

**K. L. E Society's
KLE Technological University
School of Management Studies and Research**

Course Code: **16MBAP702**

L-T-P: **0-0-1**

ISA Marks: **100**

Teaching Hrs: **28 hrs**

Credits: **1**

ESA Marks: --

Course Title: **Rural Immersion Phase - I**

Contact Hrs: **02hrs/week**

Total Marks: **100**

Rural set up with regard to:

- Education
- PEST
- Health Care: Oral Health and Hygiene
- Social evils
- Infrastructure: Road, Electricity, Water, Transportation, Housing Conditions, Banking, Postal services,
- Agri-business/SHG's(micro finance)/Business
- Weather

Village Mapping

Business prospects and development

- Innovative skills and excellence in planning, decision-making, organization and implementation in the sector. RURBAN model

K. L. E Society's
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Course Code: **16MBAP704**

Course Title: **Managerial Communication and Aptitude**

L-T-P: **0-0-2**

Credits: **2**

Contact Hrs: **04hrs/week**

ISA Marks: **100**

ESA Marks: **--**

Total Marks: **100**

Teaching Hrs: **56 hrs**

Part 1: Managerial Communication

Topic 1: Discussions and Debates

- Understanding discussion
- Parameters measured in Group Discussions
- Video Analysis of Group Discussions **10 hrs**

Topic 2: Writing Skills

- Business letters
- Covering letter
- Resume writing
- Email etiquette **10 hrs**

Topic 3: Interview Skills

- What companies expect
- Showing Commitment and Learning Ability
- Handling difficult questions
- Understanding interviewer psychology
- Situation Reaction and Presence of Mind
- Dressing right
- Interview etiquette **10hrs**

Part 2: Managerial Aptitude

Arithmetical Reasoning:

- Number Systems and Speed Math
- Factors and Multiples
- Combinations
- Probability

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- Percentages
- Interest
- Alligations and Averages
- Man-Hour Calculations

14 hrs

Analytical Thinking

- Data Analysis
- Data Interpretation
- Data Sufficiency
- Puzzles

06 hrs

Verbal Logic

- Verbal Analogy
- Verbal Classification
- Letter and Number Series
- Decoding the Codes

04 hrs

Non – Verbal Logic

- Non – Verbal Analogy
- Non – Verbal Classification
- Pattern Completion
- Pattern Comparison

02 hrs

References:

- Vilanilam J V, More Effective Communication: A Manual for Professionals, Sage Publications.
- Shirley Taylor, 2005, Communication for Business: A Practical Approach, 4th Edition, Pearson Longman.
- John M Penrose, Robert W. Rasberry, and Robert J. Myers, Advanced Business Communication, 3rd edition, Thomson South-Western.
- Raymond V. Lesikar, Basic Business Communication: Irwin/McGraw-Hill, 1999
- Sam Phillips, 3000 Synonyms and Antonyms 1st Edition, Goodwill Publishing House
- John Jackman and Wendy Wren, Nelson English Evaluation Pack – Book 5, Thomas Nelson

K. L. E Society's
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School of Management Studies and Research

Course Code: **16MBAC714**

Course Title: **Indian Society and Citizenship**

L-T-P: **1-0-1**

Credits: **2**

Contact Hrs: **03hrs/week**

ISA Marks: **100**

ESA Marks: **--**

Total Marks: **100**

Teaching Hrs: **14 hrs**

Indian society

- Structure of Indian Society
- Indian caste system
- Upbringing and family values
- Suppressive and pro-active to progressive and reactive society, paradigm shift in Indian societal behavior
- Factors that influence the social behavior of an Indian in today's day and age

Active Citizenship

- Civic Sense
- College Profile and Community Profile
- Local Government
- Right to Information
- Democracy and Freedom
- Celebrating our diversity, pluralism
- Our constitution and respect for law
 - Rights and Duties
 - Green Environment
 - Voting

14 hours

References:

- J. Dreze and A. Sen, India: Development and Participation, (New Delhi: Oxford University Press, 2002)
- Levinson, B. 2011. Towards an Anthropology of (Democratic) Citizenship Education
- Vicki S. Helgeson, Psychology of Gender (Carnegie Mellon University)

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- David G. Myer, Exploring Social Psychology (Michigan's Hope College)
- Eric Shiraev & David Levy, Cross - Cultural Psychology: Critical Thinking & Contemporary Application (Eric - George Mason University, Northern Virginia Community College. David - Pepperdine University)
- Frank W.Schneider, Jamie A. Gruman, Larry M. Coutts, Applied Social Psychology: Understanding & Addressing Social and practical Problems.
- T.R Raghunandan, Decentralisation & Local Governments: The Indian Experience
- Mukul Sharma, Green & Saffron: Hindu Nationalism & Indian Environmental Politics
- Green, Duncan (2012) From Poverty to Power (2nd edition) - How active citizens & effective states can change the world, Oxfam London.
- Honohan, I.(2005) Active Citizenship in contemporary democracy, in Harris, C.(ed.) The Report of the Democracy Commission: Engaging Citizens, the Case for Democratic Renewal in Ireland, Dublin: TASC and Democratic Dialogue
- Mody, Pillo (2003) Democracy Means Bread & Freedom. Abhinav Publications New Delhi.
- Branson, M.S. (1998)The Role of Civic Education - A Forthcoming Education Policy Task Force Position Paper from the Communitarian Network
- Galston, William (2001) Political Knowledge, Political Engagement and Civic Education in Annual Review of Political Science. University of Michigan.
- Shelley E. Taylor, Letitia Anne Peplau, David O. Sears, Social Psychology (12th Edition)

- Bipan, Chandra.1989. India's Struggle for Independence. Delhi: Penguin Books
- Deasi, A.R.1978. Rural Sociology in India. Delhi: South Asia Books
- Dumont, L. 1980. Homo Hierarchicus. University of Chicago Press
- Gupta Dipankar. 1992. Social Stratification. New Delhi: Oxford University Press
- Srinivas, M.N. 1987. The Dominant Caste and Other Essays. Delhi: Oxford University Press.
- Srinivas, M.N. 1995. Social Change in Modern India. Delhi: Orient Longman
- The Nestle Maggi fiasco in India, 2015
- The Uber Scandal India, 2014
- Vijay Mallya Willful defaulter case India, 2016

K. L. E Society's
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Course Code: **16MBAC712**

Course Title: **Human Resource Management**

L-T-P: **2-0-0**

Credits: **2**

Contact Hrs: **02hrs/week**

ISA Marks: **50**

ESA Marks: **50**

Total Marks: **100**

Teaching hrs: **28 hrs**

Exam Duration: **3 hrs**

Module 1:

Introduction, characteristics, scope, objectives, functions and role of Human Resource Management (HRM), HRM versus personnel management, difference between HRM and HRD (Human Resource Development), qualities of Human Resource (HR) manager, HR manager as a strategic partner.

08 hrs

Module 2:

Job design, analysis, description, specification, enrichment, enlargement and rotation, Introduction to compensation and benefits management - purpose, meaning, factors, challenges

06 hrs

Module 3:

Acquisition of human resources: Man power planning, objectives, Recruitment, sources of recruitment, selection techniques, Placement, Induction.

08 hrs

Module 4:

Employee engagement, competency mapping, Managing careers, welfare facilities, industrial relations, work life balance, Introduction to IHRM (International Human Resource Management), HR Ethical issues, contemporary HRM

06 hrs

References:

- Gary Dessler, Human Resource Management, 10th edition, Prentice Hall
- Cynthia D. Fisher, Lyle F. Schoenfeldt, and James B. Shaw, Human Resource Management, Biztantra.
- Ashwatappa K, Human Resource and Personnel Management, 4th edition, Tata McGraw Hill.
- Rao V S P, Human Resource Management, Excel Books

K. L. E Society's
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Course Code: **16MBAP706**

Course Title: **Rural Immersion Phase - II**

L-T-P: **0-0-1**

Credits: **1**

Contact Hrs: **02hrs/week**

ISA Marks: **100**

ESA Marks: --

Total Marks: **100**

Teaching Hrs: **28 hrs**

- a) Review of RI Phase I
- b) Identify area of improvement
- c) Solution to an area of improvement
- d) Recommendations and implementation plan

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Course Code: **16MBAC802**

Course Title: **Climate change & Sustainability**

L-T-P: **2-0-0**

Credits: **2**

Contact Hrs: **02 hrs/week**

ISA Marks: **50**

ESA Marks: **50**

Total Marks: **100**

Teaching Hrs: **28hrs**

Exam Duration: **3 hrs**

Module 1

Climate science and potential impacts:

Impacts of climate change on India, India in the Intergovernmental Panel on Climate Change, The UN Framework Convention on Climate Change.

5 hrs

Module 2

The international climate negotiations: stakes, debates and dilemmas

International climate negotiations and India's role , Equity in climate change : the range of metrics and views , Climate change debate : the rationale of India's position , India's official position : a critical view based on science , Views from the outside : international perspectives on India's climate positions.
Environmental Economy

8 hrs

Module 3

Domestic politics of climate change

Climate politics in India , Climate change and Indian environmental movement , Climate change and parliament, Climate change and the private sector, Corporate responses to climate change in India.
Political Economy

8 hrs

Module 4

Integrating climate change and development: a sectoral view

Energy, development and climate change, Climate change and urbanization in India, Agriculture in the environment: sustainable climate friendly systems in India , Framework for India's strategic water resource management under a changing climate, The technology agenda.

Looking to the future

The geopolitics of climate change, Climate change regional perspective, Sustainable Development

7 hrs

Reference text book:

- Navroz K, Dubash , *Handbook of Climate Change and India*, Oxford

K. L. E Society's
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Course Code: **16MBAC804**

L-T-P: **1-0-0**

ISA Marks: **100**

Teaching Hrs: **14 hrs**

Credits: **1**

ESA Marks:

Course Title: **Technology: an enabler**

Contact Hrs: **01 hrs/week**

Total Marks: **100**

Exam Duration: 3 hrs

Module 1

Introduction

Data and information, Concepts of management information systems, Information systems in organization, information as resource of competitive advantage, Decision making with MIS, Contemporary approaches to MIS, Data Warehouse, ethical and social issues related to systems.

08 hrs

Module 2

Technology Management

Technology management, Internet on things (IoT), Smart city, GPS & RFID.

06 hrs

References:

- Rahul De, *Managing Information Systems in Business, Government and Society*, Wiley India Publication; 1st Edition
- Gordon B. Davis and Margrethe H. Olson, *Management Information Systems (Conceptual foundations, Structure and Development)* McGraw Hill Education India Private Limited; 2 edition
- James O'Brien and George Marakas, *McGraw Hill Education India Private Limited*; 10 edition

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Course Code: **16MBAP707**

L-T-P: **0-0-1**

ISA Marks: **100**

Teaching Hrs: **28 hrs**

Credits: **1**

ESA Marks: --

Course Title: **Rural Immersion - III**

Contact Hrs: **02hrs/week**

Total Marks: **100**

List of activities planned:

- Review of RI Phase I and II
- Review of identified area of improvement
- Measure the impact of the improvement
- Continue the same improvement area or identify new, if necessary
- Working on the RI phase III with the support of SIIT/ industry/NGO/Government partner
- Possible solution to an area of improvement
- Recommendations and implementation plan

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Course Code: **16MBAE801**

L-T-P: **2-1-0**

ISA Marks: **50**

Teaching Hrs: **28 hrs**

Credits: **03**

ESA Marks: **50**

Course Title: **Sales Management**

Contact Hrs: **04hrs/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to Sales Management:

Introduction, Evolution of sales management, nature importance of sales management, role and skills of modern sales people, sales management positions/sales as a career, responsibilities (social, ethical, legal) of sales person

06 hrs

Module 2:

Planning sales team:

Nature of organization, types, characteristics of the organization, sales budget, designing of sales territories, sales objectives, quotas and targets, role of ICT in sales organization

07 hrs

Module 3:

Sales-force Management: recruitment and placement, training and development, personal selling, motivation, leadership, analysis and evaluation

10 hrs

Module 4:

Contemporary topics: Global Sales-force management, Role of technology in Sales-force and Distribution channel management, ethical, social and technological issues in sales-force management.

5 hrs

References:

- Spiro, Stanton, Rich, *Management of Sales force*, 11th Edition Tata McGRAW Hill
- Krishna K Havaladar, M Cavale, *Sales and Distribution Management: Text and Cases*, McGRAW Hill
- Tapan K Panda, Sunil Sahadev, *Sales and Distribution Management*, 2nd Edition, Oxford Higher Education.

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Course Code: **16MBAE821**

L-T-P: **3-0-0**

ISA Marks: **50**

Teaching Hrs: **40 hrs**

Credits: **3**

ESA Marks: **50**

Course Title: **Learning and Development**

Contact Hrs: **03 hrs/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to learning, training and development, Meaning and significance of learning, theories of learning, learning process, Training meaning, significance, purpose and process, Training Department and Trainers' Roles

08 hrs

Module 2:

Training Needs Analysis: Meaning and significance of training needs, types of needs, components of needs, data collection, analysis and interpretation. Training design and development

08 hrs

Module 3:

Training methods: on the- job and off –the- job training

Management Development Program (MDP): Need, factors affecting MDP, methods, process

10 hrs

Module 4:

Evaluating Training Programs: Meaning, significance, Donald Kirkpatrick's evaluation model, data collection for training evaluation, designs of training evaluation, process, Return on Investment in training, a search for best practices in evaluation

08 hrs

Module 5:

Trends of learning and development, E-learning and use of technology for training, creativity and its role in Learning and Development, knowledge management, Career in Training

06 hrs

References:

- Noe A Raymond, Employee Training & Development, McGraw Hill Publication.
- Rolf Lynton & Udai Pareek, Training for organizational transformation, Sage Publications, New Delhi.
- Jackie Clifford & Sara Thorpe, Workplace Learning & Development: Delivering Competitive Advantage for your organisation, Kogan Page Limited (2007)
- Tony Bingham, The New Social Learning, 1st Edition, , 2012, Cengage Learning India Pvt. Ltd, New Delhi
- Rao T.V, Performance Appraisal – Theory and Pract ice
- Jack J. Phillips, Butterworth-Heinemann Return on Investment in Training and Performance Improvement Programs, 2nd Edition

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Course Code: **16MBAE823**

L-T-P: **2-1-0**

ISA Marks: **50**

Teaching Hrs: **28hrs**

Credits: **3**

ESA Marks: **50**

Course Title: **HR Operations**

Contact Hrs: **04 hrs/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to HR Operations, HR Policies, importance, types of HR Policies, On boarding: importance, objectives, process, HRIS (human resource information system) – concept, objectives, how Managers Use the HRIS?, Implications on local organizations, Digitalization of HR

07 hrs

Module 2:

Compensation Management (CM):

Introduction to Compensation Management: Overview of HRM, role of compensation in organizations, introduction to compensation management, Factors influencing employee remuneration, Process of Compensation Management, Architecture of Compensation, Performance appraisal

07 hrs

Module 3:

Indian Industrial Relations (IR) – An overview, need and objectives. Importance of harmonious IR, Conditions for congenial IR, IR in the post Independence period, Industrial relations in the region

Grievance procedure and Discipline management: Grievance, meaning and forms, approaches to grievance machinery, Grievance procedures, Industrial Discipline and Misconduct, Domestic Enquiry, Code of Discipline in Industry, Retention, Attrition, Exit interviews

08 hrs

Module 4:

Collective Bargaining in India: Definition, Essential conditions for the success of collective bargaining, collective bargaining process, prerequisites for collective bargaining.

Contemporary topics

06 hrs

References:

- Monappa Arun *Industrial Relations*, Tata McGraw Hill Publishing Company Ltd, 1/e, 2002.
- Mishra S.N. *Labour and Industrial Laws*, Central Law Publications, Allahabad
- Michael J. Kavanagh (Editor), Mohan Thite, *Human Resource Information Systems: Basics, Applications, and Future Directions*, SAGE Publications
- Piyali Ghosh, Shefali Nandan, *Industrial Relations and Labour Laws*, Mc Graw Hill Education(India) Private Ltd

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Course Code: **16MBAE806**

L-T-P: **2-1-0**

ISA Marks: **50**

Teaching Hrs: **28 hrs**

Credits: **03**

ESA Marks: **50**

Course Title: **Digital Marketing**

Contact Hrs: **04hrs/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to digital marketing: Need and relevance for digital marketing, evolution of digital marketing, challenges/issues concerning digital marketing and future of digital marketing.

06 hrs

Module 2:

Ethical components in digital marketing

Social media campaigns: analyzing successful green campaigns,

Social media and customer engagement: the social feedback cycle, open access to information and the connected customers.

The social web and engagement: the engagement process

Introduction to social media as a business tool: use of face book, YouTube, twitter and LinkedIn as modern tools for business operations and communications.

12 hrs

Module 3:

The new role of the customer: social interactions on social media.

Customer Relationships: Social CRM.

Overview of social business: building a social business ecosystem, social profiles, social applications, using brand outposts and communities

05 hrs

Module 4:

Contemporary topics

05 hrs

References:

- Dave Evans, *Social Media Marketing: The Next Generation of Business Engagement* Wiley Publication Inc
- Sameer Deshpande and Nancy R Lee, *Social Marketing in India*, Sage Publications
- Diane Martin and John Schouten, *Sustainable Marketing*, Prentice Hall Publications
- Robert Dahlstorm, *Green Marketing: Theory, Practice, and Strategies* (English) 1st Edition South Western Publications

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Course Code: **16MBAE834**

L-T-P: **3-0-0**

ISA Marks: **50**

Teaching Hrs: **40hrs**

Credits: **3**

ESA Marks: **50**

Course Title: **Inventory Management**

Contact Hrs: **03 hrs/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1

Dependent and independent demand, Demand Forecasting, Need for inventory, types of inventory, effect of inventory on profitability. **08hrs**

Module 2

Basic inventory Model, Inventory model with continuous replenishment, inventory model with discounts, Inventory model with uncertain demand, Inventory model with variable demand and fixed lead time, Inventory model with fixed demand and variable lead time, inventory model with variable demand and lead time **12 hrs**

Module 3

Selective inventory control, dependent inventory management(MRP), Collaborative Planning, Forecasting and Replenishment, JIT systems **06 hrs**

Module 4

Inventory as substitute for capacity, Multilocation inventory models –one origin several destinations, several origin several destinations system **10 hrs**

Module 5

Role of inventory in food security, impact of real time data communication on inventory management **04 hrs**

References

- Buffa and Sarin ,*Operations Management*
- Max Muller ,*Essentials of Inventory Management*
- NarasimhanSitaramn and Mcleavey Dennis, *Production Planning and Inventory Control*

K. L. E Society's
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Course Code: 16MBAE835	Course Title: Logistics and Warehouse Management	
L-T-P: 3-0-0	Credits: 3	Contact Hrs: 03 hrs/week
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40hrs		Exam Duration: 3 hrs

Module 1

Introduction

Inventory Flow, Information Flow, Planning and Coordination flows , Operational flows, Difference between Logistics and Supply Chain Management Linkage of Logistics to other functions, Objectives of Logistics Management, 5Ps and & 7 Rs of Logistics. Modes of transportation and documentation

10 hrs

Module 2

Location Selection and Network Design

Transportation – Location Trade-offs, , Location Models, Locating Service Organisations

Transportation Modeling, Routing, Transshipment, Multi location and multi item ware house modeling.

12 hrs

Module 3

Warehouse Management

Warehouse Operations, Material Handling and Packaging, Parts and Service Support, Bar coding, RFID, Electronic Data Interchange (EDI),Automated material handling,Warehouse Management Systems (WMS)

08 hrs

Module 4

Strategic Logistic Practices

International Logistics, Third party and Fourth party logistics,ERP and Ecommerce & Logistics

06 hrs

Module 5

Reverse Logistics and its impact on Environment

Definition, evolution and trends. Economic and environmental impact

04 hrs

References

- G. Raghuram and Rangaraj,*Logistics and Supply Chain Management: Cases and Concepts* Laxmi Publications (2015)
- Christopher, M; Richard Irwin *Logistics and Supply Chain Management*
- Chopra and Mendal, *Supply Chain Management*

**K. L. E Society's
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Course Code: **16MBAP708**

L-T-P: **0-0-1**

ISA Marks: **100**

Teaching Hrs: **28 hrs**

Credits: **1**

ESA Marks: **--**

Course Title: **Rural Immersion - IV**

Contact Hrs: **02hrs/week**

Total Marks: **100**

List of activities planned:

- Review of RI Phase III
- Measure the impact of the improvement
- Study RI phase IV with the support SIIT/ industry/NGO/Government partner
- Solution to an area of improvement
- Recommendations and implementation plan

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Course Code: **17MBAC704**

Course Title: **Business Research and Statistics**

L-T-P: **3-1-0**

Credits: **4**

Contact Hrs: **05 hrs/week**

ISA Marks: **50**

ESA Marks: **50**

Total Marks: **100**

Teaching Hrs: **40 hrs**

Exam Duration: **3 hrs**

Module 1:

Introduction to business research:

Meaning and objectives of research, Types of research, Stages in research process, Characteristics of Good Research

Philosophy of Research Methodology: Ontology, Logic of Procedure, epistemology, Research Gap

07 hrs

Module 2:

Concepts in Research:

Variables, Qualitative and Quantitative Research

Research design: Meaning, Importance, Steps in research design,

Types- Descriptive, Exploratory and causal

Sampling :meaning of sample and sampling, methods of sampling-

i) Non- Probability Sampling Convenient, Judgment, Quota, Snow ball,

ii) Probability – Simple Random, Stratified, Cluster, Multi Stage.

06 hrs

Module3:

Types of Data& Data Collection:

Primary and secondary

Methods of Data collection– Personal Interviews, Telephonic or Internet Interview, Observation, Focus group interviews, Expert opinions, self administered questionnaire

Schemes of analysis Secondary data analysis, Qualitative data analysis

Introduction to business statistics: Importance of statistics in managerial decision-making, the nature of study, limitations and misuse of statistical data, subdivisions within statistics.

Data: types, Frequency Distribution, Representation, Measures of Central Tendency, Measures of dispersion

14 hrs

Module 4:

Types of measurement and Scales:

Nominal, Ordinal, Interval, Scale,

Types of Measurement Scales, Attitude rating, Likert, Thurstone, Semantic Differential

04 hrs

Module 5:

Hypothesis andProbability distribution:

Meaning, Nature, Significance, Types of Hypothesis,

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Normal distribution, Correlation and Regression Analysis, Test for means and Proportions, Test for equality of population means, confidence interval, introduction to Chi-square test.

Report writing, ethical issues, and plagiarism

09 hrs

References:

- Cooper and Schlinder, *Business Research Methods*, TMH
- William Zikmund, *Business Research Methods*, Cengage Publication
- G. C. Ramamurthy, *Research Methodology*, Dreamtech Press
- Uma Sekaran and Roger Bougie, *Research Methods for Business*, Wiley Publications
- Uwe Flick, *An Introduction to Qualitative Research*, Sage Publications
- Gerard Guthrie, *Basic Research Methods*, Sage Publications

- G. C. Beri, 2005, *Business Statistics*, 2nd edition, Tata McGraw-Hill.
- R I Lewin and David S Rubin, *Statistics for Management*, 7th edition, Pearson.
- Robert E. Stine, Dean Foster, *Statistics for Business: Decision Making and Analysis*, 1st edition, Pearson
- Bruce Bowerman, Emly S. Murphree, Richard O'Connell *Business Statistics in Practice*, 5th edition, Tata McGraw-Hill.
- J K Sharma, *Business Statistics*, 2rd edition, Pearson

K. L. E Society's
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Course Code: **17MBAP803**

L-T-P: **0-0-2**

Credits: **2**

ITA Marks: **100**

ETA Marks: --

Teaching Hrs: **56hrs**

Course Title: **MS Excel for Managers**

Contact Hrs: **04Sessions/week**

Total Marks: **100**

MS Excel

- MS Excel Basics
- Editing Worksheet
- Formatting Cells
- Formatting Worksheets
- Working with Formula
- Advanced Operations
- MS Excel Resources

K. L. E Society's
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Course Code: **17MBAW802**
L-T-P: **0-0-2** Credits: **2**
ITA Marks: **100** ETA Marks: --
Teaching Hrs: **56hrs**

Course Title: **Project work Phase - I**
Contact Hrs: **04Sessions/week**
Total Marks: **100**

Student has to execute the below mentioned tasks about the industry related to his/her SIIT firm

Task s:

- Review of literature (Strategic Management models and tools)
- Value chain study
- Internal value chain and identification of drivers
- Report writing

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Course Code: **17MBAW803**

Course Title: **Entrepreneurship Project -Phase III**

L-T-P: **0-0-3** Credits: **3**

Contact Hrs: **06Sessions/week**

ITA Marks: **100** ETA Marks: --

Total Marks: **100**

Teaching Hrs: **56hrs**

Tasks

- Finalization of business model
- Prepare for commercial launch
- Report on Business plan and reflections on experience

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Course Code: **17MBAR802**

Course Title: **Research Experience - Phase III**

L-T-P: **0-0-3** Credits: **3**

Contact Hrs: **06 Sessions/week**

ITA Marks: **100** ETA Marks: --

Total Marks: **100**

Teaching Hrs: **56hrs**

Pre-requisite: Research Experience - Phase I

Tasks:

- Data analysis and Interpretation
- Findings and suggestions
- Report writing and presentation

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Course Code: **17MBAW804**

L-T-P: **0-0-2**

ITA Marks: **50**

Teaching Hrs: **56hrs**

Credits: **2**

ETA Marks: **50**

Course Title: **Project work Phase - II**

Contact Hrs: **04Sessions/week**

Total Marks: **100**

Viva-voce: **3 hrs**

Project work Phase – I is prerequisite

Student has to execute the below mentioned tasks

Tasks

- Industry value chain and identification of drivers
- Compare and contrast Company value chain with industry value chain
- Industry Trends and futuristic outlook
- Report writing

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Course Code: **18MBC710**

Course Title: **Society, Citizenship & Rural
Immersion Phase -I**

L-T-P: **1-1-1**

Credits: **3**

Contact Hrs: **05 Sessions /week**

ITA Marks: **100**

ETA Marks: **--**

Total Marks: **100**

Teaching Hrs: **28hrs**

Indian society

Structure of Indian Society, Indian caste system, Upbringing and family values, Suppressive and pro-active to progressive and reactive society, paradigm shift in Indian societal behavior, Factors that influence the social behavior of an Indian in today's day and age

Active Citizenship

Civic Sense, College Profile and Community Profile, Local Government: Village Panchayat/Town or City Municipality/ City Corporation, Taluk Panchayat, Zilla Panchayat, State and Central Government, Right to Information, Democracy and Freedom, Celebrating our diversity, pluralism, Our constitution and respect for law, Rights and Duties, Green Environment, Voting

Tasks in Rural Immersion

- Environment and infrastructure studying (Village mapping)
- Social Development and Business prospects

References:

- J. Dreze and A. Sen, India: *Development and Participation*, (New Delhi: Oxford University Press, 2002)
- Levinson, B. 2011. *Towards an Anthropology of (Democratic) Citizenship Education*
- Vicki S. Helgeson, *Psychology of Gender* (Carnegie Mellon University)
- David G. Myer, *Exploring Social Psychology* (Michigan's Hope College)
- Eric Shiraev& David Levy, *Cross - Cultural Psychology: Critical Thinking & Contemporary Application* (Eric - George Mason University, Northern Virginia Community College. David - Pepperdine University)
- Frank W.Schneider, Jamie A. Gruman, Larry M. Coutts, *Applied Social Psychology: Understanding & Addressing Social and practical Problems.*

Course Code: **18MBAE805**

Course Title: **Integrated Marketing Communications**

L-T-P: **2-1-0**

Credits: **03**Contact Hrs: **04 Sessions/week**

ITA Marks: **50**

ETA Marks: **50**Total Marks: **100**

Teaching Hrs: **28 hrs**

Exam Duration: **3 hrs**

Module 1:

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Integrated marketing communication: Integrated marketing communication: The evolution of IMC, reasons for growing importance of IMC, the promotional mix- advertising, direct marketing, internet marketing, sales promotion, publicity, public relations, personal selling, promotion management, IMC planning process

06hrs

Module 2:

Organizing for advertising and promotion: The role of advertising agencies, agency compensation, evaluating agencies, developing the integrated marketing communication program, Importance of creative advertising

Media planning & strategy: An overview on media planning, developing media plan, market analysis and target market identification, establishing media objective, developing and implementation media strategies, evaluation and follow up.

Internet and IMC: Measuring the effectiveness of Internet advertising, advantages of Internet marketing, direct marketing on Internet budgeting for marketing communication.

12hrs

Module 3:

Consumer Decision Making Process: Steps of effective communication, communication objectives, consumer decision making process, how advertising works- AIDA and hierarchy effects model, convincing senior executives on the marketing communication budget.

05hrs

Module 4:

Contemporary topics: Shift to Mobile and Beyond, Social Media Impact on Communication and Brand Journalism

05hrs

References:

- Belch, M.A., and Belch, G.E., *Advertising and Promotion*, Tata Mc-Graw Hill Publication
- Keller Kevin, *Strategic Brand Management*, Pearson Publication, Third Edition
- Shah, K. and D'souza, A., *Advertising & Promotion*, Tata Mc-Graw Hill Publication

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Course Code: **18MBAE807**

L-T-P: **2-1-0** Credits: **03**

ITA Marks: **50** ETA Marks: **50**

Teaching Hrs: **28 hrs** Exam Duration: **3 hrs**

Course Title: **Industrial Marketing**

Contact Hrs: **04 Sessions/week**

Total Marks: **100**

Module1:

Basic concept of Industrial Marketing: Industrial Marketing, consumer and industrial products, consumer and industrial marketing, differences of consumer and industrial marketing.

Industrial markets: Industrial customers, specificities of industrial markets, the environment of Industrial Marketing. The specificities and the risks in international markets. The trends in globalization of industrial markets

5 hrs

Module 2:

Organization's purchasing behaviour, system of purchasing decisions: System of taking decisions in the Industrial Marketing. The poles in the system of taking purchasing decisions in Industrial Marketing. Factors that affect the purchasing decision in Industrial Marketing.

Process of taking purchasing decisions for industrial products. Types of purchasing activities in Industrial Marketing. Marketing Strategies for the purchasing activities and the stages of the process of taking purchasing decisions. Information sources that are used from members of the Taking purchasing decisions' system

10 hrs

Module 3:

Pricing and Promotion in Industrial Marketing: The importance of pricing in Industrial Marketing. In-house and external factors determine the price. Procedures, processes and pricing policies. The mixture promotion in industrial marketing. Sales promotion, advertising, direct marketing, public relations and personal selling.

Distribution of industrial products: The importance of industrial products. Administration and revitalization of existing industrial products. The Marketing distribution functions, main forms of intermediate, forms of industrial channels. Design, selection and management of distribution channels.

08 hrs

Module 4:

Contemporary topics

Systematic approach to the management and control of supplier/customer relationships, interactive strategic marketing planning: A new approach. Smart Business to business strategy.

05 hrs

References:

1. Tomaras P. (2009). Industrial Marketing. Published by the author. Athens, (ISBN: 978-960-90674-3-0). (in Greek)
2. Ralph S Alexander, Richard M Hill, Industrial Marketing-Edition-3

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Course Code: **18MBAE808**

L-T-P: **2-1-0**

ITA Marks: **50**

Teaching Hrs: **28hrs**

Course Title: **Product and Brand Management**

Credits: **03** Contact Hrs: **04hrs/week**

ETA Marks: **50** Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to Product Management, Role and Functions of Product Managers, Product Mix and SBU Strategies, Portfolio analysis (BCG / GE Multifactor Matrix), Marketing Planning

7 hrs

Module 2:

Product Decisions over the PLC, New Product Development Process, Pricing and Promotion strategies, channel management

7 hrs

Module 3:

Introduction to Brand Management- Branded House Vs House of Brands, Corporate Brand, Brand prism by Kapferer Model, Brand Anatomy, Branding Decisions- Line Extensions, Category Extension, Brand Equity – Concept and measure

10hrs

Module 4:

Contemporary Practices

04hrs

References:

- Donald R Lehmann, Product management 4th Edition, Mcgrow Higher Ed
- Marc Annacchino, New Product Development, 2003 Ed, Elsevier Butterworth-Heinemann
- Saaksvuori Antti, Product Lifecycle management, Springer- Verlag
- Kevin Lane Keller, M G Parameswaran, Isaac Jacob, Strategic Brand Management, 2008, Person publication
- David Aaker, Brand Management, TMH publication
- YLR Murthy, Brand management Indian prospective, Vikas Publications

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Course Code: **19MBAE811**

L-T-P: **2-1-0**

ITA Marks: **50** ETA Marks: **50**

Teaching Hrs: **28 hrs**

Course Title: **Security Analysis and Portfolio Management**

Credits: **3**

Contact Hrs: **04 Sessions/week**

Total Marks: **100**

Exam Duration: **3 hrs**

Module 1:

Introduction to Investments

Introduction to Investments: Concepts of investment-characteristics and objectives of investment, investment Vs speculation, forms of investment, alternative investments, marketable and non marketable financial assets, Foreign Portfolio Investment (FPI), Sovereign Wealth Funds (SWFs). Analysis of risk & return, concept of total risk, elements of risk – systematic and unsystematic risk, business risk, interest rate risk, market risk, management risk, purchasing power risk. Measuring Risk and Return.

08 hrs

Module 2:

Introduction of fundamental and technical analysis

Fundamental analysis, equity valuation, balance sheet techniques, discounted cash flow technique, dividend discount model, zero growth model, constant growth, two stage growth, earning multiplier approach Bond characteristics, bond price, bond yield, Price, yield relationship, risk in bonds, rating, yield theories, segmentation theory.

Technical analysis: introduction, the concept of Dow Theory, trend and trend reversals, chart patterns, Eliot wave theory, mathematical indicators

05 hrs

Module 3:

Efficient market hypothesis and portfolio Management

Behavior of market, efficient market hypothesis, portfolio Analysis, return and risk of portfolio, portfolios with more than two securities Portfolio Selection, feasible set of portfolios, optimal portfolio, Markowitz model, single index model, multi index model, CAPM, Arbitrage Pricing Theory.

09 hrs

Module 4:

Portfolio Performance, Evaluation and Revision

Portfolio revision, meaning and constraints, revision strategies portfolio evaluation, need and meaning, differential return, Treynor ratio pros and cons, residential and other forms

06 hrs

References:

- Punithavati Pandyan, *Security Analysis and Portfolio Management*, Latest edition, VikasPubl,
- Kevin S, *Portfolio Management*, 2nd edition, Prentice H,
- Alexander, Sharpe, Bailley, *Fundamentals of Investment*, Pearson,
- ChndraPrasanna, *Investment Analysis and Portfolio Management*, 3rd Edition, TMH

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Course Code: **19MBAW802**

L-T-P: **0-0-7**

ITA Marks: **50** ETA Marks: **50**

Teaching Hrs: **98 hrs**

Course Title: **Internship and Project work**

Credits: **7** Contact Hrs: **14** Sessions/week

Total Marks: **100**

Viva-voce: **3 hrs**

PART I

- Broad overview pertaining industry and detailed organization profile in the framework of foundation courses (Human Resource Management, Marketing Management, Operations Management and Financial Management)
- Student has to work on the research area
- Data collection
- Analysis and Interpretation
- Findings, recommendations and conclusion
- Report writing
- Experience worth noting

PART II

Detailed industry profile based on secondary source

Tasks

- Data collection
- Analysis
- Interpretation using tools leading to Challenges, Megatrends and Impact in the global context
- Scope and Opportunities in local prospective

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Course Code: **19MBAW803**

Course Title: **Entrepreneurship Project -Phase II**

L-T-P: **0-0-5** Credits: **5**

Contact Hrs: **10 Sessions/week**

ITA Marks: **100** ETA Marks: --

Total Marks: **100**

Teaching Hrs: **70 hrs**

Pre-requisite: Entrepreneurship Project - Phase I

Tasks:

- Report of feasibility study in the framework of effectuation
- Preliminary survey
- Developing alternative business models
- Selection of resources
- finalization of business model
- Prepare for commercial launch
- Report on Business plan and reflections on experience

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Course Code: **19MBAR802**

Course Title: **Research Experience - Phase II**

L-T-P: **0-0-5** Credits: **5**

Contact Hrs: **10 Sessions/week**

ITA Marks: **100** ETA Marks: --

Total Marks: **100**

Teaching Hrs: **70 hrs**

Pre-requisite: Research Experience - Phase I

Tasks:

- Instrument development
- Data collection, tabulation, coding
- Data analysis and Interpretation
- Findings and suggestions
- Report writing and presentation