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

OBJECTIVES

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

COURSE OUTCOMES

The learners will be able to
CO1: Understand the emergence and needs of Family Business
CO2: Acquire the concepts of Family Culture, and its Employment Policy
CO3: Gain the knowledge in possession of Family Business
CO4: Understand the progression of Family Business
CO5: Acquires the knowledge on Strategic planning for Family Business

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

CO	PSO					
	1	2	3	4	5	6

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

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

Unit I: Theories on Family Business

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

Unit II: Family Culture

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

Unit III: Ownership in Family Business

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

Unit IV: Succession Planning

4.1 Succession Planning and the Family Business – Profile of Successful Successors
– Rewards and challenges for latter(K1, K2)
4.2 Generation Family Members – Desirable Next – Generation Attributes – Crafting
The next – Generation Career Plan (K1, K2,K3)
4.3 Vision Plan – Sibling and Cousin Teams (K1, K2)

4.4Handling Disagreements (K1, K2, K3)

4.5 CEO Exit Styles and Transfer of Power – Role types of the CEO spouse and the Transfer of power (K1, K2, K3, K4)

4.6 Estate Planning – Trust – Pitfalls to Avoid in Estate and Ownership Transfer Planning – Measuring Performance of Family Firm (K1, K2, K3)

Unit V: Strategic Planning and the Family Business

5.1 Strategic Planning and the Family Business – Zero Sum Family Dynamic – Sources of Value Creation   (K1, K2, K3)

5.2 The Life
cycle Stages Influencing Family Business Strategy (K1, K2, K3)

5.3 Culture Changing the Culture (K1, K2, K3)

5.4 Three States of Evolution - OD Approach to Change – Business Rejuvenation Matrix (K1, K2, K3)

5.5 Intrapreneurship: Intergenerational growth in Entrepreneurial Families (K1, K2, K3, K4)

5.6 Continuing the Spirit of Enterprise: Lessons from Successful Family businesses (K1, K2, K3)

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

Text Books:

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

Reference Books:

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

Websites

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

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAG20	Innovation and Creativity	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To provide insights on the basics of creativity
2. To ascertain the structure of Lifelong Creativity
3. To acquire skills on Training and Creativity
4. To familiarize the competencies of Strategy Innovation
5. To cope up with the Innovation Abilities

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Acquire Knowledge on the Outlook of Creative Thinking
CO2: Enrich the Creative Thinking of Individuals
CO3: Be able to acquire essential knowledge needed for building creativity lifelong
CO4: Gain in depth knowledge in Strategy Innovation
CO5: Acquires knowledge on Managing Innovation

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	M	H	M
CO3	M	M	H	M	H	M
CO4	M	M	H	H	M	H
CO5	H	H	H	H	M	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: Basics of Creativity

1.1 Creativity – Component Elements (K1, K2
1.2 Attributes of Creative Individuals (K1, K2)
1.3 Creativity as a Competitive Resource (K1, K2, K3)
1.4 Cultivation of Creativity (K1, K2, K3)
1.5 Convergent and Divergent Thinking-Values as Anchors of Creative Thinking
   (K1, K2, K3, K4)
1.6 Creativity Vs Lateral Thinking

Unit II: Fostering Individual Creativity

2.1 Enhancing Creative Thinking – Re-definitional Techniques – Random
Stimulus Techniques (K1, K2, K3)
2.2 Envisionment /Visualization Approach – PMI Method – ISA Perspective –
Abstraction Approach (K1, K2, K3, K4)
2.3 Thinking Hats Method (K1, K2, K3,)
2.4 Creativity Techniques for Groups – Creativity in Uncertainty (K1, K2, K3)
2.5 Heuristics for Stimulating Creativity (K1, K2)
2.6 Training and Creativity (K1, K2, K3,)

Unit III: Building Life Long Creativity

3.1 Existential, Entrepreneurial and Empowerment Creativities (K1, K2)
3.2 Quality of Creativity – Lifelong Creativity (K1, K2, K3)
3.3 Models of Creative Problem Solving – Enhancing Creative Intelligence (K1, K2,
K3)
3.4 Motivation and Creativity – Blocks to Creativity (K1, K2, K3)
3.5 Acquiring a Creative Persona – Formative Environment and Creativity   (K1,K2,
K3, K4)
3.6 Developing a Creative Work Environment (K1, K2, K3)

Unit IV: Power of Strategy Innovation

4.1 Strategy Innovation Vs Strategy Planning (K1, K2)

4.2 Purposeful Innovation and the Seven Sources for Innovative Opportunity (K1, K2, K3)

4.3 Three levels of Innovation – Fostering Innovation at Various Levels (K1, K2, K3)

4.4 Auditing Innovation Management – Rationalist Vs Incremental Strategies for Innovation (K1, K2, K3)

4.5 Assessment of Porter's Framework (K1, K2, K3)

4.6 Learning from Markets, Alliances and CorporateVentures. (K1, K2, K3, K4)

Unit V: Managing Innovation

5.1 Building an Innovative Organisation – Role of Vision, Structure and Training (K1, K2)

5.2 Fostering Creativity (K1, K2)

5.3 Innovation in Organization (K1, K2, K3)

5.4 Roles of Organizational Culture, Leadership (K1, K2, K3)

5.5 Managing Style and practices Supportive of Creativity (K1, K2, K3)

5.6Creativity as the core of Competitive Excellence (K1, K2, K3, K4)

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

Text Books

1. Rastogi, P.N. Managing Creativity, Macmillan India , Delhi2000.

2. Joe Tid, et.al , Managing Innovation, Wiley India, New Delhi2005.

Reference Books:

1. Robert .E.Johnson, Jr.And Doughlas Bate (2007), The Power of Strategy Innovation, Prentice Hall,New Delhi.

Websites

1 .www.edx.com

PIBAK20 - MANAGEMENT OF MULTI NATIONAL CORPORATION

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PIBAK20	Management of Multi National Corporation	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To comprehend the origin and development of MNC's.
2. To analyze the issues involved in the growth and development of MNC's.
3. To relate the management practices of different countries.
4. To know about the international business strategy.
5. To acquire skills on Indian policies related to MNC's.

COURSE OUTCOMES

The learners will be able to

CO1: Understand international management with various schools of thoughts along with the problems faced by host countries.

CO2: Demonstrate the ability to apply different management styles.

CO3: Demonstrate the ability to effectively work in teams in various MNC's.

CO4: Demonstrate strategies , ethical values and CSR in business.

CO5: Identify and describe the complexities of managing international mergers and acquisitions and understand the challenges and opportunities of global scenario.

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

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

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

Unit-I Introduction to International Business

1.1 International Management (K1, K2, K3)
1.2 Trends, challenges and opportunities (K1, K2, K3)
1.3 Different schools of thought of international management (K1, K2, K3)
1.4 Different types of International business (K1, K2, K3)
1.5 Problems faced by MNC's (K1, K2, K3)
1.6 Problems posed by MNC's to host countries (K1, K2, K3)

Unit-II MNC Growth and Development Strategies

2.1 Growth and Development of MNCs (K1, K2, K3, K4)
2.2 Role and Significance of MNCs (K1, K2, K3, K4)
2.3 Pattern of Growth (K1, K2, K3, K4)
2.4 Country of Origin (K1, K2, K3, K4)
2.5 Different Management Styles (K1, K2, K3, K4)
2.6 Strategic Issues involved (K1, K2, K3, K4)

Unit-III International Corporate Structure

3.1 Comparative Management (K1, K2, K3, K4)
3.2 Importance and scope; Methods of comparative management (K1, K2, K3, K4)
3.3 Management styles and practices in US ,Japan, China, Korea, India (K1, K2, K3, K4)
3.4 Organizational design and structure of international corporations (K1, K2, K3, K4)
3.5 Locus of decision making (K1, K2, K3, K4)
3.6 Headquarter and subsidiary relations in international firms (K1, K2, K3, K4)

Unit-IV Business Strategy Ethics

4.1 International Business Strategy (K1, K2, K3, K4)
4.2 Creating strategy for international business (K1, K2, K3, K4)
4.3 Management of production, Services technology and operations (K1, K2, K3, K4)
4.4 Marketing financial, legal and political dimensions (K1, K2, K3, K4)
4.5 Ethics and social responsibility of business (K1, K2, K3, K4)
4.6 Strategic Alliances: Acquisitions and mergers, Management of joint ventures and other international strategic alliances (K1, K2, K3, K4)

Unit-V Indian Business Perspectives

5.1 Indian Perspectives and Policy (K1, K2, K3, K4)
5.2 Internationalization of Indian business firms (K1, K2, K3, K4)
5.3 Their operations abroad (K1, K2, K3, K4)
5.3 International Mergers (K1, K2, K3, K4)
5.5 Acquisitions (K1, K2, K3, K4)
5.6 Changing government policy on entry of FIs and FIIs (K1, K2, K3, K4)

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

Text Books

1. Hodgetts, -International management. Tata Mcgraw Hill, New Delhi 5th Edition, 2005.

Reference Books

1. Koonts And Whelrich ,Management: The Global Perspective ,Tata Mcgraw Hill,Delhi , 1st Edition, 2007

Websites

1. nptel.ac.in

PIBAL20 WORK LIFE BALANCE AND EMOTIONAL INTELLIGENCE

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PIBAL20	Work Life Balance and Emotional Intelligence	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.
2. To introduce students to theories and problem solving skills and cross cultural etiquette.
3. To develop students' skills related to problem solving.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

COURSE OUTCOMES

The learners will be able to

CO1: Assess an organization and introduce to work life Balance insisting on spirituality in the work place.

CO2: Acquire knowledge critical thinking, interpersonal relations and conflict management.

CO3: Enhance creativity and get an in depth knowledge on event management.

CO4: Ability to comprehend Emotional Intelligence with is concepts and nature.

CO5: Assess the potential effects emotions with the various process in the Organization.

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

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

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

Unit – I Soft skill

1.1 Introduction, Self Image, Self Esteem for image management (K1, K2, K3)
1.2 personal branding, Emotional Intelligence in Management– IQ – EQ – SQ (K1, K2, K3)
1.3 Introduction, Sources of stress, Effects of stress (K1, K2, K3)
1.4 Coping with stress, Work-life balance (K1, K2, K3)
1.5 Spirituality at work place, Time management, Importance (K1, K2, K3)
1.6 Analysis of time, Planning, Setting and achieving goal (K1, K2, K3)

Unit – II Effective Living

2.1 Critical thinking, Decision making (K1, K2, K3, K4)
2.2 Problem solving skills, Relationship Management (K1, K2, K3, K4)
2.3 Work-life balance, Crisis management, Importance (K1, K2, K3, K4)
2.4 Developing interpersonal skills**,** Conflict management (K1, K2, K3, K4)
2.5 Transactional analysis, corporate etiquette (K1, K2, K3, K4)
2.6 Cross-cultural intelligence (K1, K2, K3, K4)

Unit – III Creativity Management

3.1 Innovation (K1, K2, K3, K4)
3.2 Creativity (K1, K2, K3, K4)
3.3 Importance (K1, K2, K3, K4)
3.4 Developing creativity (K1, K2, K3, K4)
3.5 Enhancing creativity (K1, K2, K3, K4)
3.6 Event Management (K1, K2, K3, K4)

Unit - IV Mind and Emotions

4.1 Concept, Marshmallow experiment (K1, K2, K3, K4)
4.2 Consequences of low and high emotional intelligence (K1, K2, K3, K4)
4.3 Myths about EI (K1, K2, K3, K4)
4.4 Difference between and EI and IQ (K1, K2, K3, K4)

4.5 Negative and positive emotions (K1, K2, K3, K4)

4.6 Nature of EI, Development of EI (K1, K2, K3, K4)

Unit - V Managing Emotions

5.1 Learning emotional skills, recognizing emotions (K1, K2, K3, K4)

5.2 Learning to empathize, Measuring EI dealing with emotional upsets (K1, K2, K3, K4)

5.3 EI and leadership effectiveness (K1, K2, K3, K4)

5.4 Levels of EI required for various jobs (K1, K2, K3, K4)

5.5 EI and credibility of managers, EI and conflict resolution (K1, K2, K3, K4)

5.6 EI and effective communication (K1, K2, K3, K4)

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

Text Books:

1. Shalini Verma, Enhancing Employability and Soft skills, Always Learning, Pearson Education, 1st Edition,2012.

Reference Books

1. Edgar Thorpe, Showick Therpe, Winning at Interviews, Always Learning, Pearson Education1st Edition,2012.

Websites

1. www.udmey.com