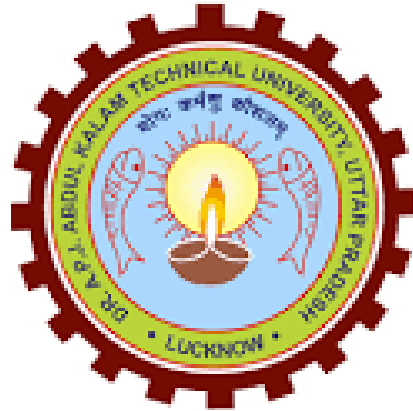


DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW



Evaluation Scheme & Syllabus

for

MAM 4th Year

(Effective from the Session: 2016-17)

PROGRAMME SCHEDULE AND EVALUATION SCHEME

MAM Year 4

Semester VII

S. No	Course Code	Subject	Periods (Hours)			Evaluation Scheme					Total	
			L	T	P	Internal Evaluation			End Semester			
						CT	TA+AT 10+10	TOT	Th.	P	Marks	credit
1.	MAM 701	Production and Operation Management	3	2	0	30	20	50	100	-	150	4
2.	MAM 702	Operations Research	3	2	0	30	20	50	100	-	150	4
3.		Specialization Group 1 Elective 1	3	2	0	30	20	50	100	-	150	4
4.		Specialization Group 1 Elective 2	3	2	0	30	20	50	100	-	150	4
5.		Specialization Group 2 Elective 1	3	2	0	30	20	50	100	-	150	4
6.		Specialization Group 2 Elective 2	3	2	0	30	20	50	100	-	150	4
		Total	18	12	0	180	120	300	600	-	900	24

MAM Year 4

Semester VIII

S. No	Course Code	Subject	Periods (Hours)			Evaluation Scheme					Total	
			L	T	P	Internal Evaluation			End Semester			
						CT	TA+AT 10+10	TOT	Th.	P	Marks	credit
1.	MAM 801	Corporate Social Responsibility	3	2	0	30	20	50	100	-	150	4
3.	MAM 802	Knowledge Management	3	2	0	30	20	50	100	-	150	4
4.		Specialization Group 1 Elective 3	3	2	0	30	20	50	100	-	150	4
5.		Specialization Group 1 Elective 4	3	2	0	30	20	50	100	-	150	4
6.		Specialization Group 2 Elective 3	3	2	0	30	20	50	100	-	150	4
7.		Specialization Group 2 Elective 4	3	2	0	30	20	50	100	-	150	4
		Total	18	12	0	180	120	300	600	-	900	24

Abbreviations used:

- **L.T.P:** Lecture/Tutorial/Practical
- **CT/TA/AT:** Class Test/Teacher Assessment/Attendance

ELECTIVE PAPERS

Specialization Group: Human Resource

Course Code

1. MAM HR 01 Talent Management
2. MAM HR 02 Training & Development
3. MAM HR 03 Organisational Design & Change Management
4. MAM HR 04 Industrial Relations and Labour Laws

Specialization Group: Marketing

Course Code

1. MAM MK 01 Strategic Marketing Management
2. MAM MK 02 Product and Brand Management
3. MAM MK 03 Retail Management
4. MAM MK 04 Digital Marketing

Specialization Group: Financial Management

Course Code

1. MAM FM 01 Security Analysis & Portfolio Management
2. MAM FM 02 Financial Derivatives
3. MAM FM 03 International Financial Management
4. MAM FM 04 Financial Market & Commercial Banking

Specialization Group: International Business

Course Code

1. MAM IB 01 International Marketing
2. MAM IB 02 International Logistics
3. MAM IB 03 Export Import Documentation
4. MAM IB 04 WTO & Regional Trading Blocks

Specialization Group: Information Technology

Course Code

1. MAM IT 01 Enterprise Resource Planning
2. MAM IT 02 Web Technology
3. MAM IT 03 Database Management System
4. MAM IT 04 E-Commerce

MAM-701: Production and Operation Management

Max. Hours: 40

COURSE OBJECTIVE:

The course is designed to make the students familiar with different types of Production, plant layout and Material handling, operations planning and control, inventory management, quality management etc. and to acquaint them with appropriate tools and techniques needed for understanding the operational situation and also understanding the logistics management.

Unit –I (06 sessions)

Operations Management – An overview, Definition of production and operations management, Production Cycle, Classification of operations, New Product Development, Product Design, Plant Location, Layout Planning.

Unit –II (08 sessions)

Forecasting as a planning tool, Forecasting types and methods, Exponential smoothing, Measurement of errors, Monitoring and Controlling forecasting models, Box- Jenkins Method. Productivity and Work study, Method study, Work Measurement. Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information).

Unit-III (08 sessions)

Recent Issues in SCM : Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management. Production Planning techniques, Routing Decisions, Line of Balance, Scheduling types & principles, master production schedule.

Unit-IV (08 sessions)

Inventory Management – Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, FSN analysis. Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction- 7QC tools and 7 new QC tools, ISO 9000-2000 clauses, coverage QS 9000 clauses, coverage. Six Sigma, Total Productive Maintenance (TPM).

Unit-V (10 sessions)

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management. *Purchasing & Vendor management*: Centralized and decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept, management of stores, accounting for materials. Case Study related to the Entire Syllabus.

Suggested Reading:

1. MUHLEMANN: Production & Operation management (PEARSON)
2. Bisen & Singh-Operation & Logistics Management (Excel Books)
3. R.V. Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
4. Chary - Production and Operations Management (Tata McGraw-Hill, 1997, 9th Edition)
5. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)
6. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)
7. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

MAM-702: OPERATIONS RESEARCH

Max. Hours: 40

Course Objective:

This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:

Unit I (06 Sessions)

Operations Research: - Uses, Scope and Applications of Operation Research in managerial decision-making. *Decision-making environments*: - Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

Unit II (08 Sessions)

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality. *Transportation problem*: Various methods of finding Initial basic feasible solution and optimal solution.

Unit III (10 Sessions)

Assignment model: Algorithm and its applications. *Game Theory*: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Unit IV (10 Sessions)

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems. *Queuing Theory*: Characteristics of M/M/1 Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

Unit V (06 Sessions)

Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail suddenly. *Project Management*: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; crashing of operations. Case Study related to the Entire Syllabus.

Suggested Reading:

1. Apte-Operation Research and Quantitative Techniques (Excel Books)
2. S Kalawathy-Operation Research (Vikas IVth Edition)
3. Natarajan- Operation Research(Pearson)
4. Singh & Kumar—Operation Research(UDH Publisher edition 2013)
5. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
6. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
7. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition)
8. Sharma J K - Operations Research (Pearson, 3rd Edition)

MAM 801: Corporate Social Responsibility

Max. Hours: 40

Course Objective:

- To study the relationship between corporate and Society.
- To understand how the corporates involve themselves in social actions.
- To get in depth knowledge about Business ethics & its scope in Business.
- To gather more knowledge about corporate governance.

Unit-I: Understanding Social Issues (08 Sessions)

Social Issues : Concept, Characteristic and Causes of Social Problems , Social Issues vis-a-vis corporate environment: Casteism, Agitation in Youth, Corruption, Black money, Terrorism, Sexual Harassment at Workplace & their impact on Society , Social Cost of Development, Business Ethics: Basic Framework , Values, norms & beliefs, culture, Cultural differences, Concept of Ethics, Morality & Moral Standards, Characteristic of Moral Standards,.

Unit-II: Ethical Decision Making (08 Sessions)

Ethical norms for business decisions, Meaning & Importance & Factors affecting Business Ethics, Ethical consistency, Ethical Dilemma, Role & Qualities Of CEO, Business ethics & CEO, Ethics in Marketing, Ethics in HRM, Ethics in Finance & Accounting, .Ethics in Information Technology, Ethics in Production

Unit-III: Ethical Mind & Unethical Behavior in Organizations (08 Sessions)

Basics of Mind Management, Objective & Subjective Mind , Training the Mind, Self-Development, Stages of Self Development, Effects of Past Tendencies, Understanding Unethical Behavior, Individual Factors Contributing to Unethical Behavior, Organizational Factors Contributing to Unethical Behavior

Unit-IV: Corporate Social Responsibility (08 Sessions)

Concept, Definition & Scope of Corporate Social Responsibility, Corporate Social Responsibility and the Law , Corporate Social Responsiveness, Corporate Social Performance, Diverging Views on Social Responsibility(Arguments for & against), Prestigious awards for CSR, ISO 26000, Social Responsibility & Indian Corporations, Areas of Social Responsibility of Business , Social Accounting: Definition, objective, scope, contents, Indian scenario, Social Audit

Unit-V: Corporate Governance (08 Sessions)

Meaning & definition of Corporate Governance, Principles of Corporate Governance, Issues in Corporate Governance , Professionalization Of Corporate Governance, 'Good' Corporate Governance, Corporate Governance Practices in India, Case studies related to entire syllabus

Suggested readings:

1. Business Ethics and Corporate Governance, 2/e -Fernando- Pearson
2. Ethics in Business & corporate governance: Mandal – Tata McGraw Hill
3. Corporate Social Responsibility – NarkhedeParag– Prashant Publications
4. Corporate Social Responsibility: Emerging Issues and Challenges by Neeraj Dwivedi & D S Yadav, Cambridge University Press
5. Corporate Governance: Principal Policies & Practices by Fernando, Pearson Education
6. Corporate Governance, Values & Ethics – Vasisth, Rajput - Taxmann
7. Business Ethics: An Indian Perspective – Francis Mishra - TMH
8. Ethical Management: Text cases in BE & CG by SatishModh, Macmillan
9. Ethics in Management & Indian Ethos by Biswanath Ghosh, Vikas Publications
10. Corporate Governance, Business Ethics and CSR – J P Sharma – Ane Books
11. Business Ethics ManishaPaliwal, New age International
12. Business Ethics & Values by Senthil Kumar, Himalaya Publications
13. Corporate Governance and Business Ethics – Mathur – Macmillan

MAM-802: KNOWLEDGE MANAGEMENT

Max. Hours: 40

COURSE OBJECTIVE:

The goal of this course is to give you a solid foundation covering the major problems, challenges, concepts, and techniques dealing with the organization and management of knowledge with the help of computers.

Unit I (10 Sessions)

Introduction to Knowledge Management -Definition- Scope and Significance Knowledge Management – Techniques and difficulties in Knowledge Management - Implementation of Knowledge Management-Knowledge Management and Knowledge Sharing – Knowledge Dynamics – Principles of Knowledge Management.

Essentials of Knowledge Management – Data- information- knowledge – Basic types of Knowledge – Knowledge Capital – classification of organizational Knowledge and Knowledge life cycle- organizational Knowledge processes.

Unit II (10 Sessions)

Drivers of Knowledge Management – Pillars of Knowledge Management - Knowledge based products – Inventory Management – Supply Chain Planning – Seven layers of Knowledge Management – Success factors of Knowledge Management Implementation.

Knowledge Management Systems and Tools- Knowledge Mapping Techniques – Core issues of implementation – Methodology of implementation and Acquisition Tools- Knowledge Indexing and Processing – Knowledge analysis on-line Analytical Processing.

Unit III (06 Sessions)

Technologies and Knowledge Management – Information Technology and Knowledge Management – E-Commerce and KM – Total Quality Management and KM – Benchmarking - Customer Relationship and Knowledge Management – Measuring Knowledge Management

Unit IV (08 Sessions)

Human Resources and Knowledge Management – Managing Knowledge Worker – Neuro Linguistic Programming(NLP) – Strategies for Human Capital and Talent Management – New Vistas – Job Hopping - Knowledge Audit – Brain Drain and Brain Gain – Effective Career Planning – Building Competitive Advantages through Training and Development

Unit V (06 Sessions)

Learning Organizations – Knowledge Management in Indian Organizations – Mystique of a Learning Organization – Balanced Scorecard - Learning and Change – Managing Innovations - Continuous Learning - RICE Model - Knowledge Network. Case Study related to the Entire Syllabus.

Suggested Reading:

- 1 RL Nandeshwar, BalaKrishna: Change and Knowledge Management, Excel Books, New Delhi, 2010
- 2 Irma Becerra, Fernandez: Knowledge Management, Pearson Education, New Delhi, 2009.
- 3 Sudhir Warier E: *Knowledge Management* Vikas Publishing House Private Limited, Hyderabad.2009
- 4 Daryl Morey: Knowledge Management, University Press, New Delhi, 2009
- 5 B. Rathan Reddy: Knowledge Management, Himalaya Publication, 2007.
- 6 Donald Hislop: Knowledge Management in Organisation, Oxford University Press, New Delhi, 2009
- 7 Shelda Debowski: Knowledge Management, Wiley India, New Delhi, 2007
- 8 Stuart Barnes: Knowledge Management System, Cengage learning, New Delhi, 2008
- 9 Manadan Mohan Rao: Knowledge Management Tool and Techniques, Elsevier, New Delhi, 2006
- 10 Rajesh C.Jampala: Knowledge Management, Duvuri Publication, 2008

MAM HR 01 Talent Management

Max. Hours: 40

Course Objectives:

- This course focuses on the attraction, acquisition, and retention of talent in organizations.
- In particular, the module will focus on the alignment of the talent management process with business strategy, with culture, and with people.
- Aim is to discuss the issues from two perspectives: managing talent in organizations as well as managing one's own talents as an individual.
- In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.

Unit I (08 sessions)

Introduction to Talent Management: Introduction, Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Recruitment, Selection, Human Resource Planning, Retention, Talent vs. knowledge people, Source of Talent Management, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.

Unit II (08 sessions)

Talent Acquisition: Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process (using MS-Excel and quantitative tools). Evaluation of factors affecting HRP, Strategic view of recruitment & selection. Talent Acquisition, Recruitment Process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions.

Unit III (08 sessions)

Employee Engagement: Preparing recruitment plan, E-recruitment (using various job portals), searching & downloading applicant profile by using job portals, selecting recruitment source, preparing recruitment budget, employer branding, formulating a recruitment strategy (specifically for Managerial/Executive jobs), Selection process, Use of assessment centres, selection errors & minimising selection errors, Reliability & Validity tests, Choosing the types of interviews.

Unit IV (08 sessions)

Employee Retention: Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model.

Unit V (08 sessions)

Emerging Trends in HR: Human Resource Audits, Human Resource Information System (HRIS), Human Resource Accounting (HRA), Contemporary development, and Cultural development, Business Process Re-engineering, Contemporary Talent Management Issues and Challenges.

Suggested Readings:

1. Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.
2. Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, 14th Edition
3. Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
4. K.Aswathappa – Human Resources and Personnel Management, Tata McGraw Hill
5. Robbins SP, Timothy A, Judge & Sanghi Seema, Organizational Behaviour, Pearson Education, New Delhi, 13th edition.
6. Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
7. Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication

Course Objective:

The course aims at exposing the learner to the Concept and practice of training and development in the modern organisational setting through the pedagogy of case discussions and recent experiences. The design of the course aims to provide an experimental, skill- based exposure to the process of planning, organizing and implementing a training system.

Unit I (08 sessions)

Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; linking training and development to company's strategy; Requisites of Effective Training ; Role of External agencies in Training and Development.

Unit II (08 sessions)

Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, TNA at different levels, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA.

Unit III (08 sessions)

Learning Theories and Program Design: Introduction to learning, Learning Theories – Reinforcement Theory, Social Learning Theory, Goal Theory, Need Theory, Expectancy Theory, Information Processing Theory, Process of Learning, Consideration in designing effective training programs, organizational learning vs. Learning organization.

Unit IV (08 sessions)

Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Make or Buy Decision, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Costing & Training Budget, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

Unit V (08 sessions)

Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Training & Development in Indian Industry, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.

Suggested Reading:

1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
2. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.
3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd.
5. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.
6. Dayal, Ishwar, Management Training in Organisations, Prentice Hall.

MAM HR 03 ORGANISATIONAL DESIGN AND CHANGE MANAGEMENT

Max. Hours: 40

Course Objectives:

To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes.

Unit I: Organisation & Its Environment (08 sessions)

Meaning of Organization – Need for existence - Organizational Effectiveness – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach – Internal organizational Relationships – global implications of Organizational Design – Corporate Restructuring.

UNIT II: Organizational Design (10 sessions)

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, - Technological and Environmental Impacts on Design Importance of Design – Success and Failures in design – Design Principles and set of choices - Implications for Managers.

UNIT III: Organizational Culture (06 sessions)

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy – STAR Model in decision making - Implications for practicing Managers.

UNIT IV: Organizational Change (08 sessions)

Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process – role of change agent - Organisation Development – HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT V: Organization Evaluation and Learning Organizations (08 sessions)

Organizational life cycle – Organizational Learning - individual skill sets in Learning Organizations – Change mastery – models of Organizational change – Innovation, Intrapreneurship and Creativity-HR implications.

Suggested Reading:

1. Gareth R.Jones, Organisational Theory, Design & Change, Pearson Education, 6th Edition 2011
2. Richard L. Daft, Understanding the theory & Design of Organisations, Cengage Learning Western, 10th Edition 2012
3. Organization Design, Change and Development, M.G. Rao and V.S.P. Rao, Discovery Publishing House, New Delhi.
4. Organizational Change and Deveelopment, Kavita Singh – Excel Book
5. Thomson G. Cummings and Christopher G. Worley, Organisational development and Change, Cengage learning, 9th edition 2011
6. Robbins Organisation Theory; Structure Design & Applications, Prentice Hall of India, 2009.
7. Bhupen Srivastava, Organisational Design and Development: Concepts application, Biztantra , 2010.
8. Robert A Paton, James Mc Calman, Change Management, A guide to effective implementation, Response Books, 2012.
9. Adrian Thornhill, Phil Lewis, Mike Millmore and Mark Saunders, Managing Change -A Human Resource Strategy Approach, Wiley, 2010.
10. Change Management; concepts and applications, Radha R.Sharma, Tata Mcgraw Hill

Course Objectives:

- To provide conceptual framework of Industrial Relation.
- To make students aware with the Indian Labour legislation.
- To make students aware with the basic requirements and mandate of labour legislations.

Unit I (08 sessions)

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country.

Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926- objectives, recognition and registration, Industrial Democracy & Participative Management.

Unit II (08 sessions)

Collective Bargaining: Significance, types & Procedure of collective bargaining

Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry.

Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India.

Unit III (08 sessions)

The Factories Act, 1948 & The shop & Establishment Act 1948, The Payment of Wages Act, 1923, The Workmen's compensation Act, 1972, The Industrial Disputes Act, 1947.

Unit IV (08 sessions)

The Payment of Minimum wages act 1936, The Contract Labor (Abolition & regulative) act, The ESI Act, 1948, The Trade unions act, 1926.

Unit V (08 sessions)

The payment of Bonus Act, 1965, The payment of Gratuity Act, 1972 The Maternity Benefit Act, 1961, Employee's Provident fund & Miscellaneous Provisions Act, 1952

Suggested Reading:

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)
3. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
4. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
5. Monappa Arun, Industrial Relations

Course Objective:

The 21st Century is well on its way and over the last decade marketing as a subject and as practice evolved continuously due to technological, sociological and other global game changing forces. This course will attempt to probe into these profound as well as currently peripheral but potentially significant changes from the perspective of certain base premises that possibly will never change. This course will discuss marketing theories as well as a range of real life current and classical examples & cases to help participants improve their strategic marketing thinking and activation skills.

Unit I (08 sessions)

Marketing as strategy: Understanding new era organizations and the marketing environment today, the role of market orientation, technological advances, global marketing imperative, marketing ethics & social responsibility.

Unit II (08 sessions)

Market opportunity recognition and evaluation: Internal analysis, External analysis, The marketing information system, Buyer behavior, Segmentation & targeting.

Broader Concerns today: Stake holder Concerns & issues, Sustainable & Green marketing, New paradigms for Organizations & Consumers.

Unit III (08 sessions)

Products, Services & Innovation: Marketing's role in new product/new service development, Managing across the life cycle, Marketing channels and the marketing ecosystems.

Unit IV (08 sessions)

Marketing Planning and Execution: Different approaches to planning for Marketing, Forecasting & Scenario planning, Marketing mix & Resource allocation, Marketing communication – Multi channel integration, Pricing, Branding, Value driven Relationship

Unit V (08 sessions)

New Challenges: Marketing & the creative industries, Marketing & the new media, Marketing to the bottom of the pyramid, Frugal & grass root Marketing.

Suggested Reading:

1. Strategic Marketing by Rogerkerin
2. Marketing strategies by Anil Mishra Amit Mishra
3. Strategic Marketing Management by Alexander Chernev

Course Objective:

- To understand the importance of product in the success of a business organization Product Management central to the marketing management function in the organization.
- To equip the students with the knowledge to effectively analyze, plan & manage the product function.
- To develop an understanding about the process of building up brand image and maintenance thereof.

Unit I (08 sessions)

Product Management: Product Management Process, Value Proposition offered by a Brand, Product Planning (National, International Markets), Product Portfolio analysis (evaluation), Product Strategies, Life cycle management, Packaging and Labelling Decision.

Unit II (08 sessions)

Launching & Commercialisation of a new product: New product planning, Market Planning, Advertising budget formation, Commercialization & Launch (Techniques).

Unit III (08 sessions)

Brand Management: Brand Management, Brand Identity and Sources, Brand Creation Principles – Brand Awareness, Brand Personality, Time Effects – Pyramidal Model, Revitalising Brands, Brand Equity, Brand Extension.

Unit IV (08 sessions)

Brand & Product Strategies, Corporate Branding, Portfolio Brands. Making Brands Global, Making strong Brands, Brand Equity-process to build Brand Equity, Elements.

Unit V (08 sessions)

Developing a Brand Equity Measurement and Measurement System, Integrating Marketing communications to Build Brand Equity, Designing Marketing Programs to Build Brand Equity

Suggested Reading:

1. Brand Management: Text and cases, HarshVerma, Excel Books
2. "Strategic Brand Management – Building, Measuring and Managing Brand Equity", 3rd Edition, Kevin Lane Keller, Prentice Hall INC, 2008
3. Building strong brands, David Aaker, Simon & Schuster, Limited
4. Brand Leadership, David Aaker, Simon & Schuster, Limited.
5. Product Management- Majumdar, PHI.

Course Objectives:

- Understand effective methods and strategies required for retail management.
- Understand how to utilize resources and techniques used in retail management.
- Understand analysis of store location, merchandising, products and pricing.

UNIT – I (06 sessions)

Introduction to Retailing – Definition and Concept, Functions of Retailing, Significance of retail industry, marketing retail equations, marketing concepts applied to retailing, Driving Forces for Retailing.

UNIT – II (08 sessions)

Understanding the Retail Consumers- The factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer, the use of market research as a tool for understanding markets and consumers

UNIT – III (10 sessions)

Retail Formats and Theories- Theories of retail development, Concept of retail life cycle, Classification of retail stores. Choosing a Store Location: types of locations, steps involving in choosing a location, trade areas and their evaluation)

UNIT – IV (08 sessions)

Retail Merchandising- The concept of merchandising, the evolution of merchandising function in retail, Store design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospheric

UNIT – V (08 sessions)

Managing Retail Business, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality. Retail in India: Evolution and Size of retail in India – Drivers of retail change in India, Global retail markets: Challenges and Threats in global retailing.

Suggested Reading:

1. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
2. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)
3. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd: edition, 2004
4. Cox-Retailing An introduction 5e (Prentice hall)
5. P. K. Sinha & D. P. Uniyal, : Managing Retailing, Oxford University Press.

MAM MK 04- DIGITAL MARKETING

Max. Hours: 40

Course Objectives:

- To help students understand digital marketing practices, inclination of digital consumers and role of content marketing.
- To provide understanding of the concept of E-commerce and developing marketing strategies in the virtual world.
- To impart learning on various digital channels and how to acquire and engage consumers online.
- To provide insights on building organizational competency by way of digital marketing practices and cost considerations.
- To develop understanding of the latest digital practices for marketing and promotion.

Unit I (06 sessions)

Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices.

Unit II (09 sessions)

E-Commerce and Internet Marketing: Introduction to E-marketing, online marketing-mix, online consumer, customer relationship management in the virtual world, online branding, traffic building and E-commerce, Managing content in a digital age – content planning and writing. Consumer buying behaviour in the digital-age, and factors affecting consumer behaviour.

Unit III (09 sessions)

Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

Unit IV (08 sessions)

Designing Organization for Digital Success: Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies.

Unit V (08 sessions)

Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing, Understanding trends in digital marketing – Indian and global context, online communities and co-creation, future of marketing gamification and apps.

Suggested Reading:

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
3. David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education.
4. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
5. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5th edition, 2008)
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

Course Objectives:

This course will emphasize an understanding of the economic forces that influence the pricing of financial assets.

- Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection.
- The course material will cover formulae that can be applied in different business situations regarding active portfolio management.
- To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.
- To provide a theoretical and practical background in the field of investments.

Unit I (08 sessions)

Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis.

Unit II (08 sessions)

Risk & Return: Concept of Risk, Component & Measurement of risk, covariance, correlation coefficient, Measurement of systematic risk. Fundamental Analysis: Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.

Unit III (08 sessions)

Technical Analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.

Unit IV (08 sessions)

Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio, Economic value added (EVA). Valuation of Debentures/Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates.

Unit V (08 sessions)

Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.

Suggested Reading:

1. Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2nd Ed.)
2. Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill, 3rd Ed)
3. Bhatt- Security Analysis and Portfolio Management (Wiley ,1st Ed)
4. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.)
5. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 10th Ed)
6. William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey: Investments, (Prentice Hall, 6th Ed).
7. Donald E. Fischer and Ronald J.Jordan: Security Analysis and Portfolio Management, (Pearson Education, 6th Ed)
8. Charles P. Jones, Investments Analysis and Management, (John Wiley & Sons, 13th Ed)
9. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 9/e, John Wiley & Sons, 2001.
10. Sidney Cottle, Roger F. Murray, Frank E. Block, Graham and Dodd: Security Analysis, 5/e, Tata McGraw-Hill, New Delhi, 2002.

Course Objectives:

- To make students aware of different types of Derivatives.
- To develop an understanding amongst students of financial derivatives and associated regulatory framework.
- To have an understanding of the derivative tools such as options, futures and their application to hedging.

Unit I (08 sessions)

Introduction to derivatives market; Definition, Evolution and features of Derivatives, Types of Derivatives, Forward , futures and options market, Forward market transactions , Forward contracts , Forward market in India , Hedging with forwards.

Unit II (08 sessions)

Forwards and Futures: Forward Contract, features of forward contracts Futures contract, types , functions , distinction between futures and forward , pricing of futures contract, Currency Futures.

Unit III (06 sessions)

Hedging in Currency Futures, Speculation and Arbitrage in Currency Futures , Pricing of Futures, Cost of Carry Model , Application of Market Index , Index Futures in the Stock Market , Indian Derivatives Market.

Unit IV (10 sessions)

Introduction to Options , Hedging with Currency Options , Speculation and Arbitrage with Options, Pricing Options , General Principles of Pricing , Black Scholes option pricing Model Index Options, Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market , Use of different option strategies to mitigate the risk.

Unit V (08 sessions)

Financial Swaps, Managing Interest Rate Exposure, Interest Rate Swaps, Currency Swaps, Interest Rate Futures, Forward Rate Agreement

Suggested Reading:

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill
2. Financial Derivatives: Theory, Concepts and practices by S.L. Gupta, PHI, 2005.
3. Financial Derivatives by S.S.S Kumar, PHI , 2007
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi, 1997.

MAM FM 03- INTERNATIONAL FINANCIAL MANAGEMENT

Max. Hours: 40

Course Objectives:

- To introduce the environment of international finance and its implications on international business.
- To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.
- To define and measure foreign exchange risks and to identify risk management strategies.
- To explore the sources of long term finance and design financial strategies.
- To integrate the global developments with the changing business environment in India.

Unit I (08 sessions)

International Monetary System, Bretton Woods System of exchange rate, Gold Standard Exchange rate Regime since 1973, Financial Management in a Global perspective, European Monetary Union – Euro, International Flow of Funds – Balance of Payments (BOP) and Balance of Trade (BOT), Exchange Rate Determination.

Unit II (08 sessions)

Parity conditions in International Finance: Purchasing Power Parity Theory, Interest Rate Parity Theory, Fischer Effect, Currency Forecasting.

Unit III (08 sessions)

International Sources of Finance for the Firm: Bond Financing (Fixed and Floating Rate Notes), Loan Financing (Syndicates Loans), Securitised Financing (Euronote), Equity Financing (GDR and ADR), Features of Loan Agreements: Loan Negotiations.

Unit IV (08 sessions)

Foreign Exchange Market, Real and Effective Exchange Rate, Foreign Exchange Market in India, Convertibility Debate, Foreign Exchange Risk Management – Techniques and Strategies, Conceptual Overview, Nature of Exposure (Economic, Transaction, Translation), Hedging and Speculation

Unit V (08 sessions)

Foreign Direct Investment (FDI) – Concept, Objective, FDI in India, American Depository Receipts (ADRs), Global Depository Receipts (GDRs) and European Depository Receipts (EDRs).

Suggested Reading:

1. Apte P G, International Finance, McGraw Hill Education
2. Kevin S, Fundamentals of International Finance, PHI Learning

MAM FM 04- Financial Market and Commercial Banking

Max. Hours: 40

Course Objectives:

- To impart knowledge of the financial system of India, the role of important financial institutions, financial markets and financial instruments.
- Familiarising the students with the Indian Capital market, its operations, instruments regulations etc.
- Helping students in acquiring analytical skills in the market analysis in the in the context of raising medium and long term funds
- Familiarising the students with the operations of secondary market mechanism
- Developing an appreciation among the students for the Banking services and products.

Unit I (08 sessions)

Structure of Indian financial system: An overview. Theories of the Impact of financial development and savings; Prior saving theory, Credit creation Theory, Theory of forced savings, Financial regulation theory, Financial liberation Theory

Unit II (08 sessions)

Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI, Commercial banks: meaning, functions, present structure, types, e-banking and recent developments in commercial banking, NBFC, Sectorial financial institution NABARD, Exim Bank and PFC

Unit III (08 sessions)

Money and capital market, Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market, Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.

Unit IV (08 sessions)

An overview of Shares, Debentures, Bonds, Zero-coupon bonds, Deep-discount bonds, Warrants. Derivatives: futures, and options swaps, ADRs, GDRs, IDRs. Foreign Investments Trends and implications, Regulatory framework for foreign investments in India.

Unit V (08 sessions)

Banking role and structure of banking in India, Products and services: Credit card ,Debit card Smart card ,Internet banking , mobile banking, Demand and time deposits, Types of collateral Savings account ,current account(CASA), Third party products :Life Insurance ,Mutual fund, Equity ,General Insurance

Suggested Reading:

1. Bhole,L M ; Financial Institutions and Markets; McGraw-Hill Education
2. Pathak, Bharti V.; Indian Financial System; Pearson Education
3. Khan, M.Y.; Indian Financial System; McGraw-Hill Education
4. Varshney ,P.N ; Banking law and practice ; Sultan Chand and Sons
5. Singh, S.P.; Indian Financial System; Wisdom Publication
6. Machiraju, H.R.; Indian Financial System; Vikas Publishing House
7. Desai, Vasant; Fundamental of Indian Financial System; Himalaya Publishing House
8. Varshney, P.N. and Mittal, D.K.; Indian Financial System; S. Chand and Co.

Course Objectives:

- Provide understanding of the decision variables a marketing manager may use in an international marketing environment.
- To gain experience in developing international marketing strategies.
- Provide understanding of product and pricing decisions appropriate for international market.
- Develop the basic skills needed to develop an international marketing communications plan and strategy,
- Provide opportunities for practical implementation of the relevant concepts through analysing a variety of international business scenarios.

UNIT – I (08 sessions)

Introduction, Importance and Challenges – Nature, Importance and scope of International Marketing, Domestic marketing vs. International marketing, International marketing management process, EPRG framework an overview: influence of physical, economic, socio-cultural, political and legal environments on International marketing information, scanning and monitoring global marketing environment;

UNIT – II (08 sessions)

International Marketing Research Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system International market segmentation, International positioning strategies, International marketing strategies

International Market Entry Strategies Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising

UNIT – III (08 sessions)

International Product Policy and Planning Introduction, Product Planning in International Markets, Packaging and Labelling, International Product Life Cycle, Branding decisions in international markets: standardization vs Adaptation, Protecting brand names

UNIT – IV (08 sessions)

International Pricing Policy: Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade

Legal and Ethical Issues in International Marketing Introduction, Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business

UNIT – V (08 sessions)

International Promotional Strategies Introduction, Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing International e-tailing, concept and types, benefits, segmentation, pricing and promotional strategies in etailing.

Suggested Reading:

1. Nargundkar- InternationalMarketing (Excel Books)
2. Czinkota - International Marketing (Thompson, 8th Ed.)
3. Kotabe helson- International Marketing(Wiley, 6th Ed.)
4. Cateora Graham - International Marketing (TMH, 10th Ed.)
5. Siddiqui- InternationalMarketing (Wiley Dreamtech)
6. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
7. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
8. Jain S. – International Marketing (Thomson)

Course Objectives: The objectives of this course are to develop

- To gain a working understanding of logistics principles
- To introduce key activities performed by the logistics functions.
- To understand the aspects of shipping industry and freight system.
- To understand the ports facilities and global air transportation.
- To understand the role and importance of information and communication technology in logistics management.

UNIT – I (08 sessions)

Introduction to Logistic System: Concepts of Logistics, Scope and Objectives of Logistics, System Elements, Importance of Logistics, International Logistics development, International trade logistics Chain, Shippers logistics requirement in trade

UNIT – II (08 sessions)

Structure of Shipping Industry , Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of a Shipping Company, Shipping Formalities, Conference System, Chartering-Types, principles and practices; Charter party agreement Transportation, Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out –sourcing.

UNIT – III (08 sessions)

Warehouse management, Inventory management Ocean freight rates: freight or tariff rates, freight surcharge, freight rebates. Principles of Freight Rates, Linear Freight Structure, Tramp Freight Structure, Shipping intermediaries: customs broker, freight forwarders, shipping agents, stevedores.

UNIT – IV (08 sessions)

Ports in India, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo. Concept of Containerization, benefits of Containerization, I.C.D/CFS, International Air transport: Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A.

UNIT – V (08 sessions)

Information and communication technology in logistics management, Reverse Logistics: Application area and activities involved Internationalisation of SCM. Integrated SCM: Concept, span and process of integrated SCM, Supply Chain performance measurement.

Suggested Reading:

1. Dr. Sudalaimuthu and S. Anthony Raj, Logistics for International Business: Text and cases, Prentice Hall India, New Delhi.
2. Bowersox, Donal J. and David Closs, Logistical Management, 5th ed., McGraw-Hill
3. Johnson J, Wood D- Contemporary Logistics.
4. Reji Ismail- Logistic Management (ExcelBooks)
5. Dornier- Global Operation & Logistic Management (John Wiley)
6. Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)

MAM IB 03- Export Import Documentation

Max. Hours: 40

Course Objectives:

- The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management.
- To promote basic understanding on the concepts of export and import documentations to enable them to realize the impact of documentations.

UNIT – I (08 sessions)

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

UNIT – II (08 sessions)

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, EGC Services, GSP rules of origin.

UNIT – III (08 sessions)

Meaning and importance of letter of credit, Documentation papers of L/C EXPORT incentives, risk and insurance, Benefits of Exports, xcise clearance Benefit / Rebate, Income Tax Benefit , (*IPRS is discontinued*), Shipment & Transport – Sea, Air, Rail, Road, Pipeline, Role of overseas agent & remittance of commission.

UNIT – IV (08 sessions)

The organization of exports –imports firms and business planning, Planning of export/import operations. Import procedures Overview of various export promotion schemes Duty Drawback- Advance License, (*Replenishment Licenses, Special Interest License is discontinued*), Remission Scheme, DEPB Scheme

UNIT – V (08 sessions)

Export Promotion Capital Goods Scheme. Diamond & Jewelry, Agricultural & Pharmaceutical product exports promotion, scheme. Export of Principal Commodities in India, SEZ, EHTP,STP & EOU's, Types of Export Houses. (*Free trade zones have been changed to SEZ*)

Suggested Reading:

1. New Import Export Policy - Nabhi Publications
2. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
3. A Guide on Export Policy Procedure & Documentation– Mahajan
4. How to Export – Nabhi Publications
5. Export Management – D.C. Kapoor

Course Objectives:

- To provide specialized knowledge in international trade
- The main objective of this course is to familiarize the students with the international trade environment and the special decision variables underlying the discharge of different blocks function in a multinational corporation

UNIT – I (08 sessions)

India's foreign Trade policy: origin, meaning and importance, determinants of Indian FOREIGN TRADE POLICY (SALIENT FEATURES OF EXIM POLICY), Regional economic integration.

UNIT – II (08 sessions)

Flow of foreign trade and trade relations, India balance payment, Theory of balance of payment, balance of trade, Performance of India's external sector and recent trade reforms, sectoral analysis of India's foreign trade and India's trade basket, trade liberalization in transition economies, India's trade agreement with SAARC, European Unions (EU), US, ASEAN and China, BRICS, OPEC. India's with common wealth countries.

UNIT – III (08 sessions)

Institutionalization of international trade, Pre GATT scenario, Establishment of WTO, summit of WTO, Regional blocks NAFTA, SAFTA ASEAN etc. Concepts, Objectives, TRIPs, Law and procedure, Trade marks, Copy rights.

UNIT – IV (08 sessions)

Settlement of disputes under WTO, India's Trade relationship with major Trade Blocs in the world India's Trade agreements with various blocks.

UNIT – V (08 sessions)

Foreign investment policy – policy framework for FDI in India. FDI trend of FII and FDI in India.

Suggested Reading:

1. Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009.
2. Bhagwati J (ed), International Trade, Penguin Books, 2007.
3. India's Trade statistics, published by CMIE and DGCIS.
4. RBI Annual Reports,
5. Annual Reports of Ministry of Commerce

MAM IT 01- Enterprise Resource Planning

Max. Hours: 40

Course Objectives:

To impart knowledge about enterprise resource planning, related technologies and its implementation. Critically reflect upon theoretical approaches and analyse their application to achieve use of enterprise systems to support operations and management practice.

Unit – I (08 sessions)

Concept of ERP, Advantages of ERP, Growth of ERP.

Unit – II (08 sessions)

Business process reengineering (BPR), Management information system (MIS); Decision support systems (DSS), Executive support systems (ESS), Data warehousing, Data mining; Online analytical processing (OLAP)- This is OLAP and not OLTP, Supply chain management (SCM), Customer relationship management (CRM), Enterprise Content Management (ECM), Business Process Management (BPM).

Unit – III (08 sessions)

Finance, Production planning, Control and maintenance, Sales and distribution, Human resource management (HRM), Inventory control system, Quality management; ERP Solutions in the markets, sector specific ERP solutions, Business Intelligence.

Unit – IV (08 sessions)

Evaluation and selection of ERP package, Project planning, Implementation team training and testing, End user training and going live, Post evaluation and maintenance, Issues and challenges in ERP implementation, Business models with vendors, Cloud based ERP offering.

Unit – V (08 sessions)

Post implementation review of ERP Packages in manufacturing, services, and other organizations.

Suggested Reading:

1. Leon, Alexis; ERP Demystified; McGraw-Hill Education.
2. Joseph, A. Brady, Ellen, F. Monk and Wangner, Bret J.; Concepts in Enterprise Resource Planning; Thomson Learning.
3. Garg, V.K. and Venkitakrishnan, N.K.; Enterprise Resource Planning: Concepts and Planning; PHI Learning

Course Objectives:

To impart knowledge about basic concepts, significance, categories and implementation of e-business. The course prepares students, as future managers, to critically assess the impact of information systems on the E-Business. It also introduces those skills required in order to manage online environments and projects

UNIT I (08 sessions)**Introduction to Google analytics**

Introduction and Web Development Strategies, History of Web and Internet, Protocols governing Web, Adding website profiles, demographics, Visitors, Traffic sources, content, Setting goals and custom, porting, Sitemap, diagnostics for errors.

UNIT II (08 sessions)

Definition, scope and significance of web Commerce, Business Models - Business to consumer (B2C), Business to business (B2B), Consumer to consumer (C2C), Peer to peer business model, m – Commerce business model, E – Governance (G2C, G2B, G2G).

UNIT III (08 sessions)

Understanding internet audience and online consumer behavior, Internet marketing technologies, e – retailing, Online market research, Online marketing communications, Data warehouse and data mining, e - Customer relationship management, Online advertising, Online branding strategies, Online pricing strategies, Website as a marketing communication tool.

UNIT IV (08 sessions)

Working of Electronic payment systems, Online banking, Advantages and limitations, Mobile commerce, Mobile banking, concept of Digital cash and plastic money, Debit and Credit cards, Security threats in online environment, Elements of good E-commerce security, Protecting internet Communication, E-commerce security plan.

UNIT V (08 sessions)

Introduction to HTML, Web Publishing :-Contents – Blocks, Text, Form Elements, Links – To a page, Within Page, To a Site, Links And Images – Image Mapping- Server Side, Client Side Layout – List (OL, UL, DL) - Tables- Frames (Nested, I Frame) Head Elements – Base Font, Meta Tags, Scripts, Introduction to Joomla (open Source).

Suggested Reading:

1. Laudon, Kenneth C, and Traver Carol G; E-Commerce – Business. Technology Society, Pearson Education.
2. The Complete Reference to HTML - Thomas Powell 3.AvinashKaushik, Web analytics ; wiley publication
3. Turban, Efraim, Lee Jae, King David and Chung Michael; "Electronic Commerce – A Managerial Perspective", AddisonWesley
4. Kalakota R; "Electronic Commerce– Frontiers of E – Commerce", Pearson Educationm
5. HTML - Beginner's Guide – Willart
6. Microsoft Office 2003 Front page Inside Outside

Course Objectives:

- The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations.
- The course gives an insight to students about the concept of data mining and warehousing.
- The course familiarizes the student with requirement and working of database administrator.

Unit I (08 sessions)

Introduction to Database, Organization of Database; Components of Database Management Systems; Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model; Semantic Data Model; Advantages of DBMS.

Unit II (08 sessions)

Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design; Decomposition of Relation Schemes;

Unit III (08 sessions)

Oracle- Creating Tables; Applying column constraints; Inserting Rows; Views Snapshots, Indexes & Sequences. Cursor, Triggers, Procedures, Functions & Package.

Unit IV (08 sessions)

Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.

Unit V (08 sessions)

Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access.

Suggested Reading:

1. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)
2. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill, 1996)
3. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
4. Beynon -Davies P- Database Systems (Palgrave, 2003)
5. Karthikeyan Understanding Database Management System (Acme Learning)
6. Hoffer - Modern Database Management (Pearson Education, 6th edition)

Course Objectives:

- The course has been designed to introduce the students with the applications of e-commerce in business processes and its advantages.
- The course gives an insight to students about the concept of electronic commerce & related infrastructure.
- The course familiarizes the student with Management Challenges and Opportunities in area of e-commerce.

Unit I (08 sessions)

Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India Network Infrastructure: Introduction, Network Infrastructure- An Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web

Unit II (08 sessions)

E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model

Unit III (08 sessions)

Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems

Unit IV (08 sessions)

E-Marketing: The scope of E-Marketing, Internet Marketing Techniques Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Development Consumer Oriented business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine

Unit V (08 sessions)

Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities Future Directions: Software Agents, Technology Behind Software Agents, Types of Software Agents, Characteristics and Properties of Software Agents, Frame-work for Software Agent-based e-commerce, m-commerce, m-commerce Architecture, Areas of Potential Growth and Future for m-commerce

Suggested Reading:

1. Internet Commerce: Digital Models for Business, Lawrence et al, Wiley
2. Electronic Commerce: A Manager's Guide, Kalakota et al, Addison-Wesley
3. Frontiers of Electronic Commerce, Kalakota et al, Addison-Wesley
4. Web Commerce Technology Handbook, Minoli et al, McGraw Hill
5. The Economics of Electronic Commerce, Choi et al, MacMillan
6. Designing Systems for Electronic Commerce, Treese et al, Addison-Wesley