

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
PCBAB20 ORGANIZATIONAL BEHAVIOR

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PCBAB20	Organizational Behavior	Theory	Core	6	3	100

OBJECTIVES

1. To give a comprehensive view on the behavior of individuals and groups within diverse organizations and on organizational structure and processes.
2. To introduce students to theories and concepts of organizational behavior, increase knowledge and understanding of organizational behavior terminology and main concepts.
3. To develop students' skills in organizational behavior analysis, by providing practice in assessing organizational behavior problems.
4. To acquaint the students with the determinants of intra -individual, inter-personnel and inter group behaviour in organisational setting and to equip them with behavioural skills in managing people at work.

COURSE OUTCOMES

The learners will be able to

CO1: Asses an organization and classify the contributing disciplines, approaches to OB

CO2: Acquire knowledge in applying personality traits and motivational theories.

CO3: Analyze the behavior of individuals and groups in organizations in terms of key factors.

CO4: Ability to comprehend the leadership skills and effective communication systems.

CO5: Assess the potential effects of organizational factors develop skills in handling stress and manage Quality of work life.

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

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	M	M	H	L	M	L
CO3	H	L	M	L	H	M
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 Focus and Purpose (15 hours)

- 1.1 Definition , Need (K1,K2,K3)
- 1.2 Importance of Organizational Behavior , Nature (K1,K2,K3)
- 1.3 Scope , Framework , Organizational behavior models (K1,K2,K3)
- 1.4 Challenges of OB ,Role of OB (K1,K2,K3)
- 1.5 Diversity in Organizations-Discrimination-Biographical Characteristics (K1,K2,K3)
- 1.6 Disabilities, Implementing Diversity Management Strategies (K1,K2,K3)

Unit – II Individual Behavior (15 hours)

- 2.1 Personality, Types, Factors influencing personality (K1, K2, K3)
- 2.2 Theories, Learning, Types of Learners (K1, K2, K3)
- 2.3 Learning process, Learning theories, Organizational behavior modification (K1, K2, K3)
- 2.4 Emotional Intelligence, Attitudes, Characteristics, Components, Formation (K1, K2, K3)
Measurement, Values, Perception, Importance
- 2.5 Factors influencing perception, Impression Management (K1, K2, K3)
- 2.6 Motivation, Theories, Maslow, Herzberg, Mc Clelland, Vrooms , X and Y Theory (K1, K2, K3)

Unit – III Group Behavior (15 hours)

- 3.1 Groups in organizations, Influence (K1, K2, K3, K4)
- 3.2 Group dynamics (K1, K2, K3, K4)
- 3.3 Formal and informal (K1, K2, K3, K4)
- 3.4 Group cohesiveness, Group decision making techniques (K1, K2, K3, K4)
- 3.5 Interpersonal behaviour (K1, K2, K3, K4)
- 3.6 Work teams, Concept,Types, Effective teams (K1, K2, K3, K4)

Unit – IV Leadership and Power

(15 hours)

- 4.1 Meaning, Importance (K1, K2, K3, K4)
- 4.2 Leadership styles, Theories, Leaders Vs Managers (K1, K2, K3, K4)
- 4.3 Sources of power, Power centers (K1, K2, K3, K4)
- 4.4 Power and politics, Communication (K1, K2, K3, K4)
- 4.5 Functions, Model, Choice of Communication (K1, K2, K3, K4)
- 4.6 Barriers to Effective Communication (K1, K2, K3, K4)

Unit – V Dynamics of Organizational Behavior

(15 hours)

- 5.1 Organizational Change, Importance (K1, K2, K3, K4)
 - 5.2 Stability Vs change, Proactive Vs Reactive change (K1, K2, K3, K4)
 - 5.3 Change process, Resistance to change, Managing change , Stress (K1, K2, K3, K4)
 - 5.4 Work stressors, Prevention and management of stress (K1, K2, K3, K4)
 - 5.5 Balancing work and life, Organizational Development (K1, K2, K3, K4)
 - 5.6 Characteristics, Objectives, Organizational interventions(K1, K2, K3, K4)
- Note:** Case studies for all units. (K5,K6)

Text Books

1. Stephen P. Robins, Organizational Behavior, PHI Learning Pearson Education, 11th Edition, 2008.
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behavior, PHI Learning Pearson Education, 18th Edition, 2019.

References

1. Schermerhorn, John Wiley, Hunt and Osborn, Organizational Behavior, 9th Edition, 2008.
2. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2nd Edition, 2004.

Websites

1. www.obweb.org
2. www.coursera.org

SEMESTER - I

PCBAC20 - ECONOMICS FOR MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAC20	Economics for Management	Theory	Core	6	3	100

OBJECTIVES

1. To gain knowledge about the basic concepts of economics
2. To attain in depth understanding of day today basic elements that drive the economics
3. To acquire the familiarity with the elements of production required in the current corporate scenario
4. To imbibe awareness about the pricing in the current market which serves as the basic elements of personal and professional life
5. To empower the wards about the economic issues that is ethically important as sincere citizens of India.

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Understand the concept of Economics

CO2: Acquire the acquaintance of Demand and Supply

CO3: Apply the Conception of Cost Production Function

CO4: Understand the assumption of pricing and Market competition

CO5: Acquire the knowledge on Macroeconomics, Inflation

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

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

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

Unit I: Introduction to Concepts of Economics (15 hours)

- 1.1 Definition, Scope, Types, Kinds (K1, K2,)
- 1.2 Themes, Macro and Micro Econometrics, Problems (K1, K2,)
- 1.3 Production Possibility Frontier, Efficiency, Market Mechanisms (K1, K2, K3)
- 1.4 Role of Government, Rise of Welfare State (K1, K2, K3,)
- 1.5 Consumption Function, Investment Function, (K1, K2, K3)
- 1.6 Marginal Efficiency, Multiplier, Accelerator (K1, K2, K3, K4)

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

- 2.1 Demand and Supply Analysis, (K1, K2,)
- 2.2 Laws of Supply and Demand (K1, K2)
- 2.3 Elasticity of Demand and Supply, Types (K1, K2)
- 2.4 Equilibrium and Changes in Market Equilibrium- (K1, K2, K3)
- 2.5 Demand Forecasting, Techniques (K1, K2, K3)
- 2.6 Demand Forecasting for New Products.(K1, K2, K3,K4)

Unit III: Cost Production Function (15 hours)

- 3.1 Law of Diminishing Utility (K1, K2,)
- 3.2 Indifference Curve (K1, K2,)
- 3.3 Cost of Production (K1, K2, K3, K4)
- 3.4 Short and Long Run Cost Function- (K1, K2, K3)
- 3.5 Economies of Scale (K1, K2, K3)
- 3.6 Dis-Economies of Scale (K1, K2, K3)

Unit IV: Theory of pricing and Market competition (15 hours)

- 4.1 Pricing (K1, K2,)

- 4.2 Equilibrium of Firm (K1, K2,)
- 4.3 Perfect Competition, Monopoly and Price Discrimination (K1, K2, K3)
- 4.4 Revenue, Types and Relationship- (K1, K2, K3)
- 4.5 Monopolistic and Oligopoly Competition (K1, K2, K3)
- 4.6 Stabilization Policies (K1, K2, K3, K4,)

UNIT V - Macro Economics, Inflation (15 hours)

- 5.1 Business Cycle (K1, K2,)
 - 5.2 Challenges of Economic Development, Unemployment, (K1, K2, K3)
 - 5.3 Macroeconomics (K1, K2, K3)
 - 5.4 National Income and Expenditures (K1, K2, K3)
 - 5.5 Macro Economic Aggregates (K1, K2, K3, K4)
 - 5.6 Inflation and Deflation (K1, K2, K3)
- Note:** Case studies for all Units. (K5, K6)

Text Books

1. P. L. Mehta – Managerial Economics, 13th Edition – Sultan Chand and Sons, New Delhi, Reprint 2007.
2. Dr. H.L. Ahuja Managerial Economics – Chand publication 8th edition 2014

Reference Books

1. Geetika, Piyali Ghosh, Purba Roy Choudhury – Managerial Economics – Third Edition, Tata Mc Graw Hill, 2018.
2. N. Gregory Mankin – Principles of Economics, 3rd Edition – Thomson Learning, New Delhi, 2007.

Websites

1. [www.tutor2u.net .economics](http://www.tutor2u.net/economics)
2. www.edx.org

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					
	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

(15

Hours)

- 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 Pulishers , 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 - II

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**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 then 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 – Profit Maximization – Wealth Maximization (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

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

SEMESTER III

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 Mechanisms 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, Reprint 2012.
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 Education 2018.

.Websites

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

INDEPENDENT ELECTIVE PAPER - 1

PIBAA20 - MANAGEMENT CONCEPTS IN THIRUKKURAL

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PIBAA20	Management Concepts in Thirukkural	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To Furnish and Prepare the Learners to expose the students of Management Studies to learn Business Ethics from related Thirukkural Verses
2. To Familiarize the Learners with the Essentials of Goal Setting and Investment Decision through Thirukkural
3. To Imbibe the Wards on Executing Decision Making Process and Leadership
4. To inhibit knowledge on Social Responsibility and Stress Management
5. To Generate Awareness on Personnel Selection and their welfares

COURSE OUTCOMES

The learners will be able to

CO1: Acquire Knowledge on Verses of Thirukkural in Business Ethics

CO2: Understand the formation and need for Decision Making Process and Leadership

CO3: Study the requisites of Goal Setting and Capital Investment Decision

CO4: Understand the Concepts and Scope of Social Responsibility and Stress Management

CO5: Acquire knowledge on Personnel Selection and Welfare.

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

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

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

Unit I - Business Ethics in Thirukkural

- 1.1 Business Ethics – Definition (K1, K2)
- 1.2 Concept (K1, K2)
- 1.3 Principles (K1, K2, K3)
- 1.4 Ethical Challenges for Business (K1, K2, K3)
- 1.5 Adapting to Changing Environment in Verse 474, 426 and verse 140 (K1, K2, K3)
- 1.6 Learning the Intricacies of Different Tasks in Verse 462 and 677(K1, K2, K3, K4)

Unit II - Decision Making and Leadership in Thirukkural

- 2.1 Decision Making (K1, K2)
- 2.2 Principles in Decision Making – Verse 948, 472, 467, 663 (K1, K2)
- 2.3 Techniques for Improving Decision Making (K1, K2, K3)
- 2.4 Leadership in Verse 436, 770, and 994. (K1, K2, K3)
- 2.5 Features (K1, K2, K3)
- 2.6 Theories (K1, K2, K3, K4)

Unit III - Goal Setting and Investment Decision in Thirukkural

- 3.1 Goal Setting, Definition (K1, K2)
- 3.2 Guidelines (K1, K2)
- 3.3 Benefits (K1, K2)
- 3.4 Planning Verse 468 (K1, K2, K3)
- 3.5 Types of Plans (K1, K2, K3)
- 3.6 Capital Investment Decision Verse 471, 461 and 478 (K1, K2, K3, K4)

Unit IV - Social Responsibility and Stress Management in Thirukkural

- 4.1 Social Responsibility of Business (K1, K2)
- 4.2 Types (K1, K2)
- 4.3 Examples of Corporate Social Responsibility (K1, K2, K3)
- 4.4 Stress Management (K1, K2, K3)
- 4.5 Ways to Reduce Stress (K1, K2, K3)
- 4.6 Stress Management according to Thiruvalluvar (K1, K2, K3, K4)

Unit V - Staffing in Thirukkural

- 5.1 Selection and Employment Verse 515 (K1, K2)
- 5.2 Importance & Methods of Selection (K1, K2, K3)
- 5.3 Personnel Welfare in Verse 520 (K1, K2, K3)
- 5.4 Staffing in Verse 517 (K1, K2)
- 5.5 Nature of Staffing (K1, K2)
- 5.6 Importance of Staffing (K1, K2, K3)

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

Text Books:

1. K.Nagarajan - Management Thoughts in Thirukkural,, ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002, 2011.

Reference Books:

1. SM.Veerappan and T.Srinivasan - Management MANTRAS from Thirukkural — Vikash Publishing House Pvt Ltd, Jangpura – NewDelhi 110 014,2002

Websites

1. www.coursera.org

INDEPENDENT ELECTIVE PAPER -**8****PIBAH20 - RURAL MARKETING**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAH20	Rural Marketing	Theory	Independent Elective	-	3	100

OBJECTIVES

1. To enable students to understand and appreciate the differences and similarities in urban and rural marketing.
2. To understand the rural marketing scenario.
3. Insight about the various aspects of rural consumption pattern and challenges.
4. To diagnose the problems and constraints in rural marketing.
5. To develop marketing strategies that are unique to rural India.

COURSE OUTCOMES

The learners will be able to

CO1: Understand the factors that influences the rural market environment.

CO2: Analyse rural market potential and Opportunities in regard with the consumption pattern of the rural population.

CO3: Understand and apply the various pricing in relation to the quality of the product and the need.

CO4: Identify the efficient marketing strategies in relation to the channels which influence decision making of the rural customers.

CO5: Gain insight about the adequate and effective promotion and distribution strategies

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

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

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

Unit I - Introduction

- 1.1 Nature, Definition, Scope (K1,K2)
- 1.2 Importance and trends (K1,K2,K3)
- 1.3 Factors that influence rural markets (K1,K2,K3)
- 1.4 Understanding the Rural Economy (K1,K2,K3)
- 1.5 Rural Marketing Experiences. (K1,K2,K3)
- 1.6 Agriculture and rural market(K1,K2,K3)

Unit II - Buying Behavior

- 2.1 Understanding the rural consumer (K1, K2)
- 2.2 Aspects of Buying Behavior (K1, K2, K3)
- 2.3 Major influential Buyer Behavior (K1,K2,K3)
- 2.4 Reference Groups and trends in consumer behavior (K1,K2, K3)
- 2.5 Rural Market Buying Decision Process (K1,K2, K3)
- 2.6 Factors Contributing to the Change in the Rural Market (K1,K2,K3)

Unit III - Product and Pricing

- 3.1 Product and pricing decisions for rural markets (K1,K2,K3)
- 3.2 Product developments - Product adoptions (K1,K2,K3)
- 3.3 Modification decisions (including packaging) branding(K1,K2,K3)
- 3.4 Decisions of product augmentation for rural marketing and rural pricing elements and decisions (K1,K2,K3)
- 3.5 Challenges in rural marketing (K1,K2,K3)
- 3.6 Strategies to capture rural marketing. (K1,K2,K3)

Unit IV - Marketing Strategies

- 4.1 Marketing Strategies & Tactics adopted to rural markets (K1,K2,K3)
- 4.2 Regulated markets, co-operative marketing, (K1,K2,K3)
- 4.3 Product marketing & Service marketing in rural India. (K1,K2,K3)
- 4.4 Marketing of Rural & cottage industry products (K1,K2,K3)
- 4.5 Social marketing (K1,K2,K3)
- 4.6 Agricultural marketing (K1,K2,K3)

Unit V - Sales Promotion

- 5.1 Managing the rural promotions (K1,K2,K3)
- 5.2 Understanding rural communication media (Traditional Vs. Current Opportunities) (K1,K2,K3)
- 5.3 Designing & Developing Rural Market promotions, build relationship & Events (K1,K2,K3)
- 5.4 Rural Marketing Promotion Strategies (K1,K2,K3)
- 5.5 Rural Marketing and its Importance (K1,K2,K3)
- 5.6 Problems Faced in Rural Marketing(K1,K2,K3)

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

Text Books

- 1. Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha, (2002), Rural Marketing - Text and cases, Pearson Education, Indian Branch, New Delhi, 1st Edition.

Reference Books

- 1. R.L.Varshney & S.L.Gupta, , Marketing Management, An Indian Perspective, Sultan Chand ,1st Edition ,2000

Websites

- 1.www.edx.org

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,3rd Edition,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 – III**PEMKB20 - ELECTIVE I B - SERVICES MARKETING**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEMKB20	Services Marketing	Theory	Core Elective	6	3	100

OBJECTIVES

1. To have a thorough understanding of services marketing and its challenges.
2. To acquire the knowledge of services and marketing mix strategies
3. To study the competition and learn the strategies.
4. To understand the service rendered to customers and to fill the service gaps.
5. To identify the challenges in managing and delivering the quality services.

COURSE OUTCOMES

The learners will be able to

CO1: Have thorough understanding of services marketing,

CO2: Acquires knowledge of services strategies including service product and delivery

CO3: Gains knowledge of competitors and learns the strategies to be adopted

CO4: Come to know the Customer Service oriented mindset and fill the service gaps.

CO5: Acquire in depth understanding of the challenges in managing and delivering the quality services.

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

CO	PSO					
	1	2	3	4	5	6

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

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

Unit I - Marketing of Services

(15 hours)

- 1.1 Definition – Growth of service sector – Characteristics of services (K1,K2,K3)
- 1.2 Classification – Concept of service marketing triangle, Service marketing mix (K1, K2, K3, K4)
- 1.3 GAP models of service quality. Challenges and issues in services marketing (K1, K2, K3, K4)
- 1.4 Career Opportunities in service sector (K1,K2, K3, K4)
- 1.5 The Service Sector in the Indian Economy Overview of Different Service Sectors, Marketing of Banking Services, Marketing in Insurance Sector, Marketing of Education Services, Marketing of Tourism and Airlines (K1,K2, K3,K4)
- 1.6 Tourism marketing, Airlines marketing, marketing of Hospitality Services, Healthcare Marketing, Social Service by NGOs, Marketing of Online Services, Marketing of Professional Services (K1,K2,K3,K4)

Unit II - Building Service Model – 4Ps

(15 hours)

- 2.1 Planning and creating services- Flower of service (K1,K2,K3,K4)
- 2.2 Planning and branding service products - Development of new services (K1,K2,K3,K4)
- 2.3 Types of New Service- Development and its Stages, Service Costs Incurred by the Service Provider, service Blue Printing (K1,K2,K3)
- 2.4 Physical Evidence-Distribution of services - Setting prices – Role of price (K1,K2,K3)
- 2.5 Role of non-monitory cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies. (K1,K2,K3,K4)
- 2.6 Promoting services – Designing and managing service processes(K1,K2,K3,K4)

Unit III - Competition Analysis and Quality Services

(15 hours)

- 3.1 Competitive Threats - Competition Analysis - Strategies (K1,K2,K3)
- 3.2 Competitive Advantage - Managing relationship and building loyalty (K1,K2,K3)

- 3.3 Customer feedback- - Complaint handling (K1,K2,K3,K4)
- 3.4 Marketing Information System and Research (K1,K2,K3,K4)
- 3.5 Service Quality Dimensions, Service Quality Measurement and Service Mapping, (K1,K2,K3,K4)
- 3.6 Improving Service Quality and Service Delivery, Service Failure and Recovery. (K1,K2,K3,K4)

Unit IV - Customer Behavior and Market segmentation (15 hours)

- 4.1 Consumer behavior in services - Customer expectations and perceptions of service (K1,K2,K3,K4)
- 4.2 Two levels of expectation, Zone of tolerance, Service encounters(K1,K2,K3,K4)
- 4.3 Customer satisfaction, Service Costs Experienced by Consumer, the Role of customer in Service Delivery(K1,K2,K3,K4)
- 4.4 Conflict Handling in Services, Customer Responses in Services, Managing relationship- Customer Relationship Management (K1,K2,K3,K4)
- 4.5 Consumer Protection in Services - Market (K1,K2,K3,K4)
- 4.6 Segmentation- Base for segmentation - Criteria for Segmentation. (K1,K2,K3,K4)

Unit V - Delivering and performing of services (15 hours)

- 5.1 Managing demand – Managing capacity - Inventory Demand (K1,K2,K3)
- 5.2 Employees role in service deliver- Customer’s role (K1,K2,K3)
- 5.3 Intermediaries role- Strategies for enhancing (K1,K2,K3)
- 5.4 Customer participation, Delivery through intermediaries - Key intermediaries for service delivery, Intermediary control strategies. (K1,K2,K3,K4)
- 5.5 Internal Marketing - External Marketing - Interactive marketing - International Marketing of Services (K1,K2,K3,K4)
- 5.6 Emerging Issues in Service Marketing Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services, Service Marketing for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing (K1,K2,K3,K4)

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

Text Books

1. Rama Mohana Rao, KRM, Services Marketing, 2nd Edition,2011.
2. Lovelock, Services Marketing - People, Technology, & Strategy, 7th Edition,2011

Reference Books

1. K. Douglas Hoffman et al, Essentials of Service Marketing - Concepts, Strategies and cases, Thomson Learning, 2nd Edition.2010
2. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, New Delhi, 2nd Edition, 2011.

Websites

1. www.referenceforbusiness.com
2. www.edx.org

SEMESTER – IV

PEMKC20 - ELECTIVE I C - ADVERTISING AND SALES PROMOTION

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PEMKC20	Advertising and Sales Promotion	Theory	Core Elective	3	4	100

OBJECTIVES

1. To enlighten and to identify managerial issues in advertising management.
2. To learn how to design media planning and analyse the creative strategies.
3. To imbibe the ethical behaviour among the students regarding advertising and advertisements.
4. To discover and demonstrate various sales promotion techniques (consumer and trade).
5. To inculcate the knowledge of budget and its implementation in the promotional techniques.

COURSE OUTCOMES

The learners will be able to

CO1: Understand advertising management with regard to 4 P's of marketing mix.

CO2: Be able to design an advertising for the different media.

CO3: Gain importance of practicing ethical behaviour in advertising.

CO4: Acquire knowledge in various types of promotional techniques in detail.

CO5: Be able to estimate and allocate the budget in adopting promotional techniques.

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

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

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

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

Unit I – Introduction

(15 hours)

- 1.1 Introduction to advertising – Definition – Product life cycle and Advertising (K1,K2,K3)
- 1.2 Advertising to Persuade the Buyer; Importance of Advertising in Marketing (K1,K2,K3)
- 1.3 Advertising classification - Function and benefits (K1,K2,K3,K4)
- 1.4 Economic, social and Ethical issues-Role of advertising in Marketing Mix (K1,K2,K3)
- 1.5 Advertising Emerging Areas of Growth, Shifting patterns of consumption (K1,K2,K3)
- 1.6 Factors that Affect Marketing and Advertising (K1,K2,K3)

Unit II - Advertising Agency and Media hours)

(15

- 2.1 Introduction - Overview of an Advertising Agency (K1,K2,K3,K4)
- 2.2 Departments of an Advertising Agency - Creative department, Media department (K1,K2,K3)
- 2.3 Client servicing department - Media Planning – Types of media – Media strategies (K1,K2,K3)
- 2.4 Media evaluation –Support media – Internet - Advertising Research (K1,K2,K3,K4)
- 2.5 Advertising response process – Attention and recall. Advertising Copy, Types of advertising copy (K1,K2,K3,K4)
- 2.6 Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, Developing a layout, Power of synergy (K1,K2,K3,K4)

Unit III - Advertising Objectives and Ethics (15 hours)

- 3.1 Introduction - Marketing Objectives - Advertising Objectives -Sales-oriented / Behavioural objectives- Communication Oriented objectives (K1,K2,K3,K4)
- 3.2 The DAGMAR Approach to Setting Objectives and Measuring - Advertising Effectiveness (K1,K2,K3,K4)
- 3.3 Kinds of Advertising Objectives - Budget allocation- Approaches (K1,K2,K3)
- 3.4 Ethics in Advertising – Introduction - The Advertising Standards Council of India (ASCI) (K1,K2,K3)
- 3.5 Forms of Ethical Violations - Misleading advertising - Advertising to children (K1,K2,K3,K4)
- 3.6 Product endorsements – Stereotyping - Cultural, religious and racial sensitivity in advertising. (K1,K2,K3,K4)

Unit IV - Sales Promotion (15 hours)

- 4.1 Objectives – Definition – Promotion Mix (K1,K2,K3)
- 4.2 Factors influencing Promotion – Advantages and disadvantages (K1,K2,K3,K4)
- 4.3 Types of Sales promotion – Pull and Push (K1,K2,K3,K4)
- 4.4 Sales Promotion and consumer Behavior (K1,K2,K3,K4)
- 4.5 Impact of Sales Promotion in Sales.(K1,K2,K3,K4)
- 4.6 Difference between Sales Promotion and Advertising (K1,K2,K3,K4)

**Unit V - Sales Promotion Planning and Budget Allocation
hours)**

(15

- 5.1 Budgets – Sales promotion budget – Sales Promotion Design (K1,K2,K3,K4)
- 5.2 Promotion choice – Evaluation - Planning guidelines (K1,K2,K3,K4)
- 5.3 Sales Promotion Tools and Techniques.(K1,K2,K3,K4)
- 5.4 Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers (K1,K2,K3,K4)
- 5.5 Out sourcing sales promotion national and international promotion strategies – Integrated promotion (K1,K2,K3,K4)
- 5.6 Coordination within the various promotion techniques – Online sales promotions (K1,K2,K3,K4)

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

Text Books

- 1. S.H.H. Kazmi And Satish K. Batra, Advertising and Sales Promotion, Excel Books, 3rd Edition 2008.
- 2. William D. Wells/ 9John Burnett/ Sandra Moriarty, Advertising – Principles and Practice, Pearson Education, 7th Edition,2011.

Reference Books

- 1. George E Betch/Michael A Belch/Kapoor Purani, Advertising and Promotion, Tata McGraw Hill, 7th Edition, 2010.
- 2. Jaishri Jethwaney- Advertising Management Oxford University Press India; 2 edition (5 November2012)

Websites

- 1. study.com
- 2. www.udemy.com.

SEMESTER – III

**PEFNA20 - ELECTIVE II A - SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PEFNA20	Security Analysis and portfolio Management	Theory	Core Elective	6	3	100

OBJECTIVES

- 1. To focus on introducing the various aspects of securities analysis and portfolio management.

2. To gain the knowledge on advanced practical concepts, tools and applications to the Indian Securities Market.
3. To make aware about the functioning of securities market alongside the theories and concept involved in portfolio management.
4. To familiarize the student with basic concepts of Securities Analysis and Portfolio Management.
5. To learn the various tools and techniques to facilitate the managers in managing their portfolio.

COURSE OUTCOMES

The learners will be able to

CO1: Understand the various alternatives available for investment. Gain knowledge of the various strategies followed by investment practitioners.

CO2: Gain knowledge in the financial market and SEBI regulations.

CO3: Understand fundamental analysis in the Economy, Industry and company

CO4: Identify the chart patterns used to depict the stock market.

CO5: Measure risk and return and find the relationship between risk and return.

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

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

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

Unit I - Investment Setting

(15

Hours)

1.1 Financial and economic meaning of investment (K1)

- 1.2 Characteristics and objectives of investment(K1,K2,K3)
- 1.3 Aspects of investment planning (K1,K2,K3)
- 1.4 Features of investment planning – Investment vs. Speculation (K1,K2,K3)
- 1.5 Types of investors (K1,K2,K3,K4)
- 1.6 Investment alternatives (K1,K2,K3,K4)

**Unit II - Securities Markets
(15 Hours)**

- 2.1 Financial market – Segments – Types – Participants in financial Market – Regulatory Environment (K1,K2,K3)
- 2.2 Primary market – Recent trends in primary market - Types of investors - Relationship between primary and secondary market (K1,K2,K3)
- 2.3 Methods of floating new issues – Role of primary market – Regulation of primary market and secondary market (K1,K2,K3)
- 2.4 Stock exchanges in India – BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges(K1,K2,K3,K4)
- 2.5 Trading system in stock exchanges – Depositories –DP- Benefits of DP services - DP a/c opening (K1,K2,K3,K4)
- 2.6 SEBI(K1,K2)

**Unit III - Fundamental Analysis
(15 Hours)**

- 3.1 Fundamental analysis-EIC Analysis (K1,K2)
- 3.2 Economic Analysis – Economic Variables (K1,K2,K3,K4)
- 3.3 Economic Forecasting techniques(K1,K2,K3)
- 3.4 Industry Analysis- Industry life cycle (K1,K2,K3,K4)
- 3.5 Industry Characteristics(K1,K2,K3)
- 3.6 Company Analysis(K1,K2,K3,K4)

**Unit IV - Technical Analysis
(15 Hours)**

- 1.1 Fundamental Analysis vs. Technical Analysis (K1)
- 1.2 Charting methods (K1,K2,K3,K4)
- 1.3 Trend – Trend reversals – Chart patterns – Market Indicators (K1,K2,K3,K4)
- 4.4 Mathematical Indicators Moving Average – Exponential Moving Average – Oscillators (K1,K2,K3,K4)
- 4.5 Efficient Market theory – Dows Theory (K1,K2,K3)
- 4.6 Random Walk. (K1,K2,K3)

Unit V - Portfolio Management (15 Hours)

- 5.1 Portfolio Analysis(K1,K2)
- 5.2 Portfolio Selection (K1,K2,K3)
- 5.3 Capital Asset Pricing model (K1,K2,K3)
- 5.4 Portfolio Revision – Markowitz risk return (K1,K2,K3,K4)
- 5.6 Adjusted risk return ratios– Sharpe – Treynor – Jenson(K1,K2,K3,K4)
- 5.6 Portfolio Evaluation. (K1,K2,K3,K4)

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

Text Books

1. Prasanna chandra , Investment Analysis and Portfolio Management,Fifth edition, McGraw Hill Education 2017.
2. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning,2008.

Reference Books

1. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management,PHI Learning, New Delhi, 6th Edition, 2005.
2. V.A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2008.

Websites

1. www.equitymaster.com
2. nptel.ac.in

SEMESTER – III

PEFNB20 - ELECTIVE II B– MERCHANT BANKING AND FINANCIAL SERVICES

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PEFNB20	Merchant Banking and Financial Services	Theory	Core Elective	6	3	100

OBJECTIVES

1. To acquaint the students about merchant banking concepts
2. To enable the student to understand the capital market instruments
3. To acquire the knowledge of various fund based and fee based financial services

4. To familiarize the students with credit rating services and agencies
5. To acquaint the students about credit rating and its regulations

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Understand the role of merchant bankers in the issue management activities and familiarize with the SEBI regulation

CO2: Know about the capital market and its functioning

CO3: Examine financial services as an important and contemporary area of financial management

CO4: Acquire the financial evaluation technique of leasing, venture capital and hire purchase

CO5: Gain a deep understanding on credit rating and its regulations

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

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

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

**Unit I Introduction to Merchant Banking
Hours)**

(15

1.1: Definition of Merchant Banking – Functions (K1, K2, K3, K4, K5, K6)

- 1.2: Responsibilities of Merchant Bankers (K1, K2, K4, K5, K6)
- 1.3: SEBI guidelines (K1, K2, K4, K5)
- 1.4: Defaults of Merchant bankers and penalty points (K1, K2, K3, K4, K5, K6)
- 1.5: Code of conduct for merchant bankers (K1, K2, K3, K4)
- 1.6: Difference between Merchant banking and commercial banking (K1, K2, K4, K5)

Unit II Capital Market Instruments (15 Hours)

- 2.1: Capital Market instruments – Meaning - Types: Preference shares - Equity shares (K1, K2, K3, K4)
- 2.2: Nonvoting equity shares - Cumulative Convertible preference shares (K1, K2, K3, K4)
- 2.3: Company fixed deposits – Warrants (K1, K2, K3, K4)
- 2.4: Debentures and Bonds (K1, K2, K3, K4)
- 2.5: Innovative Debt Instruments (K1, K2, K3, K4)
- 2.6: Shares vs. Debentures (K1, K2, K3, K4)

Unit III Fund Based Services (15 Hours)

- 3.1: Factoring – Meaning – Mechanism - Features (K1, K2, K3, K4)
- 3.2: Legal aspects of factoring (K1, K2, K3, K4)
- 3.3: Types – Advantages – Disadvantages of factoring (K1, K2, K4)
- 3.4: Players – Functions of factoring (K1, K2, K3, K4, K5)
- 3.5: Forfeiting – Definition – Steps – Mechanics (K1, K2, K3, K4, K5)
- 3.6: Advantages - Factoring vs. Forfeiting (K1, K2, K3, K4, K5)
- 3.7: IDR (K1, K2, K4, K5)
- 3.8: Book Building (K1, K2, K3, K4, K5, K6)
- 3.9: Green shoe Option (K1, K2, K3, K4, K5, K6)

Unit IV Fund Based Services (15 Hours)

- 4.1: Merger – Acquisition – Takeover - Types of merger (K1, K2, K3, K4, K5, K6)
- 4.2: Venture capital – Meaning - Stages of venture capital finance (K1, K2, K3, K4, K5, K6)
- 4.3: Leasing – Meaning - Essential elements (K1, K2, K3, K4, K5, K6)
- 4.4: Types of leasing (K1, K2, K3, K4, K5, K6)
- 4.5: Players - Merits and demerits of leasing (K1, K2, K3, K4, K5, K6)
- 4.6: Hire purchase finance – meaning (K1, K2, K3, K6)
- 4.7: Consumer finance – Meaning - Types (K1, K2, K3, K4, K6)

**Unit V Credit Rating
Hours)**

(15

- 5.1: Credit Rating – Definition – Features (K1, K2, K3, K4)
- 5.2: Advantages of credit rating (K1, K2, K3, K4)
- 5.3: Domestic credit rating Agencies: CRISIL (K1, K2, K4, K5)
- 5.4: ICRA (K1, K2, K4, K5)
- 5.5: CARE (K1, K2, K4, K5)
- 5.6: CIBIL – Objectives and Services (K1, K2, K4, K5)

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

Text Books

1. Dr S Gurusamy – Merchant Banking and Financial Services, Latest Edition – McGraw Hill Education, 2009
2. D. Joseph Anbarasu, V.K. Boominathan, P. Manoharan, G. Gnanaraj, Financial Services, Sultan Chand & Sons, 2003.

Reference Books

1. M Y Khan – Financial Services, Latest Edition – McGraw Hill Education, 5th Edition, 2011
2. H R Machiraju – Merchant Banking, Latest Edition – New Age International Publishers, 4th Edition, 2010

Websites

1. www.edx.org
2. www.learnwithflip.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)

- 1.1 Advance Financial Derivatives-Introduction(K1)
- 1.2 Interest Rate Options(K1,K2,K3)
- 1.3 Interest Rate Caps(K1,K2,K3)
- 1.4 Terms Of Interest Rate Agreement(K1,K2)
- 1.5 Types Of Interest Rate Caps-Interest Rate Guarantee and Cap(K1,K2,K3,K4)
- 1.6 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, Cengage Learning, 1st Edition,2008.

Websites

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

**PEHRA20 – ELECTIVE IIIA - COMPENSATION
MANAGEMENT**

Year/Se m	Course Code	Title of the Course	Cours e type	Course Categor y	H/ W	Credit s	Mark s
II / III	PEHRA2 0	Compensati on Managemen t	Theor y	Core Electiv e	6	3	100

COURSE OBJECTIVES

To gain knowledge about the basic concepts of the compensation system and the pay model.

To attain in depth understanding of the evaluation of the job and its description

To acquire the knowledge about the design and examine the pay level based on the person competencies.

To acquire and the absorb knowledge based on the benefits and services provided in the form of wages and salaries.

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)

: Definition – concept (K1)

: 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:

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

Reference Books:

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

Websites

- www.coursera.org
- www.edx.com

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 mangers – 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

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

1. www.maximatrain.in
2. www.managementstudyguide.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

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

Reference Books

1. Dwivedi R.S. - Human Relations and Organizational Behaviour, 14th Edition - MacMillan India Ltd., New Delhi,1997.
2. Ratna Sen - Industrial Relations in India: Shilling Paradigms, 2"d Edition Macmillan India Ltd., New Delhi,2011.

Websites

1. www.industrialrelations.nsw.gov.au
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

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

Websites

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

SEMESTER III

PELMA20 - ELECTIVE VI A – LOGISTICS MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMA20	Logistics Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. The course provides the analytical framework for understanding the basic concepts and evolution of logistics.
2. Develop knowledge about the interconnectedness of packaging and logistics with the latest trends.
3. Develop knowledge about key elements of Containers.
4. Enhance analytical skills and capability to synthesize information related to logistics re-engineering.

5. Enhance and develop the skills on international logistics functions.

COURSE OUTCOMES

The learners will be able to

CO1: Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.

CO2: Analyze the strengths and weaknesses of packing and the emerging trends in the same.

CO3: Develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops.

CO4: Develop strategies logistics reengineering and compete with the latest technology.

CO5: Know the basic characteristics of inbound and outbound logistics.

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

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

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

Unit I : Introduction

(15 hours)

1.1 Logistics: Definition, Evolution, Concept, Components (KI, K2, K3)

1.2 Importance, Objectives Logistic Subsystem, the work of Logistics (KI, K2, K3)

1.3 Integrated Logistics, Barrier to Internal Integration (KI, K2, K3)

- 1.4 Logistics as a Support/Interface/Enabler of Marketing function (KI, K2, K3)
- 1.5 Logistics as a Support function of Order Fulfillment (KI, K2, K3)
- 1.6 Assembling & Labeling from Multi storage points, Consignment convergence/divergence and Delivery. (KI, K2, K3)

Unit II: Packaging (15 hours)

- 2.1 Packaging, Perspectives, Damage protection (KI, K2, K3, K4)
- 2.2 Material Handling efficiency / Utility, Product characteristics (KI, K2, K3, K4)
- 2.3 Unitization, Communication, Channel Integration, Alternative materials (KI, K2, K3, K4)
- 2.4 Traditional materials, Emerging Trends, The purposes of packaging (KI, K2, K3, K4)
- 2.5 The packaging industry: structure and dynamics, Returnable packaging (KI, K2, K3, K4)
- 2.6 General packaging principles, Retail logistics packaging, Fresh foods applications (KI, K2, K3, K4)

Unit III : Containerization (15 hours)

- 3.1 Major container trades, Two container operators (KI, K2, K3, K4)
- 3.2 Container ships; terminals, Container distribution (KI, K2, K3, K4)
- 3.3 Container types, Non - containerizable cargo (KI, K2, K3, K4)
- 3.4 Features of containerization (KI, K2, K3, K4)
- 3.5 Container bases (KI, K2, K3, K4)
- 3.6 International Convention for Safe Containers.(KI, K2, K3, K4)

Unit IV : Logistics Positioning (15 hours)

- 4.1 Logistics reengineering, Reengineering procedure, Logistics environmental assessment,
Industry competitive Assessment (KI, K2, K3, K4)
- 4.2 Geo market differentials, Technology assessment, Material energy assessment, Channel structure (KI, K2, K3, K4)
- 4.3 Economic social projections, Service industry Trends (KI, K2, K3, K4)
- 4.4 Regulatory posture, Conclusion (KI, K2, K3, K4)
- 4.5 Time based logistics, alternative logistics strategies (KI, K2, K3, K4)
- 4.6 Strategic integration, Logistics time based control techniques (KI, K2, K3, K4)

Unit V – International Logistics Functions (15 hours)

- 5.1 Introduction (KI, K2, K3, K4)
- 5.2 Outbound Logistics Functions (KI, K2, K3, K4)
- 5.3 Inbound Logistics Functions (KI, K2, K3, K4)
- 5.4 Overall Logistics Activities (KI, K2, K3, K4)
- 5.5 Logistics Intermediaries (KI, K2, K3, K4)

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

Text Books

1. Burt, Dobbler and Starling, World Class Supply Chain Management, TMH 2005 Edition
2. Donald J. Bowerson, David J Closs, Logistical Management, Tata McGraw Hill Edition, Reprint 2011.

Reference Books

1. Alan E. Branch, Global Supply Chain Management and International Logistics, Routeledge, 2009
2. Levi, Kaminsky & Levi, Managing the Supply Chain: The Definitive Guide, McGraw-Hill, 2003.

Websites

1. www.scmdojo.com
2. www.edx.org

SEMESTER III

PELMB20 - ELECTIVE VI B – EXPORT AND IMPORT MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMB20	Export and Import Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. To impart the knowledge on the key functions in export and import process and procedures.
2. To provide understanding to the students on the various modes of logistics.
3. To educate the students in solving issues related to requirements in export and import management.

4. To educate the students in solving issues related to requirements in export and import management related to water carriers.
5. To know all the in depth functionalities of Air Carriers.

COURSE OUTCOMES

The learners will be able to

CO1: Remember the basics of global trade and import and export policies

CO2: Understand various import process and procedures and agencies involved in EXIM process and their role in the international trade

CO3: Acquire knowledge on the various modes of transportation.

CO4: Understand the payment methods, risks and various financing of water carriers.

CO5: Elaborate the procedures of Air Carriers.

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

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

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

Unit I: Introduction

(15 hours)

- 1.1 Export & Import – Introduction (K1, K2, K3, K4)
- 1.2 Definitions - Evolution of Export & Import (K1, K2, K3, K4)
- 1.3 Foreign Trade (K1, K2, K3, K4)
- 1.4 Institutional Framework and Basics (K1, K2, K3, K4)
- 1.5 Multinational Organizations & Structure (K1, K2, K3, K4)
- 1.6 International Business Scenario (K1, K2, K3, K4)

Unit II – Procedures In Customs Clearance And Documentation (15 hours)

- 2.1 Export Procedures and Documents , Customs Clearance of Import and Export Cargo (K1, K2, K3, K4)
- 2.2 Methods and Instruments of Payment and Pricing (K1, K2, K3, K4)
- 2.3 INCOTERMS , Marine Insurance , Methods of Financing Exporters (K1, K2, K3, K4)
- 2.4 Export - Import , Documentation and Steps - Export (K1, K2, K3, K4)
- 2.5 Import Strategies and Practice, Export Marketing (K1, K2, K3, K4)
- 2.6 Business Risk Management and Coverage , Export Incentive Schemes (K1, K2, K3, K4)

Unit III: Transportation (15 hours)

- 3.1 Role of transportation ,Transport Decision (K1, K2, K3, K4)
- 3.2 Legal classification of carriers , Intermodal transportation (K1, K2, K3, K4)
- 3.3 Transportation management , Documentation (Domestic and International) , Bases for rates (K1, K2, K3, K4)
- 3.4 Transportation services , Characteristics of Modes of Transportation (K1, K2, K3, K4)
- 3.5 Characteristics of Shipping Industry , World Shipping (K1, K2, K3, K4)
- 3.6 Containerization and Leasing Practices. (K1, K2, K3, K4)

Unit IV: Water Carriers (15 hours)

- 4.1 Types of ships , Liners , Tramps , Specialized vessels and their trades (K1, K2, K3, K4)
- 4.2 Cargo stowage/packing overview, Stowage of cargo, Types and characteristics of cargo , Cargo and container handling equipment (K1, K2, K3, K4)
- 4.3 Types of packing, Dangerous cargo. , Export controls (K1, K2, K3, K4)
- 4.4 Customs tariff, Customs Freight Simplified Procedures (CFSP) (K1, K2, K3, K4)
- 4.5 New Export System (NES), Unique Consignment Reference (UCR) (K1, K2, K3, K4)
- 4.6 Customs reliefs, Importation and exportation of goods, Ship's papers, Ship's protest (K1, K2, K3, K4)

Unit V: Air Carriers (15 hours)

- 5.1 Types of Carriers, Private Carriers, For-Hire Carriers (K1, K2, K3, K4)

- 5.2 Market Structure, Number of Carriers, Characteristics, General (K1, K2, K3, K4)
- 5.3 Speed of Service, Length of Haul and Capacity-Accessibility and Dependability, Equipments (K1, K2, K3, K4)
- 5.4 Types of Vehicles, Terminals, Cost Structure Fixed Versus Variable Cost (K1, K2, K3, K4)
- 5.5 Components, Fuel, Labor, Equipment, Economies of Scale/Economies of Density, Rates, Pricing (K1, K2, K3, K4)
- 5.6 Operating Efficiency, Current Issues, Safety, Security (K1, K2, K3, K4)
- Note:** Case studies for all units. (K5, K6)

Text Books :

1. UshaKiran Rai, 'Export-Import and Logistics Management', PHI Learning Pvt. Ltd., 2007
2. John J. Coyle, C. John Langley, Brian J. Gibson, Robert A. Novack, Edward J. Bardi, 'A logistics approach to supply chain management', Cengage Learning, 2009.

Reference Books

1. Rama Gopal. C., 'Export Import Procedures - Documentation And Logistics', New Age International, 2007
2. MB. Stroh, 'A Practical Guide to Transportation and Logistics', Logistics Network Inc. 2006

Websites

1. howtoexportimport.com
2. www.iiem.in

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	Theory	Core	6	3	100

		and Logistics Management		Elective			
--	--	--------------------------	--	----------	--	--	--

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, 4Re'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