considerations of Speed, Frequency, Packing and Insurance in International Transportation. Warehousing & Benchmarking in Global Supply Chain Management, Supply Chain Cycle Time Reduction, Demand-Driven Supply Network in International Logistics.

International Transport Systems: Introduction to International Transport System- Basic Terms, Characteristics and Relations

Course Outcomes:

CO-1: Develop a comprehensive understanding of international logistics concepts and their application in global trade.
CO-2: Acquire proficiency in drafting export sales contracts, negotiating terms, and managing international purchasing systems, facilitating smooth transactions and supply chain operations.
CO-3: Develop effective strategies for selecting third-party logistics operators and integrating logistics with supply chain management
CO-4: Develop expertise in optimizing international transport systems and warehousing practices.

MBPC4016 EXPORT IMPORT DOCUMENTATION (3-0-0)

Course Objectives:

1. Gain comprehensive knowledge of export procedures, documentation requirements, and shipment processes, facilitating efficient export operations.
2. Develop proficiency in shipment procedures, cargo management, containerization, and shipping documentation, ensuring smooth and timely delivery of export goods.
3. Explore various export promotion schemes and incentives, including duty drawbacks, advance licenses
4. Enhance skills in business planning for exports and imports firms, understanding import procedures.

Module –I

Introduction: Introduction to exports, Registration process, Selection of products and market Payment terms, Export costing and pricing, Preliminaries for exports. Registration – IEC, RCMC, EPC, Central Excise. (BCMC changed to RCMC) Categories of Export, Physical – Direct & Indirect, Deemed Exports Merchant& Manufacturer Exports

Module-II

Shipment procedures, Role of clearing and forwarding agent, Cargo management Containerization, Shipping documents and terms used in shipping, Export Procedures Excise clearance for exports,Marine insurance of Export cargo Shipment goods, Quality and Pre- Shipment inspection, EGCServices, GSP rules of origin. Meaning and importance of letter of credit, Documentation papers ofLC, export incentives, risk and insurance, Benefits of Exports, excise clearance Benefit / Rebate, Income Tax Benefit, Shipment & Transport – Sea, Air, Rail, Road, Pipeline,Role of overseas agent & remittance of commission.

Module-III

The organization of exports –imports firms and business planning, planning of export/import operations. Import procedures, Overview of various export promotion schemes, Duty DrawbackAdvance License, RemissionScheme, DEPB Scheme, Export Promotion Capital Goods Scheme. Diamond &Jewellery, Agricultural& Pharmaceutical product exports promotion scheme. Export of Principal Commodities in India, SEZ,EHTP, STP& EOU's, Types of Export Houses.

Course Outcomes:

CO-1: Acquire the ability to efficiently manage export operations, including documentation, shipment procedures, and cargo management

CO-2: Develop streamlined shipment and logistics processes, optimizing containerization and shipping documentation practices

CO-3: Utilize export promotion schemes and incentives effectively to maximize benefits, including duty drawbacks, advance licenses, and export promotion capital goods schemes

CO-4: Develop effective business planning skills for international trade, including import procedures and utilization of export promotion schemes

Books:

1. Ram Singh, Export, and Import Management, 2021, SAGE Publishing
2. C Ramagopal, Export import Policy Procedure & Documentation, Newage publisher
3. Kiran Rai Usha, Export import & logistics management--, Eastern economy edition
4. Singh, Ram, International Trade Logistics, Oxford publishing house.

MBPC4017 CUSTOMER RELATIONSHIP MANAGEMENT (3-0-0)

Course Objectives

- To be aware of the nuances of customer relationship
- To analyse the CRM link with the other aspects of marketing
- To impart the basic knowledge of the role of CRM in increasing the sales of the company
- To make the students aware of the different CRM models
- To make the students aware and analyse the different issues in CRM

Module I

Concept of Customer Relationship Management:
Evolution and benefits of CRM, Framework, Synergic Imperative – Adoption and implementation of CRM – The CRM Roadmap, Customer Centric Marketing, and Internal Marketing, Operational issues in implementing CRM – Process view, Attraction vs Retention, Conceptual Foundations – Evolution and Benefits of CRM, Building Customer Relationship – Zero Customer Deflection, CRM Framework

Module II

The architecture of CRM:
Fundamental components of CRM – Operational, Analytical and Collaborative, SFA, EMA, CSS, Technical considerations, E-CRM
Implementation of CRM:
Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap, Customer-centric Organizational structure, Internal Marketing, Decisions related to CRM implementation, Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation

Module III

Economics of Customer Relationship Management:
Market Share vs Customer Share orientation, CLV and its calculation, Markov Analysis, Analytics in CRM, Activity-based Costing, Customer profitability, CRM Applications – Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery, CRM integration with social media and mobile platforms, Key Account Management

Course Outcomes

CO1 Identify and explain the fundamental concepts, evolution, and benefits of CRM
CO2 Analyse the relationship between CRM and other marketing functions, and Examine service quality dimensions and customer satisfaction metrics in CRM applications
CO3 Critically assess CRM challenges and propose solutions for effective implementation
CO4 Design loyalty and reward programs aligned with CRM objectives

Books

- Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, TML
- Alok Kumar Rai, Customer Relationship Management: Concepts and Cases, MIL
- Ken Burnett, The Han**dbook of Customer Relationship Management, Pearson Education**

MBPC4018 RETAIL STORE OPERATIONS (3-0-0)

Course Objectives : To make students learn and understand the roles and responsibilities of a Store Manager which include:

a) Layout planning, location selection, and Store Operating procedures
b) Managing inventory and stock
c) Ensuring customer satisfaction through loyalty programs, and in-store experiences that align with contemporary retail trends and consumer expectations
d) Conducting store audit and quality checks

Module-I

Introduction:
An overview of retail operations, stores organisation, selection of right location, different layout & designs. Pre-store opening: Role of operations in opening a store, filling the store with merchandise, concept of distribution centre, various activities at the distribution centres. Store opening and closing: Store opening and closing process, material identification system, receiving and inspection, storage system, preservation of materials in the storage.

Module-II

Retail Arithmetic:
Quantitative terms related with a retail store and its calculation. Stock Management:
Relevance of stock management to retail operations, various types of stock checks, taking care of quality inside a store.
Technologies in Retail:
RFID, POS systems, self-checkout, inventory automation

Module-III

The Store Audit: Store appearance, presentation, stock, cleanliness, HR in operations. Store Finance and Controls: Stock valuation, stock verification, accounts receivable, cash management, budgeting, day-to-day cash management. Loss Prevention and Shrinkage Control: Importance of security measures, methods & ways to reduce shrinkage, reasons for shrinkage, scrap and surplus management. Customer Service Desk: Exchange of defective products, loyalty programs for a store. Fixtures and Contemporary Issues:
Different fixtures available for a retail store, contemporary issues in store management.

Course Outcomes

CO1 Apply store layout, location selection, and pre-opening procedures to optimize retail operations
CO2 Analyze stock management techniques and retail arithmetic to improve inventory control and quality
CO3 Evaluate store audit parameters and financial controls to enhance operational efficiency and compliance
CO4 Design loss prevention strategies, customer service systems, and loyalty programs tailored to store needs

Books

1. Berman B., Evans J. R., Retail Management, 9th Edition, Pearson Education
2. Berman, Barry; Evans, Joel R.; Mahaffey, Tom, Retail Management: A Strategic Approach, Pearson Education

MBPC4019 PORT MANAGEMENT FOR LOGISTICS (3-0-0)

Course Objectives:

1. To be familiar with working of ports and airports.
2. To understand the operating procedures of logistics at port and airport.
3. To be familiar with norms of logistics at port and airport.
4. To be aware of the development of facilities at the port in the era of globalization.
5. To be able to analyse the performance of standard operating procedures at port and airport for cargo.

Module-I

Port Structure and Functions:

Definition, types and layout of the ports, organisational structure – fundamental observations.

Main functions and features of ports: infrastructure and connectivity, administrative functions, operational functions.

Main services: services and facilities for ships – administrative formalities, cargo transfer, services and facilities for cargo, additional "added value" services.

Ports and their stakeholders like PHO, immigration, ship agents, stevedores, CHA.

Module-II

Port Operations:

Berths and terminals, berth facilities and equipment, ship operation, pre-shipment planning, the stowage plan, and onboard stowage, cargo positioning and stowage on the terminal.

Developments in cargo/container handling and terminal operation.

Safety of cargo operations, cargo security: measuring and evaluating performance and productivity.

Port Development:

Phases of port development, growth in world trade, changes in growth, development in terminal operation.

Shipping technology and port: ship knowledge, ship development and port development, port time and ship speed, other technical developments affecting ports.

Module-III

Port Administration, Ownership and Management:

Port ownership structure – types of port ownership and administration, organizations concerning ports, boards governing the ports, port management development, rise and fall of ports, information technology in ports.

Port ownership in Indian context: acts governing the ports in India, port ownership structure in India.

Managing emergency situation, risk assessment for cargo threats, natural disasters, and cyber threats

Port reform: framework for port reform, evolution of ports in a competitive world, alternative port management structure and ownership models.

Air Transport:

Introduction to air transport, air freight, IATA, cargo handling of goods at airport, information management of air cargo – systems and modules, distribution of goods.

Course Outcomes

CO1 Apply standard operating procedures and cargo handling protocols in port and airport logistics operations

MBPC4020 GREEN SUPPLY CHAIN MANAGEMENT (3-0-0)

Course Objectives:

1. To provide foundational knowledge associated with the green supply chain.
2. To teach the implications of today's most pressing environmental issues.
3. To describe how the various green supply chain practices can actually save money, increase efficiency, and reduce delivery time.

MODULE-I

Introduction:

Traditional Supply Chain and Green Supply Chain, Environmental Concern and Supply Chain, Closed-loop Supply Chain, Circular supply chain models, cradle-to-cradle design Corporate Environmental Management, Green Supply Chain (GSCM): Definition, Basic Concepts, GSCM Practices

MODULE-II

Design for the Environment (DFE) or Eco-Design:

Eco-Design and Supplier Relationships, Definitions of Eco-Design, Tools of Product Eco-Design, Involving suppliers in product eco-design: Drivers, Challenges, and Success Factors

Green Procurement and Purchasing:

Definitions of Green Purchasing, Drivers of Green Purchasing, Green Purchasing Strategies, Green Purchasing Performance Measurement, Green Supplier Development and Collaboration

MODULE-III

Green Manufacturing or Production:

Evolution, Definitions, 4R's: Recycling, Remanufacturing, Reuse, and Reduction, Closed-loop Manufacturing, ISO 14000 Systems, Life Cycle Analysis (LCA), Lean Manufacturing for Green Manufacturing or Production, Biodegradable packaging, packaging optimization

Green Logistics and Transportation:

Definitions of Green Logistics, Critical Drivers of Green Logistics, Green Transportation and Logistics Practices, Environmental Impacts of Transportation and Logistics, Closing the Loop: Reverse Logistics

COURSE OUTCOMES

CO1 Apply green supply chain practices to optimize resource use, reduce waste, and improve efficiency
CO2 Analyse eco-design strategies, supplier collaboration, and green procurement frameworks
CO3 Evaluate critical drivers of green logistics, environmental impact, and carbon accounting tools in supply chains
CO4 Design closed-loop logistics systems and green manufacturing models aligned with environmental goals

Books:

1. Joseph Sarkis, Yijie Dou, Green Supply Chain Management: A Concise Introduction, Routledge
2. Charisios Achillas, Dionysis D. Bochtis, Dimitrios Aidonis, Dimitris Folinas, Green Supply Chain Management, Routledge
3. Hsiao-Fan Wang, Surendra M. Gupta, Green Supply Chain Management: Product Life Cycle Approach, McGraw Hill Publishing
4. Stuart Emmett, Vivek Sood, Green Supply Chains: An Action Manifesto, Wiley Publications

MBPC4021 HOSPITAL WASTE MANAGEMENT (3-0-0)

Course Objective:

- Understand the types and sources of biomedical, radioactive & chemical waste
- Learn the legal and regulatory framework surrounding healthcare waste
- Develop skills to plan, implement, and monitor waste management systems in hospitals
- Promote sustainability and safety in healthcare environments

Module-1

Introduction to Hospital Waste Management: Definition & types of hospital waste, Sources and categories (Biomedical, Radioactive, Chemical, etc.), Management & methods of disinfection, Modern technology for handling BMW (Biomedical Waste management), Management of radioactive waste in hospitals, Management of chemical in hospitals. Global and local perspectives on waste issues.

Module-2

Segregation, Collection and Storage: Color-coded waste bins and classification, On-site waste handling practices, Labeling, transport and temporary storage systems
Treatment & Disposal Techniques: Incineration, autoclaving, microwaving, deep burial, chemical disinfection, shredding, Advantages, disadvantages & environmental impact
Training and Awareness: Staff training programs, Infection control and occupational safety

Module-3

Regulatory Framework: Biomedical Waste Management Rules (India, 2016 & Amendments), International guidelines (WHO, UNEP), Institutional responsibilities and compliance protocols
Sustainable Practices: Waste minimization strategies, Recycling and reuse in healthcare, Innovation in eco-friendly hospital designs

Course Outcome:

CO1: Understand the classification and types of biomedical, radioactive & chemical waste generated in healthcare facilities
CO2: Analyze the legal and regulatory frameworks governing hospital waste disposal
CO3: Design and implement waste segregation protocols and disposal systems in compliance with environmental standards
CO4: Recommend innovative technologies and policies for safe and cost-effective waste treatment

Text Books:

1. Hospital Administration & Management — C.M. Francis & D'Souza
2. HOSPITAL WASTE MANAGEMENT AND ITS MONITORING, Madhuri Sharma, Jaypee
3. Hospital Waste Management, 3rd Edition, AG Chandorkar, BS Nagoba

MBPC4022 COMMUNITY HEALTH (3-0-0)

Course Objective:

- Understand foundational concepts of community and public health nursing, including health promotion, disease prevention, and epidemiology.
- Analyze community health indicators such as morbidity, mortality, and social determinants of health.
- Educate individuals and groups on health promotion, protection, and disease prevention using culturally competent strategies.

Module-1

Introduction of Community Health: Concept of Community Health, Scope, principles, and functions of community health, Ethical, legal, and socio-cultural issues. Management & organization of healthcare services at the community level (Primary Healthcare Centres, Community Health workers), Concept of Epidemiology

Health Concepts and Determinants: Dimensions of health (physical, mental, social, spiritual) Determinants of health (biological, environmental, behavioural, socio-economic), Natural history of disease and levels of prevention

Module-2

History of public health and public health administration, Globalisation and Its Impact on Health, Roles and Responsibility of State, Community and Private Sector in Health

Health Policies and Planning: National Health Policy (1983, 2002, 2017),Five-Year Plans and health committees, National Rural Health Mission (NRHM), Ayushman Bharat, Universal Health Coverage

Module-3

Health Education and Communication: IEC/BCC strategies, Use of media and technology in health education, Planning and evaluating health education programs, Health management information systems (HMIS), Global health issues and agencies (WHO, UNICEF, etc.)

Course Outcomes:

CO1 Demonstrate understanding of public health systems and their strategic role in healthcare delivery.

CO2 Communicate health information effectively to diverse populations using culturally appropriate methods.

CO3 Design and evaluate health programs that address key issues like maternal health, infectious diseases, and chronic conditions.

CO4 Interpret health policies and reforms to assess their impact on population health and healthcare organizations.

Text Books:

1. Introduction to community Health (Concepts), Dr. Peter Simoonga
2. Introduction to community & Public Health, Manoj Sharma,Paul W. Branscum, Ashutosh Atri

MBPS4201 PROJECT & SEMINAR PRESENTATION (0-0-4)

All the students are required to present a seminar on any topic of their choice out of their chosen specialization areas. A faculty guide may be attached to each student who shall guide them to carry out research-oriented project and presentation.

The evaluation shall be done out of 100 marks by a team of senior faculty members of the Institute.
The Principal shall constitute the Team for evaluation. He may invite outside expert/s who must have a Ph.D. degree in the relevant field.

The process should be completed well in time and the marks shall be sent to the University in specified portal.
The students are must to be advised to submit both hard and soft copy of Seminar Project Report to the Institute before the seminar presentation.

The seminar project report shall contain the following chapters:
Chapter I (Introduction, Scope & Objectives): Introduce the selected topic, emphasizing its importance and relevance in the chosen specialization area (Finance/Marketing/HR/Operations), and state the seminar presentation's objectives. Define the scope of the research and clearly outline the objectives that the seminar aims to achieve. Ensure that the objectives are specific, measurable, achievable, relevant, and time-bound.

Chapter II (Literature Review): Review relevant literature and research studies related to the seminar topic. Summarize key findings from existing literature. Identify gaps or areas where further research is needed. Critically analyse key concepts, theories, models, and findings.

Chapter III (Research Methodology): Describe the research design employed (e.g., qualitative, quantitative, mixed-method). Explain the data collection methods (e.g., surveys, interviews, observations). Discuss any tools or instruments used for data collection and analysis. Justify their suitability for the research objectives.

Chapter IV (Data Collection and Analysis): Provide details on how data was collected (e.g., sample size, sampling technique). Describe the process of data analysis (e.g., statistical techniques, thematic analysis). Present findings from the data analysis in a clear and organized manner.

Chapter V (Conclusion and Recommendations): Summarize the key findings and insights derived from the seminar presentation. Draw conclusions based on the analysis of the data. Provide actionable recommendations based on the conclusions.

Chapter VI (Discussion): Discuss implications of findings for theory and practice, identify strengths, limitations, and areas for future research, and engage in critical reflection.

References: List all cited sources using APA style, ensuring consistency and accuracy.

Appendices (if necessary): Include supplementary material as needed, numbered sequentially and referred to in the main text.