

SEMESTER – I

PCBAA20 - MANAGEMENT PROCESS

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PCBAA20	Management Process	Theory	Core	6	3	100

OBJECTIVES

1. To understand the functions of management and to strengthen the knowledge about the basic approaches to management.
2. To learn the fundamentals and the process of planning and decision making.
3. To attain in depth knowledge about the types of organization.
4. To know the process of recruitment, selection and appraisal.
5. To understand the various leadership styles adopted in the organization and the controlling techniques of management.

COURSE OUTCOMES

The learners will be able to

CO1: Attain the knowledge of the functions and importance of management.

CO2: Be confident on the planning and decision making process involved in organization as well as in personal life.

CO3: Come to know about the types of organization and equip themselves accordingly in their career ahead.

CO4: Understand the process of recruitment, selection and appraisal, the students prepare themselves to meet the needs of the industry.

CO5: Adopt a style of leadership and practice controlling techniques when they start their career in the field.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	L	L	M
CO2	H	H	H	H	L	H
CO3	L	H	M	H	M	M
CO4	M	H	M	H	M	M
CO5	M	M	M	L	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	L	L
CO2	M	H	H	L	H	M
CO3	M	H	H	M	M	H
CO4	M	M	H	M	M	L
CO5	M	H	H	L	H	M

HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I – Introduction to Management

(15 hours)

- 1.1 Definition of Management-Evolution of Management -Science or Art (K1,K2,K3)
- 1.2 Functions of management-History of management-Management and Administration. (K1,K2,K3)
- 1.3 Levels of Management - Management skills (K1,K2,K3,K4)
- 1.4 Types of manager and the role of a Manager- Manager Versus Entrepreneur(K1,K2,K3)
- 1.5 Contribution of Fayol, Taylor, Elton and Drucker– Approaches to Management(K1,K2,K3)
- 1.6 Types of Business organization – Sole proprietorship, partnership, company-public and private sector enterprises – Current trends in Management. (K1,K2,K3,K4)

Unit II - Planning and Decision making

(15 hours)

- 2.1 Planning meaning- Importance-Types of plan- Steps in Planning (K1,K2,K3)
- 2.2 Strategies-Policies (K1,K2,K3)
- 2.3 SWOT analysis- Objectives – Setting objectives(K1,K2,K3, K4)
- 2.4 Decision Making – Importance and limitations – Steps in decision making (K1,K2,K3)
- 2.5 Types – Tools and Techniques (K1,K2,K3,K4)
- 2.6 Strategic Management - Span of Management (K1,K2,K3,K4)

Unit III – Organization

(15 hours)

- 3.1 Meaning – Formal and Informal – The nature of organizing Organization Chart and Manual (K1,K2,K3, K4)
- 3.2 Organization Structure - Line / Staff authority (K1,K2,K3)
- 3.3 Power and Authority (K1,K2,K3)
- 3.4 Delegation (K1,K2,K3)
- 3.5 Departmentation- Centralization and Decentralization (K1,K2,K3)
- 3.6 Effective organizing and organization culture and diversity(K1,K2,K3, K4)

Unit IV – Staffing

(15 hours)

- 4.1 Human resource management – Recruitment – Process - Types - Sources (K1,K2,K3, K4)
- 4.2 Selection – Process- Types of tests (K1,K2,K3,K4)
- 4.3 Interview Types and Techniques - Barriers (K1,K2,K3)
- 4.4 Group Discussion - Performance appraisal –Need- Importance - Methods (K1,K2,K3)
- 4.5 Training and Development– Process- Methods (K1,K2,K3)
- 4.6 Career Planning (K1,K2,K3, K4)

Unit V – Directing and Controlling

(15 hours)

- 5.1 Motivation - Motivation Theories – Types - Techniques (K1,K2,K3, K4)
- 5.2 Leadership - Theories- Qualities of leader- Leader vs. Manager- Committees(K1,K2,K3,K4)
- 5.3 Communication -Types-Importance - Barriers(K1,K2,K3, K4)
- 5.4 Controlling -Need -The system and process of controlling – Control techniques (K1,K2,K3, K4)
- 5.5 MBO -MBE- Direction- Supervision (K1,K2,K3,K4)
- 5.6 Coordination Concept, Importance, Principles and Techniques of Coordination, (K1,K2,K3,K4)

Note: Case studies for all Units. (K5,K6)

Text Books

1. Harold Koontz, Heinz Weihrich – Essentials of Management, An International, Innovation, and Leadership Perspective, 10th Edition, Mc Graw Hill Education,2015
2. C.B. Gupta – Business Management , 9th Edition – Sultan ChandPublication,2013

Reference Books

1. Chuck Williams, Management: Principles of Management , Cengage Learning, 8th Student Edition,2015
2. Stephen P. Robins, Principles of Business Management, Pearson Education, 6th Edition, 2012.

Websites

1. <http://www.managementstudyguide.com/>
2. [www.edx.org .learn .management](http://www.edx.org/learn/management)

SEMESTER – I

PCBAD20 - ACCOUNTING FOR MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/ W	Credits	Marks
I / I	PCBAD20	Accounting for Management	Problem	Core	6	3	100

OBJECTIVES

To enable the students to understand the principles , concepts , conventions and preparation of financial statements.

1. To enable the students understand and prepare Financial Statement Analysis.
2. To give practical knowledge over the most important tools of analysis and interpretation of Financial Statements
3. To enable the students understand the concept of Cost Accounting, the elements of Cost and methods of Costing
4. To make understand the learners and to give practical knowledge over the most important techniques of Management Accounting.

COURSE OUTCOMES

The learners will be able to

CO1: Be able to acquire depth knowledge in Accounting and will be capable of preparing financial income statement and financial balance sheet.

CO2: Be capable of preparing analysis and interpreting financial statements using various tools.

CO3: Gain knowledge how to prepare fund flow statement and cash flow statement and using the same for decision making in business.

CO4: Gains knowledge on the concepts of management and cost accounting techniques, preparation of cost. sheet, valuation of stock, pricing of material issues and prepare accounting for stage wise production under different process.

CO5: Acquire Knowledge to help the management in decision making in the form of preparing budgets and price fixation.

CO	PO
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	1	2	3	4	5	6
CO1	H	H	L	L	L	M
CO2	M	M	L	M	L	M
CO3	H	M	M	M	M	M
CO4	M	H	M	L	L	L
CO5	L	H	L	L	L	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

**Unit 1 – Financial Accounting
Hours)**

(15

- 1.1 Introduction to Financial Accounting (K1, K2, K3)
- 1.2 Cost Accounting (K1, K2, K3)
- 1.3 Management Accounting (K1, K2, K3)
- 1.4 Generally accepted accounting principles, conventions and concepts (K1, K2, K3)
- 1.5 Balance Sheet and related concepts (K1, K2, K3)
- 1.6 Profit and Loss account and related concepts (K1, K2, K3)

**Unit II – Analysis of Financial Statement – I
(15 Hours)**

- 2.1 Analysis of financial statements – Objectives – Comparative Income statement – Comparative position statement (K1, K2, K3, K4)
- 2.2 Common size Income statement – Common size position statement (K1, K2, K3, K4)
- 2.3 Trend analysis (K1, K2, K3, K4)
- 2.4 Financial ratio analysis (K1, K2, K3, K4)
- 2.5 Profitability analysis – Solvency analysis (K1, K2, K3, K4)
- 2.6 Liquidity analysis – Turnover ratios (K1, K2, K3, K4)

**Unit III – Analysis of Financial Statement – II
(15 Hours)**

- 3.1 Cash concept – Sources and applications of cash flow (K1, K2, K3, K4)
- 3.2 Cash from operation (K1, K2, K3, K4)

- 3.3 Cash flow (as per Accounting Standard 3) (K2, K3,K4)
- 3.4 Concepts of funds – Meaning of funds flow (K2, K3,K4)
- 3.5 Working Capital concepts of funds – Schedule of changes in working capital (K2, K3,K4)
- 3.6 Funds from operations – Funds flow statement analysis – Difference between Cash flow and Funds Flow (K2, K3, K4)

Unit IV – Cost Accounting

(15 Hours)

- 4.1 Cost accounts – Need for cost accounts – Classification of costs (K1, K2, K3, K5)
- 4.2 Cost sheet (K3, K5)
- 4.3 Material FIFO, LIFO (K1, K3, K5)
- 4.4 Labour – Taylor, Merrick, Gantt, (K3,K4, K5)
- 4.5 Overheads – Allocation and Apportionment (K3,K4, K5)
- 4.6 Process costing. (K1,K3, K5)

Unit V – Management Accounting (15 Hours)

- 5.1 Marginal Costing (K1,K2,K3, K5)
- 5.2 Break even Analysis – Break Even Point (K1, K2, K3, K5)
- 5.3 CVP Analysis- Margin of safety – PV ratio (K1, K2, K3, K5)
- 5.4 Budgetary Control – Production Budget (K1, K2, K3, K5)
- 5.5 Sales Budget – Cash Budget (K1, K2, K3, K5)
- 5.6 Fixed and Flexible Budget. (K1,K2, K3, K5)

Note: 80% problems and 20% theory

Text Books

1. S.P.Jain & K.L. Narang – Advanced Accountancy, Kalyani Publishers , Delhi, 7th Revised Edition, 2008
2. T.S. Reddy and Y. Hari prasad Reddy – Cost and Management Accounting – Margham Publications 2017.

Reference Books

1. S.P. Iyengar – Cost and Management Accounting, 4th Edition – Sultan Chand & Sons, 2008.
2. Khan and Jain – Management Accounting, 6th Edition – Tata McGraw Hill, 2012

Websites

1. www.accountingprinciples.com
2. www.edx.org

SEMESTER- I

PCBAF20 - MANAGEMENT INFORMATION SYSTEM AND TECHNOLOGY

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAF20	Management Information System and Technology	Theory	Core	6	2	100

OBJECTIVES

1. To gain domain knowledge in all aspects of management information system and technology
2. To enhance the managerial skills using information system
3. To implement the conceptual and practical management concepts using information system and technology in the workplace.
4. To adhere the values and ethics relevant to the business environment.
5. To master in developing the information system and technology to work in an organization as a team or to start an enterprise.

COURSE OUTCOMES

The learners will be able to

CO1: Understand about management information system concepts and resources.

CO2: Be able to analyze various concepts of information technology.

CO3: Be able to classify the different functional business systems using information system and technology and can implement in their organization.

CO4: Enhance the planning and developing skills and master in business IT environment.

CO5: Adhere ethical responsibility of business concepts.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	L	L	L	M
CO2	H	M	M	L	L	M
CO3	M	M	M	M	M	M
CO4	M	M	M	M	M	H
CO5	L	M	L	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	H
CO2	H	M	M	H	M	L
CO3	H	M	H	H	H	L
CO4	H	H	H	H	H	L
CO5	L	L	M	L	M	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Information Systems (15 hours)

- 1.1 Introduction -Fundamental roles of IS – Trends in IS (K1, K2, K3)
- 1.2 Applications in Business – E-business in business (K1, K2, K3)
- 1.3 Types of IS (K1, K2, K3, K4)
- 1.4 System concepts- – Components of Information System (K1, K2, K3, K4)
- 1.5 Information System Resources –Information System Activities (K1, K2, K3, K4)
- 1.6 Recognizing Information System– Information system Advantages and Disadvantages (K1, K2, K3, K4)

Unit II - Information Technology concepts (15 hours)

- 2.1 Managerial challenges of Information technology (K1, K2, K3)
- 2.2 Fundamentals of Strategic Advantage – Strategic Uses of IT –Value chain and strategic IT (K1, K2, K3)
- 2.3 Using Information Technology for strategic advantage - Reengineering process - Role of IT (K1, K2, K3)
- 2.4 Data Resource Management Approach- Foundation Concepts-Types of Databases (K1, K2, K3, K4)
- 2.5 Data Mining - Data Warehousing and their business applications (K1, K2, K3, K4)
- 2.6 Database Management Approach (K1, K2, K3, K4)

**Unit III -IT in Business
hours)**

(15

- 3.1 Functional business systems (K1, K2, K3)
- 3.2 Customer Relationship Management (CRM) (K1, K2, K3)
- 3.3 Enterprise Resource Planning (ERP) (K1, K2, K3)
- 3.4 Supply chain Management (SCM) (K1, K2, K3)
- 3.5 E-commerce systems – Essential E-commerce Processes –Electronic Payment Processes (K1, K2, K3, K4)
- 3.6 E-business models – Clicks and Bricks in E-commerce – M- commerce (K1, K2, K3)

**Unit IV -IS and IT Development
hours)**

(15

- 4.1 Planning Fundamentals (K1, K2, K3)
- 4.2 Business Models and Planning – Business/IT Planning – Business application planning (K1, K2, K3, K4)
- 4.3 Implementing IT – End-user resistance and Involvement- Change Management (K1, K2, K3,K4)
- 4.4 Developing Business /IT Solutions : IS Development – The Systems Approach (K1, K2, K3,K4)
- 4.5 The Systems Development Cycle – Prototyping – Systems Development Process (K1, K2, K3,K4)
- 4.6 Implementing new systems – Evaluating Hardware, Software and Services(K1, K2, K3)

**Unit V - Ethical Responsibilities of a Business
hours)**

(15

- 5.1 Ethical Challenges of IT (K1, K2, K3)
- 5.2 Computer Crime – Privacy Issues – Health Issues (K1, K2, K3, K4)
- 5.3 Security Management of IT – Tools of Security Management –Internet worked security defenses (K1, K2, K3)
- 5.4 Security Measures – IT ACT 2000 in India (K1, K2, K3)
- 5.5 Enterprise and Global Management of IT Managing the IS function –Failures in IT Management (K1,K2, K3)
- 5.6 Global Business/IT Strategies- Global IT Platforms. (K1, K2, K3)

Note: Case studies for all Units (K5, K6)

Text Books

1. O'Brien , J Management Information Systems : Managing information technology in the business enterprise, New Delhi, 11th Edition, Tata McGraw Hill,2017
2. Gordon B. Davis, Margrethe H. Olson-*Management Information Systems: Conceptual Foundations Structure and Development-* Tata McGraw Hill ,2017

Reference Books

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia,2012.
2. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

Websites

1. www.coursera.org
2. www.edx.org

SEMESTER – I

PJBAA20 - BUSINESS LAB – I: ENGLISH FOR PROFESSIONAL COMMUNICATION

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAA20	Business Lab- I English for Professional Communication	Theory & Practical	Elective	6	2	100

OBJECTIVES

1. To enriching business English vocabulary with self-confidence to communicate effectively in professional contexts and business environment.
2. To assist students to improve fluency and accuracy needed for various domains.
3. To improve professional etiquette in business negotiations, telephone conversations, written reports and emails, and professional presentations .

COURSE OUTCOMES

The learners will be able to

CO1: Apply the basics of speaking English in everyday conversation and professional need.

CO2: Ability to draft letters based on the requirement

CO3: Acquire the ability to write reports, agenda and minutes of a meeting

CO4: Prepare and make appropriate business presentations

CO5: Increase employability quotient with professional and ethical responsibilities.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	L	L	M	L
CO2	H	H	M	L	M	L
CO3	H	H	M	M	M	L
CO4	H	M	M	L	M	L
CO5	H	L	M	L	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	M	L	L	H	H	H
CO2	M	M	H	H	L	H

CO3	M	L	L	H	L	H
CO4	M	L	M	H	H	H
CO5	M	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit – I Communication Skills

Introduction of oneself and others - Business vocabulary - Nouns - Verbs - Adjectives

Unit – II Writing skill

Comprehension – Review Writing - Letter Writing - Complaint Letters - Sales – Trade enquiry – Offers and quotations – Collection letters – Circular letters.

Unit - III Reporting Skills

Report : Types - Agenda – Minutes

Unit - IV Presentation Skills

Email Etiquette - Organizing Presentation - Negotiation skills

Unit - V Employability Skills

Applying for a job - Interview Techniques - Preparation of Resume - Group Discussion: Techniques

- Dos' and Don'ts

Text Books

1. Michael Swan, Practical English Usage, Oxford University Press, Revised Edition 2017
2. Stephen Robbins & [Phillip L. Hunsaker](#), Training in interpersonal skills, Pearson Education Limited, Revised Edition 2014.

Reference Books

1. R.S.N.Pillai & Bhagavathi, Modern commercial correspondence, Revised Edition 2010, Reprint 2013.
2. Aysha Viswamohan, English for Technical communication, Tata McGraw Hill Publications, New Delhi, Reprint 2009.

Websites

1. www.talkenglish.com
2. www.englisheverywhere.com

SEMESTER I

PJBAB20 - PRACTICAL – I: MS OFFICE AND ADVANCED EXCEL

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAB20	MS Office and Advanced Excel	Practical	Elective	2	2	100

OBJECTIVES

1. To heighten their awareness of correct usage of Office Software.
2. Assist students to improve fluency and accuracy in mailing, creating presentations
3. To use advanced excel for data analysis purposes in business environment
4. To equip students with the knowledge and skills required to accomplish Word, Excel and PowerPoint tasks efficiently

COURSE OUTCOMES

The learners will be able to

CO1: Master in the use of strategies, such as mail merging, creating articles.

CO2: Draft and to animate the presentations using power point

CO3: Analyse formulas and feeding the data in the excel

CO4: Develop and create charts and pivot table

CO5: Enhance and develop their ability to solve using conditionals and lookup functions in advanced excel.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	L
CO2	H	H	M	M	M	L
CO3	H	H	L	L	M	L
CO4	H	H	L	L	M	M
CO5	M	H	L	M	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	L
CO2	H	H	M	H	H	L
CO3	M	H	H	H	H	L
CO4	M	H	H	H	H	L
CO5	M	H	M	L	M	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit – I Introduction to Microsoft Office 2007

Introduction to Microsoft Office 2007- Creating a Document in Word – Saving – Formatting – Alignment –Fonts-Borders and Shading – Charts – Hyperlinks – Inserting Clip Art – Mail Merge.

Unit – II Introduction to Microsoft PowerPoint 2007

Introduction to Microsoft PowerPoint 2007 – Working with all Menus – Creating Presentation from Template – Changing Color – Working with Charts – Reordering Slides – Duplicating Slides – Making Slide Shows – Adding Audio – Adding Video Effect – Adding Animation – Adding Action Buttons.

Unit – III Introduction to Microsoft Excel 2007

Introduction to Microsoft Excel 2007 – Understanding Spreadsheets – Working with Format menu, Tools menu, Data menu – Editing Data – Formatting Text – Worksheet Creation – Formulas – Functions in Excel.

Unit – IV Charts and Pivot Tables

Understand Charts - Chart Design - Options and Tools - Chart Format Tools - Combo Charts- Understanding Pivot table-Creating Pivot table - Slicers -Report Filters for basic analytics.

Unit – V Conditionals and Lookup Tables

Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Math and Trig Functions, Text Functions in Excel, Using Lookup Functions, Vlookups, HLookups

Text Books

1. John Walkenbach Michael Alexander Microsoft Office 2013 John Wiley & Sons Ltd 4th Edition,2013
2. John Walkenbach -Excel 2016 Bible, , John Wiley & Sons Ltd 10th Edition,2016

Reference books

1. Ramesh Bangia - Learning HTML – Khanna Book Publishing Ltd, 2nd Edition,2013
2. A. Rajathi, P. Chandran -SPSS for you- MJP publishers, 1st Edition,2011

Websites

1. www.coursera.org
2. www.open.edu

PCBAH20 – MARKETING MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAH20	Marketing Management	Theory	Core	6	3	100

OBJECTIVES

1. To understand the principles, concepts and functions of Marketing and to develop marketing strategies for a dynamic marketing.
2. To learn the behavior of the consumers and to segment the consumers.
3. To attain in depth knowledge on the 4 P's of marketing mix.
4. To identify the needs and ways of building relationship with customers and to study the distribution system.
5. To update about the recent types and trends in marketing and to learn the importance of marketing research

COURSE OUTCOMES

The learners will be able to

CO1: Demonstrate the strong conceptual knowledge in marketing and its functions.

CO2: Be able to segment the customer and identify their behavior.

CO3: Aware of all the 4 P's of marketing mix and its importance in implementing marketing strategies.

CO4: Utilize the available marketing channels in optimum levels.

CO5: Updated with the recent types of marketing and will be motivated towards marketing research.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	M	H	M	H	H

CO3	H	M	H	H	H	M
CO4	H	M	M	H	M	H
CO5	M	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	M
CO2	H	M	M	L	H	L
CO3	H	H	H	L	M	L
CO4	M	H	M	M	M	M
CO5	H	H	H	L	H	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I – Introduction

(15 hours)

- 1.1 Introduction to Market and Marketing (K1, K2, K3)
- 1.2 Marketing Mix - Functions of Marketing -Importance of Marketing (K1, K2, K3)
- 1.3 Marketing Environment – Micro and Macro Environment (K1, K2, K3, K4)
- 1.4 Consumer Market and Industrial Market – Consumer Goods and Industrial Goods (K1, K2, K3)
- 1.5 Marketing strategy formulations (K1, K2, K3)
- 1.6 Key Drivers of Marketing Strategies - selling versus marketing, (K1, K2, K3, K4)

Unit II - Consumer Buyer Behavior and Segmentation

(15 hours)

- 2.1 Types of Buying Decision Behavior (K1,K2, K3)
- 2.2 Factors affecting Consumer Behavior - Buyer Decision process (K1,K2, K3, K4)
- 2.3 Business Buying Behavior - Buying Motives (K1,K2,K3, K4)
- 2.4 Market Segmentation (K1,K2,K3)
- 2.5 Consumer Market Segmentation (K1,K2,K3)
- 2.6 Effective Segmentation, Targeting, Positioning and Differentiation. (K1,K2,K3)

Unit III - Marketing Mix Decisions

(15 hours)

- 3.1 Product Planning and Development (K1,K2,K3)
- 3.2 Product and Services classification (K1,K2,K3)
- 3.3 Product Mix- Product Life Cycle (K1,K2,K3)

- 3.4 New Product Development and Management (K1,K2,K3)
- 3.5 Branding – Labeling (K1,K2,K3)
- 3.6 Pricing -Objectives and strategies – Types- Policies – Methods. (K1,K2,K3)

Unit IV - Marketing Channels and Relationship Marketing (15 hours)

- 4.1 Marketing Channels - Retailing and Wholesaling (K1,K2,K3, K4)
- 4.2 An Introduction to Retail System, Retailing, Definition, Nature, Importance (K1,K2,K3)
- 4.3 The Retailing Environment - Personal Selling (K1,K2,K3)
- 4.4 Advertising and Sales promotions (K1,K2,K3, K4)
- 4.5 Building customer relationship – Building and measuring customer satisfaction - Customer Acquisition and Retention (K1,K2,K3,K4)
- 4.6 Customer Relationship Management (K1,K2,K3,K4)

Unit V - Types of Marketing and Marketing Research (15 hours)

- 5.1 Direct Marketing - Digital Marketing - Online Marketing (K1,K2,K3,K4)
- 5.2 Green Marketing –Services Marketing- Rural Marketing (K1,K2,K3,K4)
- 5.3 Virtual Marketing – B2B Marketing- B2C Marketing (K1,K2,K3,K4)
- 5.4 International Marketing - Cause related marketing (K1,K2,K3,K4)
- 5.5 Marketing Information System – Market Research Process (K1,K2,K3,K4)
- 5.6 Competition Analysis and Strategies - Marketing Ethics – Future of marketing. (K1,K2,K3,K4)

Note: Case studies for all units. (K5,K6)

Text Books

1. Philip Kotler, Kevin Lane Keller, Principles of Marketing, South Asian Perspective, Prentice Hall, 12th Edition, 2012.
2. Rajan Saxena , Marketing Management,McGraw-Hill Education,.5th Edition 2016.

References

1. Douglas J. Darympia, Marketing Management, John Wiley and Sons, 2008.
2. Paul Baines, Chris fill, Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011

Websites

1. www.marketingpower.com
2. www.edx.org

SEMESTER - II

PCBAI20 - HUMAN RESOURCE MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAI20	Human Resource Management	Theory	Core	6	3	100

OBJECTIVES

1. To Provide insights on the basics of Human Resource Management.
2. To acquire skills on theoretical concepts for being a better employee in an organization.
3. To ascertain the significance of orientation and development of an employee with in an Organization.
4. To familiarize the methods to retain the skilled professionals within the Organization.
5. To absorb the outline of HRM in technically upgraded Business world.

COURSE OUTCOMES

The learners will be able to

CO1: Acquire Knowledge on the perspectives of HRM

CO2: Understand the formation of the concept of Best Fit Employee for a job

CO3: Study the Process of Executive and Career Development Programme

CO4: Understand the concepts, Benefits, of Sustaining Employee Interest

CO5: Acquires knowledge on Challenges in HRM .

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	H	M
CO2	H	H	H	H	H	M
CO3	M	H	H	M	H	H
CO4	M	M	M	M	M	H
CO5	H	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6

CO1	H	H	H	M	L	M
CO2	H	H	H	H	L	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	L	H
CO5	H	H	H	M	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Perspectives in HRM

(15 hours)

- 1.1 Evolution of HRM, Introduction, Functions and Objectives of HRM (K1,K2)
- 1.2 Qualities, Personnel Policies and Principles (K1, K2)
- 1.3 Human Resource Accounting and Audit,(K1, K2)
- 1.4 Importance, Factors affecting HRP, (K1, K2, K3)
- 1.5 Planning Process of HRP (K1, K2, K3)
- 1.6 HRIS, Requisites, Barriers to HRP (K1, K2, K3, K4)

Unit II: Elements of Supply & Demand(15 hours)

- 2.1 Recruitment, Importance, Factors Governing Recruitment, Internal and External factors,
Recruitment Process, Internal & External Recruitment(K1, K2, K3, K4)
- 2.2 Selection, Process, Barriers to effective Selection (K1, K2, K3)
- 2.3 Inputs in Training & Development, Training Process, Types, Impediments (K1, K2, K3,)
- 2.4 Transfer - (K1, K2, K3)
- 2.5 Promotion (K1, K2)
- 2.6 Demotion. (K1, K2)

**Unit III: Executive Development
hours)**

(15

- 3.1 Executive Development Programme, Process (K1, K2, K3,K4)
- 3.2 Orientation, Purpose, Requisites of an effective orientation Programme (K1, K2, K3)
- 3.3 Placement (K1, K2, K3)
- 3.4Performance Appraisal, Objectives, Process, Methods (K1, K2, K3)
- 3.5 Career Development (K1, K2, K3)
- 3.6 Career Planning (K1, K2, K3)

**Unit IV: Sustaining Employee Interest
hours)**

(15

- 4.1 Remuneration, Rewards, Components, Factors , Challenges (K1, K2,K3,K4)
- 4.2 Concepts of Wages (K1, K2,)
- 4.3 Employee benefits and Services, Importance and Types (K1, K2)
- 4.4 Empowering employees, Scope and ways, Importance and Limitations - (K1, K2, K3)
- 4.5 Disputes, Causes, Settlement (K1, K2, K3)
- 4.6 Grievance Procedure (K1, K2, K3)

**UNIT V: Challenges in HRM
hours)**

(15

- 5.1 HR Ethics (K1, K2,K3)
- 5.2 e HR activity(K1, K2,K3)
- 5.3 Challenges of HR, Global HR (K1, K2, K3)
- 5.4 Workforce Diversity (K1, K2, K3)
- 5.5 Competency Mapping (K1, K2, K3, K4)
- 5.6 Knowledge Management (K1, K2, K3)

Note: Case studies for all Units.(K5.K6)

Text Books

1. Aswathappa – Human Resource Management, 6th Edition & 8th Edition – Tata McGraw Hill Publication,2010.
2. Dessler, Garry V – Human Resources Management, 7th Edition – PHI,2010

References Books

1. Memoria C.B. and Memoria .S. – Personnel Management, 21st Edition – Himalaya publishing House,2010
2. Bernadin, Human Resource Management, Tata McGraw Hill,2006.

Websites

1. www.network.hrmtoday.com.
2. www.edx.org

SEMESTER –II**PCBAJ20 - FINANCIAL MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / II	PCBAJ20	Financial Management	Problem	Core	6	3	100

COURSE LEARNING OBJECTIVES

1. To enable the learners understand the concept of financial management, scope, objectives and time value of money. Also valuation of bonds and shares.
2. To help the learners to acquire knowledge over evaluation of capital investment.
3. To make the learners understand the classification of cost of capital, its features and importance.
4. To make the learner understand the capital structure theories and practical. Also dividend theory and policy.
5. To enable the students understand the working capital and enable them to estimate working capital requirements.

COURSE OUTCOMES

The Learners will be able to

CO1: Be well-versed in the financial decision, functions and organization of financial managements. The can also come out with knowledge to value bonds and shares in practice.

CO2: Can come out with the practical knowledge of evaluating capital investment using traditional and modern capital budgeting methods.

CO3: Gain practical knowledge in calculating cost of different capitals.

CO4: Acquire knowledge over capital structure and work out capital structure under different approaches. Students also gain practical knowledge over dividend policy and its determinants.

CO5: Gain both theoretical and practical knowledge on working capital management including receivables, payables, inventory and cash management.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	M	L	H	H	H	H
CO3	H	L	H	M	H	H
CO4	H	M	M	M	H	M
CO5	H	M	L	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I – Foundations of Finance

(15 Hours)

- 1.1: Financial Management–Scope–Objectives–ProfitMaximization–WealthMaximization (K1, K2, K3)
- 1.2: Financial Decisions (K1, K2, K3)
- 1.3: Functions of Financial Management (K1, K2, K3)
- 1.4: Organization of Financial Management – Functions of Treasurer and Controller (K1, K2, K3)
- 1.5: Time Value of Money –Concept–Reasons for time preferences of money (K1, K2, K3,K4)
- 1.6: Valuation of bonds and shares – Concept of value – Book value – Market value – Liquidation value– Replacement value – Going concern value – Bonds or debentures value. (K1, K2, K3,K4)

Unit II – Capital Budgeting

(15 Hours)

- 2.1: Capital budgeting – Concept – Need of capital budgeting (K1,K2,K3, K4)
- 2.2: Pay back (K1,K2,K3, K4)
- 2.3: ARR (K1,K3, K4)
- 2.4: NPV (K1,K3, K4)
- 2.5: IRR (K1,K3, K4)
- 2.6: PI. (K3, K4)

Unit III – Cost of Capital

(15 Hours)

- 3.1: Cost of capital – Features – Importance (K1,K2, K4)
- 3.2: Classification of cost (K1,K2, K4)
- 3.3 Cost of Debt (K1,K2, K3,K4)
- 3.4: Cost of Preference share capital (K1,K2,K3, K4)
- 3.5: Cost of Equity share capital (K1,K2,K3, K4)
- 3.6: Retained Earnings – CAPM – WACC. (K1,K2, K4)

Unit IV – Financial and Dividend Decisions

(15 Hours)

4.1: Leverage – Meaning – Types – Financial – Operating leverage and combined leverage

(K1,K2, K3, K4)

4.2: Capital structure – Designing capital structure (K1,K2, K3, K4)

4.3: Theories of Capital structure – Net Income approach- Net operating income approach

(K1,K2, K3, K4)

4.4: Traditional Approach - Modigliani Miller approach (K1,K2, K3, K4)

4.5: Dividend policy – Determinant of dividend policy – forms of dividend policy – form of dividends Dividend theory (K1,K2, K3, K4)

4.6: Walter model, Gordon model. (K1,K2, K3, K4)

Unit V – Working Capital Management

(15 Hours)

5.1: Principle of Working capital – Concept – Need (K2, K3, K4, K5)

5.2: Determinants – Issues and estimation of working capital (K2, K3, K4, K5)

5.3: Account receivables management and factoring (K2, K3, K4, K5)

5.4: Inventory management EOQ (K2, K3, K4, K5)

5.5: Stock levels (K2, K3, K4, K5)

5.6: Cash management. (K2, K3, K4, K5)

Note: 80% problems and 20% theory

Text Books:

1. Dr. S. N. Maheswari – Financial Management Principle And Practice, 2nd Edition Sultan Chand & Sons Educational Publishers, New Delhi 2004.
2. M. Y. Khan and P. K. Jain – Financial Management: Text, problem and cases, 5th Edition – Tata Mc Graw Hill, 2008.

Reference Books

1. M. Pandey – Financial Management – Vikas publishing House, 2007.
2. Chandra. P. Financial Management , New Delhi: Tata Mc Graw Hill, 8th Edition 2012.

Websites

1. www.tutu.net.
2. www.udemy.com

SEMESTER -II

PCBAL20 – ENTERPRISE RESOURCE PLANNING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAL20	Enterprise Resource Planning	Theory	Core	6	2	100

OBJECTIVES

1. To enable the evolution and role of ERP in business integration.
2. To integrate emerging technologies into ERP systems including supply chain management and customer relationship management
3. To understand Transition of ERP architecture, design, development, implementation, and project management. To choose perfect project team.
4. To find out the Effective Management concepts implemented in ERP after implementation
5. To get an idea with enterprise software from SAP.

COURSE OUTCOME

The learners will be able to

CO1: Understand how ERP is evolved and analyze various risk in ERP

CO2: Be able to integrate and analyze related technologies with ERP and also to understand the entire product life cycle starting from manufacturing till SCM and CRM

CO3: Be able to classify the legacy system with ERP system and able to apply various transition strategies according to the organization

CO4: Can analyze the success and failure factors and will be able to apply the success factors in post implementation phase

CO5: Understand and use the idea of SAP AG, SAP Net weaver in the enterprise.

CO	PO					
	1	2	3	4	5	6

CO1	H	H	M	M	H	H
CO2	H	H	H	M	H	L
CO3	M	M	H	H	M	H
CO4	H	H	H	H	M	M
CO5	M	M	H	H	M	L

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	H	M	M	L
CO2	M	L	H	H	M	L
CO3	H	M	H	M	M	M
CO4	M	M	M	H	M	M
CO5	H	L	M	M	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction

(15 hours)

- 1.1 Introduction to ERP –Common ERP Myths (K1, K2, K3)
- 1.2 History and Evolution of ERP - Reasons for the Growth- Advantages(K1, K2, K3)
- 1.3 Why ERP- Roadmap for successful ERP Implementation (K1, K2, K3)
- 1.4 Basic ERP Concepts - ERP Fit (K1, K2, K3)
- 1.5 Importance - Create Value (K1, K2, K3)
- 1.6 ERP Architecture- Risks of ERP(K1, K2, K3)

Unit II: ERP and Technology

(15 hours)

- 2.1 Benefits of ERP- ERP and related technologies (K1, K2, K3,K4)
- 2.2 Business Process Reengineering -Business Intelligence (K1, K2, K3,K4)
- 2.3 Product life cycle management (K1, K2, K3)
- 2.4 Customer Relationship Management (K1, K2, K3)
- 2.5 Supply Chain Management (K1, K2, K3)
- 2.6 Advanced technology and ERP Security- Business models of an ERP packages (K1, K2, K3)

Unit III: ERP Implementation

(15 hours)

- 3.1 ERP Implementation Transition Strategies (K1, K2, K3)
- 3.2 Life Cycle (K1, K2, K3,K4)
- 3.3 Implementation Process (K1, K2, K3,K4)
- 3.4 Training and Education (K1, K2, K3,K4)
- 3.5 Data Migration (K1, K2, K3,K4)
- 3.6 ERP Project Teams (K1, K2, K3,K4)

Unit IV: Operation, Maintenance and Future Trends in ERP (15 hours)

- 4.1 ERP Operation (K1, K2, K3,K4)
- 4.2 ERP Maintenance (K1, K2, K3,K4)
- 4.3 Success factors of ERP implementation (K1, K2, K3,K4)
- 4.4 Failure factors of an ERP Implementation (K1, K2, K3,K4)
- 4.5 Future directions in ERP (K1,K2, K3,K4,)
- 4.6 Trends in ERP(K1,K2,K3,K4)

Unit V: SAP (15 hours)

- 5.1 SAP AG -SAP Business Basics (K1, K2, K3,K4)
- 5.2 SAP Technology Basics- SAP Project Basics (K1, K2, K3,K4)
- 5.3 Overview of SAP Applications and Components (K1, K2, K3,K4)
- 5.4 A Business User Perspective on Implementing SAP (K1, K2, K3,K4)
- 5.5 Logging On and Using SAP's User Interface (K1, K2, K3,K4)
- 5.6 SAP User Roles and Authorizations (K1, K2, K3,K4)

Note: Case Studies for all Units. (K5.K6)

Text books

1. Alexis Leon -ERP Demystified, Tata McGraw Hill Education Private Limited, Third Edition, 2014.
2. Dr. George W. Anderson - Sams Teach Yourself-in 24 hrs. , Fourth Edition , SAMS publication, 5th Edition ,2011

Reference Books

1. Anthony T Veltro, Toby J Veltro,Robert Elsenpeter -Cloud Computing - A practical Approach, Tata Mc Graw Hill,2010
2. Marainne Bradford - Modern ERP , lulu.com; Third Edition (January 2,2015)

Websites

1. www.coursera.org
2. www.udemy.com

SEMESTER – II

PJBAD20 - ACCOUNTING SOFTWARE

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I/ II	PJBAD20	Accounting Software	Theory & Practical	Skill	4	2	100

OBJECTIVES

1. To introduce the students to the basic of accounts and the usage of accounting software for accounting purpose.
2. To acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era.
3. To enable the students to record the business transactions and manage the accounts information for an organization using the Business Accounting Software.
4. To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices

COURSE OUTCOMES

The learners will be able to

CO1: Understand and learn the various accounting packages and the basics of Tally Erp 9.0

CO2: Be able to enter accounting vouchers and to print profit and loss and Balance Sheet.

CO3: Be able to prepare inventory and stock items for an organization and print the stock summary report.

CO4: Understand how to create and maintain cost categories, cost centres of a product for easy processing of sales and purchase inventories.

CO5: Analyze the financial statements using ratio analysis and interpreting the results thereof.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	M	H	M
CO2	M	H	H	M	H	L
CO3	M	H	L	H	H	H
CO4	H	M	L	H	M	M
CO5	H	M	H	L	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	M	H	H	M	H	H
CO3	H	H	H	H	M	H
CO4	M	M	M	H	H	M
CO5	L	M	M	H	H	H

H-HIGH (3), M-MODERATE(2), L-LOW(1)

Unit I - Introduction

Introduction to Tally - Journal, ledger accounts - Trial Balance – Trading and profit and Loss account

– Profit and Loss account – Balance Sheet

Unit II - Creation of Accounts Master

Fundamentals of Inventory - Accounts Master Creation: Accounts Information – Groups (Create, Display, and Delete) – Multiple groups – Ledgers (Create, display, Alter) – Multiple Ledgers.

Unit III - Cost categories

Cost Categories – Cost Centers. Inventory Master Creation: Stock groups – Entering Vouchers; Voucher types – How to enter Voucher – Different Types of Accounting Vouchers (Payments / Receipt, Journal, Sales and purchase)

Unit IV - Inventory and stock accounts

Preparation of inventory and stock accounts - Inventory Master Creation: Stock groups, stock items and units of measurement – Entering Vouchers- Results in trial balance and stock summary

Unit V - Ratio Analysis

Preparation of Ratio analysis - Inventory Master Creation- Entering Vouchers- Checking Results

Lab Exercises:

1. Trading and profit and loss account of a company.
2. Balance sheet of the company
3. Cost category and cost center

4. Inventory and stock
5. Ratio Analysis

Text Books

1. Namrata Agarwal, Tally 9, Dream tech press 2nd Edition,2013
2. A.K.Nadhani, K.K.Nadhani, Implementing Tally 9, BPB Publications – 2nd Edition,2018

Reference Books

1. Kogent Learning solutions Inc., Tally-ERP 9 in simple steps – 1st Edition,2012
2. Law point , Guide to Tally 9, 2ndEdition,2007

Websites

1. www.tally9book.com
2. tallytraining.in

SEMESTER III

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PCBAM20	Business Law	Theory	Core	6	3	100

PCBAM20 – BUSINESS LAW

OBJECTIVES

1. To Prepare the learners with Legal Knowledge of Business
2. To imbibe the wards on executing a Company according to the law.
3. To familiarize the Learners with the essentials of Negotiable Instrument Act at the registration.
4. To inhibit knowledge on valuable information Act and Tax to enforce a Profitable Business
5. To generate awareness on Consumer Protection Act and Cyber laws of firms

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Acquire Knowledge on Commercial law

CO2: Understand the formation and need for Company law

CO3: Study the requisites of Negotiable Instrument and registration of firm

CO4: Understand the concepts and scope of Value Added Tax and Information Act

CO5: Acquires knowledge on Consumer Protection Act and Cyber Laws.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	M	H	M	H	M
CO3	H	M	M	H	M	H
CO4	M	H	M	H	M	H
CO5	L	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	H
CO2	H	H	H	M	H	H
CO3	H	M	H	M	M	H
CO4	H	M	H	M	M	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Commercial Law

(15 hours)

- 1.1 The Indian Contract Act 1872, Definition, Essentials of a Valid Contract, Void Agreements, Formation of a Contract (K1,K2, K3)
- 1.2 Offer, Legal rules (K1,K2)
- 1.3 Acceptance, Legal Rules,(K1, K2)
- 1.4 Consideration, Legal Rules, (K1,K2)
- 1.5 Contractual Capacity, Discharge, Breach of Contract and its Remedies (K1,K2,K3)
- 1.6 Sales Contract, Transfer of Title & Risk of Loss, Conditions and Warranties in Sales Contract, Rights of an Unpaid Seller, Electronic Contracts.(K1,K2,K3,K4)

Unit II: Company Law(15 hours)

- 2.1 Definition, Characteristics, Types, Formation, Incorporation (K1, K2,K3,K4)
- 2.2 Memorandum and Articles of Association Contents (K1, K2)
- 2.3 Prospectus, Definition, Contents, Statement in Lieu of Prospectus (K1, K2,K3,)
- 2.4 Meetings, Kinds of Meetings, (K1, K2, K3)
- 2.5 Power, Duties and Liabilities of Directors (K1, K2,K3)
- 2.6. Winding up of Companies (K1, K2,K3)

Unit III: Law of Partnership and Negotiable Instruments Act 1881 (15 hours)

- 3.1 Law of Partnership – Meaning, Nature of Partnership, Registration of Firms, Partnership Deed-Dissolution (K1, K2, K3,K4)
- 3.2 Negotiable Instruments, Meaning, Characteristics, Types, Parties (K1, K2, K3)
- 3.3 Holder and holder in Due Course (K1, K2)
- 3.4 Negotiation and Types of Endorsements (K1, K2, K3)
- 3.5 Dishonor of Negotiable Instrument (K1, K2,K3)
- 3.6 Noting and Protest. (K1, K2, K3)

Unit IV: Value Added Tax Act and Information Act

(15 hours)

- 4.1 Value Added Tax, Concepts, (K1, K2)
- 4.2 Scope (K1, K2)
- 4.3 Practical Implications of VAT (K1,K2, K3) (K1, K2,K3)
- 4.4 Right to Information act 2005 (K1, K2, K3, K4)
- 4.5 Information Technology Act 2000 (K1, K2, K3)
- 4.6 Information Technology Act 2002 (K1, K2, K3)

UNIT V: Consumer Protection Act and Introduction of Cyber Law

(15 hours)

- 5.1 Consumer Protection Act, Consumer rights, Procedures, Types of Consumer Redressal Machineries and Forums, Cyber Crimes (K1, K2,K3, K4)
- 5.2 Cyber Crimes, Meaning, Types, Cyber Laws (K1, K2,K3)
- 5.3 Introduction of IPR (K1, K2)
- 5.4 Copy Rights, Ownership Infringement of Copyright (K1, K2, K3)
- 5.5 Trademarks(K1, K2,K3)
- 5.6 Patent Act- Legal Aspects of Patent - Filing of Patent Application-Infringement of Patent (K1, K2, K3)

Note: Case Studies for all Units.(K5.K6)

Text Books

1. P. Saravanavel and Sumathi – Business Law – Himalaya Publishing House, Reprint2012.
2. N.D.Kapoor- Elements of Mercantile Law, 33rd Revised Edition – Sultan Chand and Company,2012.

References Books

1. P.P.S.Gogna – Mercantile Law, 4th Edition – Sultan Chand & Co., Ltd, India,2008
2. Akhileswar Pathak – Legal Aspects of Business, 7th Edition, McGraw-Hill Education2018.

.Websites

1. www.lawteacher.net
2. www.coursera.org

SEMESTER – III**PJBAE20 - STOCK TRADING**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PJBAE20	Stock Trading	Theory	Skill Paper	4	2	100

OBJECTIVES

1. To learn the skill in trading and investing in the stock markets
2. To practice trading in a virtual stock market game
3. To gain experience and knowledge to be successful in stock market
4. To understand the derivative market
5. To practice the Systematic investments plan

COURSE OUTCOMES

The learners will be able to

CO1: Understand the basics in stock market and stock exchanges

CO2: Study the capital market and trading settlement

CO3: Understand the stock charts and signals.

CO4: Understand the financial derivatives contracts

CO5: Learn the mutual funds and its investment modes

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	H	M	M	H
CO3	H	M	H	H	H	M
CO4	H	M	H	H	H	H
CO5	M	H	M	L	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	M	H	M	H	H
CO3	H	M	M	H	H	H
CO4	M	H	H	M	H	M
CO5	M	H	M	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Introduction about Stock

Meaning of stock exchange – Classification of Stocks – Investing Strategies – Framework for intelligent stock market- How to invest in stock market with little money – Stock Quotations - Face Value of Share

Unit II - Market Intermediaries

Capital Market and Its Types - Broker – Sub-Broker – Depository – Depository Participants – Procedures- Different type of orders – Clearing and Settlement – Demat A/c – Rolling Settlement – Internet Trading

Unit III - Fundamental and Technical Analysis

Importance of rupee value – When to sell a stock – Fundamentals signals - Technical Signals - Share market chart - How to read stock charts for beginners

Unit IV - Understanding Derivatives

Derivatives – Features – Types – Derivatives vs. Stock

Unit V - Understanding Mutual Fund

Mutual Fund – Evolution – Types – How to Select a good Mutual fund – Invest in Mutual Fund through SIP – Mutual Fund ranking – Calculation of Risk Adjusted Return – Newspaper and Internet games.

Text Books

1. N.J. Yaraswy, Stock Market Investing, Vision Books, Reprinted 2013.
2. Uma Shashikanth, SUnitha Abraham, Arti Anand Bhargava,
Understanding Mutual Funds, Tata Mc Graw Hill Education Private
Limited, 2011.

Reference Books

1. Sundar Sankaran, Mutual Funds, Vision Books Private Limited, 3rd
Edition 2012.
2. Van K. Tharp- Trade Your way to Financial Freedom, McGraw-Hill
Education; 2 edition (December 13, 2006)

Websites

1. www.nseindia.com
2. www.mashable.com/2010/stockmarketgames

SEMESTER IV

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PCBAO20	Production and Operations Management	Theory	Core	6	3	100

PCBAO20 – PRODUCTION AND OPERATIONS MANAGEMENT

OBJECTIVES

1. To understand the concept and techniques of production and operations management.
2. To be aware about Forecasting and capacity building.
3. To understand plant location and design.
4. To have an in depth knowledge on Inventory Management.
5. To apply various tools of TQM.

COURSE OUTCOMES

The learners will be able to

CO1: Appreciate the principles and applications relevant to the production and operation systems of manufacturing/service firms.

CO2: Reveal the ability to apply some forecasting techniques, enlarge basic materials requirement schedules and develop an aggregate plan and describe the boundaries of an operations system, and recognize its interfaces with other functional areas within the organization and with its external environment.

CO3: To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.

CO4: Plan and implement suitable materials handling principles and practices in the operations.

CO5: Plan and implement suitable quality control measures in Quality Circles to TQM.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	H	H	H	M
CO3	M	H	H	H	H	M
CO4	M	H	M	M	M	H
CO5	H	M	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	H	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	M	L	L	L	L	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit - I Introduction to Production and Operations Management (15 hours)

- 1.1 Production systems , Nature, Importance and Organizational function (K1, K2, K3)
- 1.2 Characteristics of Modern production and operation function (K1, K2, K3)
- 1.3 Recent trends in production and operation management (K1, K2, K3)
- 1.4 Role of operations in Strategic management (K1, K2, K3)
- 1.5 Production and operation strategy (K1, K2, K3)
- 1.6 Nature of International operations management. (K1, K2, K3)

Unit – II Forecasting, Capacity and Aggregate Planning (15 hours)

- 2.1 Demand Forecasting, Needs, Types (K1, K2, K3, K4)
- 2.2 Objectives and steps, Capacity Planning, Long range, types (K1, K2, K3, K4)
- 2.3 Rough cut plan, CRP, Types of capacity, Process (K1, K2, K3, K4)
- 2.4 Master Production Scheduling, Objectives, Functions (K1, K2, K3, K4)
- 2.5 Developing capacity alternatives, Aggregate planning (K1, K2, K3, K4)
- 2.6 Approaches – Costs – overview of MRP, MRP II, ERP(K1, K2, K3, K4)

Unit – III Plant Location, Design of Product and Process (15 hours)

- 3.1 Meaning, Steps in location selection, Importance of location factors (K1, K2, K3, K4)
- 3.2 Plant layout models, Meaning, Objectives, Types, Importance (K1, K2, K3, K4)
- 3.3 Principles of plant layout, Layout planning, Tools & techniques (K1, K2, K3, K4)
- 3.4 Criteria for selection and design of layouts (K1, K2, K3, K4)
- 3.5 Product design, Importance, Factors, Characteristics, Approaches (K1, K2, K3, K4)
- 3.6 Process planning – Process selection – Process decisions. (K1, K2, K3, K4)

Unit – IV Operations and Materials Management (15 hours)

- 4.1 Inventory management, Meaning, Objectives (K1, K2, K3, K4)

- 4.2 Factors, Process, Inventory control techniques, Purchase (K1, K2, K3, K4)
- 4.3 Definition, Objectives, Functions, Purchasing cycle, Vendor rating (K1, K2, K3, K4)
- 4.4 Techniques, Value Analysis, Stores Management, Nature, Layout (K1, K2, K3, K4)
- 4.5 Classification and Coding, JIT, Materials management (K1, K2, K3, K4)
- 4.6 Objectives, Planning, Budgeting and control. (K1, K2, K3, K4)

Unit – V Total Quality Management

(15 hours)

- 5.1 Definition, Quality, TQM framework (K1, K2, K3, K4)
- 5.2 Dimensions of product and service quality (K1, K2, K3, K4)
- 5.3 Contribution of Deming, Crosby, Ishikawa, Quality Circle (K1, K2, K3, K4)
- 5.4 Japanese 5s Principle, 8D Methodology (K1, K2, K3, K4)
- 5.5 KAIZEN, Key elements, Classification (K1, K2, K3, K4)
- 5.6 Six Sigma concepts of process capability, TPM principles, Benefits, BPR. (K1, K2, K3, K4)

NOTE: Case studies for all units. (K5.K6)

Text books

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised 2nd Edition, 2008.
2. Dale H. Besterfield et al, Total Quality Management, Third Edition, Pearson Education (First Indian Reprint 2004)

References

1. Pannerselvam R, Production and Operations Management, Prentice Hall India, 2nd Edition, 2008.
2. Jacobs & Aquilano, Operations management for competitive management, chase, Tata McGraw Hill Publication, 11th Edition.

Websites

1. www.poms.org
2. www.edx.org

**INDEPENDENT
ELECTIVE PAPER - 4**

**PIBAD20 - EVENT
MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PIBAD20	Event Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To Comprehend the Event Management in Hospitality Industry
2. To Familiarize the Learners with the Nature of Conference Markets
3. To Perceive the Conception of Contract Negotiations
4. To imbibe the wards on Discerning the Event Business and Customer Care Management
5. To Evaluate the Tourism Growth and Travel Industry Fairs

COURSE OUTCOMES

The learners will be able to

CO1: Understand the emergence and needs of the Event Management

CO2: Analyze the Nature of Conference Markets

CO3: Have the ability to understand the Contract Negotiations

CO4: Attain the skills in event management and Customer care management

CO5: Evaluate the Tourism Growth and Travel Industry Fairs

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	M	H	H	H	H	M
CO3	M	H	H	M	M	M
CO4	H	M	M	M	M	H
CO5	H	M	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	L	M	L
CO2	H	L	H	H	L	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction

- 1.1 Concepts – Planning – Marketing – Maintaining and Development of Resorts (K1, K2)
- 1.2 Types of Resorts (K1, K2)
- 1.3 Major Players in Resort Industry in India – Sterling group, Mahindra group (K1, K2, K3)
- 1.4 Introduction to Conventions (K1, K2)
- 1.5 Exhibitions and Meetings (MICE), Components of the Conference Market (K1, K2, K3, K4)
- 1.6 Introduction to Convention Venues (K1, K2)

Unit II: Characteristics of Conference and Convention

- 2.1 Nature of Conference Markets – Demand for Conference Facilities (K1, K2)
- 2.2 Economical and Social Significance of Conventions (K1, K2, K3)
- 2.3 Impact of Conventions on local and National Communities (K1, K2, K3)
- 2.4 Demographic Trends – Geographical Distributions (K1, K2, K3)
- 2.5 An International Market Perspective (K1, K2, K3)
- 2.6 Introduction to Planning Professional Meets – Management of Conference at site (K1, K2, K3, K4)

Unit III: Contract Negotiations

- 3.1 The law of Professional Meeting and convention Check List (K1, K2)
- 3.2 Development of Convention (K1, K2)
- 3.3 Hotel Sales and Marketing Plan (K1, K2, K3)
- 3.4 Social Media Marketing (K1, K2, K3)
- 3.5 Industry Thinking on Social Media (K1, K2, K3)
- 3.6 Trends and Issues in Social Media (K1, K2, K3, K4)

Unit IV: Event Business

- 4.1 Practices In Event Management (K1, K2, K3, K4)
- 4.2 Organizing and Planning Events (K1, K2,)
- 4.3 Customer care Management (K1, K2)
- 4.4 Starting and Managing Event Business (K1, K2, K3)
- 4.5 Event Marketing, Marketing Equipment and Tools (K1, K2, K3, K4)
- 4.6 Event Coordination (K1, K2, K3)

UNIT V: Travel Industry Fair

- 5.1 Global Competition and the Future (K1, K2)
- 5.2 Long term Tourism Growth Trends (K1, K2, K3)
- 5.3 Tourism Growth In Major Regions (K1, K2, K3)
- 5.4 Transportation Developments (K1, K2, K3)
- 5.5 Technology & Automation, Development Issues (K1, K2, K3, K4)
- 5.6 Tourism and the Environment (K1, K2, K3)

Note: Case studies for all Units. (K5.K6)

Text Books

- 1. A.K.Bhatia , Event Management, Sterling Publishers Pvt.Ltd.Delhi,200

References Books

- 1. Avrich, Barry,Event and Entertainment Marketing, Vikas , Delhi,2010.

Websites

- 1. study.com

INDEPENDENT ELECTIVE PAPER – 5

PIBAE20- FAMILY BUSINESS MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PIBAE20	Family Business Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To Develop a Diagnostic and Conceptual Understanding of Family Business
2. To Procure Knowledge on Family Culture and the Family Employment policy
3. To Obtain Comprehensive Understanding of Ownership in Family Business
4. To Embrace the Learning of Succession Planning and Role of CEO spouse
5. To Entitle the Learners the need for strategy in Family Business

COURSE OUTCOMES

The learners will be able to

CO1: Understand the emergence and needs of Family Business

CO2: Acquire the concepts of Family Culture, and its Employment Policy

CO3: Gain the knowledge in possession of Family Business

CO4: Understand the progression of Family Business

CO5: Acquires the knowledge on Strategic planning for Family Business

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	M	M	H	H	M	H
CO4	M	M	M	H	M	M
CO5	H	M	M	M	H	M

CO	PSO					
	1	2	3	4	5	6

CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Theories on Family Business

- 1.1 Nature, (K1, K2)
- 1.2 Importance and uniqueness of Family Business (K1, K2)
- 1.3 Systems Theory Perspectives (K1, K2, K3)
- 1.4 Agency Theory Perspective (K1, K2, K3)
- 1.5 Strategic Perspective: Competitive Advantage (K1, K2, K3, K4)
- 1.6 The Stewardships Perspectives. (K1, K2, K3)

Unit II: Family Culture

- 2.1 Family Culture – Zero Sum Dynamics and Family Culture – Family Systems Perspectives (K1, K2, K3, K4)
- 2.2 Role Family Genograms (K1, K2)
- 2.3 Family Emotional Intelligence (K1, K2, K3,)
- 2.4 ECI-U Model – Family Business Interaction Factor (K1, K2, K3)
- 2.5 Benefits of Family Meetings – Unity and Continuity – Family Employment Policy(K1, K2, K3)
- 2.6. Conflict Management (K1, K2, K3)

Unit III: Ownership in Family Business

- 3.1 Enterprise ownership (K1, K2)
- 3.2 Shareholder Priorities – Effective Governance of the Shareholder (K1, K2, K3)
- 3.3 Firm Relationship (K1, K2)
- 3.4 Role of Board – Role of Shareholder Meetings, Family Meetings, and Meetings of the Family Council (K1, K2, K3, K4)
- 3.5 Ownership Structure – Family Business Consultants - Non – Family Managers (K1, K2, K3)
- 3.6 Boards role in adaptation over the generations (K1, K2, K3)

Unit IV: Succession Planning

- 4.1 Succession Planning and the Family Business – Profile of Successful Successors – Rewards and challenges for latter(K1, K2)
- 4.2 Generation Family Members – Desirable Next – Generation Attributes – Crafting The next – Generation Career Plan (K1, K2,K3)
- 4.3 Vision Plan – Sibling and Cousin Teams (K1, K2)
- 4.4 Handling Disagreements (K1, K2, K3)
- 4.5 CEO Exit Styles and Transfer of Power – Role types of the CEO spouse and the Transfer of power (K1, K2, K3, K4)
- 4.6 Estate Planning – Trust – Pitfalls to Avoid in Estate and Ownership Transfer Planning – Measuring Performance of Family Firm (K1, K2, K3)

Unit V: Strategic Planning and the Family Business

- 5.1 Strategic Planning and the Family Business – Zero Sum Family Dynamic – Sources of Value Creation (K1, K2, K3)
- 5.2 The Lifecycle Stages Influencing Family Business Strategy (K1, K2, K3)
- 5.3 Culture Changing the Culture (K1, K2, K3)
- 5.4 Three States of Evolution - OD Approach to Change – Business Rejuvenation Matrix (K1, K2, K3)
- 5.5 Intrapreneurship: Intergenerational growth in Entrepreneurial Families (K1, K2, K3, K4)
- 5.6 Continuing the Spirit of Enterprise: Lessons from Successful Family businesses (K1, K2, K3)

Note: Case studies for all Units. (K5.K6)

Text Books:

1. Poza. Ernesto J , Family Business, South – Western, Cengage Learning, USA,2010

Reference Books:

1. Collins, J., Good to Great: Why Some Companies Make the Leap and Others Don't. New York: Harper Business, 2001.

Websites

1. <https://www.familybusinessmatters.consulting/videos/>

INDEPENDENT ELECTIVE PAPER - 6**PIBAF20- MALL MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I/II	PIBAF20	Mall Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To evolve comprehensive information on shopping mall
2. To acquaint the learners with revenue framework
3. To procure efficiency on promotional activities
4. To learn the prerequisites of mall management
5. To educate the learners on future of shopping malls

COURSE OUTCOMES

The learners will be able to

CO1: Understand the Emergence and Development of Shopping Mall

CO2: Acquire Knowledge on Revenue Model of the mall

CO3: Gain knowledge in the Promotional Activities of Mall

CO4: Investigate the Facilities Required for Mall Management

CO5: Obtain the Awareness on Upcoming Mall Challenges

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	M	M	H	M
CO3	H	M	H	H	M	H
CO4	M	H	M	H	M	H
CO5	M	H	H	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	L	M	M	H
CO2	H	M	H	H	H	H

CO3	H	H	H	H	H	H
CO4	H	M	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction to Shopping Malls and Development Process

- 1.1 Definition (K1, K2)
- 1.2 Types of Shopping Malls (K1, K2)
- 1.3 Evolution of Shopping mall (K1, K2)
- 1.4 India's entry into Shopping mall era (K1, K2, K3)
- 1.5 Mall Management (K1, K2, K3)
- 1.6 Factors contributing to growth of Shopping malls in India (K1, K2, K3, K4)

Unit II: Revenue Model and Design Planning.

- 2.1 Capital sources for malls (K1, K2)
- 2.2 Private funds (K1, K2, K3)
- 2.3 Strategic decisions in mall financing (K1, K2, K3,)
- 2.4 Sources of Revenue (K1, K2, K3)
- 2.5 Planning and Design Decisions (K1, K2, K3, K4)
- 2.6 Design Process – Characteristics of Small Designs (K1, K2, K3)

Unit III: Promotional Activities for Shopping Malls

- 3.1 Marketing activities in Shopping Malls (K1, K2)
- 3.2 Promotion during planning and construction phase (K1, K2)
- 3.3 Importance of Promotional Activities (K1, K2,)
- 3.4 Components of Promotional Activities (K1, K2, K3)
- 3.5 Mall promotion calendar (K1, K2, K3)
- 3.6 Theme based promotion. (K1, K2, K3, K4)

Unit IV: Facilities in Mall Management

- 4.1 Facilities offered (K1, K2,)
- 4.2 Utilities (K1, K2)
- 4.3 Health and hygiene (K1, K2, K3)
- 4.4 Safety and security (K1, K2, K3)
- 4.5 Parking Ambience (K1, K2, K3)
- 4.6 Building management system. (K1, K2, K3, K4)

UNIT V: Future of Shopping Malls

- 5.1 Comparison of Mall development in US and India (K1, K2, K3)
- 5.2 Challenges before Indian shopping malls (K1, K2, K3)
- 5.3 Life cycle stages of Shopping malls. (K1, K2)
- 5.4 Resurgence of Shopping Mall in India (K1, K2, K3)
- 5.5 Predicted Trends of Shopping Mall (K, K2, K3, K4)
- 5.6 Shopping Mall Management. (K1, K2, K3)

Note: Case Studies for all Units (K5.K6)

Text Books

- 1. Harvinder Singh, Sriniv R Srinivasan – Mall Management – Tata McGraw Hill Education, 2012.

Reference Books

- 1. Abhijit Das – Mall Management, 2nd Edition – Taxmann Publication, 2011.

Websites

- 1. www.learnmail.in

MARKETING SPECIALIZATION

SEMESTER – III

PEMKA20 - ELECTIVE I A - RETAIL MARKETING

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEMKA20	Retail Marketing	Theory	Core Elective	6	3	100

OBJECTIVES

- 1. To introduce the student to the role of retailing and rural retailing in the distribution component
- 2. To know about the various operational and administrative aspects of the ever growing retailing.
- 3. To guide the student through the development and understanding of implementing a retail strategy through Logistics and supply chain management.
- 4. To provide Opportunities for the student to view the globalization of the retail industry.
- 5. To assist the student in understanding the evolving role of the internet in retailing and the use of technology in the field of retailing

COURSE OUTCOMES

The learners will be able to

CO1: Be provided with a comprehensive view of retailing and rural marketing in the distribution component.

CO 2: Come to know about the various operational and administrative aspects of the ever growing retailing.

CO3: Come to know the application of marketing concepts in a practical retail managerial environment

CO4: Gains understanding about the globalization of the retail industry and its Opportunities

CO5: Understand and investigate the changing role of internet and use of technology in Retailing.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	M
CO2	H	M	H	M	H	M
CO3	M	H	H	M	H	M
CO4	M	H	H	H	H	H
CO5	M	M	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	M	M	M
CO2	M	H	M	M	M	L
CO3	L	H	M	L	M	M
CO4	H	H	M	L	H	M
CO5	M	M	M	L	M	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Retail in India**(15 hours)**

- 1.1 Meaning - Opportunities in retail marketing - Importance (K1, K2, K3)
- 1.2 Functions performed by retailers – Different types of retail stores (K1,K2, K3)
- 1.3 Multichannel retailing - Product retailing vs. Service retailing (K1,K2,K3)
- 1.4 Retail marketing issues and challenges in India. Role of Rural retailing in India (K1,K2,K3)
- 1.5 Challenges in Indian Rural Market- Rural retail Players in India (K1,K2,K3)
- 1.6 Rural Retail Strategies.Types of Retailers - Retailing Environment, Indian vs. Global Scenario (K1,K2,K3)

Unit II - Retail Location and Layout**(15 hours)**

- 2.1 Retail location & layout –Types of locations (K1,K2,K3)
- 2.2 Location strategy and legal consideration – Location Opportunities (K1,K2,K3)
- 2.3 Evaluation – Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis (K1,K2,K3,K4)
- 2.4 Site Location – Store layout- Store design – Store operations - Role of store manager - Interior and exterior design layout (K1,K2,K3,K4)
- 2.5 Retail store - Management planning and Administration – Visual and display methods in retailing (K1,K2,K3,K4)
- 2. 6 Store maintenance – Vendor relationship and customer service. (K1,K2,K3,K4)

Unit III - Retail Logistics and Supply chain management**(15 hours)**

- 3.1Retail Logistics - Meaning – Types – Need and Importance (K1,K2,K3)
- 3.2 Logistical activities – Reverse logistics – Outsourcing logistics(K1,K2,K3)
- 3.3 Meaning of Supply Chain Management –Need — Supply chain integration Push and Pull Supply Chain Management (K1,K2,K3)
- 3.4 Challenges in developing effective Supply chains in India(K1,K2,K3)
- 3.5 Cross docking – Food and Grocery supply chain - Retail Planning Process, Retail Models, Retail “EST”model (K1,K2,K3)
- 3.6 Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process(K1,K2,K3)

Unit IV - International Retailing and Rural Retailing**(15 hours)**

- 4.1 Introduction, Stages in Retail Global Evolution - Reasons for Going Global (K1,K2,K3)
- 4.2 Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods. (K1,K2,K3)

- 4.3 Introduction, an Overview of the Indian Rural Market, Role of Rural retailing in India, (K1,K2,K3)
- 4.4 Challenges in Indian Rural Market, Periodic Markets (K1,K2,K3)
- 4.5 Rural retail Players in India, Rural Retail Strategies, (K1,K2,K3,K4)
- 4.6 Future of Rural retailing(K1,K2,K3,K4)

Unit V -E-Tailing and CRM (15 hours)

- 5.1 E-Tailing- Introduction, Role of Technology in Satisfying Market Demand (K1,K2,K3)
- 5.2 Technology in Retail Marketing Decisions, Structure and Developments in E-tailing (K1,K2,K3)
- 5.3 Factors Influences the Growth of E- Tailing, Advantages & Disadvantages of E-Tailing (K1,K2,K3)
- 5.4 Future of Electronic Retailing. Benefits of Relationship Marketing (K1,K2,K3)
- 5.5 Management of Relationship, Principles of CRM, Customer Relationship Management Strategies (K1,K2,K3)
- 5.6 Components of CRM, Customer Service in Retailing, CRM and Loyalty Program (K1,K2,K3)

Note: Case studies for all Units. (K5.K6)

Text Books

- 1. Levy & Weirtz, Barton A Weitz, Ajay Pandit, Retail Management, Tata McGraw Hill Publications 6th Edition,2008.
- 2. Dunne, Lusch, Retail Management, Cengage Publications, 5th Edition,2011.

Reference Books

- 1. SwapnaPradhan,RetailingManagement,TataMcGrawHillPublications,3rdEdition,2009
- 2. K.Shridhara Bhat, Logistics and Supply Chain Management, Himalaya Publishing House, 1st Edition, 2009.

Websites

- 1. www.dmsretail.com
- 2. www.udemy.com

SEMESTER – IV**PEFNC20 - ELECTIVE II C - RISK MANAGEMENT AND DERIVATIVES**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEFNC20	Risk and Derivatives Management	Theory	Core Elective	6	3	100

OBJECTIVES

- 1 To provide knowledge, understanding of practical investments and corporate financial management strategies using various derivatives in a manner which will allow students to apply these concepts and skills in their careers.
- 2 To provide a basic understanding of financial derivatives as well the application of derivatives.
- 3 To know the trading mechanism and uses as hedging instruments and regulatory framework.
- 4 To manage the assets and liabilities of private enterprises, banks, insurance companies, pension funds, and other financial institutions
- 5 The students will learn the fundamental concepts of derivative pricing and hedging and apply them to a variety of financial instruments.

COURSE OUTCOMES

The learners will be able to

CO1: Understand the concepts on risk and its sources

CO2: Gain knowledge in risk management techniques

CO3: Understand the concepts of financial derivatives.

CO4: Gain knowledge in the derivatives markets in India

CO5: Acquire knowledge and skills in the advanced financial derivatives.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	H	H	M
CO3	M	H	M	H	H	M
CO4	M	M	H	H	M	H
CO5	H	M	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	H	H	M	H	L	M
CO3	H	H	H	H	M	H
CO4	M	M	H	H	M	H
CO5	H	M	H	M	H	L

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit I - Introduction to Risk Management (15 Hours)

- 1.1 Risk – Types of Risk (K1,K2)
- 1.2 Objectives of risk management (K1,K2,K3)
- 1.3 Sources of risk (K1,K2,K3)
- 1.4 Risk identification (K1,K2,K3)
- 1.5 Measurement of risk(K1,K2,K3)
- 1.6 Risk Management Process(K1,K2,K3,K4)

Unit II - Risk Management Techniques (15 Hours)

- 2.1 Risk Avoidance (K1,K2,K3,K4)
- 2.2 Loss Control (K1,K2,K3,K4)
- 2.3 Risk retention (K1,K2,K3,K4)
- 2.4 Risk transfer (K1,K2,K3,K4)
- 2.5 Cost of risk management (K1,K2,K3,K4)
- 2.6 Pooling and diversification of risk. (K1,K2,K3,K4)

Unit III – Derivatives Management – I (15 Hours)

- 3.1 Derivatives – Definition (K1)
- 3.2 Types (K1,K2,K3)
- 3.3 Uses (K1,K2,K3)
- 3.4 Forward contracts (K1,K2,K3)
- 3.5 Future Contracts – SWAPS – Hedging with options (K1,K2,K3)
- 3.6 Sophisticated Hedging Strategies with option(K1,K2,K3,K4)

Unit IV – Derivatives Management – II (15 Hours)

- 4.1 Evolution of derivatives in India (K1,K2,K3)
- 4.2 Recommendations of L.C.Gupta Committee (K1,K2,K3)
- 4.3 Categories of derivatives traded in India (K1,K2,K3)
- 4.4 Derivatives trading at BSE/NSE (K1,K2,K3)
- 4.5 Strengthening of cash market (K1,K2,K3)
- 4.6 salient features of index futures contract at BSE/NSE(K1,K2,K3)

Unit V - Advance Financial Derivatives

(15 Hours)

- 5.1 Advance Financial Derivatives-Introduction(K1)
- 5.2 Interest Rate Options(K1,K2,K3)
- 5.3 Interest Rate Caps(K1,K2,K3)
- 5.4 Terms Of Interest Rate Agreement(K1,K2)
- 5.5 Types Of Interest Rate Caps-Interest Rate Guarantee and Cap(K1,K2,K3,K4)
- 5.6 Other advanced derivatives. (K1,K2,K3,K4)

Note: Case studies for all Units. (K5.K6)

Text Books

1. Trieschmann, Hoyt, Sommer, Risk Management and Insurance, Cengage Learning, 12th Edition, 2009
2. S.L.Gupta, Financial Derivative – Theory, Concepts and Practice, Prentice Hall of India, 11th Edition,2011.

Reference Books

1. Mark S. Dorfman, Introduction to Risk Management and Insurance, Prentice hall of India, 8th Edition, 2005.
2. Stulz, Risk Management and Derivatives, Cenagage Learning, 1st Edition,2008.

Websites

1. www.indiaipo.com
2. Indian institute of finance and banking. <http://www.iibf.org.in/>

SEMESTER-III

PEHRA20 – ELECTIVE IIIA - COMPENSATION MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHRA20	Compensation Management	Theory	Core Elective	6	3	100

COURSE OBJECTIVES

1. To gain knowledge about the basic concepts of the compensation system and the pay model.
2. To attain in depth understanding of the evaluation of the job and its description
3. To acquire the knowledge about the design and examine the pay level based on the person competencies.
4. To acquire and the absorb knowledge based on the benefits and services provided in the form of wages and salaries.
5. To empower the students about the level of pay based on the performance and the market competitiveness

COURSE OUTCOMES

The learners will be able to

CO1: Understand the concept of the compensation system and the pay model.

CO2: Attain in depth understanding of the evaluation of the job and its description

CO3: Acquire the knowledge about the design and examine the pay level based on the person competencies.

CO4: Acquire and absorb knowledge based on the benefits and services provided in the form of wages and salaries

CO5: Acquires the knowledge about the level of pay based on the performance and the market competitiveness

CO	PO
----	----

	1	2	3	4	5	6
CO1	H	M	H	H	H	H
CO2	H	M	H	H	M	H
CO3	H	M	H	H	M	H
CO4	M	H	M	H	H	M
CO5	M	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	L	L	M	L
CO2	H	M	M	L	M	L
CO3	H	L	H	L	L	L
CO4	H	M	M	L	M	L
CO5	H	L	M	H	M	L

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit – 1 Concepts of Compensation System and the Pay Model (15 hours)

- 1.1 : Definition – concept (K1)
- 1.2 : Forms of pay (K1, K2)
- 1.3: Pay model (K2)
- 1.4: Developing a total compensation strategy (K2, K3)
- 1.5: Compensation strategy – internal structure (K1, K2, K3)
- 1.6: Strategic choices and consequences (K2, K3)

Unit- II Job valuation & Job Description (15 hours)

- 2.1: Job Analysis – procedure – information collected (K1)
- 2.2: Methods of collecting the information (K1, K2)
- 2.2: Job description (K1)
- 2.3: Judging job analysis (K2, K3)
- 2.3: Job evaluation process (K2, K3)
- 2.4: Major decisions in the process of job evaluation. (K2, K3, K4)

Unit- III Person Based Structures (15 hours)

- 3.1: Designing pay level, mix, structures – major decision (K1)
- 3.2: Person Based Structures (Skill) – introduction – skill plans (K1, K2, K3)
- 3.4: Types – purpose – analysis (K2, K3)
- 3.5: Competencies – defining competencies – purpose (K2, K3)
- 3.6: Competency analysis – administering the plan (K2, K3)
- 3.5: Bias in internal structures (K2, K3, K4)

Unit – IV Benefits and Services (15 hours)

- 4.1: Concept – reason for growth in the employee’s benefits (K1, K2)
- 4.2: Key considerations (K2)
- 4.3: Components of wages and benefits structure – components of a benefit plan (K2, K3)
- 4.4: Benefit administering (K2, K3)
- 4.5: The Indian Constitution and Social Security – legislations (K2, K3)
- 4.6: Trends and issues.(K3, K4)

Unit- V Pay Level and Market Competitiveness (15 hours)

- 5.1: Pay for performance plans – concept – specific pay for performance plans (K1, K2)
- 5.2: Team incentives plans (K2, K3)
- 5.3: Gain-sharing plans (K1, K2)
- 5.4: Profit Sharing Plans - ESOPs – BBOPs (K2, K3)
- 5.5: Competitiveness – external competitiveness – labour market factor – product market factors organizational factors – relevant markets (K2, K3, K4)
- 5.6 Competitive pay policy alternatives (K2, K3)

Note: Case studies for all units. (K5.K6)

Text Books:

1. George T Milkovich, Jerry M Newman, C.S.Venkata Raman, Compensation, Tata McGraw Hill, 9th Edition, New Delhi, 2009
2. B. D. Singh, Compensation & Reward Management, Excel Books, 2nd Edition,2012

Reference Books:

1. Aswathappa K, Human Resource & Personnel Management, Tata McGraw Hill, 9th Edition, New Delhi,2010
2. Dipak Kumar Battacharya Compensation Management, Oxford University Press (16 February 2009)

Websites

1. www.coursera.org

2. www.edx.com

SEMESTER – IV

PEHRC20 – ELECTIVE I C- INDUSTRIAL RELATIONS

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEHRC20	Industrial Relations	Theory	Core Elective	6	3	100

OBJECTIVES

1. To acquire knowledge on the contextual and constitutional framework of Industrial relations.
2. To familiarize with the trade unions in India.
3. To imbibe the methods of maintaining harmony within the Industry.
4. To ascertain the procedure of effectively dealing with grievances and collective bargaining in an organization.
5. To upgrade and expertise on technical advances to maintain good Industrial Relations in an organization
- 6.

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Expertise on Industrial Concept and Labour Force in India

CO2: Understand the concept, formation, types of Trade Union in India and its Functions

CO3: It enables learners to gain in depth acquaintance on resolution of Disputes and Maintain Industrial harmony

CO4: Understand the nature, causes of Grievance Procedure and the maintenance of Successful Collective Bargaining

CO5: Learners acquire essential awareness on the Technological changes involved in maintaining Industrial Relations.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	M
CO2	M	H	H	H	H	M
CO3	H	M	M	H	H	H
CO4	H	H	M	M	H	H
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	L	M
CO2	H	H	M	M	M	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	L	H
CO5	H	H	H	M	H	H

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit I: Industrial Concept and Labour Force in India (15 hours)

- 1.1 Industrial Relation, Evolution of Industrial Relations, Concept, Scope and aspects, Components of IR system (K1, K2)
- 1.2 Factors affecting Industrial Relation, Approaches to Industrial Relations (K1, K2)
- 1.3 Labour Force in India: Structure, Composition and Trends, (K1,K2,K3)
- 1.4 Critical Challenges (K1, K2, K3)
- 1.5 Future of Industrial Relations (K1, K2, K3, K4)
- 1.6 Role of Government of in Industrial Relations (K1,K2, K3)

Unit II: Trade Unionism (15 hours)

- 2.1 Trade union, Concept, Features (K1, K2)
- 2.2 Functions, Challenges (K1, K2)
- 3.3 Trade Union Recognition (K1, K2, K3,)
- 2.4 Trade Unions in India: ILO-AITUC- CTUO- CITU- INTUC (K1, K2, K3,K4)
- 2.5 Managerial Trade Unions (K1, K2, K3)
- 2.6 Women in Trade Union (K1, K2, K3)

Unit III: Dispute Resolution and Industrial Harmony (15 hours)

- 3.1 Industrial Conflicts, Causes and Consequence, Classification(K1, K2,)
- 3.2 Industrial Disputes Act 1947, Software Professionals, Authorities under This Act (K1, K2, K3)
- 3.3 Notice of Change, Reference of Disputes to Boards, Courts, or Tribunals, Procedure, Powers and Duties of Authorities (K1, K2, K3,K4)
- 3.4 Unfair Labour Practices (K1, K2, K3)
- 3.5 General Prohibition on Strikes and Lockouts, Forms of Strike, (K1, K2, K3)
- 3.6 Tripartite - Types and Levels. (K1, K2, K3)

Unit IV: Grievances Procedures and Collective Bargaining(15 hours)

- 4.1 Grievances, Nature, Causes, Grievance Procedure,(K1, K2)
- 4.2 Misconduct, Approaches to deal with Indiscipline (K1, K2,)
- 4.3 Punishment-Procedure for punishment, Types of punishment under standing Orders (K1, K2,K3)
- 4.4 Collective Bargaining and Stake Holders (K1,K2, K3)
- 4.5 Negotiating Techniques and Skills- Stages of Negotiation (K1, K2, K3,K4)
- 4.6 Factors Contributing to Success or failure of collective bargaining. (K1, K2, K3)

Unit V: Technological Change and Settlement of Machinery (15 hours)

- 5.1 Technological Change, Management Strategy, Management Strategy and approach, Managing Good Industrial Relations, Ten Golden Rules for Good Industrial Relations(K1, K2, K3, K4)
- 5.2 Conciliation(K1, K2)
- 5.3 Mediation (K1, K2)
- 5.4 Arbitration, concept, Approaches, Advantages & Disadvantages, Types, Qualification, Procedure for investigation & Submission of Awards (K1, K2, K3,K4)
- 5.5 Adjudication, Socio-economic importance, Types, Three tier system of Adjudication (K1, K2, K3)
- 5.6 Model principles for reference of disputes of adjudication, Central IR Machinery in India (K1, K2, K3)

Note: Case studies for all Units. (K5.K6)

Text Books

- C.S.Venkata Ratnam - Manoranjan Dhal –Industrial Relations, 2nd Edition- Oxford Higher Education,2017
- S.C.Srivastava - Industrial Relations and Labour Laws, 5th Edition - Vikas Publication,2007

Reference Books

Dwivedi R.S. - Human Relations and Organizational Behaviour, 14th Edition - MacMillan India Ltd., New Delhi,1997.

Ratna Sen - Industrial Relations in India: Shilling Paradigms, 2"d Edition Macmillan India Ltd., New Delhi,2011.

Websites

www.industrialrelations.nsw.gov.au

www.coursera.org

SEMESTER IV

PEHRB20 - ELECTIVE III B - TRAINING AND DEVELOPMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHRB20	Training and Development	Theory	Core Elective	6	3	100

OBJECTIVES

1. Impart the concept and approaches to training
2. Discuss the importance of training and development from a HR perspective.
3. Identify training plans and effectively implement them.
4. Define the different types of training.
5. Outline the different types of training delivery methods

COURSE OUTCOMES

The learners will be able to

CO1: Understand the concepts, process, models and approaches involved in training

CO2: Explain the training design and interpret the various learning dimensions.

CO3: Apply training methods based on the nature of the groups.

CO4: Integrate various training methods in classroom and professional environment

CO5: Understand and apply the assessment and model of evaluation.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	M
CO2	H	H	M	H	M	H
CO3	M	H	H	M	H	H

CO4	M	M	H	M	H	H
CO5	H	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	M	M
CO2	H	H	H	M	M	M
CO3	H	M	L	H	M	M
CO4	H	H	M	L	M	M
CO5	H	H	H	L	M	M

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit – I Introduction

(15 hours)

- 1.1 Training - Concept – Benefits (K1, K2, K3)
- 1.2 Characteristics – Process – Types (K1, K2, K3)
- 1.3 Models - Approaches (K1, K2, K3)
- 1.4 Functions of training – Levels – Prepositions (K1, K2, K3)
- 1.5 Stakeholders - Competency based training (K1, K2, K3)
- 1.6 Roles and responsibilities of training manager -Training of training managers – Challenges (K1, K2, K3)

Unit – II Training Programme and Learning

(15 hours)

- 2.1 Training needs – Methods (K1, K2, K3)
- 2.2 Training Design –Strategy and Training (K1, K2, K3)
- 2.3 Competency based training programme (K1, K2, K3)
- 2.4 Learning – Concepts – Adult learners – Learning process (K1, K2, K3)

- 2.5 Dimensions – Domains of Learning (K1, K2, K3)
2.6 Learning modes – Learning styles – Barriers (K1, K2, K3)

Unit – III Training Methods – I (15 hours)

- 3.1 Lecture method – Team building (K1, K2, K3, K4)
3.2 Question answer (K1, K2, K3, K4)
3.3 Learning in groups (K1, K2, K3, K4)
3.4 Buzz group – In basket (K1, K2, K3, K4)
3.5 Panel Discussions – Case Method (K1, K2, K3, K4)
3.6 Special Training Programmes (K1, K2, K3, K4)

Unit – IV Training Methods – II (15 hours)

- 4.1 Seminar – Symposium (K1, K2, K3, K4)
4.2 Role Play – Simulation (K1, K2, K3, K4)
4.3 Game – Force Field Analysis (K1, K2, K3, K4)
4.4 Assignment (K1, K2, K3, K4)
4.5 Action Learning (K1, K2, K3, K4)
4.6 Training Trends Worldwide (K1, K2, K3, K4)

Unit – V Assessment and Evaluation of Learning (15 hours)

- 5.1 Assessment – Concept – Process (K1, K2, K3)
5.2 Assessment tools – Assessment Guidelines (K1, K2, K3)
5.3 Evaluation – Definition – Purpose (K1, K2)
5.4 Principles – Framework – Model (K1, K2, K3)
5.5 Management Development – Purpose – Factors – Process (K1, K2, K3)
5.6 Methods - Politicking - Meaning and Purpose (K1, K2, K3)
Note: Case studies for all units. (K5.K6)

Text Books

1. B.L. Gupta, Management Training and Development, Vrinda Publications, 1st Edition, 2011.

- Stephen P Robbins and Philip L Hunsaker, Training in Interpersonal Skills, PHI, New Delhi, 5th Edition,

References

- Rolf P Lynton and Udai Pareek, Training for Development, Sage Publications, 3rd Revised Edition, 2011.
- Dr. R.K. Sahu, Training for Development, Excel Books, New Delhi, 1st Edition, Reprint 2010.

Websites

- www.maximatrain.in
- www.managementstudyguide.com

PESSA20- ELECTIVE IV A - CLOUD COMPUTING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PESSA20	Cloud Computing	Theory	Core Elective	6	3	100

OBJECTIVES

- To enable the evolution and role of Cloud Computing in business integration.
- To integrate Cloud architecture with various virtualized datacenters.
- Able to understand Cloud architecture, design, development and implementation
- To enable the students understand the concept of Grid Computing and Networking.
- To get an idea on the concept Internet of things.

COURSE OUTCOMES

The learners will be able to

CO1: Understand how Cloud is evolved and will come out with good conceptual knowledge

in Cloud Computing

CO2: Analyze the services, and platforms in Cloud

CO3: Come with awareness on various cloud providers

CO4: Attain knowledge of Grid computing and networking

CO5: Enable the students to have a skill with Internet of Things

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	H	H	M	H	M	H
CO3	H	H	M	M	M	H
CO4	M	M	H	H	H	H
CO5	H	M	H	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	L
CO2	H	M	H	H	M	L
CO3	M	M	H	M	H	H
CO4	H	M	M	H	H	H
CO5	M	L	H	M	H	L

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit I –Introduction

(15 hours)

- 1.1 Cloud Computing Basics – Overview (K1, K2, K3)
- 1.2 Applications – Benefits (K1, K2, K3)
- 1.3 Limitations – Security Concerns (K1, K2, K3)
- 1.4 Clustering – Virtualization (K1, K2, K3)
- 1.5 Types of Cloud Services (K1, K2, K3)
- 1.6 Cloud Titans (K1, K2, K3)

Unit II - Cloud Architecture over Virtualized Data Centers

(15 hours)

- 2.1 Cloud Computing and Service Models (K1, K2, K3)
- 2.2 Data Center Design and Interconnection Network (K1, K2, K3,K4)
- 2.3 Architectural Design of Compute and Storage Clouds (K1, K2, K3,K4)
- 2.4 Public Cloud Platform (K1, K2, K3)
- 2.5 Inter Cloud Resources Management (K1, K2, K3)
- 2.6 Cloud Security and Trust Management (K1, K2, K3,K4)

Unit III -Cloud Programming and Software environment (15 hours)

- 3.1 Services and Service Oriented Architecture (K1, K2, K3, K4)
- 3.2 Features of Cloud and Grid Platforms (K1, K2, K3, K4)
- 3.3 Programming support of Google App Engine (K1, K2, K3, K4)
- 3.4 Programming on Amazon AWS (K1, K2, K3, K4)
- 3.5 Programming on Microsoft Azure (K1, K2, K3, K4)
- 3.6 Emerging Cloud Software environment (K1, K2, K3)

Unit IV -Grid computing and Peer to peer computing (15 hours)

- 4.1 Grid Architecture and Services modeling (K1, K2, K3, K4)
- 4.2 Grid Application Trends and Security Measures (K1, K2, K3, K4)
- 4.3 Peer to Peer Computing Systems (K1, K2, K3, K4)
- 4.4 P2P Overlay Network and Properties (K1, K2, K3, K4)
- 4.5 Routing and Proximity- Fault tolerance (K1, K2, K3, K4)
- 4.6 Securing Overlays to Prevent DDoS Attack (K1, K2, K3, K4)

Unit V -Ubiquitous cloud and Internet of Things (15 hours)

- 5.1 Ubiquitous Computing - Cloud trends in supporting ubiquitous computing (K1, K2, K3)
- 5.2 Performance of distributed systems and cloud (K1, K2, K3)
- 5.3 Internet of Things Concepts (K1, K2, K3)
- 5.4 Enabling technologies for the Internet of Things (K1, K2, K3, K4)
- 5.5 Innovative applications of Internet of things (K1, K2, K3, K4)
- 5.6 Online social and professional networking (K1, K2, K3).

Note: Case studies for all units. (K5.K6)

Text Books

1. Anthony T. Velte ,Toby J. Velte, RobertElsenpeter -Cloud Computing : A practical approach – Tata McGrawHill, 2010
2. Kai Hwang, Geoffrey C. Fox, Jack J. Dongarra- Distributed and Cloud Computing : From Parallel Processing to the Internet of Things–, 1st Edition Elsevier2017

Reference Books

1. JohnW. Rittinghouse and James F. Ransome, –Cloud Computing Implementation,Management and Securityll, CRC Press, Taylor & Francis Group, Boca Raton London, New York, 2010.
2. Cloud Computing: From Beginning to End – Ray J Rafels CreateSpace Independent Publishing Platform, April 1,2015

Websites

1. www.coursera.org
2. www.edx.org

SEMESTER - III

PESSB20 – ELECTIVE IV B - DIGITAL BUSINESS AND E COMMERCE

Year/ Sem	Course Code	Title of the Course	Course Category	H/W	Credits	Marks
II / III	PESSB20	Digital Business and E Commerce	Core Elective	6	3	100

OBJECTIVES

1. To gain domain knowledge in all aspects of Digital and E-Commerce environment.
2. To enhance the technologies used in digital business.
3. To implement the conceptual and practical knowledge of E- CRM and E- SCM concepts in the workplace
4. To establish awareness of using digital payment methodologies from diverse aspects of technology.
5. To enhance various E- commerce strategies to master in the digital business environment.

COURSE OUTCOMES

The learners will be able to

CO1: Understand about emergence of E-commerce

CO2: Analyze various technologies used to develop digital business environment

CO3: Understand the concepts of E- marketing and Digital payment

CO4: Students adhere to the values and ethics relevant to the digital payment in business environment

CO5: Have knowledge to establish new strategies and master in E- Commerce.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	M	H
CO3	M	M	H	M	H	H
CO4	M	M	H	M	H	H
CO5	H	H	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	M
CO2	H	M	H	H	H	M
CO3	H	M	H	M	H	L
CO4	L	M	M	M	H	H
CO5	L	M	H	M	H	M

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit I - Introduction to E-Commerce

(15 hours)

1.1 Emergence of the Internet – Emergence of the World Wide Web (K1, K2, K3)

1.2 Advantages and Disadvantages of E- commerce (K1, K2, K3)

1.3 BAM Model - Online Extension of a BAM Model (K1, K2, K3)

1.4 Transition of E-commerce in India – E-Transition Challenges for Indian Corporates (K1, K2, K3)

1.5 E- Business Models Based on Transaction Parties (K1, K2, K3, K4)

1.6 E- Business Models Based on Transaction Types (K1, K2, K3, K4)

Unit II - E-Commerce Enabling Technologies and E-Security

(15 hours)

2.1 Digital Business concepts -Internet Client-Server Applications (K1, K2, K3)

2.2 Networks and Internets: Communication Switching (K1, K2, K3)

- 2.3 Developments in Transmission – Network Routers – The Internet Protocol Suite (K1, K2, K3)
- 2.4 Naming Conventions – URLs – Search Engines (K1, K2, K3)
- 2.5 Software Agents – Internet Service Provider (K1, K2, K3)
- 2.6 Information Security Environment in India (K1, K2, K3)

Unit III - Digital Business Ecosystems (15 hours)

- 3.1 E-Marketing: Traditional Marketing –Identifying Web Presence Goals (K1, K2, K3,K4)
- 3.2 The Browsing Behavior Model – Online Marketing – E-Advertising (K1, K2, K3, K4)
- 3.3 E-Payment Systems: Main Concerns in Internet Banking – People Drive Change – Digital Payment Requirements (K1, K2, K3, K4)
- 3.4 Digital Token-based E-payment Systems – Classification of New Payment Systems (K1, K2, K3, K4)
- 3.5 Properties of Electronic Cash – Cheque Payment Systems on the Internet (K1, K2, K3, K4)
- 3.6 Risk and E-Payment Systems- E Procurement (K1, K2, K3)

Unit IV - E-CRM & E-SCM (15 hours)

- 4.1 E-Customer Relationship Management: Introduction- Typical Business Touch Points(K1, K2, K3, K4)
- 4.2 CRM and workflow Automation – Customer Relationship Management System for a Bank (K1, K2, K3)
- 4.3 Social Media Marketing (K1, K2, K3, K4)
- 4.4 E-Supply Chain Management: Supply Chain – Fulfilling Customer’s Needs – Smart Chains, Smarter Gains (K1, K2, K3,K4)
- 4.5 SCM in Wal-Mart World – The pay-off –Seven Ways to Reduce Inventory –E-SCM Provides “Real-time”Benefits(K1, K2, K3)
- 4.6 The Strategic Advantage - E-Supply Chain Components and Architecture –Major Trends in E-SCM (K1, K2, K3)

Unit V - Digital Business Web Design (15 hours)

- 5.1 E-Strategy: Information and Strategy- The Virtual Value Chain (K1, K2, K3)
- 5.2 Seven Dimensions of E-Commerce Strategy (K1, K2, K3)
- 5.3 Value Chain and E-Strategy (K1, K2, K3)
- 5.4 Planning the E-Commerce Project. (K1, K2, K3, K4)
- 5.5 Effective Web Design: Requirements of Intelligent Websites (K1, K2, K3)

5.6 Setting Website Goals and Objectives – Strategies for Website Development (K1, K2, K3)

Note: Case studies for all Units. (K5.K6)

Text Books

1. P.T. Joseph, S.J. - E-Commerce, An Indian Perspective, PHI Publications, 4th Edition 2012.
2. Gary.P.Schneider - Ecommerce, Cengage Learning, 9th Edition, 2011

Reference Books

1. Ravi Kalakota- Electronic Commerce, Pearson Education, 10th Edition, 2012..
2. Bharat Bhasker- Electronic Commerce, Frame Work Technologies and Applications, Tata McGraw Hill Publications, 3rd Edition, 2008.

Websites

1. www.shopify.com
2. www.coursera.org

SEMESTER - III

PEHCA20 - ELECTIVE V A - HOSPITAL DESIGN AND OPERATION MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEHCA20	Hospital Design and Operation Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. To recognize the importance and need for planning of hospital services and the factors involved
2. To identify, differentiate and interrelate the steps and roles of various personnel involved in overall planning and implementation of the hospital
3. To identify, differentiate and evaluate the functions and requirements for clinical, engineering and support services in the hospital
4. To identify and plan for compliance of the hospital and services to legal requirements
5. To develop, organize and implement a hospital design plan

COURSE OUTCOMES

The learners will be able to

CO1: Understand and infer the importance of hospital planning and identify the factors influencing outcomes To identify, understand and differentiate the various steps involved in hospital planning

CO2: Understand, recognize and interrelate the steps involved in hospital planning

CO3: Gain the knowledge in the functions and requirements of various clinical services in the hospital

CO4: Understand the functions and requirements of various support services in the hospital

CO5: Be able to develop, plan and implement engineering services for the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	H	M	M
CO2	H	H	M	H	M	H
CO3	M	H	M	H	H	H
CO4	H	H	M	M	H	H
CO5	M	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	L	H
CO2	H	L	H	M	M	M
CO3	H	H	L	L	M	L
CO4	H	H	L	L	M	L
CO5	M	H	M	M	H	L

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit 1: Introduction to Hospital Planning (15 hours)

1.1 Market survey - Assessment of the demand and need for hospital services (K1, K2, K3, K4)

1.2 Factors influencing hospital utilization (K1, K2, K3, K4)

1.3 Steps In Hospital Planning: Need Assessment - Bed planning – Land requirements (K1, K2, K3, K4)

1.4 Project cost – Space requirements –Hospital drawings - Documents- (K1, K2, K3, K4)

1.5 Project management & implementation (K1, K2, K3, K4)

1.6 Project Management tools - Gantt chart and other project planning tools (K1,K2,K3,K4)

Unit 2: Hospital planning (15 hours)

2.1 Principles of hospital planning(K1,K2,K3,K4)

2.2 Formation of Hospital Planning Team- Financial Planning (K1,K2,K3,K4)

2.3 Statutory legal requirements - Hospital planning (K1,K2,K3,K4)

2.4 Planning process – size of the hospital – site selection - Specialties – Bed allocation (K1,K2,K3,K4)

2.5 Human Resource in hospitals - Equipment planning - Conception to commissioning (K1,K2,K3,K4)

2.6 Site development - Construction of Hospital–Commissioning(K1,K2,K3,K4)

Unit 3: Planning for Clinical services (15 hours)

3.1 Planning, - Design layout - functional flow of clinical services (K1,K2,K3,K4)

3.2 Outpatient Services - Accident and Emergency (K1,K2,K3,K4)

3.3 Inpatient Services – Nursing services (K1,K2,K3,K4)

3.4 Hospital Infection Control(K1,K2,K3,K4)

3.5 Intensive Care Unit (K1,K2,K3,K4)

3.6 Operation Theatre - Day care (K1,K2,K3,K4)

Unit 4: Planning for Support services (15 hours)

4.1 Planning, Design, layout (K1,K2,K3,K4)

4.2 Functional flow of support services: Pharmacy (K1,K2,K3,K4)

4.3 Diagnostic labs - Radiology - Cath labs (K1,K2,K3,K4)

4.4 Physiotherapy - Blood bank - Central Sterile Supply Department (K1,K2,K3,K4)

4.5 Medical records - Hospital Information System (K1,K2,K3,K4)

4.6 Mortuary - Central Medical Gas System(K1,K2,K3,K4)

Unit 5: Planning for Ancillary support services (15 hours)

5.1 Planning, Design, layout (K1,K2,K3,K4)

5.2 Functional flow of ancillary support services(K1,K2,K3,K4)

5.3 Engineering Services (Biomedical Engineering, Mechanical Engineering & HVAC, Water Supply and Sanitary Service, Electrical Engineering, Civil Engineering) (K1,K2,K3,K4)

5.4 Communication Service - Biomedical Waste Disposal – Transport Service - Laundry Services - Dietary Service (K1,K2,K3,K4)

5.5 Administrative Services - Quality Services - House Keeping Department (K1,K2,K3,K4)

5.6 Hospital Maintenance – Estates management (K1,K2,K3,K4)

Note: Case studies for all Units. (K5.K6)

Text books:

1. Kunders G.D, Gopinath S, and Katakama, Hospital Planning, Design and Management, Tata Mc.Graw Hill, New Delhi, 1999.
2. Arun Kumar, (ed) Encyclopedia of Hospital Administration and Development, Anmol Publications, New Delhi, 20009

References

- Srinivasan A. V. (ed) Managing a modern hospital, Response Books New Delhi, 2000
- Sakharkar B.M. Principles of Hospital Administration and Planning, Jaypee publication, 2009

Websites

1. swayam.gov.in
2. www.wbdg.org

SEMESTER - IV

PESSC20 - ELECTIVE IV C - DECISION SUPPORT AND BUSINESS INTELLIGENCE

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PESSC20	Decision Support and Business Intelligence	Theory	Core Elective	6	3	100

OBJECTIVES

1. To gain domain knowledge in all aspects of Decision Support system and Business Intelligence.
2. To enhance the data mining skills
3. To implement the conceptual and practical decision making in the workplace
4. To establish awareness in various decision modeling technology.
5. To master in decision making skills to work in an organization as a team or to start an enterprise.

COURSE OUTCOMES

The learners will be able to

CO1: Enable the student to understand about decision support systems

CO2: Able to analyze various phases of decision making and components of decision support system

CO3: Understand the modeling approaches of decision making and can implement in their organization.

CO4: Be able to enhance the data mining skills by applying knowledge discovery

CO5: Master in decision making skills on analyzing the data warehousing and mining concepts.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	H	M	H
CO2	H	H	M	H	M	H
CO3	H	H	H	M	H	M
CO4	H	M	H	H	H	M
CO5	M	M	M	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	L
CO2	H	M	M	M	H	L
CO3	M	M	H	H	H	M
CO4	L	M	M	M	H	M
CO5	M	L	H	M	H	L

H-HIGH (3), M-MODERATE (2), L-LOW (1)

Unit I - Introduction to Decision Support Systems (15 hours)

1.1 Introduction – Changing Business Environments and Computerized Decision Support (K1, K2, K3)

1.2 Managerial Decision Making – Computerized Support for Decision Making (K1, K2, K3)

1.3 An Early Framework for Computerized Decision Support – Concept of Decision support Systems (K1, K2, K3)

1.4 System View of Decision Support (K1, K2, K3)

1.5 Tools & Techniques of Managerial Decision Support (K1, K2, K3)

1.6 Implementing Computer Based DSS–Models (K1, K2, K3)

Unit II - DSS Phases & Components

(15 hours)

2.1 Phases of the Decision Making Process: The Intelligent Phase – The Design Phase (K1, K2, K3, K4)

2.2 The Choice Phase – The Implementation Phase (K1, K2, K3, K4).

2.3 How are Decisions Supported DSS Configurations – Characteristics & Capabilities (K1, K2, K3, K4)

2.4 Components: The Data Management Subsystem – The Model Management Subsystem (K1, K2, K3, K4)

2.5 The User Interface Subsystem – The Knowledge Based Management Subsystem (K1, K2, K3, K4)

2.6 The Decision Support System: User- Hardware (K1, K2, K3, K4)

Unit III - DSS: Modeling & Analysis

(15 hours)

3.1 Management Support Systems Modeling – Static & Dynamic Models (K1, K2, K3, K4)

3.2 Static & Dynamic Models- Certainty, Uncertainty & Risk V

3.3 Management Support Systems Modeling with Spreadsheets – Decision Analysis with Decision Tables & Decision Trees (K1, K2, K3, K4)

3.4 The Structure of Mathematical Models – Mathematical Programming Optimization (K1, K2, K3, K4)

3.4 Multiple Goals, Sensitivity Analysis, What – IF Analysis & Goal Seeking (K1, K2, K3, K4)

3.6 Problem Solving Search Methods –Simulation (K1, K2, K3, K4)

Unit IV - Introduction to Data Mining

(15 hours)

4.1 Introduction to Data Mining (K1, K2, K3, K4)

4.2 Knowledge Discovery (K1, K2, K3, K4)

4.3 Patterns that can be Mined (K1, K2, K3, K4)

4.4 Technologies used (K1, K2, K3)

4.5 Applications in data mining (K1, K2, K3)

4.6 Issues in Data Mining (K1, K2, K3)

Unit V - Introduction to Data Warehousing

(15 hours)

5.1 Data Warehouse Basic Concepts –Difference between Operational Database and Data ware house (K1, K2, K3, K4)

5.2 Data Warehousing A multitier Architecture – Data Warehouse models Enterprise Warehouse, Data mart and Virtual Ware house - Meta data repository (K1, K2, K3, K4)

5.3 Data Warehouse Modeling : Data Cube (K1, K2, K3, K4)

5.4 Data Warehouse Modeling OLAP (K1, K2, K3, K4)

5.5 Data Warehouse Design- Business Analysis Framework- Design Process (K1, K2, K3, K4)

5.6 Data Warehouse Usage for Information Processing – OLAP to Multidimensional Data mining (K1, K2, K3, K4)

Note: Case studies for all Units. (K5.K6)

Text Books

1. Efraim Turban and Jay E. Aronson - Decision Support System and Intelligent Systems - Prentice Hall International, 15th Edition,2002.
2. Jaiwei Ham and Micheline Kamber -Data Mining concepts and techniques, Kauffmann Publishers, 3rd Edition, 2012.

Reference Books

1. Janakiraman V. S and SarukesiK- Decision Support Systems , Prentice Hall of India, 11th Edition,2009.
2. George.M.Marakas - Decision Support System , PHI Learning, 2ndEdition,2003.

Websites

1. www.dssresources.com
2. www.coursera.org

SEMESTER - III

PEHCB20- ELECTIVE V B - HOSPITAL MATERIALS AND EQUIPMENT MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
II / III	PEHCB20	Hospital Materials and Equipment Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. To understand the structure and overall functioning of the materials management
2. To identify, differentiate and analyze the functions of materials management departments
3. To recognize, evaluate and design the inventory control system for economical functioning of the hospital
4. To categorize, plan and implement audits of inventory and materials system
5. To develop, organize and implement the materials management system in the hospital

COURSE OUTCOMES

The learners will be able to

CO1: Understand and interpret the role of materials management in the hospital. To understand, recognize and interrelate the components of purchase system in materials management

CO2: Understand, recognize and interrelate the components of purchase system in materials management. To develop and critique a purchase system for the hospital

CO3: Understand, interrelate aspects, develop and critique the stores system for the hospital

CO4: Be able to plan and implement equipment purchase and utilization assessment systems

CO5: Recognize the importance of new technologies and trends in materials management and select the appropriate methods for sustainable economic and efficient functioning To plan and develop long term strategies for materials planning in the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	M	H
CO2	M	H	M	H	M	H
CO3	H	M	H	H	M	H
CO4	H	M	H	M	H	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	H	M
CO2	H	M	H	L	M	M
CO3	H	M	H	L	M	M
CO4	M	H	H	L	H	M
CO5	M	H	M	M	M	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

- 1.1 Material - Functions of materials management (K1,K2,K3)
- 1.2 Objectives of material management – Material management in health care (K1,K2,K3,K4)
- 1.3 Integrated material management – Myths and realities of material management (K1,K2,K3,K4)
- 1.4 Hospital Stores - Functions and types of hospital stores (K1,K2,K3,K4)
- 1.5 Planning of hospital stores – Indenting of stores – Duties of store keeper (K1,K2,K3,K4)
- 1.6 Control of stores – Location and layout - legal aspects of purchasing. (K1,K2,K3,K4)

Unit – II Purchase and Procurement (15 hours)

- 2.1 Purchasing - Principles of purchasing – Purchase Cycle (K1,K2,K3,K4)
- 2.2 Fundamentals of purchasing – Advantages and disadvantages – Rules regarding purchase order (K1,K2,K3,K4)
- 2.3 Tender System & process – Types of contracts (K1,K2,K3,K4)
- 2.4 Inspection of articles – Payment terms
- 2.5 Registration of Vendors – Advantages and disadvantages -Centralization and decentralization (K1,K2,K3,K4)
- 2.6 Group purchasing –Purchase selection and audit committees (K1,K2,K3,K4)

Unit – III Inspection and Stores (15 hours)

- Store –Principles - Functions of store- Types of store (K1,K2,K3,K4)
- 3.1 Inventory - inventory control – Types of Inventory cost (K1,K2,K3,K4)
 - 3.2 Types of Inventory Control Pareto analysis - ABC/VED/SDE/XYZ/HML/GOLF/MNG/SOS (K1,K2,K3,K4)
 - 3.3 Analysis – Lead Time – Buffer stock – Reorder level – Economic Order Quantity (EOQ) – Ordering system – Bin system – Stock verification – Need (K1,K2,K3,K4)
 - 3.4 Techniques. (K1,K2,K3,K4)
 - 3.5 Types of Inventory Control systems (K1,K2,K3,K4)
 - 3.6 Preventive measures- Condemnation and disposal (K1,K2,K3,K4)

Unit – IV Equipment management (15 hours)

- 4.1 Equipment planning and selection – Steps in equipment selection (K1,K2,K3,K4)
- 4.2 Equipment utilization – Repair and maintenance of equipment (K1,K2,K3,K4)
- 4.3 Equipment audit - Equipment Planning and Procurement(K1,K2,K3,K4)
- 4.4 Importing – Import procedures - Import documentation(K1,K2,K3,K4)

4.5 Methods of payment – Letter of credit – Foreign currency-payments(K1,K2,K3,K4)

4.6 Planning and procurement of spares/accessories/consumables(K1,K2,K3,K4)

Unit – V Recent trends in Materials Management (15 hours)

5.1 Concept and frame work of Supply Chain management (K1,K2,K3,K4)

5.2 Logistics Management - concept of Just in time and central purchasing (K1,K2,K3,K4)

5.3 Integrated Materials Management – RFID - The Internet of Things (K1,K2,K3,K4)

5.4 Strategies for Hospital Equipment planning and Selection (K1,K2,K3,K4)

5.5 Quality improvement tools in stores management (K1,K2,K3,K4)

5.6 Innovation in warehouse and Distribution centers – Material data analytics (K1,K2,K3,K4)

Note: Case studies for all Units. (K5.K6)

Text Books

1. Shakti Gupta, Sunil Kant, Hospital Stores Management, Jaypee Publishers, 2007.
2. Sadiwala C.M & Sadiwala R.C. Materials and Financial Management, New Age International Publishers, 2007

Reference Books

1. Magad E.L. and Amos J.M. Total Materials Management. Springer Science+Business Media. 1989.
2. Gopalkrishnan P. and Haleem A. Handbook of Materials Management. PHI publishers. 2015.

Websites

1. www.acgil.com
2. apps.who.int

SEMESTER IV

PELMC20 - ELECTIVE VI C - GREEN SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PELMC20	Green Supply Chain and Logistics	Theory	Core Elective	6	3	100

		Management					
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OBJECTIVES

1. To provide foundational knowledge associated with the green supply chain.
2. To teach the implication of today's most pressing environmental issues.
3. To describe how the various green supply chain practices can actually save money, increases efficiency and reduce delivery time.
4. To understand the concepts of green manufacturing.
5. To have an indepth knowledge on environmental impact of green logistics.

COURSE OUTCOMES

The learners will be able to

CO1: Remember the basics of Green Supply Chain Management.

CO2: Understand various procedures in ECO Design with its drivers.

CO3: Acquire knowledge on green purchasing.

CO4: Understand the concepts in green manufacturing and its challenges.

CO5: Be aware on green logistics and its drivers.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	M	M	H	M
CO3	H	M	H	H	H	M
CO4	H	M	H	H	M	M
CO5	M	H	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	L
CO2	H	L	M	L	H	M
CO3	H	M	M	L	M	L
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

H-HIGH(3), M-MODERATE(2), L-

LOW(1)

Unit I Introduction

(15 hours)

- 1.1 Introduction (KI, K2, K3)
- 1.2 Traditional Supply Chain and Green Supply Chain (KI, K2, K3)
- 1.3 Environmental Concern and Supply Chain (KI, K2, K3)
- 1.4 Closed-loop Supply Chain (KI, K2, K3)
- 1.5 Corporate Environmental Management, Green Supply Chain (GSCM) (KI, K2, K3)
- 1.6 Definition, Basic Concepts, GSCM Practices (KI, K2, K3)

Unit II Eco-Design

(15 hours)

- 2.1 Design for the Environment (DFE) or Eco-Design (KI, K2, K3)
- 2.2 Eco-Design and Supplier Relationships (KI, K2, K3)
- 2.3 Definitions of Eco-Design (KI, K2, K3)
- 2.4 Tools of Product Eco-Design (KI, K2, K3)
- 2.5 Involving suppliers in product eco-design (KI, K2, K3)
- 2.6 Drivers, Challenges and Successful factors (KI, K2, K3)

Unit III Green Purchasing

(15 hours)

- 3.1 Green Procurement and Purchasing (KI, K2, K3, K4)
- 3.2 Definitions of green purchasing (KI, K2, K3, K4)
- 3.3 Drivers of green purchasing (KI, K2, K3, K4)
- 3.4 Green purchasing strategies (KI, K2, K3, K4)
- 3.5 Green purchasing performance measurement (KI, K2, K3, K4)
- 3.6 Green Supplier Development and Collaboration. (KI, K2, K3, K4)

Unit IV Green Manufacturing

(15 hours)

- 4.1 Green Manufacturing or Production (KI, K2, K3, K4)
- 4.2 Evolution, Definitions, 4R's: recycling, remanufacturing, reuse and reduction (KI, K2, K3, K4)
- 4.3 Closed-loop Manufacturing (KI, K2, K3, K4)
- 4.4 ISO 14000 systems (KI, K2, K3, K4)
- 4.5 Life Cycle Analysis (LCA) (KI, K2, K3, K4)
- 4.6 Lean Manufacturing for Green Manufacturing or Production. (KI, K2, K3, K4)

Unit V Green Logistics and Transportation

(15 hours)

- 5.1 Green Logistics and Transportation (KI, K2, K3, K4)
- 5.2 Definitions of Green Logistics (KI, K2, K3, K4)
- 5.3 Critical drivers of Green Logistics (KI, K2, K3, K4)
- 5.4 Green transportation and logistics practices (KI, K2, K3, K4)

5.5 Environmental impacts of transportation and logistics (KI, K2, K3, K4)

5.6 Closing the Loop: Reverse Logistics. (KI, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017.
2. Charisios Achillas, Dionysis D. Bochtis, Dimitrios Aidonis, Dimitris Folinas. Green Supply Chain Management, Routledge, 2018.

Reference Books

1. Hsiao-Fan Wang, Surendra M. Gupta. Green Supply Chain Management: Product Life Cycle Approach, McGraw Hill publishing, 2011
2. Stuart Emmett, Vivek Sood. Green Supply Chains: An Action Manifesto by Stuart Emmett, Wiley publications

Websites

1. www.supplychainbrain.com
2. www.masterstudies.com