



PSGR Krishnammal College for Women



**DEPARTMENT OF BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS)**

**CHOICE BASED CREDIT SYSTEM &  
OUTCOME BASED EDUCATION SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS)**

**2019 – 2022 BATCH**



## PROGRAMME OUTCOME

At the end of the programme student will be able to:

**PO1:** Develop ethical thinking, functional and general management skills, exhibit understanding of broad global business concepts and principles.

**PO2:** Evaluate different business problems using analytical, creative and integrative abilities with a global mindset.

**PO3:** Build and demonstrate leadership, team work and social skills.

**PO4:** Communicate effectively in different contexts and understand geopolitical environment of business organisations, analyse financial performance of an organization applying various tools that aid in decision making.

## PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to:

**PSO1 :**Identify and evaluate the complexities of international business and its impact on globalization.

**PSO2 :**Understand trade practices, procedures , documentation and global market issues in today's competitive world.

**PSO3 :**Gather, analyse, and evaluate business data ,information and transform empirical data into useful and action able information.

**PSO4 :**Apply knowledge paradigms in creating new products and adjust the international strategies based on global environmental changes.

**PSO5 :**Apply proven theoretical and conceptual knowledge of global business challenges in multicultural contexts and operate effectively demonstrating teambuilding and intercultural communication skills.



**PSGR KRISHNAMMAL COLLEGE FOR WOMEN  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA (INTERNATIONAL BUSINESS)  
SCHEME OF EXAMINATION**

(Applicable to students admitted during the academic year 2019-20 onwards)

**Semester I -VI**

Semester	Part	Subject Code	Title of the Paper	Instruction per semester	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(Hrs)	Exam Marks			Credits
										CIA	ESE	TOT	
I	I	TAM1901/ HIN1901/ FRE1901	Tamil Paper I / Hindi Paper I / French Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG1701/ ENG17F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	IB19C01	Core -1: Business Management and Organisational Behaviour	71	4	-	5	75	3	40	60	100	4
I	III	IB19C02	Core-2: Introduction to Global Business	71	4	-	5	75	3	40	60	100	4
I	III	TH17A02A/ TH17A02B	Allied 1: Mathematics for Management- Level II /Level I	86	4	-	6	90	3	40	60	100	5
I	IV	NME12WS/ AS/GS/ NME19A1/B1	Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil	26 28	4 2	- -	2 2	30 30	2 2	100 50	- 50	100 100	2
II	I	TAM1902/ HIN1902/ FRE1902	Tamil Paper II / Hindi Paper II / French Paper II	86	4	-	6	90	3	40	60	100	3
II	II	ENG1702 ENG17F2	English Paper II/ Functional English Paper II	86	4	-	6	90	3	40	60	100	3
II	III	IB19C03	Core – 3: International Business Environment	71	4	-	5	75	3	40	60	100	4
II	III	IB19C04	Core – 4 : Executive and Exim Correspondence	71	4	-	5	75	3	40	60	100	4
II	III	TH17A24A/ TH17A24B	Allied - 2 Mathematics for Management - Level II /Level I	86	4	-	6	90	3	40	60	100	5
II	VI		PDP	-	-	-	-	-	-	-	-	100	2
II	IV	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil	-	-	-	2	-	-	-	-	-	-

	IV		**Open Course: (Self study- Online Course)	-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness	-	-	-	Self study	-	Online test	100	-	100	Grade
III	III	IB19C05	Accounting and Finance for Managers	101	4	-	7	105	3	40	60	100	5
III	III	IB19C06	India's Foreign Trade	86	4	-	6	90	3	40	60	100	4
III	III	IB19C07	International Marketing Management	86	4	-	6	90	3	40	60	100	4
III	III	IB19A01 /RM19A01 /BA19A03	Management of Innovation / Tourism Management/ Business Economics	86	4	-	6	90	3	40	60	100	5
III	III	IB19SB01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	-	-	-	
III	III	IB19SBP1	Basics in R- Programming (Practicals)***	15	-	-	1	15	2	-	-	-	
III	III	NM14VHR	Foundation Course Value Education	26	4	-	2	30	-	-	-	100	2
III	III	NM10EVS	Foundation Course Environmental Studies	Self Study	-	-	-	-	-	-	-	-	-
IV	III	IB19C08	International Human Resource Management	101	4	-	7	105	3	40	60	100	5
IV	III	IB19C09	Cross Cultural Management	86	4	-	6	90	3	40	60	100	4
IV	III	IB19C10	Export and Import Procedures	86	4	-	6	90	3	40	60	100	4
IV	III	IB19A02/ RM19A02/ BA19A04	Corporate Governance/ Banking and Insurance Management/ Campus to Corporate Transition	86	4	-	6	90	3	40	60	100	5
IV	III	IB19SB01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	25	75	100	4
IV	III	IB19SBP1	Basics in R- Programming (Practicals)***	13	2	-	1	15	2	40	60	100	2
IV	IV		NSS/ NCC / YRC	-	-	-	-	-	-	-	-	-	1
V	III	ACA1902	Cost and Management Accounting	71	4	-	5	75	3	40	60	100	5
V	III	IB19C13	International Financial Management	71	4	-	5	75	3	40	60	100	4
V	III	AMS1910	Management Information System	71	4	-	5	75	3	40	60	100	4

V	III	ARM1911/ IB19E05	AOS-1 Research Methods for Management/ Personality Building	71	4	-	5	75	3	40	60	100	5
V	III	IB19E02/ IB19E06	AOS-2 International Economics / Total Quality Management	71	4	-	5	75	3	40	60	100	4
V	IV	IB19SB02	Business Analytics Paper II (Theory)***	29	1	-	1	30	2	-	-	-	
V	IV	IB19SBP2	Business Analytics-II (Practicals) Advances in R- Programming (Practicals)***	15	-	-	1	15	2	-	-	-	
V		NM13IS1	Information Security (Level I)	26	4	-	2	30	-	-	-	100	Grade
V	III	IB19AC1	ALC1: Financial services **	-	-	-	-	-	3	25	75	100	5
V	III	IB19AC2	ALC 2:Event Management * *	-	-	-	-	-	3	25	75	100	5
V			Personality Development	-	-	-	-	-	-	-	-	100	-
V			Field Work									100	2
V	III		Comprehensive Examination									100	Grade
VI	III	UED1901	Entrepreneurial Development	71	4	-	5	75	3	40	60	100	4
VI	III	IB18C14	Taxation	86	4	-	6	90	3	40	60	100	4
VI	III	SM19E03/ IB19E07	AOS -3 Supply Chain Management/ Consumer Behaviour	71	4	-	5	75	3	40	60	100	4
VI	III	ASP1913/ BB19E08	AOS -4 Advertising and Sales Promotion/ Services Marketing	71	4	-	5	75	3	40	60	100	4
VI	III	PROJ	Project and Viva- voce	6	-	-	-	-	-	-	-	-	5
VI	IV	IB19SB02	Business Analytics Paper II(Theory)***	29	1	-	2	30	2	25	75	100	4
VI	IV	IB19SBP2	Business Analytics – II (Practicals) Advances in R- Programming (Practicals)***	13	2	-	1	15	2	40	60	100	2
VI	III	IB19AC3	ALC 3 : E- Business Management**	-	-	-	-	-	3	25	75	100	5
VI	III	IB19AC4	ALC 4 : International Strategic Management * *	-	-	-	-	-	3	25	75	100	5

\*\* - self study course

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination.

The following question paper pattern is followed from the academic year 2020-21 onwards for End semester examination of classes following the OBE PATTERN (To be passed in the board)

### QUESTION PAPER PATTERN CORE & ALLIED PAPERS

#### Continuous Internal Assessment:

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

#### End Semester Examination:

SECTION	WORD LIMIT	MARKS	TOTAL
<b>Section: A</b> -11x2=22 marks (11/13 Open choice)	One or two sentences	22	100
<b>Section B</b> – 6x5=30 marks ( 5/7 Open choice)	300	30	
<b>Section C</b> – 4x12=48marks (4/6 Open choice)	600-800	48	

#### Knowledge level for UG

Section A and B	K1 and K2	52 marks
Section C	K3 and K4	48 marks

#### SKILL BASED SUBJECT

For II years

#### Continuous Internal Assessment:10 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	10

#### Model Exam: 15 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	15

#### End Semester Examination:75 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	75

For III years

#### Model Exam: 10 Marks

PRACTICALS	MARKS	TOTAL
2X30 MARKS	60	10

**End semester Exam: 60 Marks**

PRACTICALS	MARKS	TOTAL
2X25 MARKS	50	60
LAB RECORD	10	

**ADVANCED LEARNERS COURSE (ALC)****Continuous Internal Assessment: 20 Marks**

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

**End Semester Examination:20 Marks**

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

**VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES****Continuous Internal Assessment: 50 Marks**

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

**INFORMATION SECURITY****Continuous Internal Assessment: 50 Marks**

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40
B – 6 / 8 X 5 Marks	30	

**FIELD TRAINING**

An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain a work diary and submit a report in the V semester, which will be followed, by a viva voce.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	

Report	50	
Viva-voce	25	

## PROJECT

Major project: During the end of semester V, the students will be allotted to a staff coordinator who will be the guide and internal examiner for the project work. Each student should select a topic and the same to be approved by the guide. The fieldwork has to be done during the November vacation and during the beginning of semester VI., The student should submit the project report on or before the last date specified for submission. The student submitting the report after the last date of submission will be rejected and the same will be treated as “Not completed”

The components of Marks for project work will be as follows:

## INTERNAL EVALUATION

S.No	Components	Evaluation	Max. Marks
1	I Review	Selection of the field of study, Topic & research design	5 Marks
2	II Review	Literature & Data Collection	10 Marks
3	III Review	Analysis & Conclusion: Preparation of rough Draft	5 Marks
		<b>Total</b>	20 Marks

## END SEMESTER EXAMINATION

S.No	Evaluation	Max. Marks
1	Evaluation of the project (Internal)	80 Marks
2	Viva voce (External)	20 Marks

## WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL ASSESSMENT

### Theory

	CIA I	CIA II	Model Exam	Assignment/ Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS II Yrs's	-	10	15							25
SBS III Yrs's	-	-	10							10
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

### SBS III year Practical

	Model Exam	Lab Performance	Regularity	Maximum Marks
SBS	10	25	5	40



## RUBRICS

**Assignment/ Seminar Maximum - 20 Marks**

**(converted to 4 marks)**

<b>Criteria</b>	<b>4 Marks</b>	<b>3 Marks</b>	<b>2 Marks</b>	<b>1 Mark</b>
<b>Focus Purpose</b>	Clear	Shows awareness	Shows little awareness	No awareness
<b>Main idea</b>	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
<b>Organisation: Overall</b>	Well planned	Good overall organization	There is a sense of organization	No sense of organization
<b>Content</b>	Exceptionally well presented	Well presented	Content is sound	Not good
<b>Style: Details and Examples</b>	Large amount of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

### **CLASS PARTICIPATION**

**Maximum - 20 Marks (converted to 5 marks)**

<b>Criteria</b>	<b>5 Marks</b>	<b>4 Marks</b>	<b>3 Marks</b>	<b>2 Marks</b>	<b>1 Mark</b>	<b>Points scored</b>
<b>Level of Engagement in Class</b>	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
<b>Listening Skills</b>	Student listens when others talk,	Student listens when	Student listens when others talk	Student does not listen when	Student does not listen when	
	both in groups and in class. Student incorporates or builds off of the ideas of others.	others talk, both in groups and in class.	in groups and in class occasionally	others talk, both in groups and in class.	others talk, both in groups and in class. Student often interrupts when others speak.	

<b>Behavior</b>	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive behavior during class	
<b>Preparation</b>	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					<b>Total</b>	

<b>IB19C01</b>	<b>BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To give students a basic understanding of individuals and groups in organisations.

### Course Outcome

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CO2.	Describe the importance and models of planning and organizing.	K2
CO3.	Recognize how workplace perceptions, attitudes, and behaviours impact organizational performance	K2
CO4.	Reveal the ability to use theories of leadership and motivation in organisation.	K3
CO5.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams	K3

### Mapping with Programme Outcome

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong

CO3.	Strong	Strong	Strong	Medium
CO4.	Medium	Strong	Strong	Medium
CO5.	Medium	Strong	Strong	Medium

## **Syllabus**

### **UNIT – I (13 Hours)**

Management: Meaning & Definition - Nature - importance and characteristics - Level and Role of Management - Scope and functional areas of management in Organizations, Management as a science art or profession - Management & Administration.

### **UNIT – II(17 Hours)**

Planning: Introduction to Planning – Importance - Management by objectives (MBO) - Strategic Planning Cycle - Types of Planning Premises - Strategic Planning Process - Vision, Mission, Objectives, Types of objectives, Hierarchy of objectives, Max E. Douglas model for writing effective objectives - Internal and External Analysis - SWOT, PESTEL. Organizing: Introduction and Importance - Steps in Organizing process - Organizing Employees - Organizational Design and Structure - Types of Organizational Structure - Specialization - Centralization - Decentralization - Formalization - Span of Control - Authority & Responsibility.

### **UNIT – III (15 Hours)**

Nature and importance of Organisational Behaviour (OB) - Concept and relevance of OB in Modern Management- Understanding individual behaviour - Personality – MBTI - The Big Five Model - Personality types in different cultures – Perception - Perceptual Process - Perceptual Distortions – Stereotyping - Halo Effect - Contrast Effects - Self-fulfilling prophecy – Projection - Contrast Effects - Impression Management - Attribution Theory -Attributions across cultures, Professional and Ethical behaviour - Managing Negative Behaviour in the workplace - Employee Morale and Engagement.

### **UNIT – IV (14 Hours)**

Meaning and nature of Leader - Leadership styles – Basic and Two-dimensional Leadership styles – Job Centred& Employee Centred - Management by Exception - Management by Walking around - Open Door Policy - Emotional Intelligence for Effective Leadership - Leadership across cultures - understanding individual behaviour - Motivating Employees - Theories of Motivation - Organizational Behaviour Models – Autocratic, Custodial, Supportive, Collegial, Managing cross-cultural motivational challenges.

**UNIT – V (12 Hours)**

Group Development - Stages of Group Development - Turning Groups into Effective Teams - Managing Work Teams - Types of Work Teams - Conflict Management Techniques -Managing generational differences - Best practices for Organizing Tasks and Creating High Performance Teams.

**Text Books :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Charles W L Hill, Steven L McShane	Principles of Management	Tata McGraw Hill Education	2018
2.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2015

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2012
2.	Stepten P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2013
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2012
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2012

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>IB19C02</b>	<b>INTRODUCTION TO GLOBAL BUSINESS</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To give students a basic understanding of core concepts and techniques for entering the international marketplace.
2. To educate relevant theories and concepts to various aspects of doing business abroad or /and dealing with foreign firms.
3. Describe methods used to analyze and assess political risk and how MNCs apply those methods as they attempt to manage the level of political risk in developed and developing countries.
4. To create an awareness about the foundations of basis of trade and gains from trade, opportunities and challenges involved , and support and strategy parameters of International Business.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To know the history, evolution, growth & development of International Business.	K1
CO2.	To understand government policies & procedures applicable for International Business.	K2
CO3.	To understand the meaning and importance of Socio–Cultural, Political &Legal and Economic Implications of globalization.	K2
CO4.	Describe and analyse the reasons for Existence of MNC s and their strategies.	K2
CO5.	To develop the ability to implement marketing research skills and International Marketing information system in current business scenario.	K3

### Mapping with Programme Outcome

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Medium	Strong	Strong	Strong
CO2.	Medium	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong

CO4.	Strong	Strong	Strong	Medium
CO5.	Strong	Strong	Medium	Medium

## Syllabus

### UNIT – I (13 Hours)

Evolution of International Business - Nature of International Business – Reasons – Types - Need & Importance of International Business - Stages of Internationalization - Approaches To International Business - Theories of International Business – Mercantilism - Absolute Advantage - Comparative Advantage - Product Life Cycle Theory - Factor Endowment, Strategic Trade Theory - Competitive Advantage.

### UNIT – II (17 Hours)

Meaning- Definition and Features - Globalization- Factors driving Globalization - Essential conditions for Globalisation- Globalization Strategies- Advantages and Disadvantages - Globalization and India. GATT and WTO – Role, Functions and Working. Regional Trade Agreements: Meaning - Objectives - Types & Implications - European Union - SAFTA - NAFTA - ASEAN – APEC.

### UNIT – III (15 Hours)

Definition - Distinction among Domestic Companies - International Company - MNC - Global Company and TNC - Merits and Demerits - MNC's and India. OECD Guidelines for Multinational Enterprises. a) Concepts and Principles b) General Policies c) Disclosure, d) Employment and Industrial Relations, e) Environment, f) Combating Bribery, g) Consumer Interests h) Science and Technology, i) Competition, j) Taxation.

### UNIT – IV (15 Hours)

International Marketing Intelligence- Information required - Sources of information - International marketing information System - International marketing Research – Objectives – Utility – Scope - Types and limitations of marketing research - Research agencies - Difference between marketing intelligence and marketing research.

### UNIT – V (11 Hours)

Nature and scope of International Operations Management- Make or Buy – Global Sourcing- Partnering/Relationship Marketing - Global Networking of Operations- Location Strategy- International Logistics- Globalisation of business- Internationalisation of stock markets. Tariff and non tariff and barriers.

**Text Books :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Rakesh Mohan Joshi.	International Business	Oxford University Press	2018
2.	Francis Cherunilam	International Business	Eastern Economy Edition.	2018

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Sumati Varma	International Business	Pearson	2013
2.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2013
3.	Warren J. Keegan	Global Marketing Management	Prentice Hall of India	2012
4.	Daniel and Radebaugh and Steven L Mcshare	International Business	Pearson Education	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.



<b>IB19C03</b>	<b>INTERNATIONAL BUSINESS ENVIRONMENT</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment.
2. To give knowledge on new information, communication technologies and types of business applications.
3. Analyze and understand the theories related to international trade and investment as well as the major indicators of global business activity.
4. Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations

### Course Outcomes

On the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To recognize the role and impact of international businesses on national economic development	K1
CO2.	To Explain how the economic, political/ demographic and cultural environments affect international business operations.	K2
CO3.	To understand the meaning and importance of Socio–Cultural, Political & Legal and Economic Implications of globalization.	K2
CO4.	To describe the types, significance and factors affecting international investment.	K2
CO5.	To develop the skills in cultural context to create relationships with business colleagues and clients across multinational business environments	K3

## Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Medium	Strong	Strong	Strong
CO2.	Medium	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Medium
CO5.	Strong	Strong	Medium	Medium

## Syllabus

### UNIT – I (13 Hours)

International Business Environment - Meaning and Importance - Levels of Environment - Internal and External Environment of International Business - Business Environment and Strategic Decisions in International Business. Economic Environment - Nature of the Economy - International Economic Gap - Structure of the Economy - Economic Policies - Economic Conditions - Economic Environment and Business.

### UNIT – II (17 Hours)

Political and Regulatory Environment- Economic Roles of Government, Economic Systems, International Legal Environment, International Regulations. Demographic Environment- Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects. Cultural Environment - Meaning, Organisation of Culture, Cultural Adaptation, Cultural Shock, Cultural Conformity, Cultural Lag, Cultural Traits.

### UNIT – III (15 Hours)

Types of Foreign Investment - Significance of Foreign Investment - Factors Affecting International Investment - Growth And Dispersion of FDI - Cross Border M&A's - Foreign Investment in India - New Policy - FII Investments - Euro/ADR Issues - Mergers and Acquisitions - Foreign Investment by Indian Companies. World Bank – Purpose, Guiding Principles, Lending Programmes, International Development Association, World Bank Assistance to India, An Evaluation of IMF - World Bank - International Finance Corporation.

### UNIT – IV (15 Hours)

Technology and Global Competitiveness - IT Revolution and Business Environment - Role of Innovation - Technological Leadership and Fellowship - Technology and Competitive Advantage - Sources of Technological Dynamics - Time Lags in Technology Introduction/Absorption - Appropriate Technology and Technology Adaptation - Impact of Technology on Globalisation - International Asset Protection – Coercion and Pressure, Bilateral and Multilateral Agreements - Insurance Cover - Protection of IPRS.

### UNIT – V (11 Hours)

Global Trade in Merchandise: Growth of International Trade - Distribution of Global Trade - Composition of Global Trade - Foreign Market Entry Strategies - Policy Options.

Social Issues in International Business - Business Ethics - Social Responsibility of Business, Environmental Issues - Labour Issues.

**Text Books :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Francis Cherunilam	International Business Environment	Himalaya Publishing House	2017
2.	Peng M W and Srivastava D K	Global Business	CENGAGE Learning Publications	2012

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Hill, Charles W.L. and Jain, Arun K	International Business	Tata McGraw-Hill	2013
2.	Czinkota M.R., Ronkanen, I.A. & Moffett M.H.	International Business	Pearson	2012
3.	Rakesh Mohan Joshi	International Business	Oxford University Press	2011
4.	Aswathappa K	International Business	Tata McGraw-Hill	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER- IB19CO4</b>	<b>COURSE NAME – EXECUTIVE AND EXIM CORREPENDENCE</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

### Preamble

- To help the students in communication and developing communication skills, which adds to their knowledge.
- To understand the purpose and responses in an interpersonal communication from personal to professional situations,
- To understand the dynamics of group communication, students are made to participate in various team activities followed by their experience sharing and learning

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CO2.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO3.	Describe the nature of import and export, Different terms used in import and export correspondence.	K2
CO4.	Demonstrate the critical thinking skills to produce successful letters or emails in any given context or situation.	K3
CO5.	Describe the concept of presentation skill, group discussion, personality effectiveness, Business Etiquette and demonstrate through role plays in any given context or situation.	K3

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

## Syllabus

### UNIT – I (15 Hours)

Communication: Meaning – Importance - Objectives – Types – Media – Communication devices – Use of Internet and email - Barriers to communication – Principles of Effective Communication.

### UNIT – II (15 Hours)

Letter writing – Essential of an effective Business letter –Functions of Business Letter -Layout of business letter – Enquiry and reply letter – Order and Execution-Credit and status enquiry- Collection letters- Sales letters.

### UNIT – III (15 Hours)

Import and Export Correspondence -Terms used in Import and export correspondence-Direct Importing- import through Indent Houses-Letter to Open an irrevocable letter of credit- Bank Correspondence- Insurance Correspondence.

### UNIT – IV (15 Hours)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees.

### UNIT – V (11 Hours)

Presentation skill - Public relation department-Group Discussion- Personality Effectiveness- Business etiquette and email etiquette.

### Text Book :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2008

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Dr.V.K.Jain & Dr.Omprakash Biyani	Business Communication	S.Chand & Company ltd	2010
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4.	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication- Building Critical Skills	McGraw-Hill Irwin	2014

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>IB19C05</b>	<b>ACCOUNTING AND FINANCE FOR MANAGERS</b>	<b>Theory</b>	<b>101</b>	<b>4</b>		<b>5</b>

### **Preamble**

1. Help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
2. To familiarize the students about basic knowledge of the financial management.
3. To enable students to understand the theories risk & return and concept of capital budgeting.
4. To acquire skills necessary to manage the finance of business.
5. To enable the students to learn the accounting standards and the concept of IFRS.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Explain and apply accounting concepts, principles and conventions; record basic accounting transactions and prepare annual financial statements	K1
CO2.	Understand both the theoretical and practical role of financial management in business corporations.	K1
CO3.	Have a greater appreciation and understanding of the importance of risk within the context of financial decision making	K2
CO4.	Demonstrate the ability to organize, analyze and draw appropriate conclusions from financial information	K2
CO5.	Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy	K3

### **Mapping with Programme Outcomes**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
CO1.	S	S	M	S	S
CO2.	S	S	M	S	S
CO3.	S	S	S	S	M
CO4.	S	S	S	S	S
CO5.	S	S	M	S	L

S- Strong; M-Medium; L-Low

## **Syllabus**

### **UNIT-I (Theory & Simple Problems Only) (22 Hours)**

Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries(**Simple Problems Only**) – Depreciation – Causes – Types of Depreciation – Capital and Revenue Expenditure(**Theory Only**).

### **UNIT-II (Theory Only) (19 Hours)**

Financial management – nature, characteristic, functions, scope & process - objectives of financial management – profit maximization - wealth maximization - time value of money - Long term financing - shares, Debentures, Warrants, Term loans, Lease financing, Hybrid financing, Venture capital financing, Sources of short term financing.  
Concept of Working Capital, Types of Working Capital, Operating Cycle, Importance of Working Capital, Dangers of Inadequate and Excessive Working Capital, Accounts Receivables and Payable Management - Inventory management – Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.

### **UNIT-III (Theory & Simple Problems Only) (21 Hours)**

Introduction to the Concept of risk and return – single asset and of a portfolio – Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

Capital Budgeting: Principles and techniques – Nature of capital budgeting – Identifying relevant cash flows – Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, and Profitability Index.

### **UNIT-IV (Theory Only) (20 Hours)**

Leverages – measurement of leverages– Operating Leverage, Financial Leverage, Combined Leverage. Introduction to capital structure – Factors affecting capital structure – Features of an optimal capital structure –Capital structure Theories – Net Income Approach, Net Operating Income Approach, and MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter’s Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

### **UNIT-V (Theory Only) (19 Hours)**

Over View of IAS - Meaning of IFRS - relevance of IFRS to India; merits and limitations of IFRS - process of setting IFRS - Practical challenges in implementing IFRS - theoretical study of International financial reporting standards (IFRS) 1 – 15 - List of International accounting standards issued by IASB - Recognition criteria’s for Investment properties - Government grants, Borrowing costs, Construction contracts, share based payments - Provisions, Contingent liabilities and Contingent assets - Elements of financial statements as per IFRS.

**Note:\*60% Theory and 40% Problems.**



**Text Book:**

<b>S. No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2016
2.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2016

**Reference Books:**

<b>S. No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Khan and Jain	Financial Management: Text, Problems and Cases	Tata McGraw Hill Publishing	2018
2.	I.M.Pandey	Financial Management	Vikas Publishing	2018
3.	CA. Kamal Garg	Practical guide to Ind AS & IFRS	Bharat Law House Pvt. Ltd.	2018

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19C06</b>	<b>INDIA'S FOREIGN TRADE</b>	<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

- To give students a basic understanding of trade strategies and their implications for business.
- To impart the students with the nature, scope and trends in economic trading policies over the decades.
- To get a broad picture of functions, role and impact of trade policies in globalized economy.
- To analyse the trade performance of India.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To impart fundamentals of foreign trade policies.	K1
CO2.	To understand the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.	K2
CO3.	To acquaint the students with the trade practices, procedures and documentation of international trade.	K2
CO4.	To compare various aspects relating to India's Foreign Trade practices.	K2
CO5.	To analyse the trade performance of India by examining the determinants of India's exports and imports procedures.	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

### Syllabus

**UNIT – I (17Hours)**

Development of Foreign trade policy- India's foreign trade since 1951- Foreign trade policy 2015- 2020 -Recent changes in Foreign Trade policy.

**UNIT – II (18 Hours)**

Recent trends in foreign trade-Composition of foreign trade-Major items of India's exports and Imports-Traditional and Non-traditional exports- Direction of Foreign trade-Comparative export performance of India.

**UNIT – III (18Hours)**

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Commodity Boards-Ministry of Textiles.

**UNIT – IV (18 Hours)**

Service Institutions- Indian Institute of foreign trade- Trade development authority-Indian Institute of Packaging- Indian council of arbitration-Department of commerce Intelligence and statistics- Government participation in foreign trade- International trade fair and exhibitions.

**UNIT – V (15 Hours)**

Trade prospects of India with other countries – Regional groupings –FIEO services- Export Inspection council- International Trade Promotion Organization.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shri O.P. Agarwal & B.K. Chaudhuri	Foreign Trade and Foreign Exchange	Jain Book House	2015
2.	Varma & Agarwal	Export Management	Himalaya Publishing House	2009
3.	BhanuPrakashVerma, NainaAgarwal	International trade and Business	<u>Thakur Publishers</u>	2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, semina

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19C07</b>	<b>INTERNATIONAL MARKETING MANAGEMENT</b>	<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

**Preamble:**

- To impart the students with the knowledge, concepts of the unique aspects involved in marketing internationally.
- To give students a basic understanding of international marketing management and various risks associated with it.
- To develop, extend and improve the ability to plan and act strategically in International marketing environment.
- To learn and apply skills to current on-going marketing issues involved in today's competitive world.

**Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.	K1
CO2.	To understand how companies adjust their international strategies based on the global environmental changes.	K2
CO3.	To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.	K2
CO4.	Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications.	K3
CO5.	To develop a formal analytical framework of decision making based on recent developments in the field of international marketing.	K3

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S

CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT – I (16 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions -International Marketing – Nature and scope - Role of International Marketing in economic development – International Business Intelligence: source of information – International marketing information system and market research.

### UNIT – II (18 Hours)

Market selection process – determinants of market selection – market profile – market segmentation – market segment selection- Market entry strategies – Exporting, licensing and franchising – Contract manufacturing – Management Contracting – Turnkey contracts – Joint ventures

### UNIT – III (17 Hours)

International product decisions – Product mix - Product Life Cycle – New product development – Branding - Packaging and Labelling - Business Environment and Product Strategies- Product communication strategies - Globalization Vs Localization.

### UNIT – IV (18 Hours)

International pricing and distribution – Exporters cost – pricing objectives – factors affecting pricing – pricing methods – Transfer pricing – dumping – steps in pricing – Retrograde pricing – International channel system: Distribution channel strategy-International distribution channels, their roles and functions- Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.

### UNIT – V (17 Hours)

International Promotion: Business environment and promotion strategies- major decisions in International Marketing Communication- Communication Mix-Role of export promotion organisation- Trade fairs and exhibitions-Personal selling- Management of Sales force- Problems in International Marketing Communication.

### Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business-Text and Cases	PHI Learning Private Ltd	2014

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017
2.	Philip Kotler and Kevin Keller	Marketing Management	Prentice Hall Of India	2009
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S.Chand & Company	2010

**Reference Links**

<b>Sl. No.</b>	<b>Units</b>	<b>Topic</b>	<b>Links</b>	<b>No of Hours</b>
1.	Unit I	Introduction to marketing	<a href="https://www.class-central.com/subject/marketing">https://www.class-central.com/subject/marketing</a>	10
2	Unit II,III,IV, V	Global Marketing management	<a href="https://onlinecourses.nptel.ac.in/noc19_mg10/preview">https://onlinecourses.nptel.ac.in/noc19_mg10/preview</a>	20
3.	Unit IV	Market research	Field study	10

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19A01</b>	<b>MANAGEMENT OF INNOVATION</b>	<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>5</b>

### **Preamble**

- Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.
- Understand different approaches to managing of innovation.
- Identify drivers and barriers to technological innovation within an organization.
- Understand what it takes to manage technological innovation.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To acquire the basic knowledge, concepts, tools, innovation and new product creation.	K1
CO2.	To understand the innovation strategy, planning and evaluation.	K2
CO3.	Demonstrate a broad view of technological innovation and methods.	K2
CO4.	Apply knowledge paradigms in creating new product and methods in protecting the innovated product.	K3
CO5.	To develop a formal analytical framework in selecting the tools for developing new product.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

### **Syllabus**

**UNIT- I (17 Hours)**

Concept of innovation and creativity- definition – Importance of innovation - 4 P's of creativity – Sources of innovation – Types and pattern of innovation – Technologies used in innovation.

**UNIT – II (17 Hours)**

Innovation internal strategy – innovation planning- types – process – internal innovation and implementation – evaluation and control – implementing evaluation and control.

**UNIT – III (17 Hours)**

Formulating technological innovation strategy- defining the organization's strategy – Identifying core competencies - choosing innovation project – quantitative method – qualitative method – Advantages and Disadvantages.

**UNIT – IV (17 Hours)**

Collaborative strategy – types and advantages of collaboration – choosing the mode of collaboration - protecting innovation – effectiveness and uses of protection – mechanism – advantages.

**UNIT – V (18 Hours)**

Managing new product development process – objectives –tools for measuring new product development – team – structure. Case studies on innovative management strategies.

Case Studies: For internal evaluation only.

**Text books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Margaret A.White, Garry D.Bruton	The Managemetn of Technology & Innovation: a Strategic Approach	Cengage Learning	2011
2.	Melissa A. Schilling	Strategic Management of Technological Innovation - Fifth Edition	McGrawHill, International Edition	2011



**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Paul Trott	Innovation Management and New Product Development	Prentice Hall	2013
2.	John Dessant	Innovation and Entrepreneurship	Wiley Publication	2015

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

### SEMESTER III & IV

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>IB19SB01</b>	<b>Business Analytics- Level I</b>	<b>Theory</b>	<b>86</b>	<b>4</b>	<b>28</b>	<b>4</b>

#### **Preamble**

- To achieve and establish vital understanding of big data application in business intelligence.
- To institute the concept of systematic transformation of process-oriented data into information of underlying business process.
- To exhibit knowledge of data analysis techniques and to apply principles of data sciences integrating enterprise reporting.

#### **Course Outcomes**

On the successful completion of the course, students will be able to Mapping with

#### **Programme Outcomes**

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	To identify the importance of data science in business process	K1
<b>CO2</b>	To discuss data integration and modelling techniques	K2
<b>CO3</b>	To examine business intelligence concepts for enterprise reporting.	K3

#### **Mapping with Programme Outcome**

<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
<b>CO1</b>	Strong	Strong	Strong	Strong
<b>CO2</b>	Strong	Strong	Strong	Strong
<b>CO3</b>	Strong	Medium	Strong	Strong

#### **Syllabus**

##### **UNIT -I (12 hrs)**

Introduction to Business Analytics: Business Analytics- Business Analyst- Evolving role of Business Analyst-BA Roadmap: Different levels of Business Analysis-Basic rules of Business and Business Analysis

**UNIT- II (12 hrs)**

Data Modeling: Basics- Types-Techniques- Fact table- Dimension table- Typical dimensional Models- Dimensional modeling life cycle- Designing the dimensional model

**UNIT- III (12 hrs)**

An overview of R:

Introduction to R expressions, variables and functions- Vectors: Grouping variables into vectors and then doing arithmetic and graphs with them

**UNIT- IV (12 hrs)**

Matrices: Creating and graphing two dimensional data sets

**UNIT- V (10 hrs)**

Calculating and plotting some basic statistics:

Mean, median and standard deviation- Factors: Creating and plotting categorized data

**Basic in R Programming - IB19SBP1**

**Credits 2**

**Program: (28 Hours)**

1. Check if a number is positive, negative or zero
2. Creating vector and matrices using R program.
3. Import and visualize data using scatter plots.
4. Create datasets using data frames and plot a graph
5. Create factors and plot a graph
6. Find addition, subtraction, multiplication and division of given data using R.
7. Write program to calculate multiplication matrix using R
8. Find mean, median and mode using R.
9. Find Standard deviation and variance using R.
10. Find factorial of a number using R.

**Text Book:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

**Reference Books:**

<b>S.No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	RN Prasad, SeemaAcharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER- IB19C08</b>	<b>COURSE NAME – INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>101</b>	<b>4</b>	<b>-</b>	<b>5</b>

### Preamble

- Understand issues, opportunities and challenges pertaining to international HRM;
- Develop competency in dealing with cross cultural situations;
- Understand the strategic and functional roles of HRM in various international contexts such as recruitment and selection, performance management, training and development, career development.
- To impart knowledge on the importance of HRIS in current scenario.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To acquire the basic knowledge, concepts, scope and functional roles of HRM.	K1
CO2.	To understand the reasons for emergence of IHRM and how it differs with basic functional roles of HRM.	K2
CO3.	Expose knowledge on International Recruitment, selection, training & development and Performance Management.	K2
CO4.	Ability to apply Human Resource Information System in decision making	K3
CO5.	Demonstrate the critical thinking skills to deal with the cultural context of employees' across boundaries	K3

### Mapping with Programme Outcomes

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Medium	Medium	Medium
CO2.	Strong	Strong	Strong	Medium
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

### Syllabus

### **UNIT –I (20 hrs)**

Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM -Job Analysis- Recruitment- Selection- Training and development- Performance Appraisal- Job Satisfaction- Job enrichment, Job Enlargement and Job rotation - Career Planning and Succession Planning- Promotion, Transfer and Demotion.

### **UNIT- II (20 hrs)**

Introduction to IHRM: Definition, Reasons for emergence of IHRM, Approaches to IHRM, Difference between IHRM and Domestic HRM, Organizational context of IHRM, Issues in IHRM, Barriers to effective global HRM, Role of culture in International HRM, Cross cultural context and international assignees , Socio-cultural context, Culture and employee management issues, future of IHRM, cultural factors in international career choice.

### **UNIT -III (21 hrs)**

International Recruitment:International labour market-sources, functions, head-hunters, cross-national advertising, e-recruitment; recent trends in international staffing- selection criteria, international staffing issues. Training and development: developing staff through international assignments, training strategies- types of expatriate training, sensitivity training, repatriate training, emerging trends in Training for competitive advantage.

### **UNIT -IV (20 hrs)**

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, issues and challenges in international performance management, International compensation, key components of international compensation, variables influencing international compensation, emerging issues in compensation management.

### **UNIT -V (20 hrs)**

IHRM Trends &Challenges: Repatriation and Expatriation- Key issues in International Industrial Relations –Ethics and Social responsibility-Managing workforce diversity in the global context, Talent Management. International HRIS: meaning-Role of IT in HR- HRIS application in MNE's- Limitation of HRIS.

#### **Text Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
<b>1.</b>	SubbaRao. P	International Human Resource Management	Himalaya Publishing House	2017
<b>2</b>	Hilary, & Harris	International HRM	SAGE Publications	2019

**Reference Books :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
<b>1</b>	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2018
<b>2</b>	K. Aswathappa & Sadhna Dash	International Human Resource Management	Tata McGraw Hill	
<b>3</b>	Michael J. Kavanagh & Mohan Thite	Human resource Information Systems	SAGE Publications	2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER- IB19C09</b>	<b>COURSE NAME – CROSS CULTURAL MANAGEMENT</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To understand the role of cultural differences that impacts cross cultural management.
2. To understand and evaluate the influence exerted by culture on the way businesses operate internationally.
3. To inculcate intercultural communication and its role on negotiation process in global business.
4. To analyze the conflicts that can arise from the interaction of different cultures and learn the modern techniques of intercession and conflict resolution.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	To understand the importance of cross-cultural management, and of the major theoretical studies examine the impact of different national cultures on work and employment.	K1
CO2	To accustom the students with the knowledge of cultural and institutional differences to evaluate the challenges and opportunities of doing business in different countries.	K2
CO3	To acquire the necessary intercultural competencies to interact in a multinational environment successfully.	K2
CO4	To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organizations.	K2
CO5	To analyse the implications of cultural factors that affect the cross cultural management and to develop modern thinking methods and strategies to be adopted across different countries at global business.	K3

### Mapping with Programme Objectives

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Medium
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Medium	Strong
CO5.	Strong	Strong	Strong	Strong

### Syllabus

#### UNIT I (18 Hours)

Introduction , Determinants of Culture, Facets of culture, Levels of Culture, role of culture in international business, functions of cross cultural management, Hofstede's dimensions of culture, the influence of national Culture on international business, Emerging cross culture business in India, Western and Eastern Management Thoughts in the Indian Context.



**UNIT II (17 Hours)**

Global Business, Growth and Evolution: Environmental Variables in Global Business; Human and Cultural Variables in Global Organizations; Cross Cultural Differences and Managerial Implications; Cross Cultural Research Methodologies and Hofstede's Hermes Study; Structural Evolution of Global Organizations.

**UNIT III (17 Hours)**

Cross-Cultural Communication -Managing communication across cultures; Barriers to intercultural communication, Developing Intercultural relationships, Hofstede's model of intercultural communication- Cross Culture and Negotiations – Negotiation & Decision Making – Negotiation Process - International Negotiation hurdles.

**UNIT IV (17 Hours)**

Cross-cultural leadership and motivation; Leading Responsibly in Multicultural Environment, Analytical Framework to Cultural Factors, Cultural Diversity, Managing diversity: Causes of diversity, the paradox of diversity, Conflicts and cultural differences, Understanding and dealing with conflicts- Ethics in cross cultural management.

**UNIT V (17 Hours)**

Cross Border HRM and Employment Practices- Corporate Culture- Cultural shock- Diagnosing Organizational Cultures- Designing the strategy for a culture change- successful implementation of cultural change.

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	David C. Thomas & Mark F. Peterson	Cross-Cultural Management Essential Concepts	Sage Publications Ltd	2018
2.	JasminMahadevan	Cross-Cultural Management	Sage Publications Ltd	2017
3.	ShobhanaMadhavan	Cross - Cultural Management - Concepts and Cases	Oxford University Press	2016

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dean Tjosvold, Kwok Leung	Cross-Cultural Management: Foundations and Future	Routledge	2016
2.	Browaeys, M.J. & Roger, P.	Understanding Cross-Cultural Management	Pearson Education, New Delhi	2015
3.	Brian J. Hurn , Barry Tomalin	Cross-Cultural Communication: Theory and Practice	Palgrave Macmillan	2015

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19C10</b>	<b>EXPORT AND IMPORT PROCEDURES</b>	<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To enable the students to understand the concepts of starting export and Import business.
2. To help the students to familiarize various Pricing and Payment Methods available for Exporters.
3. To develop a good understanding of Documentation and Quality Inspection Procedures.
4. To help the students to develop an understanding the various Financial Aids available for Exporters.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Identify the procedure for Selection of products and market in Export and import business.	K1
CO2.	Identify the Registration Formalities and Financial Options available in India.	K1
CO3.	Summarize various Steps in export procedure like pre-shipment, Shipment, post-shipment procedure.	K2
CO4.	Discuss various Steps in import procedure like Customs clearance for imported goods-Warehousing of imported goods.	K2
CO5.	To apply relevant knowledge, skills while exercising the same in starting up new export business.	K3

### **Mapping with Programme Outcomes**

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

## **Syllabus**

### **UNIT- I (21Hours)**

Preliminary steps for starting export business- Meaning-Classification of goods for exports- Advantages and Disadvantages of Direct and Indirect Exporting-Registration formalities-procedure for obtaining IEC number-Export license, Selection of Products and Markets: Selection of Export Product- Focus Product Scheme- Focus Market Scheme- Selection of Export Markets -Selection of Overseas Buyers.

### **UNIT - II (21 Hours)**

Preliminary for imports – SCOMET-Export Pricing and Methods of Payment: Export Pricing Strategies-INCOTERMS-Methods of Payment, Letter of Credit – Types of Letter of Credit Export Procedure and export contract: Steps in export procedure- pre-shipment procedure- Shipment procedure-post-shipment procedure.

### **UNIT- III (21 Hours)**

Export contract: Meaning- FOB contract- CIF Contract- Exchange rate fluctuations Risks- Forward Contracts, Excise clearance and Quality inspection: Excise Clearance for exportable goods - Procedure for Central Excise-Quality Control and Pre shipment Inspection-Methods- Procedure for Pre-shipment Inspection.

### **UNIT- IV (21 Hours)**

Arrangement of export finance: Meaning of export finance-Pre-shipment finance- features- Types- Post-shipment finance-Features-Types-Role of reserve bank of India in export finance, Import Finance: Meaning-Benefits-Types.

Import procedure: Meaning-Pre-import procedure-legal dimension of import procedure-Customs clearance for imported goods-Warehousing of imported goods- Exchange control provisions for imports.

### **UNIT- V (17 Hours)**

Export Documentation: Introduction-Aligned Documentation System (ADS) - Export Documentation in India -Shipping documents - Import Documentation: Transport documents - Bill of entry –Certificate of Inspection, Export promotion measures in India.

#### **Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Khushpat S. Jain	Export Import Procedures & Documentation	Himalaya Publishing House	2013

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009
2.	P. SubbaRao	International Business	Himalaya Publishing House	2012

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19A02</b>	<b>CORPORATE GOVERNANCE</b>	<b>Allied</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>5</b>

### **Preamble**

1. Recognize the theory and practice of Corporate Governance.
2. Identify the role of Board of directors and other stakeholders.
3. Analyze the issues and problems of Corporate Governance in emerging economies.
4. Appreciate ethical practices in business/ profession.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To acquire knowledge of ethics, trends in good governance practices and sustainability.	K1
CO2.	To understand Corporate governance in emerging economies and models .	K2
CO3.	To build Rights, privileges, shareholder & investors protection and its relationship with corporate governance.	K2
CO4.	To develop Institutional framework for corporate governance.	K3
CO5.	To apply Ethical and legal principles of Corporate governance in organization.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Medium	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

## Syllabus

### UNIT – I (17Hours)

Introduction to Corporate Governance – People orientation of Public Governance – Different systems in Public Governance – Structure of Corporate Governance – History – Indian Context – Concept of Corporate Governance and Stake Holder.

### UNIT – II (18 Hours)

Corporate Governance Mechanism and Principles- 4 P's of Corporate Governance – Wealth creation, Management and Distribution – Rights and Equitable Treatment of shareholders – Role and Responsibilities of Board – Disclosure and Transparency - OECD Principles .

### UNIT – III (18Hours)

Corporate Capital and Property Rights – Mechanism and Control - Decision System – Performance Monitoring System – Remuneration System – Bankruptcy System.

### UNIT – IV (17 Hours)

Ownership Structure – Ownership Concentration and Composition – Ambiguous Relationship – Kinds of Ownership Structures – Corporate Social Responsibility

### UNIT – V (16 Hours)

Codes and Guidelines – Rules Vs Regulations – International Corporate Governance –Germany, United Kingdom, USA.

### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swami Dr.Parthasarathy	Corporate Governance Principles, Mechanisms	Biztantra Publication	2009

### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	JayatiSarkar and SubrataSarkar	Corporate Governance in India	Sage Publishing	2012
2.	Vasudha Joshi	Corporate Governance: The Indian Scenario	Foundation Books	2004
3.	Fernando A C	Corporate Governance: Principles, Policies and Practices	Pearson Education	2012

### Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

<b>COURSE NUMBER- ACA1902</b>	<b>COURSE NAME – COST AND MANAGEMENT ACCOUNTING</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

**Preamble:**

1. To understand the basic concepts and principles of cost and management accounting.
2. To deepen knowledge on all the components of the financial statements using ratios.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by cost and management accounting.
4. To effectively communicate cost situation and management decision to stakeholders.

**Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand the importance of cost and management accounting, to gain a broader understanding of concepts, principles and terminology in cost and management accounting.	K1
CO2.	Recognize, classify and familiarize the various tools used in cost and management accounting.	K2
CO3.	Interpret the components of financial statements using ratios.	K3
CO4.	Demonstrate the critical thinking skills to analyse and prepare cost sheet and perform Dupont analysis.	K3
CO5.	Apply information for cost ascertainment, planning, control and decision making.	K3

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Medium	Strong
CO2.	Strong	Strong	Medium	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Medium	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

**Syllabus**

**UNIT – I (14 Hours)**

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost Concepts and Cost Classification- Preparation of Cost Sheet.

**UNIT – II (15 Hours):**

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues – FIFO, LIFO, Simple average and Weighted average price methods. Labour cost – remuneration – Time rate and Piece rate system- Halsey and Rowan Plan - Taylor's and Merrick's Differential Piece rate.

**UNIT – III (16 Hours)**

Ratio analysis – Liquidity, Profitability, Solvency, Capital structure ratios – Preparation of balance sheet from ratios- Dupont Analysis.

**UNIT – IV (14 Hours)**

Fund Flow analysis – Preparation of Fund Flow Statements.

**UNIT – V (12 Hours)**

Marginal Costing: Meaning – Importance -CVP analysis – Key Factor-Application of Marginal Costing for Decision Making (Simple Problems Only) - Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget.

- Theory and problems in the ratio of 20% and 80% respectively

**Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Shashi.K.Gupta, R.K.Sharma	Cost and Management Accounting	Kalyani Publishers	Reprints 2017



**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain and Narang	Cost Accounting	S.Chand & Company	Reprint 2015
2.	Maheswari.S.N	Principles of Management Accounting	Sultan Chand & Sons	Reprint 2014
3.	T.S.Reddy & Y.Hari Prasad Reddy	Cost and Management Accounting	Margham Publications	Reprints 2018

**Reference Links:**

S.No	Hours & Modules	Topic	Web Link
1.	Unit I, V, 12 Weeks	Cost Accounting, Preparation of cost sheet, Management accounting, , Different types of Budget, Flexible budget & cash budget, Marginal costing	<a href="https://nptel.ac.in/courses/110/107/110107127/">https://nptel.ac.in/courses/110/107/110107127/</a>
2.	Unit I, V, 4 weeks	Introduction to Cost Accounting Classification of Costs Marginal Costing Cost Volume Profit Analysis	<a href="https://onlinecourses.nptel.ac.in/noc21_mg76/preview">https://onlinecourses.nptel.ac.in/noc21_mg76/preview</a>
3.	Unit IV	Fund Flow Statement	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19C13</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>	<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To give students a basic understanding of international financial markets.
2. To introduce the environment of international finance and its implications on international business.
3. To increase awareness on various theories and techniques used in Foreign Exchange Risk Management.
4. To help the students to understand the complexities and issues in financial management of a multinational firm.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To recognize the concepts of Financial Management in the context of Global Trade.	K1
CO2.	To understand the scope of investment under fast changing globalised economic and business environment.	K1
CO3.	To evaluate the determination of exchange rate risk and capitalize on anticipated exchange rate movements.	K2
CO4.	To explore various analytical tools and techniques for financial decision making in a global setting.	K2
CO5	To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting at globalisation.	K3

### Mapping with Programme Outcomes

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT – I (15Hours)

International Financial Management- An Overview-Nature and scope – Importance – International financial Management Vs. Domestic Financial Management – International Flow of Funds – International Trade Flow- International Capital Flow - Balance of Payments- Current Account, Capital Account – Contemporary issues in international financial management.

### UNIT – II (15 Hours)

International Money Market – International Capital Market- International Bond Market - Foreign Exchange – Administration of foreign exchange–Functions of Forex department – Foreign Currency Accounts- Exchange Rate Regimes- types of exchange rate regimes – Floating exchange rate – Fixed exchange rate.

### UNIT – III (15 Hours)

Foreign Exchange Market – Functions- Participants- Structure of Foreign Market- SWIFT framework – Exchange Rates – Factors affecting exchange rates - Exchange rate forecasting- Exchange Quotation- direct, indirect - Foreign Exchange Transactions – SPOT transaction – Forward transaction – Derivatives – Forward, Future, Option, SWAP.

### UNIT – IV (14 Hours)

Foreign exchange risk and exposure – types of exposure – Transaction Exposure- Translation and Economic exposure – Managing foreign exchange risk- International arbitrage and interest rate parity- Internal techniques of exposure management – Leading and Lagging- External Techniques of exposure management- Foreign currency invoicing.

### UNIT – V (12 Hours)

International Monetary System-- International Banking- Agencies facilitating international flow IMF – Role of IMF – International Institutions – World Bank- IBRD– IDA – IFC – MIGA – Recent changes in international financing.

### Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Apte, P.G &SanjeevanKapshe	International Financial Management	Tata Mc Graw hill	2020
2.	C. Jeevanandam	Foreign Exchange Management	Sultan and Sons	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Economics	Tata Mc Graw hill	2017
2.	Lan H Giddy	Global financial markets	AITBS Publishers and distributors,	2016
3.	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett	Multinational Business Finance	Pearson Education	2016
4.	Apte, P.G	International Financial Management	Tata Mc Graw hill	2017

**Reference Links:**

S.No	Unit	Topics	Links	No. of Hours
1.	Unit -I	International trade flow	<a href="https://www.classcentral.com/course/swyam-international-trade-theory-and-empirics-23010">https://www.classcentral.com/course/swyam-international-trade-theory-and-empirics-23010</a>	5 Hrs
2.	Unit -III	Foreign exchange Market	<a href="https://www.classcentral.com/course/edx-foreign-exchange-markets-concepts-instruments-risks-and-derivatives-11720">https://www.classcentral.com/course/edx-foreign-exchange-markets-concepts-instruments-risks-and-derivatives-11720</a>	5 Hrs
3.	Unit -III	Derivatives	<a href="https://www.classcentral.com/course/swyam-financial-derivatives-risk-management-14056">https://www.classcentral.com/course/swyam-financial-derivatives-risk-management-14056</a>	4 hrs

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER-AMS1910</b>	<b>COURSE NAME – MANAGEMENT INFORMATION SYSTEM</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To provide knowledge on foundation concepts in information systems.
2. To provide knowledge on how information systems can support managerial decision making and strategies for competitive advantage.
3. To explain steps in systems analysis, design and implementation.
4. To define and recognize key enabling technologies internet, telecommunication that may advance organizations in providing right information for effective decision making.
5. To explain the process of functional subsystems and global systems.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Identify the concepts functions, uses and challenges of information systems in business	K1
CO2.	Recognize and familiarize the process of systems analysis design and implementation.	K2
CO3.	Associate the latest internet and communication technologies to advance and gain competitive advantage in business	K3
CO4.	Demonstrate functional subsystems to provide information to suit organizational needs	K2
CO5.	Analyze and evaluate the uses of information and information systems for effective decision making and solve business problems	K3

### Mapping with Programme Outcome:

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Medium

S-Strong; M-Medium; L-Low

### Syllabus

#### UNIT -I (14 Hours)

Managing Information Systems in Organisations: Introduction- Objectives- Foundations- Levels - Features- Real world systems-Types of Decisions- Strategic - Operational - Tactical - Information System Resources- Competitive Advantage-Managing Challenges in

Information Systems. - Business Process Re-engineering - Creating Agile and Virtual Company.

#### **UNIT -II (15 Hours)**

Information System to Build in Organisations: - System Development Life Cycle- System Analysis Design and Development -Steps in Implementation.

Data Base Management System – Concept – Database Models - Software -Types- System Software- Application Software- Middleware- Groupware-Software Testing -Software Licensing- Open Source Software-Software Evaluation Maintenance.

#### **UNIT -III (14 Hours)**

Decision Making and Technologies: Introduction, - Decision Support System -Components - GDSS-Structured-Semi Structured and Unstructured decisions- What if analysis-Sensitivity analysis-Goal-seeking- Analysis and Optimizing Analysis- Expert Systems in Decision Making - Knowledge Management Systems - Executive Intelligence Systems - Enterprise Portal and Decision Support - Artificial Intelligence Technologies – Fuzzy Logic.

#### **UNIT- IV (14 Hours)**

Managing in Internet Era-Industry 4.0 Technologies : ERP - Concept- Evolution – Integration - Steps-Gap Analysis - ERP Options -Make or Buy – Phases - Benefits and Limitations - Vendors in Market ; Cloud Computing – History - Deployment Models - Characteristics - Phases – Architecture – Infrastructure – Models - Public- Private – Hybrid – Community – PaaS – IaaS – SaaS – NaaS -Benefits –Issues - Cloud Computing Management - Cloud technologies ; Internet of Things (IoT) - Introduction to IoT - Architecture of IoT - Technologies for IoT -- Applications of IoT- Robotics Process Automation- Introduction and Applications in Industry.

#### **UNIT -V (14 Hours)**

Application Systems in Business: Manufacturing -Inventory- Marketing-Order Processing –Accounting – Finance - Accounts Payables - Accounts Receivables - HR – Payroll.

Electronic Commerce: E-commerce Technology- Business over Internet - Electronic Data Interchange (EDI)- Online Payment Technology- Mobile Commerce–Mobile based application- E- Commerce-Portals- Search Engines.

#### **Text Book:**

<b>S.No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	James A O Brien, et al	Management Information Systems	McGraw Hill Education(India) P Ltd	2017

**Reference Books:**

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kenneth.C. Laudon, Jane.P.Laudon	MIS-Managing the digital firm	Pearson Publications	14 <sup>th</sup> Edition 2016
2.	P. Kaliraj, T. Devi,	Higher Education for Industry 4.0 and Transformation to Education 5.0,	EXCEL BOOKS PRIVATE LIMITED, New Delhi-28 for Lovely Professional University	2016
3.	Alasdair Gilchrist.	Industry 4.0: The Industrial Internet of Things	A press Publications	2016

**Reference Links:**

S.No	Hours & Modules	Topic	Web Link
1.	6 Weeks Unit: I, II, III,	Introduction to Management Information Systems (MIS): A Survival Guide	<a href="https://www.edx.org/course/introduction-to-management-information-systems-mis">https://www.edx.org/course/introduction-to-management-information-systems-mis</a>
2.	10 Hrs Unit: I, II,III, IV	Management Information System	<a href="https://onlinecourses.nptel.ac.in/noc21_mg89/prereview">https://onlinecourses.nptel.ac.in/noc21_mg89/prereview</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

<b>COURSE NUMBER- ARM1911</b>	<b>COURSE NAME AOS 1:RESEARCH METHODS FOR MANAGEMENT</b>	<b>CATEGO RY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

**Preamble:**

1. To understand the basic concepts of research.
2. To deepen knowledge on all the components of data collection and analysis in research.
3. To impart knowledge on interpretation and use the information provided by research in an effective manner.
4. To effectively communicate research solution in the form of report for future use.

**Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand the meaning of research, its types and methodology.	K2
CO2.	Identify various sampling methods and its scope.	K1
CO3.	Understand the process of designing questionnaire and tabulation.	K2
CO4.	Use various statistical tools to solve complex problems.	K3
CO5.	Demonstrate the ability to analyze the data and draft reports.	K3

**Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Medium	Medium
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

**Syllabus**



### **UNIT – I (15 Hours)**

Meaning, Importance and Scope of Research – Characteristics of good research – Methods of research – Defining research problem – Identification of Research Problem - Research process – Importance of Research in Management Decisions.

### **UNIT – II (13 Hours)**

Research Design – Components and Types - Formulation of Research Design (Identification of research problem) – Sampling design – Population, sample size determination, Characteristics of good sample - Sampling Techniques - Probability Sampling and Non- probability Sampling – Criteria for selection of a sampling technique.

### **UNIT – III (15 Hours)**

Data – Quantitative and qualitative data – Data Collection methods – Primary and Secondary Data – Designing of Questionnaire – Interview Schedule – Observation – Pilot Study and Case Study. Measurement and Scaling Techniques. Data Processing: Editing, Coding, Classification and Tabulation.

### **UNIT – IV (15 Hours)**

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Descriptive statistics, t-test, Chi- Square Test and one-way Anova, Introduction to crosstabs (Simple Problems only) – Introduction to SPSS

### **UNIT – V (13 Hours)**

Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report. Norms for using Index, Tables, Charts, Diagram, Appendix and Bibliography.

- Mini project – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

#### **Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	C.R.Kothari	Research Methodology	New Age International(P) LtdPublishers	September 2019

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P.Saravanavel	Research Methodology	KitabMahal	January 2018
2.	P.P.Arya and Yesh Pal	Research Methodology in Management ( Theory and Casestudies)	Deep and Deep Publications	2nd Revised edition 2011
3.	C. Burns Alvin, Veeck Ann, F. Bush Ronald	Marketing Research	Pearson Education	8 <sup>th</sup> edition 2017

**Reference Links:**

S.No	Hours & Modules	Topic	Web Link
1.	15 weeks, Unit I to Unit V	Introduction to Research Methodology	<a href="https://onlinecourses.swayam2.ac.in/cec20_hs17/preview">https://onlinecourses.swayam2.ac.in/cec20_hs17/preview</a>
2.	12 weeks. Unit III & V	Qualitative Research Methods And Research Writing	<a href="https://onlinecourses.nptel.ac.in/noc21_ge12/preview">https://onlinecourses.nptel.ac.in/noc21_ge12/preview</a>

**Pedagogy:** Chalk& Talk, lecture, PPT, Group Discussion ,Seminar and Mini project.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19E05</b>	<b>PERSONALITY BUILDING</b>	<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

### **Preamble**

1. To have through understanding about importance of personality development.
2. The objective of the course is to make students to understand the need developing public speaking skills, body language etc,
3. It will facilitate the students to improve their group dynamics.
4. To understand the applications of business etiquette in developing personality.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Basic knowledge and understanding about the principle communication	K1
CO2.	Understand the key concepts relating to public speaking, group discussion and business etiquette	K2
CO3.	Explain the concepts relating to group discussion and role play	K2
CO4.	Ability to analyze and apply the concepts personality development in different life situations.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S

S- Strong; M-Medium; L-Low

### **Syllabus**

#### **UNIT - I (15 Hours)**

Personality - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development- Self Awareness – Meaning – Benefits of Self – Awareness – Developing Self – Awareness-SWOT – Meaning – Importance- Application – Components- Goal Setting- Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.

## **UNIT - II (14 Hours)**

Group Dynamics: Importance of groups in organization, and Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team- self monitoring – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance-Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

## **UNIT - III (14 Hours)**

Stress: Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress Time:Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management

## **UNIT - IV (14 Hours)**

Conflict: Introduction to Conflict, Causes of Conflict, Management Managing Conflict Decision making: Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

## **UNIT - V (14 Hours)**

Organizational culture: Meaning and Definition – Cultural Dimensions – How is Culture Created? – Sustaining the Culture – Effects of Culture – Changing Organisational Culture.

Developing the winning edge: Organisational and Managerial Efforts – Managing Diversity – Career Management – Talent Management – Changing Demographics of Workforce – Changed Employee Expectations –Technology Transformation – Promoting Ethical Behaviour and CSR.

### **Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	K.Aswathappa	Organizational Behaviour	Himalaya Publishing House	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Nishith Rajaram Dubey, Avinash K. Chitale, Rajendra Prasad Mohanty	Organizational Behaviour: Text and Cases	PHI Learning	2019
2.	Laurie J. Mullins	Management & Organisational Behaviour	Pearson Education India	2016

**Reference links:**

S. No	Unit	Topics	Links	No. of Hours
1.	Unit- I	Personality -Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development.	<a href="https://www.classcentral.com/course/swayam-personality-development-14230">https://www.classcentral.com/course/swayam-personality-development-14230</a>	3 hrs
2.	Unit- II	Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.	<a href="https://onlinecourses.swayam2.a.c.in/cec19_mg36">https://onlinecourses.swayam2.a.c.in/cec19_mg36</a>	5 hrs
3.	Unit- III	Stress: Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress	<a href="https://onlinecourses.swayam2.a.c.in/cec19_mg36">https://onlinecourses.swayam2.a.c.in/cec19_mg36</a>	3 hrs

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19E02</b>	<b>AOS- 2: INTERNATIONAL ECONOMICS</b>	<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To understand the concepts of international trade patterns, trade policies and address topical issues of international economics
2. To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy
3. To offer explanations of the international pattern of trade and specialization and of the reasons why similar economies often trade more with each other than with dissimilar ones.
4. To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To explain how international economic theory has been shaped by real world events.	K1
CO2.	Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.	K2
CO3.	To apply economic reasoning to the analysis of a wide range of policy issues	K2
CO4.	To apply equilibrium models to analyze the economic effects of policy interventions including tariffs, quotas, export subsidies, anti- dumping duties, countervailing duties and the creation of preferential trading agreements.	K3
CO5.	Apply a specific framework to illustrate the connection between a variety of models and approaches. Explain the connections between Ricardian, Heckscher-Ohlin and the specific factors models in trade theory, and between the 'monetary approach' and the 'asset approach' in exchange rate theory.	K3

### Mapping with programme outcomes

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

### Syllabus

#### UNIT - I (14Hours)

International trade equilibrium – The production possibility curve, the community indifference curve – The offer curve – Smith's theory of absolute difference in costs – Ricardo's theory of comparative difference in costs – Mill's theory of reciprocal demand.

#### UNIT - II (16 Hours)

Heckscher – Ohlin theory- Haberler's theory of opportunity cost – Kravis's theory of availability – Linder's theory of trade and demand – Posner's imitation or technological gap theory – Vernon's product cycle theory – Kenon's theory of Human capital – Emmanuel's theory of unequal exchange.

#### UNIT - III (15 Hours)

Terms of trade – types of terms of trade, determination of TOT – Factors affecting TOT – Gains from trade – Potential and actual gains from trade – Measurement of gains from trade – Factors affecting gains from trade – static and dynamic gains from trade.

#### UNIT - IV (14 Hours)

Free trade vs. protection – Tariff and Non-tariff barriers, import quotas – subsidy and voluntary export restraint - International Cartels – Custom's union-Dumping.

#### UNIT - V (12 Hours)

Global economic instability and crisis- cause and impact of the great depression- OPEC oil crisis – 2008 global economic crisis-International economic relations- WTO, UNCTAD, ADB, SAARC, NIEO, United Nations- ESCAP, G20, BRICS.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M.L.Jingan	International Economics	Vrinda Publishing	2020

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	International Economics	Sultan Chand & Sons	2018
2.	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy	Pearson publication	2018

**Reference links:**

S. No	Unit	Topics	Links	No. of Hours
1.	Unit- I	International trade equilibrium – The production possibility curve, the community indifference curve – The offer curve – Smiths theory of absolute difference in costs	<a href="https://nptel.ac.in/courses/109/104/109104035/">https://nptel.ac.in/courses/109/104/109104035/</a>	8Hours
2.	Unit- II	Heckscher – Ohlin theory- Haberler’s theory of opportunity cost – Kravis’s theory of availability – Linder’s theory of trade and demand	<a href="https://nptel.ac.in/courses/109/104/109104035/">https://nptel.ac.in/courses/109/104/109104035/</a>	7 Hours
3.	Unit- III	Terms of trade – types of terms of trade, determination of TOT – Factors affecting TOT – Gains from trade – Potential and actual gains from trade – Measurement of gains from trade	<a href="https://nptel.ac.in/courses/109/104/109104035/">https://nptel.ac.in/courses/109/104/109104035/</a>	8 Hours
4.	Unit- IV	Free trade vs. protection – Tariff and Non-tariff barriers, import quotas	<a href="https://nptel.ac.in/courses/109/104/109104035/">https://nptel.ac.in/courses/109/104/109104035/</a>	6Hours
5.	Unit- V	Global economic instability and crisis- cause and impact the great depression- OPEC oil crisis – 2008 global economic crisis	<a href="https://nptel.ac.in/courses/109/104/109104035/">https://nptel.ac.in/courses/109/104/109104035/</a>	8 Hours

**Pedagogy:** Chalk& Talk, lecture, PPT, assignment, quiz ,Group Discussion ,Seminar.



<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19E06</b>	<b>TOTAL QUALITY MANAGEMENT</b>	<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart the students with the latest techniques followed in maintaining quality in the competitive environment.
3. To explain specific tools and techniques for quality improvement.
4. To Develop analytical skills for investigating and analyzing quality management issues in the industry
5. To explain the process of planning for quality.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To Develop an understanding on quality management philosophies and frameworks.	K1
CO2.	Develop in-depth knowledge on various tools and techniques of quality management.	K2
CO3.	To enable students to obtain a basic understanding of quality principles and practices.	K2
CO4.	To Explain the system of documentation, implementation and assessment of quality.	K2
CO5.	To Learn the applications of quality tools and techniques in both manufacturing and service industry.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT - I (15 Hours)

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management- Meaning – Objectives and Importance of TQM in Business-Eight building blocks of TQM-The four P's of TQM.

### UNIT - II (15 Hours)

TQM principles-customer satisfaction-need and importance-Employee involvement-Benefits-Supplier partnership and selection-Performance measuring-Strategies followed.

### UNIT - III (14 Hours)

Statistical quality control-Total quality control-Benefits-Role of Senior management in maintaining quality-Quality statements-TQM implementation- Barriers.

### UNIT - IV (15 Hours)

Statistical quality control-tools of quality control-process charts-types and benefits-flow diagram-control charts- objectives-types-advantages-six sigma concepts-Advantages.

### UNIT - V (12 Hours)

Bench marking – Introduction-Definition-Reasons to bench marking-Process. Quality need for quality system – ISO 9000 quality standards- introduction –benefits-quality auditing-techniques and procedures Quality Auditing - QS 9000 - ISO 14000- Benefits- TQM Implementation in manufacturing and service sectors- Introduction to software quality.

#### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dale H Basterfield	Total Quality Management	Pearson Education	2018

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subburaj Ramasamy	Total Quality Management	McGraw Hill Education	2017
2.	John S. Oakland, Robert J. Oakland, Michael A. Turner	Total Quality Management and Operational Excellence: Text with Cases	Routledge	2020

3.	Poornima M. Charantimath	Total Quality Management	Pearson Education	2017
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**Reference links:**

S.No	Unit	Topics	Links	No. of Hours
1.	Unit - I	Introduction to quality-Meaning of quality- Dimensions of quality-introduction to Total quality Management- Meaning – Objectives and Importance of TQM in Business. Eight building blocks of TQM.	<a href="https://nptel.ac.in/courses/110/104/110104080/">https://nptel.ac.in/courses/110/104/110104080/</a>	2 hours
2.	Unit – II	TQM principles-customer satisfaction-need and importance-Employee involvement-BenefitsSupplier partnership and selection-Performance measuring-Strategies followed.	<a href="https://nptel.ac.in/courses/110/104/110104080/">https://nptel.ac.in/courses/110/104/110104080/</a>	2 Hours
3.	Unit – III	Statistical quality control-Total quality control-Benefits-Role of Senior management in maintaining quality-Quality statements-TQM implementation-Barriers.	<a href="https://nptel.ac.in/courses/110/104/110104080/">https://nptel.ac.in/courses/110/104/110104080/</a>	2 Hours
4.	Unit – IV	Statistical quality control-tools of quality control-process charts-types and benefits-flow diagram-control charts- objectives-types-advantages-six sigma concepts-Advantages.	<a href="https://nptel.ac.in/courses/110/104/110104080/">https://nptel.ac.in/courses/110/104/110104080/</a>	2 hours
5.	Unit - V	Bench marking – Introduction-Definition-Reasons to bench marking-Process. Quality need for quality system – ISO 9000 quality standards- introduction –benefits-quality auditing-techniques and	<a href="https://nptel.ac.in/courses/110/104/110104080/">https://nptel.ac.in/courses/110/104/110104080/</a>	3 Hours

		procedures - Quality Auditing - QS 9000 - ISO 14000- Benefits. TQM Implementation in manufacturing and service sectors. Introduction to software quality.		
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**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER- IB19SB02 &amp;IB19SBP2</b>	<b>COURSE NAME- SBS BUSINESS ANALYTICS- LEVEL II THEORY &amp; PRACTICALS</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>SBS</b>	<b>86</b>	<b>4</b>	<b>28</b>	<b>-</b>

### Preamble

1. To be exposed with the basic fundamentals of business intelligence system
2. To understand the modeling aspects behind Business Intelligence
3. To understand of the importing and exporting of data's.
4. Be exposed with different data analysis techniques.

### Course Outcomes

On the successful completion of the course, students will be able to Mapping with Programme Outcomes

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To identify the fundamentals of business intelligence.	K1
CO2.	To examine business intelligence methods to various situations.	K2
CO3.	To Apply various modeling techniques.	K3

### Mapping with Programme Outcomes

<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	M	S
CO2.	S	S	S	S
CO3.	S	S	S	M

S- Strong; M-Medium; L-Low

### SYLLABUS

#### UNIT- I (12 hrs)

**Introduction to Business Intelligence:** Definition and concepts- Evolution of BI- Need for BI- BI Value chain- component frame work- BI Users- BI Applications- BI Roles and Responsibilities

**UNIT -II (12 hrs)**

**Project Definition and Scoping:** Aspects- Projects phases- Project Approaches- ( Waterfall, Agile, Iterative, Incremental)- The role of the BA across the project life cycle.

**UNIT- III (12 hrs)****Csv File:**

Reading and writing- Importing and exporting of data- Merging- Reading and converting file involving date-

**UNIT -IV (12 hrs)**

**Multivariate statistical Technique:** Discriminant analysis and Factor Analysis

**UNIT -V (10 hrs)****Formula notation and complex statistics:**

ANOVA, Manipulating Data and Extracting Components: Creating Data for complex analysis- Simple linear Regression.

**Programs: (28 Hours) IB19SBP2**

1. Find correlation for the given data using R.
2. Find ANOVA for the given data using R.
3. Compute discriminant analysis using R.
4. Compute factor analysis using R.
5. Calculate Regression for the given data using R.

**Text Book:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

**Reference Book:**

S.No.	Author	Book name	Publisher	Year of Publication
1.	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2.	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

**Semester** : V of UG programme / III of PG programme

**Title** : Information Security (Level I)\*NM13IS1

**Credits** : 2

**Lecture Hours: 26**

### **Objective**

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

#### **UNIT-I (5HRS)**

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

#### **UNIT- II (6 HRS)**

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles- Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification.

#### **UNIT - III (5HRS)**

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall- Design Principles of Firewall.

#### **UNIT - IV (5HRS)**

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

#### **UNIT - V (5HRS)**

Case studies: DNS, IP SEC- Social media.

**Applicable to\* BA( all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF MA & M. Sc all branches except Mathematics & Physics**

**Text Books:**

<b>S.No</b>	<b>Author</b>	<b>Title of book</b>	<b>Publisher</b>	<b>Year of publication</b>
1.	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 <sup>th</sup> edition, 2012
2.	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 <sup>rd</sup> Edition 2012
3.	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 <sup>nd</sup> Edition 2009
4.	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

**Course material will be supplied**



<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19AC1</b>	<b>FINANCIAL SERVICES</b>	<b>ALC</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>

#### **Preamble**

1. To enrich the students with the basics of Indian financial system.
2. To provide the students with adequate knowledge and understanding of banking and non banking functions.
3. To have understanding about negotiable instrument and credit rating agencies.
4. To develop an insight on SEBI guidelines on mutual funds operations.

#### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Acquire conceptual knowledge about the fundamentals of Financial services in India	K1
CO2.	Understanding the importance and functions of financial institutions in Indian financial market.	K2
CO3.	Recognize and familiarize the process of negotiable instruments	K2
CO4.	Explain the process and functions of various credit rating agencies in India.	K2
CO5.	Application of their knowledge in Project appraisal, credit appraisal, pre and post Issue management activities	K3

#### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

#### **SYLLABUS**

## **UNIT - I**

Financial system-introduction-components of the formal financial system-functions- financial system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

## **UNIT - II**

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks- nonperforming assets- Non banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief)- financial services in India, types, and importance, online trading, dematerialization and re-materialization.

## **UNIT - III**

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheques-Principles of sound lending- Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c- Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers and the legal aspects governing mergers, acquisitions and takeovers in India.

## **UNIT - IV**

Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity and Derivatives market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Demat, Stock exchanges in India: BSE,NSE.

## **UNIT -V**

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types- net asset value-organization-SEBI regulations relating to mutual funds-association of mutual funds in India-pre-issue and post-issue management activities performed by merchant banks-depository system, the Depository Act of 1996 and depository participants-NSDL, CDSL and benefits of a depository system.

### **Text Books:**

<b>Sl.No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Bharati V.Pathak	Indian financial system	Pearson Education	2018
2.	Lech Gasiorkiewicz	Innovation in financial services	Taylor & Francis	2020

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Justin, Suresh Padmalatha	Management of Banking and Financial Services	Taylor & Francis	2018
2.	Sundaram and Varsheney	Banking Law and Practices.	Margham Publishers	2016

**Reference links**

S. No	Unit	Topics	Links	No. of Hours
1.	Unit- I	Financial system- introduction- components of the formal financial system-functions-	<a href="https://www.classcentral.com/course/swayam-financial-institutions-and-markets-12986">https://www.classcentral.com/course/swayam-financial-institutions-and-markets-12986</a>	3 hrs
2.	Unit- II	Mutual Funds- introduction- definition-benefits- growth of mutual funds in India- types	<a href="https://onlinecourses.nptel.ac.in/noc20_mg10/preview">https://onlinecourses.nptel.ac.in/noc20_mg10/preview</a>	5 hrs

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19AC2</b>	<b>EVENT MANAGEMENT</b>	<b>ALC</b>	-	-	-	<b>5</b>

### **Preamble**

1. The purpose of this course is to enable the students to acquire a general knowledge about the "event management"
2. To enable students to understand how to organize events.
3. To understand about sponsoring and marketing the events.
4. To gain knowledge regarding event delivery and evaluation.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To acquire an understanding of the role and purpose(s) of special events in the organizations.	K1
CO2.	To acquire an understanding of the techniques and strategies required to plan successful special events.	K2
CO3.	To acquire the knowledge and competencies required to promote, implement and conduct special events.	K2
CO4.	To acquire the knowledge and competencies required to assess the quality and success of special events.	K3
CO5.	To apply the knowledge on how to market an event, publicize it, generate interest and attract participants.	K3

### **Mapping with programme outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

### **Syllabus**

## UNIT - I

INTRODUCTION: An overview of event marketing – types of events – 5 G's of Events - Event Designing Understanding the structure of event industry, economy, culture and trends – Creating Opportunities for Better Deals with Different-Media - Diverse Marketing Needs.

## UNIT - II

DESIGNING EVENT MARKETING : Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis: Before, During and After an Event - Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events - Segmentation and Targeting of the Market for Events - Targeting Clients - Selecting Event Categories to Serve- Selecting and Contracting.

## UNIT - III

PRICING STRATEGIES : Pricing methods for events – Payment gateway for events - Revenue Generating Customers – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Event Hierarchy - Profitability analysis – Skills Required for-Negotiating the Best Price.

## UNIT - IV

EVENT PROMOTION: Pre-event Activities, During-event Activities, Post-event Activities - Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Principles of Media management -Role of regulatory authorities - Gaining-Competitive Advantages - Market Attractiveness - Business Strengths.

## UNIT - V

EVENT DELIVERY AND EVALUATION: Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Evaluation Process,-Establishing Tangible Objectives and Sensitivity in Evaluation - Measuring Performance - Concept Research - Formative Evaluation, Objective Evaluation-Summative Evaluation Correcting deviations, Critical Evaluation Points and report.

### Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bhavana Chaudhari, Dr. Hoshi Bhiwandiwalla	Event Management	NiraliPrakasan	2019
2.	Charles Bladen, James Kennel, Emma Abson and Nick Wilde	Event management	Routledge publishers	2017

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Logan Gaspar	Event management	Spna book house	2016
2.	Sita Ram singh	Event management	APH Publishing corporation	2017

**Reference links:**

<b>S. No</b>	<b>Unit</b>	<b>Topics</b>	<b>Links</b>	<b>No. of Hours</b>
1.	Unit -I	An overview of event marketing	<a href="https://onlinecourses.swayam2.ac.in/nou20_ge01/preview">https://onlinecourses.swayam2.ac.in/nou20_ge01/preview</a>	5Hrs
2.	Unit -II	Designing event marketing	<a href="https://www.classcentral.com/course/swayam-bhc-011-basics-of-event-management-20215">https://www.classcentral.com/course/swayam-bhc-011-basics-of-event-management-20215</a>	6hrs
3.	Unit- III	Pricing strategies	<a href="https://www.classcentral.com/course/pricing-strategy-5529">https://www.classcentral.com/course/pricing-strategy-5529</a>	5 hrs

<b>COURSE NUMBER- UED1901</b>	<b>COURSE NAME – ENTREPRENEURIAL DEVELOPMENT</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To impart knowledge and skills needed to become an entrepreneur.
2. To motivate young people to set up own ventures and contribute to national economic development.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand the concept, origin and growth of entrepreneurship	K1
CO2.	Examine the various governmental and non-governmental support offered to the entrepreneurs	K2
CO3.	Innovation and creativity in business	K3
CO4.	Understand the process of starting a new venture	K2
CO5.	Prepare a business plan	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
CO1.	Strong	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

### Syllabus

### **UNIT – I (15Hrs)**

Entrepreneurship-Meaning–Origin-Theories of Entrepreneurship-Functions-Factor affecting entrepreneurial growth-Traits–Types-Entrepreneur Vs Intrapreneur Vs Manager-Women entrepreneurship-Rural entrepreneurship-Barriers in Entrepreneurial development- Social Entrepreneurship-Agripreneurship- Introduction to Family Business- Role of entrepreneurship in economic development.

### **UNIT - II (14 Hrs)**

Entrepreneurial support - DIC, Industrial Estates- SIDCO – SIPCOT – STEP – SIDO – EDII – NSIC – SISI - TIIC – NAYC – KVIC – TCO – SEZ – Incubators - Angel Investors - Venture Capital - Entrepreneurship Development Programme – Schemes for Women Entrepreneurs - Incentives and subsidies.

### **UNIT - III (14 Hrs)**

Innovation-concept-Types-Role of Innovation in Entrepreneurship- creativity process - sources for Business ideas, Creative Problem Solving –Innovation and Invention – The S curve of innovation-Intellectual property- Meaning- Need for protection – Copyright-Registration-Patents-Trademark-Design and Procedure for registration. Causes and remedies for industrial sickness

### **UNIT - IV ( 14 Hrs)**

Starting a New venture – Steps for starting a small Industry - Project- Idea generation- Project identification and Clarification - Project Formulation- Feasibility Analysis – Market Analysis – Technical Analysis - Project appraisal- Project Report Presentation as per MSME format.

### **UNIT - V (14 Hrs)**

Financial Analysis- Estimation and Projection - Operating Cost - Revenue estimates - errors in estimation – Overview of risk -

**\*Case study analysis- Field visit and Developing Business plan. Note: \*For internal only.**



**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta. C.B and Srinivasan. N.P	Entrepreneurial Development	Sultan Chand and Sons	2020
2.	Sauhari Vinnie and Bhushan Sudhashu	Innovation Management	Oxford	2014

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routedge	2015
2.	Prasanna Chandra	Projects- Planning , Analysis , Financing ,Implementation and review	Tata Mcgraw Hill Publishing CompanyLtd, New Delhi	9 <sup>th</sup> edition 2019

**Reference Links:**

Sl. No.	Topic	Hours & Modules	Web link
1.	Entrepreneurship	Unit: 1,2 & 3 8 Weeks	1. <a href="https://nptel.ac.in/courses/110/107/110107094/">https://nptel.ac.in/courses/110/107/110107094/</a> 2. <a href="https://onlinecourses.nptel.ac.in/noc21_hs102/preview">https://onlinecourses.nptel.ac.in/noc21_hs102/preview</a>
2.	Innovation Innovation with Intellectual Property Rights	Unit : 3,4&5 8 weeks	<a href="https://onlinecourses.swayam2.ac.in/imb21_mg40/preview">https://onlinecourses.swayam2.ac.in/imb21_mg40/preview</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB18C14</b>	<b>TAXATION</b>	<b>CORE</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To Acquire knowledge about Computation of Income under different heads of Income.
3. To provide a conceptual understanding of GST.
4. To Prepare students to understand the importance of Direct Tax and GST in Indian tax structure.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Define key terms and to know how income is assessed and to have an understanding of basic tax concepts and their application	K1
CO2.	Understand and compute income from Salary and House Property.	K2
CO3.	To have adequate knowledge and understanding of computing Business and Profession Income	K2
CO4.	To acquire knowledge about the basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.	K2
CO5.	Understand about the inter-state transactions and imported goods or services, and an Integrated GST (IGST)	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

### Syllabus

**UNIT - I (14Hours)**

Scope of Income Tax Act- Varied Categories of income- Basis of Charge- Residential status - Incidence of Tax- Exempted Income (Theory only).

**UNIT - II (18 Hours)**

Income from Salary- Computation of Taxable & Non- Taxable Salary income (Simple Problems).

**UNIT - III (20 Hours)**

Income from House Property- Let out and Self Occupied House Property- Computation of Income from House Property and Deductions u/s 24 (Simple Problems) - Income from Business and Profession (Simple Problems).

**UNIT - IV (18 Hours)**

Capital Gains- Computation of Capital Gains and Exemptions u/s 54 (Simple Problems) - Income from other Sources & Set off and Carry forward of Losses (Theory only).

**UNIT - V (16 Hours)**

GST in India – An Introduction – classification of goods and services under GST – Types of GST - Supply under GST - Charge of GST - Exemptions from GST – Registration - Payment of Tax.

(Theory and Problems in the ratio of 60% & 40% respectively.)

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V.P.Gaur and D.B.Narang	Income Tax law and Practice	Kalyani Publishers	2021-22

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	G. Sekar	Handbook on Direct Taxes Compendium for Users for A. Y. 2017-18	CCH Wolter Kluwer	2021-22
2.	Dr. Vinod, K. Singhania & Kapil Singhania	Direct Taxes- Law & Practice	Taxmann	2021-22
3.	N. Hariharan	Income Tax Law and Practice	Tata McGraw Hill	2021-22

**Reference links:**

<b>S. No</b>	<b>Unit</b>	<b>Topics</b>	<b>Links</b>	<b>No. of Hours</b>
1.	Unit- V	GST in India – An Introduction – classification of goods and services under GST – Types of GST - Supply under GST - Charge of GST - Exemptions from GST – Registration - Payment of Tax.	<a href="https://onlinecourses.swayam2.ac.in/nou21_cm05/course">https://onlinecourses.swayam2.ac.in/nou21_cm05/course</a>	6 Hours

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>SM19E03</b>	<b>AOS 3: SUPPLY CHAIN MANAGEMENT</b>	<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To enable the students to understand the needs and requirements of Supply chain management and its disciplines.
2. To help the students to gain fundamental skills for analyzing and managing a supply chain in an organization.
3. To provide an overview of the key activities performed by the logistic function, including distribution, transportation, global logistics and modern inventory paradigms.
4. To inculcate the students about the importance of information technology in supply chain operations and the implementation of innovative techniques to achieve sustainable development.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Identify the importance and understand the multiple facets of supply chain business in their own perspective.	K2
CO2.	Apply supply chain management principles and operational concepts to integrate, coordinate and synchronize supply chain activities to articulate and deliver customer-directed quality out comes within legal, regulatory, business and ethical frameworks in local and international environments.	K3
CO3.	Students will be able to identify the principles of customer and supplier relationship management in supply chains and the principles of quality and lean manufacturing.	K2
CO4.	Analyse the smooth transition of goods and services from manufacturers to the customers.	K3
CO5.	Apply the knowledge of information technology to manage the national and international logistics of an organisation.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S

CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT- I (15 Hrs)

Supply Chain Management (SCM) – Meaning and Definition- Objectives – Importance of SCM- Scope of SCM- Types of SCM- Major drivers of SCM- Need for SCM in market today-Supply chain strategy -Supply Chain Mapping- Supply Chain Performance Management- Logistics Management- History and Evolution-Functions- Integrated Logistics Systems.

### UNIT- II (14 Hrs)

Demand Management-Basic concepts- Supply Chain Planning- Operation Management in SCM- Basic principles- Lean Manufacturing and SCM-Benefits of Lean Manufacturing-Elements- Mass Customization-Levels- characteristics-Outsourcing-Core competencies-Working models.

### UNIT- III (14Hrs)

Procurement Management - Introduction- Inventory models-EOQ model- Inventory Management- Inventory counting system- JIT- Elements- Benefits-Vendor Management- Supplier Relationship Management- Partner Relationship Management.

### UNIT- IV (16 Hrs)

Transportation Management in SCM-Participants in transportation-modes of Transportation-Multimodal transportation- Inter model transportation- Fleet management- process- factors- Store Keeping and Warehouse Management-Packaging-3PL-4PL-Reverse Logistics.

### UNIT-V (12 Hrs)

Information Technology for SCM- RFID – GPS – GIS - Role of internet in logistics and SCM- Data Mining and Data Warehouse - Green Logistics- Global Supply Chain Network.

### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Baisya Rajat K	Integrated Supply Chain And Logistics Management	Sage Texts	2020

### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Joel D. Wisner, Keah -Choon Tan	Principles of Supply Chain Management- A Balanced Approach	Cengage Learning India	2019
2.	Nada R Sanders	Supply Chain Management: A Global Perspective	John Wiley	2017
3.	Rahul V.Altekar	Supply chain management (Concepts and cases)	PHI learning Private Limited	2012
4.	Chandrasekaran	Supply Chain Management- Process, System and Practice	Oxford University Press	2018

### Reference links

S.No	Unit	Topics	Links	No. of Hours
1.	Unit- I	Supply Chain Management (SCM) – Meaning and Definition- Objectives	<a href="https://nptel.ac.in/courses/110/106/110106045/">https://nptel.ac.in/courses/110/106/110106045/</a>	4 Hours
2.	Unit-III	Inventory models-EOQ model	<a href="https://nptel.ac.in/courses/110/106/110106045/">https://nptel.ac.in/courses/110/106/110106045/</a>	4 Hours
3.	Unit-IV	3PL-4PL	<a href="https://www.digimat.in/nptel/courses/video/110105095/L58.html">https://www.digimat.in/nptel/courses/video/110105095/L58.html</a>	3 hours
4.	Unit- V	Global Supply Chain Network	<a href="https://nptel.ac.in/courses/110/108/110108056/">https://nptel.ac.in/courses/110/108/110108056/</a>	3 Hours

### Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19E07</b>	<b>CONSUMER BEHAVIOUR</b>	<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

1. To impart knowledge about consumer behavior in today's marketing environment.
2. To impart knowledge on concepts of consumer behavior.
3. To enlighten the students about how to research on consumer behavior.
4. To help the students to develop skill and knowledge in implementation of different consumer behavior strategies.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand the basic knowledge and concepts of consumer buying behavior, behavioral theories, research, decision making strategies	K1
CO2.	Understand the various phases of consumer behavioral research	K2
CO3.	Explain the concepts, principles associated with Consumer Behavioral Models and Strategies.	K2
CO4.	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy regarding consumer decision making model.	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO 4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S

S-Strong; M-Medium; L-Low

### Syllabus

#### UNIT - I (14 Hours)

Introduction – Consumer Behaviour – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention- Marketing Ethics.



**UNIT - II (14 Hours)**

Consumer Research – Paradigms – The Process of Consumer Research- Consumer Motivation Dynamics – Types- Measurement of Motives- Consumer Perception- Element Dynamics.

**UNIT - III (14Hours)**

Consumer Learning- Elements - Behavioural Learning Theories- Measures of Consumer Learning - Consumer Attitude Formation- Models- Strategies For Attitude Change- Consumer Memory and Involvement: Introduction, Memory System, Memory Process, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behaviour, Cognitive Response Model, Elaboration Likelihood Model, Social Judgment Theory.

**UNIT -IV (15 Hours)**

Social Class and Consumer Behaviour - Lifestyles Profiles of Consumer Classes - Cross Cultural Consumers Behaviour Strategies-Situational Influence on Consumer’s Decision and the Decision Models: Introduction, Nature of Situational Influence, Situational Variables, Types of Consumer Decisions, Nicosia Model of Consumer Decision-making (Conflict Model), Howard-Sheth Model (also called Machine Model), Engel, Blackwell, Miniard Model (also called Open System).

**UNIT-V(14 Hours)**

Consumer Decision Making Process – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Shahjahan	Relationship Marketing	McGraw Hill	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Green Berg	CRM	Tata McGraw Hill	2016
2.	Barry Berman and Joel R Evans	Retail Management- A strategic Approach	Prentice Hall of India, Tenth Edition	2017
3.	Gibson G Vedamani	Retail Management, Functional Principles and Practice	Jaico Publishing House, Second Edition	2018

**Reference links:**

S. No	Unit	Topics	Links	No. of Hours
1.	Unit- I	Introduction – Consumer Behaviour – Definition – Scope of Consumer Behaviour	<a href="https://www.classcentral.com/course/swayam-consumer-behaviour-790">https://www.classcentral.com/course/swayam-consumer-behaviour-790</a>	3 hrs
2.	Unit- II	Consumer Perception- Element Dynamics.	<a href="https://www.classcentral.com/course/swayam-consumer-behaviour-7901">https://www.classcentral.com/course/swayam-consumer-behaviour-7901</a>	2hrs
3.	Unit- III	Consumer Memory and Involvement: Introduction, Memory System, Memory Process, Concept of Involvement, Dimensions of Involvement, Involvement	<a href="https://onlinecourses.nptel.ac.in/noc19_hs64">https://onlinecourses.nptel.ac.in/noc19_hs64</a>	4 hrs
4.	Unit- V	Consumer Decision Making Process – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making.	<a href="https://nptel.ac.in/content/syllabus_pdf/110105054.pdf">https://nptel.ac.in/content/syllabus_pdf/110105054.pdf</a>	5 hrs

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER – ASP1913</b>	<b>COURSE NAME – AOS 4: ADVERTISING AND SALES PROMOTION</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		AOS	71	4	-	4

### Preamble

1. To Understand the role of advertising and promotion that effects business world.
2. To explain use of advertising and sales promotion as a marketing tool.
3. To impart knowledge on appropriate selection of media.
4. Synthesize information regarding testing the effectiveness of advertising and sales promotion.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To identify the selection of advertising appeals needs to be associated with the social, ethical and legal aspects of the economy and society.	K1
CO2.	To gain acclimatization to the environment of an ad agency	K1
CO3.	To develop persuasive campaigns for an organization/ brand or service using different media platforms	K2
CO4.	To demonstrate the various sales promotion strategies and techniques	K2
CO5.	To design and manage advertising and public relations communication for a brand	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Medium	Strong	Strong	Medium
CO5.	Medium	Strong	Strong	Medium

S- Strong; M-Medium; L-Low

### **UNIT – I (15 Hours)**

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – Setting advertisement objectives- Different types of advertisements – Print, Electronic, Outdoor & Transportation

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising. –Key Players in Advertising.

### **UNIT – II (14 Hours)**

Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals- Misleading and Deceptive advertisements -Ethics in Advertising.

### **UNIT –III (14 Hours)**

Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing. Unfair advertising practices, ASCI advertising standard council of India Techniques for measuring advertising effectiveness.

### **UNIT – IV (14 Hours)**

Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – Online sales promotion -After Sales service – Warranty – Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship

– Types of Salesmen.

### **UNIT – V (14 Hours)**

Sales Force Management – Importance – Sales Force decision – Sales Force size –. Publicity and Public Relations: Scope and importance. Methods of publicity, Power of Publicity, advantages and disadvantages of Publicity, Process of Public Relations- Marketing public relations functions; Public relations officer- role and functions.

\* 5 Hrs case study (internal valuation only)

#### **Text Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	C.N.Sontaki	Advertising and sales Management	Kalyani Publishers	2017
2.	P.Saravanavel & S.Sumathi	Advertising and salesmanship	Margham Publication	Reprint 2017

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	George E. Belch & Michael A. Belch	Advertising & Promotion	Mc Graw Hill Publishing	2014
2.	<u>Ritu Narang</u>	Advertising, Selling & Promotion	Pearson Education	2020

**Reference Links:**

<b>S.No</b>	<b>Topic</b>	<b>Hours &amp; Modules</b>	<b>Web Link</b>
1.	Advertising and Public Relations	6 Weeks Unit: I, II, III, V	<a href="https://onlinecourses.swyam2.ac.in/nou21_ge02/preview">https://onlinecourses.swyam2.ac.in/nou21_ge02/preview</a>
2.	Advertising	10 Hrs Unit: I, II, III,	<a href="https://www.classcentral.com/course/swaya-m-advertising-17508">https://www.classcentral.com/course/swaya-m-advertising-17508</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

<b>COURSE NUMBER- BB19E08</b>	<b>COURSE NAME – SERVICES MARKETING</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>AOS</b>	<b>71</b>	<b>4</b>	<b>-</b>	

### Preamble

1. To provide students with a basic knowledge of service marketing concepts.
2. To understand the meaning of services and the significance of marketing the services.
3. To inculcate knowledge on service delivery system.
4. To impart knowledge about practical application of concepts in service industry.

### Course Outcomes

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Ability to recognize the primary requirements and magnitude of services marketing in promoting services.	K1
CO2.	Ability to Identify and discuss characteristics and challenges of managing service firms in the modern world.	K2
CO3.	Demonstrate the knowledge to select the strategies in evolving marketing strategies that meets the unique challenges and opportunities of the services industry.	K2
CO4.	Analyze the service gap between customers expectation and perceived services by developing appropriate communication system.	K2
CO5.	Analyze the customer satisfaction by applying key elements of service concepts in service industry and to establish and sustain service excellence and provide better customer value for long run.	K3

### Mapping with Programme Outcomes

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

S-Strong; M-Medium; L-Low

**UNIT –I (14 Hours)**

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India – Classifications of services - Services and Technology.

**UNIT -II (14 Hours)**

Marketing Mix in Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of Distribution Methods for Services- additional dimension in Services Marketing – People, Physical Evidence and Process – Consumer Behaviour in service Marketing.

**UNIT - III (14 Hours)**

Positioning of services – Designing service delivery System, Service Channel – Pricing of services,– objectives - methods -Services on retail sector – Service Level Agreements (SLA) – Service marketing triangle - Integrated Service marketing communication.

**UNIT- IV (15 Hours)**

Importance of quality in services, Delivering Quality Service: Causes of Service – Service Quality Dimensions-Service Quality Models, Parsuraman- Zeithamal-Bitnerv (PZB) Gaps Model, SERVQUAL and SERVPEF.

**UNIT – V (14 Hours)**

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics – Educational-Entertainment & public utility Information technique Services – Applying technology to service settings – e-services.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler	Services marketing: Integrating customer focus across the firm	Dubuque McGraw- Hill Education	2018

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sikander Sultan	Service Marketing	Kindle edition	2018
2.	Jayanta Chatterjee Christopher Lovelock, Jochen Wirtz	Service Marketing,	Pearson	2018
3.	Wirtz Jochen , Lovelock Christopher	Services Marketing	Pearson	2017

**Reference Links:**

S.No	Topic	Hours & Modules	Web Link
1.	Services Marketing: A Practical Approach	4 weeks Unit: I, &V	<a href="https://onlinecourses.nptel.ac.in/noc20_mg12/preview">https://onlinecourses.nptel.ac.in/noc20_mg12/preview</a>
2.	Services Marketing: Integrating People, Technology, Strategy	8 Weeks Unit-II,III & IV	<a href="https://onlinecourses.nptel.ac.in/noc20_mg07/preview">https://onlinecourses.nptel.ac.in/noc20_mg07/preview</a>
3.	Special Services Marketing in India	8 Weeks Unit-I	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg21/preview">https://onlinecourses.swayam2.ac.in/cec20_mg21/preview</a>

**Pedagogy:** Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.



<b>COURSE NUMBER- IB19SB02 &amp; IB19SBP2</b>	<b>COURSE NAME- SBS BUSINESS ANALYTICS- LEVEL II THEORY &amp; PRACTICALS</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
		<b>SBS</b>	<b>86</b>	<b>4</b>	<b>28</b>	<b>6</b>

### Preamble

1. To be exposed with the basic fundamentals of business intelligence system
2. To understand the modeling aspects behind Business Intelligence
3. To understand of the importing and exporting of data's.
4. Be exposed with different data analysis techniques.

### Course Outcomes

On the successful completion of the course, students will be able to Mapping with Programme Outcomes

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	To identify the fundamentals of business intelligence.	K1
<b>CO2</b>	To examine business intelligence methods to various situations.	K2
<b>CO3</b>	To Apply various modeling techniques.	K3

### Mapping with Programme Outcome

<b>Cos/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
<b>CO1</b>	S	S	M	S
<b>CO2</b>	S	S	S	S
<b>CO3</b>	S	S	S	M

S- Strong; M-Medium; L-Low

### SYLLABUS

#### UNIT- I (12 hrs)

**Introduction to Business Intelligence:** Definition and concepts- Evolution of BI- Need for BI- BI Value chain- component frame work- BI Users- BI Applications- BI Roles and Responsibilities

**UNIT -II (12 hrs)**

**Project Definition and Scoping:** Aspects- Projects phases- Project Approaches- ( Waterfall, Agile, Iterative, Incremental)- The role of the BA across the project life cycle.

**UNIT- III (12 hrs)****Csv File:**

Reading and writing- Importing and exporting of data- Merging- Reading and converting file involving date.

**UNIT -IV (12 hrs)**

**Multivariate statistical Technique:** Discriminant analysis and Factor Analysis.

**UNIT -V (10 hrs)****Formula notation and complex statistics:**

ANOVA, Manipulating Data and Extracting Components: Creating Data for complex analysis- Simple linear Regression.

**Programs: (28 Hours) IB19SBP2**

1. Find correlation for the given data using R.
2. Find ANOVA for the given data using R.
3. Compute discriminant analysis using R.
4. Compute factor analysis using R.
5. Calculate Regression for the given data using R.

**Text Book:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

**Reference Book:**

S.No.	Author	Book name	Publisher	Year of Publication
1.	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2.	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19AC3</b>	<b>E-BUSINESS MANAGEMENT</b>	<b>ALC</b>	-	-	-	<b>5</b>

### **Preamble**

1. To understand the current status of e-business concepts and follow its development.
2. The course also aims to show how the technical and business aspects of e-commerce have to be integrated together.
3. To describe the best practices in e-business
4. Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	To understand the current state of e-business and the possible advantages and disadvantages of an e-business strategy.	K1
CO2.	To understand e-business strategy into the organization's goals and objectives.	K2
CO3.	To identify the organizational processes and relationship that may have value added through the application of an e-business strategy.	K2
CO4.	To evaluate the opportunities and risk factors involved in conducting e-Business.	K3
CO5.	To aid the development of managerial e-business tactics and objectives for the organization's.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## Syllabus

### UNIT -I: e-Business Strategy and Models

e-Business –element- roles and their challenges-e-Business requirements & its impact Inhibitors of e-business- e-Business Strategy- e Business Models-e-Business Architecture and Enabling technologies.

### UNIT- II:e-Markets and Technology

Functions-e-Markets vs Traditional Market-effects of e-Markets – e-Markets success factors - e-Markets Technology solutions – e-Procurements: The purchasing process, Developments in Purchasing - EDI Applications in Business – EDI and Electronic Commerce - Internet Based EDI.

### UNIT -III: Security and Reliability for e-business

Reliability and Quality considerations - Quality requirements - Risk Management - Trust, e-business risks - e-Business security - realizing a secure e-Business infrastructure.

### UNIT -IV: e- Buying Process

E -Marketing strategies and diffusion process – E- buying decisions and processes - B2B e-procuring decisions- B2C – Post purchase actions -Consumer Oriented Business: Consumer Market, One-to-One Marketing - Online Catalogue - the Pilot Catalogue- A Unique Search Engine.

### UNIT- V: e- Buying Protection

E- buyer protection – Regulatory network – Forums and redressal process - Research and applications of consumer responses to e- marketing approaches.

### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rayude, C.S	e-Commerce and e-Business	Himalaya Publishing House	2018

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Andreas meier, Henrik stormer	e-Commerce and e-Business: Managing the Digital Value Chain	springer	2016
2.	Harvey M.Deitel, paulJ Deitel, Katesteinbuhler	e-Commerce and e-Business for Managers	Pearson Education Limited	2017

**Reference links:**

S.No	Unit	Topics	Links	No. of Hours
1.	Unit - I	e-Business Strategy and Models e-Business –element- roles and their challenges-e-Business requirements & its impact Inhibitors of e-business-e-Business Strategy- e Business Models-e-Business Architecture and Enabling technologies.	<a href="https://nptel.ac.in/courses/110/105/110105083/">https://nptel.ac.in/courses/110/105/110105083/</a>	2 Hours
2.	Unit – II	e-Markets and Technology Functions-e-Markets vs Traditional Market-effects of e-Markets – e-Markets success factors – e-Markets Technology solutions – e-Procurements: The purchasing process, Developments in Purchasing - EDI Applications in Business – EDI and Electronic Commerce - Internet Based EDI	<a href="https://nptel.ac.in/courses/110/105/110105083/">https://nptel.ac.in/courses/110/105/110105083/</a>	2 Hours
3.	Unit – III	Security and Reliability for e-business Reliability and Quality considerations - Quality requirements - Risk Management - Trust, ebusiness risks - e-	<a href="https://nptel.ac.in/courses/110/105/110105083/">https://nptel.ac.in/courses/110/105/110105083/</a>	3 Hours

		Business security - realizing a secure e-Business infrastructure.		
4.	Unit – IV	e -Buying Process E- Marketing strategies and diffusion process - E -buying decisions and processes - B2B e- procuring decisions – Post purchase actions. Consumer Oriented Business: Consumer Market, One-to-One Marketing - Online Catalogue - the Pilot Catalogue- A Unique Search Engine	<a href="https://nptel.ac.in/courses/110/105/110105083/">https://nptel.ac.in/courses/110/105/110105083/</a>	3 Hours
5.	Unit - V	e -Buying Protection E- buyer protection – Regulatory network – Forums and redressal process - Research and applications of consumer responses to e-marketing approaches.	<a href="https://nptel.ac.in/courses/110/105/110105083/">https://nptel.ac.in/courses/110/105/110105083/</a>	3 Hours

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB19AC4</b>	<b>INTERNATIONAL STRATEGIC MANAGEMENT</b>	<b>ALC</b>	-	-	-	<b>5</b>

### **Preamble**

1. To impart knowledge on strategic management and its importance in an organizations.
2. To impart knowledge on concepts of international strategic planning.
3. To enlighten the students about how to formulate functional strategies for MNC's.
4. To help the students to develop skill and knowledge in implementation of different corporate strategies.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Understand the basic knowledge and concepts of strategic management and applications in global context;	K1
CO2.	Understand the various phases of strategic planning and its complications in strategic decision.	K2
CO3.	Explain and evaluate the basic concepts, principles and practices associated with strategy formulation and implementation.	K3
CO4.	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.	K3

### **Mapping with Programme Outcomes**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO 4</b>
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong

S-Strong; M-Medium; L-Low

## **Syllabus**

### **UNIT -I**

Introduction: A conceptual Exposition – Characteristics - Dimensions – International and Domestic Strategic Management.

### **UNIT – II**

International strategic planning: Significance of International Strategic Planning - Phases of Multinational Strategy Execution, Leadership and Change Management-Organizations – Theory, structure and systems-Leadership – Traits, Skills and Practice Approaches-Establishing Structural Change-Change management – The soft side Job Design and Understanding Strategic Challenges - Strategic Plan- Complication involves Strategic Planning and Control- Bilateral Agreement.

### **UNIT - III**

Formulation of strategies for MNCs: Formulating Strategy for a Multinational Enterprise – Setting Objectives – Identifying Strategic Alternatives – Choice of Multi Corporate Strategy – Choosing Mode of Entry in Cross Border Countries.

### **UNIT - IV**

Formulating functional strategies: International Marketing Strategies - International Production and Technology Strategies – International Human Resource Strategies- International Financial Strategies.

### **UNIT - V**

Implementation of strategies :Implementing Multinational Strategies – Strategic Implementation and Corporate Culture – Corporate Strategy and Leadership – Organizing Off-Shore Operations – Controlling Multinational Strategy – Controlling Off – Shore Operations-Global Sourcing and Indian Industries structure: Introduction, global sourcing meaning, Reasons for global sourcing, advantages and disadvantages, Challenges for Indian Businesses.

### **Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Sri Vastava	International Strategic Management	Himalaya Publishing House	2017



**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Ramasamy And Namakumari	Strategic Management And Theory	Himalaya Publishing	2016
2.	Sarika Kulkarni	Business Process Outsourcing	Jaico Books	2016

**Reference links**

<b>S.No</b>	<b>Unit</b>	<b>Topics</b>	<b>Links</b>	<b>No. of Hours</b>
1.	Unit- I	– International and Domestic Strategic Management.	<a href="https://nptel.ac.in/courses/110/108/110108047/">https://nptel.ac.in/courses/110/108/110108047/</a>	2hrs
2.	Unit- II	Understanding Strategic Failure- Strategic Plan-Complication involves Strategic Planning and Control.	<a href="https://www.classcentral.com/course/swayam-strategic-management-14306">https://www.classcentral.com/course/swayam-strategic-management-14306</a>	2hrs
3.	Unit- III	FORMULATION OF STRATEGIES FOR MNCs: Formulating Strategy for a Multinational Enterprise – Setting Objectives – Identifying Strategic Alternatives	<a href="https://onlinecourses.swayam2.ac.in/imb20_mg33">https://onlinecourses.swayam2.ac.in/imb20_mg33</a>	4 hrs