

PDM UNIVERSITY
Faculty of Commerce and Management Studies
Management of Business Administration

CURRICULUM

MASTER OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

STUDENTS LEARNING OUTCOMES

The curriculum and syllabi of Master of Business Administration (MBA) program (2017-18) conform to Outcome Based Education (OBE) for a flexible and structured Choice Based Credit system (CBCS). In general, **ELEVEN STUDENT OUTCOMES** (a-k) have been identified and the curriculum and syllabi have been chosen in such a way that each of the modules meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

The Learning outcomes are:

- (a) Ability to apply knowledge of Mathematics, Statistics and management to develop understanding of Business Administration.
- (b) Ability to understand finance, marketing and human resource and information technology concepts and their applications based on broad education acquired.
- (c) An ability to identify and analyze simple & complex problems related to Business and Management.
- (d) Ability to develop analytical skills to address Business dynamism.
- (e) An Ability to work in a system, component, or process to meet desired needs within realistic constraints such as health & safety, economic, aesthetic, environmental, social, legal, ethical and sustainability.
- (f) Ability to develop operational skills on big data, predictive analytics, business analytics and social media analytics necessary for efficient business administration.
- (g) Ability to understand behavior and impact of various parameters on business operations.
- (h) Ability to work effectively in diverse groups, teams and exhibit leadership qualities.
- (i) An understanding of professional and ethical responsibility.
- (j) To develop an understanding of global environment and its protection.
- (k) Ability to communicate effectively in diverse groups and exhibit leadership skills.

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MASTER OF BUSINESS ADMINISTRATION(MBA)
SUMMARY OF PROGRAM CURRICULUM

Category	Total Number of Credits (MBA)	Percentage of Total Credits
Program Core (PC)	92	81%
Program Elective (PE)	8	7%
Generic Elective (GE)	8	7%
Seminar and Special Problem	2	2%
Project(PD)	4	3%
	114	100%

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PROGRAM SCHEME

SEMESTER-I

MODULE CODE	CATEGORY	MODULE	L	T	P	C
MGMT5101	PC	MANAGEMENT CONCEPTS AND APPLICATIONS	4	0	0	4
MGMT5102	PC	MANAGERIAL ECONOMICS	4	0	0	4
MGMT5103	PC	ORGANIZATIONAL BEHAVIOR	4	0	0	4
MATH0111	PC	STATISTICAL METHODS	4	0	0	4
MGMT5104	PC	ACCOUNTING FOR MANAGEMENT	4	0	0	4
CSEN0118	PC	FUNDAMENTALS OF COMPUTER	3	0	0	3
CSEN0119	PC	FUNDAMENTALS OF COMPUTER LAB	0	0	2	1
MGMT5105	PC	BUSINESS ENVIRONMENT	4	0	0	4
	GE	ELECTIVE –A	4	0	0	4
MGMT5106	SP	SPECIAL PROBLEM	0	0	2	1
TOTAL CREDITS			31	0	4	33

Abbreviations

L =Lecture

T= Tutorial

P= Practical

C=Credit Points

PC= Program Core

GE= Generic Elective

GENERIC ELECTIVE -A	
CSEN0316	DATA BASE MANAGEMENT SYSTEM
GENERIC ELECTIVE -A Ψ	
SAPM0321	MM
SAPS0322	SD
SAPH0323	HR
SAPF0324	FI

Ψ Additional Fees if any shall be borne by the students

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Management Concepts and Applications

L T P
4 0 0

MODULE CODE	MGMT5101
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the student to understand the basic concepts in commerce, trade and industry which will be help in exposed to modern business world, understand modern business practices, forms, procedures and functioning of various business organizations

1. To develop knowledge and understanding of Management.
2. To understand planning, decision making and organizing.
3. To understand the management evolution thought.
4. To understand the concept of leadership and its types.
5. To enable the students regarding management control system.
6. To develop knowledge about social performance.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of Management.
2. Helps to make them understand different planning, decision making and organizing function.
3. Knowledge regarding management evolution thought.
4. An ability to understand the leadership and its types.

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5. Ability to understand the management control system.
6. Helps to get knowledge about different social performance.

MODULE CONTENT

<p><u><i>Unit 1: Management–introduction</i></u> Nature and functions of management, principles of management, levels of management, management as an art, management as science and profession, management process, managerial skills and roles; Evolution of Management Thoughts; Managerial competencies.</p>
<p><u><i>Unit 2: Planning, decision making</i></u> Planning: Scope, objectives, significance, types, process, barriers to effective planning, planning in learning organizations; Decision-making: Concept of decision making, importance, process, and techniques</p>
<p><u><i>Unit 3: Organizing</i></u> Organizing: Concept, theories, forms of organizational structure, bases of departmentation, span of control, delegation of authority, authority and responsibility, decentralization.</p>
<p><u><i>Unit 4: Leadership and motivation</i></u> Leadership: Functions of leaders, kind of leadership styles, leadership theories; Communication: Communication process, importance of communication, communication channels, barriers to communication; Motivation: Process and theories, relevance of motivation theories in Business.</p>
<p><u><i>Unit 5: Controlling</i></u> Controlling: Nature and scope of control, types of Control, control Process; Control Techniques: Traditional and modern effective control system.</p>
<p><u><i>Unit 6: Business Ethics</i></u> Business ethics and social responsibility, factors affecting ethical choices, ethical dilemma; Concept of corporate governance; Management by objectives</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Management: C B Gupta Sultan Chand and Co., New Delhi2. Management: Stoner and Jetal Prentice Hall of India, New Delhi
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REFERENCE	<p>1. Fundamentals of Management: S P Robbins and D A Decenzo Pearson Education Asia, New Delhi</p> <p>2. Management: Hellregel Thomason Learning, Bombay</p> <p>3. Management: Robbins and Coulter Prentice Hall of Hall of India, New Delhi</p>
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	05
2.	Sessional Test	2	20
3.	Group Discussion	2	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	X					x
Assignment		x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	K
Course Learning Outcomes	2		3	4			1		5		4

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Managerial Economics

L T P
4 0 0

MODULE CODE	MGMT5102
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to understand analytical tools of Economics and apply this knowledge in managerial decision- making
To develop economic way of thinking in dealing with economic factors that influence business.

1. To enable them about economic analysis of business policies.
2. To use economic reasoning to problems of business.
3. To enable the students to understand the elasticity theory.
4. To enable the students to be aware of various types of cost.
5. To understand various factors of production.

LEARNING OUTCOMES

1. Apply economic reasoning to the analysis of selected contemporary economic problems.
2. Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed.
3. Analyze the efficiency and equity implications of government interference in markets.
4. Recognize and identify situations leading to market failures and government failures.
5. Evaluate the intent and outcomes of government stabilization policies designed to correct microeconomic problems.
6. Use economic theories to deal with the opportunities and challenges in businesses.

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MODULE CONTENT

Unit 1: Nature and scope

Nature and Scope of Managerial Economics, importance of managerial decision making; Marginal Analysis: Incremental principle, principle of time perspective, discounting Principle, equi-Marginal Principle.

Unit 2: Demand function

Demand Function: Meaning, law of demand, and determinants of demand, elasticity of demand and application of managerial economics indecision making; Consumer equilibrium utility and indifference curve approach

Unit 3: Production function

Production function: Short term and long run, price and output determination under perfect competition, law of variable proportions, law of returns to scale, Economies and diseconomies of scale

Unit 3: Theory of cost

Theory of cost: Traditional and modern theory of cost in short and long runs, economies and diseconomies of scale, revenue curves; Market Structures: Price-output decisions under perfect competition, monopoly, monopolistic competition and oligopoly; Price and non-price competition.

Unit 5: Market structures

Market Structures: Price-output decisions under perfect competition, monopoly, monopolistic competition and oligopoly; Price and non-price competition.

Unit 6: National income and inflation

National income: Concept and measurement; Basic concepts of trade cycles; Monetary and fiscal policies: Concepts, objectives and instruments; Inflation: Meaning, types, theories, classification, causes of Inflation, control measures.

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RECOMMENDED BOOKS

TEXT BOOK	Text Books: 1. Managerial Economics: T.R. Jain., V. K. Publication. New Delhi.
REFERENCE	Reference Books: 1. Managerial Economics: Christopher and Charles Maurice McGraw Hill Co, New Delhi 2. Managerial Economics: H C Peterson and S K Jain Pearson Education, India

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	05
2.	Sessional Test	2	20
3.	Group Discussion	2	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes	2		3	4			1		5		

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Organisational Behaviour

L T P
4 0 0

MODULE CODE	MGMT5103
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to teach students how to understand , predict and control human behaviour in organisations and to enable the students to develop understanding of behavioural processes in Organizations at individual and group level and manage the individual and group dynamics in organizational setting.

1. To develop knowledge and understanding of behaviour of individual and groups in the organization.
2. To enable them to grasp concept of diversity in the organization.
3. To develop skills to differentiate among people with respect to perception, motivation and need recognition.
4. To involve themselves in continuous learning and developing favourable attitude while maintain values
5. To identity value of group involvement and team building.
6. To maintain the organizational culture and socialized environment for the work.
7. To describe the process of initiating change and effective organizational development

LEARNING OUTCOMES

Following this course students will be able to:

1. Acquaint themselves to apply organizational theory as it relates to management practices, employee relations, and structure of the organization.
2. Analyse perceptual distortions and attitude formation.
3. Identify value of motivation, emotional intelligence and stability in resolving organizational problems.
4. Describe the impact of corporate culture on employee behaviour
5. Analyse group formations, team dynamics, team building strategies and cultural diversity.
6. Appraise the requirement of change and continuous development being a part of the organization while maintaining organizational culture.

MODULE CONTENT

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Unit 1: Introduction

Introduction to Organizational behaviour, definition, challenges and opportunities for OB, influence of organizational behaviour on organizational activities, foundations of individual behaviour; Individual differences: Causes of individual differences

Unit 2: Perception, Personality

Perception: Concept, process, perceptual distortions, managerial implications of perception; Personality: Concept, determinants and theories applications.

Unit 3: Value, Attitudes and Learning

Concept of Values and attitudes; sources of Attitudes, measurement of Attitudes, attitude and OB; Job Satisfaction; Learning: Concept and learning theories.

Unit 4: Group dynamics, Leadership and Stress

Group Dynamics and Team building, Leadership: Concept, leadership styles, charismatic leadership, transformational leadership, roles of leadership, leadership skills; Occupational Stress: Causes, effect and coping strategies.

Unit 5: Conflict, Power and Politics

Conflict: Concept, sources, types, Management of conflict; Power and politics: Concept, sources and approaches.

Unit 6: Organisational change and Organisational Culture

Organizational change and development, Organizational culture, Business ethics and concept of Corporate governance.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Organisational Behaviour : K Aswathappa Tata McGraw Hill, New Delhi 2. Understanding Organizational Behaviour: UdaiPareek New Delhi Oxford University Press
REFERENCE	<ol style="list-style-type: none"> 1. Organizational Behaviour: F Luthan’s Tata McGraw Hill, New Delhi 2. Organizational behaviour: S P RobbinsPrentice Hall of India, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for Theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x					x
Quiz		x	x		x	
Assignment		x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes			3		1,6		2,4	5			

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Problems encountered in the subject delivery,
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Statistical Methods

L T P
4 0 0

MODULE CODE	MATH0111
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the students to understand fundamental knowledge various statistical tools and methods and analyze and interpret data for managerial decision making.

1. To acquaint the students with various statistical tools.
2. To understand different techniques used to business decision making.
3. To understand the correlation & regression relationship.
4. To understand the various measures of central tendency.
5. To understand different methods of time series & uses in business.
6. To develop knowledge of hypothesis & various test to check level of significance.

LEARNING OUTCOMES

1. Develop the understanding of statistical tools in day to day business.
2. Helps to make them understand different types of measures.
3. Knowledge of properties of correlation & regression methods & techniques.
4. An ability to understand the various measures of central tendency.
5. Ability to understand the nature of time series
6. Helps to get knowledge about the role of hypothesis in research.

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MODULE CONTENT

<p><u>Unit 1: Central tendency, dispersion and skewness</u></p> <p>Introduction to statistics and applications of statistics; Classification of data: Frequency distribution, presentation of data; Central tendency, measures of dispersion and measures of skewness.</p>
<p><u>Unit 2: Correlation analysis</u></p> <p>Correlation Analysis: Meaning and types of correlation, Karl Pearson's coefficient of correlation and Spearman's rank correlation</p>
<p><u>Unit 3: Regression analysis</u></p> <p>Regression analysis: Meaning and two lines of regression, relationship between correlation and regression co-efficient</p>
<p><u>Unit 4: Network charts</u></p> <p>PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time -cost trade-off.</p>
<p><u>Unit 5: Probability</u></p> <p>Probability Theory, classical, relative and subjective probability, addition and multiplication probability models, conditional probability and Baye's Theorem; Probability distributions: Binomial, poisson, and normal distributions, their characteristics and applications.</p>
<p><u>Unit 6: Game theory, queuing theory, simulation.</u></p> <p>Game theory: Pure and mixed strategy games; principle of dominance; two person zero sum game; Queuing theory: Concept, assumptions and applications; analysis of queue system, orison distributed arrivals and exponentially distributed service time models; Simulation: Meaning, process, advantages, limitations and applications.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Business Statistics : S P Gupta and M P Gupta Sultan Chand and Sons, Delhi 2. Statistical Methods: T.R. Jain , V. K. Publication, New delhi
REFERENCE	<ol style="list-style-type: none"> 1. An Introduction to Statistical Methods : J S Chandan Vikas Publishing House, New Delhi 2. Business Statistics R.S Bhardwaj Excel Books, New Delhi 3. Business Statistics: Vijay Gupta and C B Gupta Sultan Chand and Co, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes	1		3			2,4			5		

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Accounting for Management

L T P
4 0 0

MODULE CODE	MGMT5104
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of accounting to take better decisions.

1. To provide knowledge and understanding of concepts of financial accounting.
2. To provide understanding of financial analysis.
3. To provide understanding of ratios and their usage in financial analysis.
4. To provide understanding of budgetary control and responsibility accounting.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of significance of accounting for management.
2. Ability to interpret financial statements.
3. Ability to analyse various financial indicators effectively.
4. Ability to prepare effective budgets and stick to them.

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MODULE CONTENT

UNIT-I: Financial accounting

Financial accounting: Scope and nature of accounting, accounting concepts, principles, accounting cycle, journalisation, subsidiary books, ledger posting, preparation of trial balance, classification of capital and revenue; Preparation of final accounts (with adjustments); Depreciation accounting: Straight line and diminishing balance methodology.

UNIT-II: Financial statement analysis

Financial statement analysis: Significance, techniques, financial ratios, Statement of Cash flows: Purpose and importance, classification of cash flows, preparing a statement of cash flows, significance of statement of cash flows.

UNIT-III: Inventory valuation

Inventory valuation: Methods of Inventory valuation; Inventory valuation policies of Indian companies.

UNIT-IV: Cost accounting and cost control

Cost-accounting: Nature and scope of costing, cost concepts and classifications, usefulness of costing to managers, preparation of cost sheet, break-even analysis;

UNIT-V: Management Accounting

Management Accounting: Need & importance; Marginal costing and its application in managerial decision making

UNIT-VI: Budgeting and standard costing

Budgeting: Types of budgets and their preparation, zero-base budgeting, Standard costing: Standard costing methods and variance analysis (materials, labour).

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Management Accounting: M Y Khan and P K Jain TMH, New Delhi 2. Management Accounting: I MPanday Vikas Publishing House, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Accounting for Managers: A K Singhal and H J Ghosh Roy JBC Publishers and Distributors New Delhi 2. Management Accounting and Financial Management: S N Mittal 3. Shree Mahavir Book Depot, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	x			
Assignment		x		x

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes		1,2	3			4					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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FUNDAMENTALS OF COMPUTER

L T P
3 0 0

MODULE CODE	CSEN0118
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this subject is to teach students how to students to understand the basic concepts of computer, to use their applications to business processes to know about hardware and software applications for data/file management

1. To develop knowledge and understanding of computer.
2. To understand different types of computer.
3. To enable students to grasp the concept of operating system and its various types.
4. To understand the concept of decimal number and its conversion.
5. To enable the students about different computer application in different field.
6. To develop knowledge of various input output devices.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of computer.
2. Understand various devices of computer.
3. Grasp and apply Knowledge of operating system and its operation.
4. Understand the file management system and file handling.
5. Grasp Formulation the physical interaction of binary number with machine.
6. Apply knowledge about use of computer in different field.

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MODULE CONTENT

<p><u>Unit 1: Computers – An Introduction</u> Computers – an introduction: History and generations of computer, components of a digital computer, block diagram of computer, operating system, storage devices, Application of computer in business.</p>
<p><u>Unit 2: Computer languages</u> Types of computer languages; generation of computer languages; functions and types of operating system.</p>
<p><u>Unit 3: Office packages</u> Office packages: Introduction to word processor, introduction to a spreadsheet software, creation of spreadsheet applications, range, formulas, functions, insertion of graphics on spreadsheet; Introduction to MS Power Point.</p>
<p><u>Unit 4: Internet in Business</u> Internet in business: Overview of internet, browsing on the net - e-mail, search engine, applications of internet for business and research; privacy and security, types of attacks, security measures; Analog and digital signals.</p>
<p><u>Unit 5: Networking</u> Networks: Types, network topology, network applications; Decision support system; Introduction to artificial intelligence.</p>
<p><u>Unit 6: Database management system</u> Database management system: Concept, three level of architecture: external level, conceptual level, internal level, and its components; entity, attribute, schema, subschema</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Computer Fundamentals: P K SinhaBPB Publication, New Delhi 2. PC Software for Windows: R.K. TaxaliTata McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Computer Fundamentals: V Rajaraman Prentice Hall of India, New Delhi 2. Computer Fundamentals: B Ram New Age Publications, New Delhi 3. Fundamentals of Computers and Programming with C: A.K. Sharma DhanpatRai Publications, New Delhi 4. Digital Computer Fundamentals: Bartee and C Thomas Tata McGraw-Hill, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for theory

Assessment #	Type Of Assessment	Per Semester	Maximum Marks
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x		x	
Quiz		x		x		x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	A	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1,2	2	4	6		2,5					

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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FUNDAMENTALS OF COMPUTER LAB

L T P
0 0 2

MODULE CODE	CSEN0119
CREDIT POINTS	1
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

The aim of this subject is to teach students how to students to understand the basic concepts of computer, to use their applications to business processes to know about hardware and software applications for data/file management

1. To develop knowledge and understanding of computer.
2. To understand different types of computer.
3. To enable students to grasp the concept of operating system and its various types.
4. To understand the concept of decimal number and its conversion.
5. To enable the students about different computer application in different field.
6. To develop knowledge of various input output devices.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of computer.
2. Understand various devices of computer.
3. Grasp and apply Knowledge of operating system and its operation.
4. Understand the file management system and file handling.
5. Grasp Formulation the physical interaction of binary number with machine.
6. Apply knowledge about use of computer in different field.

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LIST OF EXPERIMENTS

1.	Introduction to MS- Word and prepare your resume using MS- Word
2.	Introduction to MS-Excel and prepare a record of student result using MS-Excel.
3.	Create a report on MS-Excel containing the pay details of the employee.
4.	Create an Excel Worksheet with the Following Particulars using Formula Functions ROLL NO, NAME, MARKS, AVERAGE, RESULT & DIVISION.
5.	Introduction to MS- Power Point and prepare a presentation of infrastructure in your college.
6.	Introduction to MS-Access.
7.	Create an email account and use various features of an email.
8.	Introduction to various DML and DDL commands.
9.	To study about Operating Systems Linux/Unix/Windows.
10.	To implement basic Unix/Linux Commands.
11.	Study the following network devices: Hub, switch, Router, Repeater, Bridge and Gateway.
12.	Study of basic network commands and network configuration commands.
Experiments based on advanced topics:	
13.	Create a database of books in the library on the mini scale and manipulate the database using different forms and reports.
14.	Study of vi editor.

Note: At least 12 Experiments out of the list must be done in the semester.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for practical.

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Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes	1,2	2	4	6		2,5					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Business Environment

L T P
4 0 0

MODULE CODE	MGMT5105
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the overall business environment within which organization has to function, develop insight about how any business can avail the opportunities and overcome the threats existing for it in the uncontrollable external environment

1. To understand the basic concept of business environment.
2. To develop knowledge about different economic reforms.
3. To understand the industrialization trends and industrial policy.
4. To understand the competitive environment.
5. To acquaint the students about the challenges of globalization.
6. To enhance the knowledge of students about international trade and investment.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding about business environment
2. Provide insight to students of its implication for decision making.
3. The students become able to understand the monetary and fiscal environment.
4. Enhance the ability to understand different business opportunities.
5. Ability to understand the position of Indian economy in global scenario.

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MODULE CONTENT

Unit 1: Introduction and foreign investment in India

Introduction: Nature of business environment, concepts and components, dynamics of business environment, SWOT analysis, economic and non-economic factors influencing business and their interaction, economic systems, risk in business environment, assessing business environment, country risk ,legal and political risk; Foreign investment in India: Growth , current issues; India's balance of payment position.

Unit 2: Economic planning

Current state of business environment in India, planning and economic policies, planning commission and national development council, objectives of planning in India, industrial policy and licensing policy, economic reforms.

Unit 3: Fiscal policy and monetary policy

Fiscal policy: Types of fiscal policy, fiscal policy instruments, taxation and public expenditure and their impact on economy; Monetary policy: Functions and impact on market.

Unit 4: Reforms and ethics in business environment

Reforms and ethics in business environment: Environment for the SME sector; public sector reforms and performance; public -private partnership; service sector growth and challenges; banking reforms and challenges; business opportunities in the rural sector; concepts of demographic environment, technological environment, socio-cultural environment in India; Salient features of Indian culture values and their implication for Indian business; Consumerism as emerging force; Business ethics and social responsibility of business.

Unit 5: Trends and challenges in global trade

Trends and challenges: Trends in global trade and investment; challenges in globalization, factors of global competitiveness, exchange rate movements and their impact; India's competitiveness in the world economy.

Unit 6: Economic institutions

Economic institutions: Nature and operations of multilateral economic institutions -world bank, WTO, IMF and their impact on Indian business environment; New economic policy.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 2. Business Environment :S K Bedi Excel Books, New Delhi 3. Business Environment: Francis Cherunelam Himalaya Publishing House, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Indian Economy: S K Misra and V K Puri Himalaya Publishing House, New Delhi 2. Indian economy: Dutt and Sundaram Sultan Chand and Co., New Delhi 3. International Business: John D Daniel and RadebaughAddison Wiley, New York 4. Indian Financial System: M Y Khan Tata McGraw Hill, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x		x		
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2	4	1	5					3	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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Database Management Systems

L **T** **P**
4 0 0

MODULE CODE	CSEN0316
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to provide keen knowledge of database and data protection by keeping data backup, recovery.

1. Understand the role of a database management system in an organization, understand basic database concepts.
2. Understand the structure and operation of the relational data model.
3. To develop an understanding of essential DBMS concepts such as: database security, integrity, and concurrency.
4. Describe and discuss various types of databases.

LEARNING OUTCOMES

Following this course, students will be able to:

1. Analyse the basic concepts and architecture associated with DBMS.
2. Understand DBMS architecture.
3. Use data manipulation language to query, update, and manage a database.
4. Learn about techniques of database security.

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MODULE CONTENT:

<p><u><i>Unit- I: Introduction to DBMS</i></u> Overview of DBMS, views of data, data Models, Introduction to Database Languages. Advantages of DBMS over file processing systems, Responsibility of DBA. E-R Diagram and Keys: Introduction to Client/Server architecture, three levels architecture of Database Systems, E-R Diagram (Entity Relationship Diagram)</p>
<p><u><i>Unit- II: Relational Model and Calculus</i></u> Relational data Model and Language: Relational data model concepts, integrity constraints, entity integrity, referential integrity, Keys constraints, Domain constraints, relational algebra, relational calculus, and tuple and domain calculus.</p>
<p><u><i>Unit- III: Normalization</i></u> Functional dependencies & normalization, 1NF, 2NF, 3NF, BCNF (Boyce – code normal forms) and 4NF.</p>
<p><u><i>Unit- IV: Introduction on SQL</i></u> Characteristics of SQL, advantage of SQL. SQL data type and literals. Types of SQL commands. SQL operators and their procedure. Tables, views and indexes. Queries and sub queries. Aggregate functions. Insert, update and delete operations.</p>
<p><u><i>Unit- V: Data Base Security</i></u> Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.</p>
<p><u><i>Unit-VI: Data warehouse & Data mining</i></u> Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.</p>

RECOMMENDED BOOKS:

TEXT BOOK	<ol style="list-style-type: none"> 1. Database System Concepts by A. Silberschatz, H.F. Korth and S. Sudarshan, 3rd edition, 1997, McGraw-Hill, International Edition. 2. Data Base System Concepts by Navathe, 3rd Edition, McGraw Hill.
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REFERENCE	Introduction to Database Management system by Bipin Desai, 1991, Galgotia Pub.
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METHODS OF TEACHING AND STUDENT LEARNING:

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4
Class Test	x	x		
Quiz	x		x	
Assignment			x	x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			2,3	1	2	4					

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EVALUATION:

At the end of semester, course faculty will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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SEMESTER-II

MODULE CODE	SUB CATEGORY	MODULE	L	T	P	C
MGMT5107	PC	MARKETING MANAGEMENT	4	0	0	4
MGMT5108	PC	HUMAN RESOURCE MANAGEMENT	4	0	0	4
MGMT5109	PC	INTERNATIONAL BUSINESS	4	0	0	4
MATH0123	PC	MANAGEMENT SCIENCE	4	0	0	4
MGMT5110	PC	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4
MGMT5111	PC	FINANCIAL MANAGEMENT	4	0	0	4
MGMT5112	PC	WORKSHOP ON RESEARCH METHODOLOGY	4	0	0	4
	PE	ELECTIVE-I	4	0	0	4
MGMT5113	SP	SEMINAR	0	0	2	1
TOTAL CREDITS			32	0	2	33

Abbreviations

L= Lecture

T= Tutorial

P= Practical

C=Credit point

PC=Program Core

PE= Program Elective

PROGRAMME ELECTIVE

PROGRAMME ELECTIVE-I

MGMT5214-BUSINESS COMMUNICATION SKILLS

MGMT5215- E-BUSINESS

MGMT5216-E- BUSINESS LAB

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Marketing Management

L T P
4 0 0

MODULE CODE	MGMT5107
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to teach students how to face the challenges in developing Marketing strategies, initiatives and programs to introduce and sustain competitive advantage in organizations

1. To study and critically analyze the basic concepts in marketing & philosophies of marketing management.
2. To understand different process & techniques of marketing.
3. To be able to classify consumer & business markets & buyer behavior,
4. To recognize the concept of product ,product mix & pricing and promotion strategies
5. To enable the students to recognize environment of marketing accompanying latest issues of service marketing, green marketing and rural marketing.
6. To develop knowledge of different promotional tools of marketing.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of the concept of marketing management.
2. Understand different methods & process of marketing.
3. Acquire Knowledge of buyer behaviour & market place.
4. Identify and describe product , product mix, Product life cycle and new product development etc..
5. Grasp the importance of advertisement and other different promotional tools of marketing.
6. Recognize the environment of market & marketplace along with green marketing and rural marketing issues.

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MODULE CONTENT

<p><u>Unit 1: Introduction to marketing</u> Nature and scope of marketing, marketing concepts, Marketing environment: Environmental monitoring, marketing management process-an overview; Concept of marketing mix; Marketing Research and its process; Consumer buying behaviour; Marketing segmentation, targeting and positioning.</p>
<p><u>Unit 2: Product decisions</u> Product decisions: Product concept, type of products, product Levels, major product decisions and brand management, product life cycle, new product development.</p>
<p><u>Unit 3: Pricing decisions</u> Pricing decisions: Determinants of price, pricing process, policies of pricing, and different kind of strategies regarding pricing of a product.</p>
<p><u>Unit 4: Promotion decisions</u> Promotion and distribution decisions: Communication process; Promotion tools: Advertising, Personal selling, publicity, and sales promotion</p>
<p><u>Unit 5: Distribution decisions</u> Determination of channels of distribution: Designing distribution channels, types and functions of intermediaries, channel design, selection and management of intermediaries, retailing, wholesaling and logistics.</p>
<p><u>Unit 6: Emerging issues in marketing</u> Emerging trends and issues in marketing: Consumerism; Rural marketing; Social marketing; Direct marketing; Online marketing; Green marketing; Network marketing.</p>

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none"> 1. Marketing Management: A South Asian Perspective P Kotler and Keller and K L Koshy Pearson Education, New Delhi 2. Marketing Management: M Etzel, B Walker, W Stanton and A Pandit Tata McGraw Hill, New Delhi
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REFERENCE BOOKS	<p>1. Marketing Management: Rajan Saxena Tata McGraw Hill Education Pvt. Ltd, New Delhi.</p> <p>2. Principles of Marketing : E Boone Louis and L Kurtz David Cengage Learning, New Delhi</p> <p>3. Marketing Planning Implementation and control: William M Pride and O C Ferrell Cengage Learning, New Delhi</p>
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for Theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x			x
Quiz		x		x		
Assignment		x		x	x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1	1		6	4,5				2,3	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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Human Resource Management

L T P
4 0 0

MODULE CODE	MGMT5108
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the challenges toward HR Managers in developing their organizations and develop strategies, initiatives and programs to introduce and sustain competitive HR advantage in organizations.

1. To develop knowledge and understanding of human resource management.
2. To understand strategic importance of HRM.
3. The primary objective is to develop appreciation of effective management of human resources.
4. To understand the concept of HR in today's knowledge era.
5. To enable the students to meet challenges in present scenario.
6. To develop knowledge of performance appraisal and its role in organization.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of human resource management.
2. Helps to make them understand operation of HR Department.
3. Knowledge of contemporary issues.
4. An ability to face multitasking.
5. Ability to understand the role of HR in present scenario.
6. Helps to get knowledge about role of training in organization
7. Helps to understand the role and responsibilities of HR professionals

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MODULE CONTENT

<p><u>Unit 1: Introduction, functions, and planning of HRM</u></p> <p>Introduction to human resource management: Concepts, objectives and functions and challenges of HR in a dynamic environment, workforce diversity.</p>
<p><u>Unit 2: Planning of HRM</u></p> <p>Manpower planning, process of management planning, Job analysis, job description and job specification, job evaluation</p>
<p><u>Unit 3: Recruitment and selection</u></p> <p>Recruitment and selection; Induction and socialization; Training and development.</p>
<p><u>Unit 4: Compensation and performance appraisal</u></p> <p>Compensation and reward management, methods and types of compensation; incentive plans; appraising performance: performance appraisal system; brief overview of potential appraisal, rewarding performance ESOP.</p>
<p><u>Unit 5: Career planning, grievance redressal</u></p> <p>Career planning and development, work life balance, Grievance redressal, conflict management. Trade union and disputes settlement</p>
<p><u>Unit 6: Latest issues in HRM</u></p> <p>Contemporary issues in HR – strategic human resource management, E-HRM , international human resource management, human resource information systems, human resource audit, and human resource accounting, green HRM.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> Human Resource Management (Text and Cases):V S P RAO and V HariKrishnaExcel Books India 2009 Human Resource and Personnel Management : K Aswatthapa Tata McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none"> Human Resource Management: G Dessler Pearson Prentice Hall, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x			x		
Quiz	x		x			x	x
Assignment		x		x			

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2		4			1				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
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International Business

L T P
4 0 0

MODULE CODE	MGMT5109
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

The aim of this course is to enable the students to know the nature dimensions of evolving business environment in India to influence managerial decisions, understand globalization, and analyse international environment.

1. To provide knowledge of different mode of entry in the international business
2. To learn the impact of FDI on home and host countries.
3. To Provide in-depth knowledge of international accounting practices.
4. To impart knowledge regarding international marketing system.
5. To acquaint the students with cross-cultural dynamics of international business
6. To enable them to understand International staffing decisions and ethical issues in context of international business.

LEARNING OUTCOMES

Following this course students will be able to:

1. To Develop skills to indulge in international business.
2. Help to know about the legal formalities to enter in international business.
3. Make our students able to face cross–culture challenges.
4. Develop an understanding of international staffing decisions and other ethical and social issues.
5. Enhance an understanding of financial, marketing and human aspects of international business.

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MODULE CONTENT

<p><u>Unit 1: Introduction to international business</u> Introduction to international business, main drivers of international trade, importance, nature, stages of internationalization, international business orientation, modes of entry into international business, internationalization process and managerial implications, risks in IB, reasons for internationalization of firms, exchange rate systems, tariff and non-tariff barriers.</p>
<p><u>Unit 2: Evaluating international environment</u> Country evaluation and selection, FDI, impact of FDI on home and host countries, international collaborative arrangements and strategic alliances, control mechanisms in IB.</p>
<p><u>Unit 3: International marketing management</u> International Marketing Management: Decisions concerning global manufacturing and material management, outsourcing factors, product and branding decisions, managing distribution channels, international promotion mix and pricing decisions.</p>
<p><u>Unit 4: International accounting practices</u> International accounting practices: Accounting difference across countries and their harmonization, currency translation methods for consolidating financial statements, the Lessard-Lorange model.</p>
<p><u>Unit 5: Human resource developments and broad issues in globalization</u> Globalization and human resource developments: International staffing decisions, compensation and performance appraisal of expatriate staff; Issues in globalization: Emerging global players, ethical issues in context of international business, ethical dilemmas, social responsibility of the global firm, cross cultural challenges in IB.</p>
<p><u>Unit 6: International business-theories and regional economic groupings</u> International business theories: an overview, regional economic groupings in practice, regionalism vs. multilateralism, structure and functioning of EC and NAFTA, regional economic cooperation, counter trade, FEMA.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. International Business: Rakesh Mohan Joshi Oxford University Press India 2. International Business: Francis Charunelam PHI, New Delhi 3. International Business-Environment and Operations : J D Daniels and H LEE Radebaugh Pearson Education, New Delhi
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REFERENCE	<ol style="list-style-type: none">1. International Business -Competency in the Global Marketplace :W L Hill and Charles Tata McGraw Hill, New DelhI2. The International Business Environment (Text and Cases): K Anant and Sundaram Prentice Hall of India New Delhi3. International Business: Concept, Environment and Strategy: V Sharan Pearson Education, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05

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2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x		x		
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1			2				4			5

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Management Science

L T P
4 0 0

MODULE CODE	MATH0123
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to understand linear programming and its applications, covering modelling, the simplex method solve the transportation and assignment problems , solving the models for their optimal solutions. Interpret the models' solutions and infer solutions to the real-world problems and their applications to resource allocation problems in business and industrial organizations.

1. Introduce students to the techniques of operations research in mining operations
2. Provide students with basic skills and knowledge of operations research and its application in mineral industry.
3. Introduce students to practical application of operations research in big mining projects.

LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to: (Knowledge based)

1. explain the meaning of operations research
2. know the various techniques of operations research;
3. apply the techniques used in operations research to solve real life problem in mining industry
4. Select an optimum solution with profit maximization.

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MODULE CONTENT

Unit 1: Concepts and linear programming

Management science: Evolution, meaning, methodology, role in managerial decision making, various methods; Linear programming: Meaning, assumptions, advantages, scope, limitations, formulation of problem, solution by graphical method and simplex method, duality special cases of linear programming: Infeasibility, degeneracy, unboundedness and multiple optimal solutions.

Unit 2: Transportation problems

Transportation problems: Meaning, problem formulation, methodology, transshipment problems; special cases in transportation problems, unbalanced problems, degeneracy, maximization objective and multiple optimal solutions.

Unit 3: Assignment problems

Assignment problems: Meaning, problem formulation, traveling salesman's problem, special cases in assignment problems, unbalanced problems, maximization objective and multiple optimal solutions.

Unit 4: Network charts

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time -cost trade-off

Unit 5: Decision theory and markov analysis

Decision theory: Decision making under uncertainty and risk, Bayesian analysis, decision trees; Markov analysis: Meaning, methodology.

Unit 6: Game theory, queuing theory, simulation

Game theory: Pure and mixed strategy games; principle of dominance; two person zero sum game; Queuing theory: Concept, assumptions and applications; analysis of queue system, poisson distributed arrivals and exponentially distributed service time models; Simulation: Meaning, process, advantages, limitations and applications.

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RECOMMENDED BOOKS

TEXT BOOK	1. Quantitative Techniques in Management: N D Vohra Tata McGraw Hill Publishing Company Ltd, New Delhi 2 Operations Research: V K Kapoor Sultan Chand and Sons, New Delhi
REFERENCE	1. Operations Research (Theory and Applications): J K Sharma Macmillan India Ltd, New Delhi 2. Operations Research: KalavathyVikas Publishing House, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	x		x	
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes				3				4			2

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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Management of Business Administration
Production and Operations Management

L T P
4 0 0

MODULE CODE	MGMT5110
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to develop understanding of designing, organizing, scheduling and controlling the production /operations of the organization. Explain the activities of production and operations in business with a degree of competency in managing and controlling the operations system.

1. To provide knowledge of key concepts of Production function.
2. To acquaint the students regarding various solutions in the design and operation of Production function.
3. To gain insight into Production Planning and Control.
4. To gain knowledge about different inventory control techniques.
5. To study the ways to make Production system more efficient and effective.

LEARNING OUTCOMES

Following this course students will be able to:

1. The students will be able to understand the different production system
2. They will know the different factors affecting plant location and layout which could be useful for them even for owing their own enterprise.
3. They will gain knowledge about the ways of managing inventory.
4. The students could apply the knowledge of Production concepts in various decision making, working as managers.

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MODULE CONTENT

<u>Unit 1: Introduction, facility location</u>	
Nature and scope; Production system of an organization; Facility location: Factors influencing location of product and service organizations, survey and procedure for selection of site, location Techniques, factors affecting design of facility	
<u>Unit 2: Plant layouts and material handling</u>	
Plant layouts: Planning criteria for good layout and its advantages, types and their advantages/disadvantages; Material handling: Its concern, advantages of good MH system, principles and guide lines for a good MH system.	
<u>Unit 3: Production planning and scheduling</u>	
Production planning and scheduling: Product and process planning and selection; capacity planning; aggregate planning and master production scheduling; Planning and control in mass production, shop floor and batch production	
<u>Unit 4: Quality of production and productivity improvement</u>	
Quality of production: Statistical quality control and total quality management, acceptance sampling, ISO-9000 and its salient features, productivity improvement: Introduction to contemporary productivity improvement techniques/systems like TPM, MRP, JIT etc.	
<u>Unit 5: Material management and inventory management</u>	
Material management: An overview of material management and integrated concept, advantages of integral material management, material flow process; Inventory management: Inventory control and its need Inventory management techniques; Stores management: Stores and its functions- development and management, activities, standardization and variety reduction.	
<u>Unit 6: Maintenance management and safety management</u>	
Maintenance management: Concepts, objectives, importance, economic factors, rules, planning and maintenance in operation, types, modern maintenance and techniques; Safety management: Scope, causes and effect of accidents, responsibilities, planning, management system, safety at work legislation	

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Production and Operations management: K Aswathappa Himalaya Publishing House, New Delhi 2. Operations management for competitive management: Nitin K Agarwal and Richard B Chase Tata McGraw Hill, New Delhi
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REFERENCE	<p>1. Hand Book of Materials Management: P GopalaKrishanan Tata McGraw Hill, New Delhi</p> <p>2. Production and Operations management: R Pannersalvem PHI Learning Private Limited, New Delhi</p>
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	x		x	
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			2			3		4			1

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Management of Business Administration

Financial Management

L T P
4 0 0

MODULE CODE	MGMT5111
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this course is to enable the students to have an insight into the effective use of finance and to provide general overview of financial statements. Understand financial concepts, financial instruments and techniques used in financial decision-making.

1. To provide the basic knowledge of time value of money concept and working capital.
2. To enable them to use the techniques of financial decision making.
3. To provide the different investment decision techniques and risk adjusted approach.
4. To give the knowledge about various approaches to calculate the cost of capital.
5. To impart knowledge regarding the concept of dividend policy and retained earnings.

**LEARNING
OUTCOMES**

Following this course students will be able to:

1. Help to know about the basic awareness of financial concept.
2. Develop the analytical skills in financial decision making.
3. Make our students able to take investment decisions.
4. Develop an understanding to analyse the cost of sources of finance before making capital decisions.
5. Enhance an understanding that in what circumstances the company should distribute the dividend to their shareholder's or retained their earnings

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MODULE CONTENT

<p><u>Unit 1: Financial management -functions and objective</u></p> <p>Financial management: Nature and scope of financial management, financial decision areas, the basic goal: Creating shareholder value, organization of finance function, sources of finance, time value of money concept.</p>
<p><u>Unit 2: Investment decisions</u></p> <p>Strategic investment decisions: Capital budgeting decisions, Capital budgeting process and techniques: Payback period, accounting rate of return, NPV, IRR, profitability index</p>
<p><u>Unit 3: Cost of capital</u></p> <p>Cost of capital: Meaning and concept, calculation of cost of debt, equity, preference capital and retained earnings calculation of WACC.</p>
<p><u>Unit 4: Financing decisions</u></p> <p>Strategic financing decisions: Capital structure, theories and value of the firm: Net income approach, net operating income approach, traditional approach, Modigliani miller model, EBIT-EPS analysis</p>
<p><u>Unit 5: Dividend decisions</u></p> <p>Dividend decisions: Dividend policy factors determining dividend policy, concept of retained earnings and ploughing back of profits, relevance and irrelevance of theories of dividend: Gordon model, walter model, and MM model; Forms of dividend: Cash dividend, bonus shares, stock split</p>
<p><u>Unit 6: working capital decision</u></p> <p>Working capital: Need of working capital, concept of operating cycle, management of cash, inventory and receivables.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Financial Management : I MPandayVikas Publishing House, New Delhi 2. Financial Management: P K Jain andM Y Khan Tata McGraw Hill, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Financial Management:Bhalla V KAnmol Publications, New Delhi 2. Financial management :Prasana ChandraMcGraw Hill, New Delhi 3. Financial Management and Policy: Van Horne and C James Prentice Hall of India, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			X
Quiz	x		x		
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1		2				4			5

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,

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- Problems encountered in the subject delivery,
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- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholder.

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Workshop on Research Methodology

L T P
4 0 0

MODULE CODE	MGMT5112
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS:The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

1. To impart knowledge about various stages of the research processes and their application in decision making.
2. Understand the need and managerial value of business research.
3. To make students understand the different research designs and how to determine sample from population.
4. To understand the different ways of data collection.
5. To gain insight of parametric and non-parametric tests.
6. To give exposure of multiple dimensions of the field.

LEARNING OUTCOMES

Following this course students will be able to:

1. Apply the knowledge of research concepts in various decision making, working as managers.
2. Analyse and solve different problems in their job.
3. Compete in the market.
4. Go deeper into the problem to understand the real cause by knowing the different techniques of getting data.
5. Gain the knowledge of applying various statistical tools in different types of problem solving.

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MODULE CONTENT

<p><u>UNIT-I: Research methodology and Research process</u> Research methodology: Definition and applications of business research; Types of research Research process: Steps in the research process, formulating a research problem: reviewing of literature, identifying variables: Defining concepts, indicators, variables, identifying objectives, establishing operational definitions; Formulation of hypothesis.</p>
<p><u>UNIT-II: Research designs, Sampling and Measurement Scales</u> Research designs: Concept, need and types of research designs; Sampling: Sampling design, techniques, factors influencing sample size; Measurement scales: Types of scales: Nominal, ordinal, interval, ratio; Construction of scales.</p>
<p><u>UNIT-III: : Methods of data collection</u> Methods of data collection: Survey and observational methods, questionnaire and interviews; Data analysis and interpretation: Data editing, data coding, content analysis and tabulation.</p>
<p><u>UNIT-IV: Data analysis and interpretation</u> Techniques of multivariate analysis, analysis of variance (one way only), discriminate analysis (direct method only), factor analysis, cluster analysis, multiple regression, conjoint analysis.</p>
<p><u>UNIT-V: Testing of Hypothesis</u> Testing of hypothesis: An overview of parametric and non-parametric tests (analysis of variance, X-test, Wilcoxon matched-pairs signed-rank test, Mann-Whitney test, kruskal–Wallis H-test)</p>
<p><u>UNIT-VI: Interpretation and Report Writing</u> Interpretation and report writing: Steps in preparation of research report, final presentation of the research report.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Business Research Methods : Zikmund and G Millian Thomson Learning, Bombay 2. Research Methodology: C R Kothari New age international Publishers, New Delhi
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REFERENCE	<ol style="list-style-type: none">1. Business Research Methods: Cooper, R Donald and Pamel Schindler Tata McGraw Hill, New Delhi2. Methods in Research: J Geode, Millian and K Paul McGraw Hill, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			X
Quiz	x		x		
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes		5		1				3			2

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Problems encountered in the subject delivery,
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Business Communication Skills

L T P
4 0 0

MODULE CODE	MGMT5214
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to enable the student to understand the concept, process and importance of communication. Develop skills of effective communication - both written and oral. Help students to acquaint with application of communication skills in the business world.

1. To understand the fundamentals of communication.
2. To enhance the creativity of the students related to verbal and non-verbal communication.
3. To recognize value of communication skills in business.
4. To enable the students to express their ideas and feelings comfortable.
5. To enable the students to be efficient in writing business letters, memo, notices and circular and report writing.
6. To transform students overall personality by enhancing their listening, speaking and writing abilities..

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of communication.
2. Enhance ability to use English –the worldwide recognized language as a medium of conversation.
3. Acquire knowledge about expressing themselves in general and while interviewing.
4. Acquire knowledge about presenting themselves in field.
5. Acquire knowledge to be presentable in verbal and non- verbal communication.
6. Helps to make them efficient in written communication like writing business letters, report writing and mailing techniques.
7. Develop themselves as a dynamic personality by involvement in dynamics of communication

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MODULE CONTENT

<p><u>Unit 1: Purpose and process of communication</u></p> <p>Purpose and process of communication; myths and realities of communication; paths of communication; oral communication: noise, barriers to communication.</p>
<p><u>Unit 2: Presentation skills</u></p> <p>Presentation skills: prerequisites of effective presentation, format of presentation; Assertiveness – indicators of assertive behaviour, strategies of assertive behaviour; Communication skills for group discussion and interviews</p>
<p><u>Unit 3: Non verbal communication</u></p> <p>Non verbal communication: gestures, handshakes, gazes, smiles, hand movements, style of working, voice modulations, body sport for interviews</p>
<p><u>Unit 4: Written communication</u></p> <p>Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, facsimiles, electronic mail; developing resume</p>
<p><u>Unit 5: Important Parameters in Communication</u></p> <p>Important Parameters in Communication: The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, Mass Communication: Mass Communication & Promotion Strategies</p>
<p><u>Unit 6: Business Negotiation</u></p> <p>Business Negotiation: Negotiation Process & its Management</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1.Kaul, Asha, Business Communication, PHI, New Delhi 2. Kaul, Asha, Effective Business Communication, PHI, New Delhi 3. Chaturvedi, P.D., and MukeshChaturvedi, Business Communication , Pearson Education
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REFERENCE	<ol style="list-style-type: none">1. Adair, J. (2003). Effective Communication. Pan Mcmillan.2. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.3. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7
Class Test		x			X		x
Quiz	x		x			x	
Assignment		x		x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes								4			5

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Management of Business Administration

E-BUSINESS

L T P
4 0 0

MODULE CODE	MGMT5215
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of subject matter presented in this course will enable the students to understand the importance of database systems for business management, and to gain a practical orientation to database development and maintenance of IT infrastructure and payment systems, understand e-commerce and data security

1. To develop knowledge and understanding of E-Business.
2. To understand different types of E-Business.
3. To understand the different types of E-payment and their applications.
4. To understand the concept of E-advertising.
5. To enable the students about different E-Business technology used in different field.
6. To develop knowledge of E-Business application in business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of E-BUSINESS.
2. Helps to make them understand various types of E-BUSINESS.
3. Knowledge of electronic payment option and various types used in business.
4. An ability to understand the use of E-advertising in current scenario.
5. Ability to understand technology of E-Commerce in the field of business.
6. Helps to get knowledge about use of E-Commerce in different field.

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MODULE CONTENT

<p><u>Unit 1: Basic concepts</u> Introduction: meaning, nature, concepts, advantages and reasons for transacting online, categories of e-business; Planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business.</p>
<p><u>Unit 2: IT and payment systems</u> Technology for online business – internet, IT infrastructure; Middleware contents: text and integrating e-business applications; Laws.</p>
<p><u>Unit 3: Applications of E-Commerce</u> Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.</p>
<p><u>Unit-4 Virtual organizations</u> Virtual existence: concepts, working, advantages and pitfalls, workface, work zone and workspace and staff less organization;</p>
<p><u>Unit-5 Online payment mechanism</u> Electronic payment systems, payment gateways, visitors to website, tools for promoting website; Plastic money: debit card, credit card</p>
<p><u>Unit-6 E-commerce model</u> E-commerce model for a middle level organization: the conceptual design, transaction handling, infrastructure and resources, system flow chart; Security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.</p>

RECOMMENDED BOOKS

TEXT BOOK	<p>Text Books :</p> <ol style="list-style-type: none">1. E-Commerce: C V S Murthy Himalaya Publications, New Delhi2. Managing Your E-Commerce business: Brenda Kienan Prentice Hall of India, New Delhi
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REFERENCE	<ol style="list-style-type: none"> 1. Understanding E-Commerce: D Kosiur Prentice Hall of India, New Delhi 2. E-Commerce-Strategy, Technologies and Applications: D Whiteley Tata McGraw Hills, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory

Assessment #	Type Of Assessment	Per Semester	Maximum Marks
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x		x	
Quiz		x		x		x
Assignment		x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1,2	2	4	6		2,5					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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E-BUSINESS LAB

L T P
0 0 2

MODULE CODE	MGMT5216
CREDIT POINTS	1
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

The aim of this subject is to teach students how to students to understand the basic concepts of computer, to use their applications to business processes to know about hardware and software applications for data/file management

1. To develop knowledge and understanding E-business.
2. To understand different types of websites.
3. To enable students to grasp the concept of operating system and its various types.
4. To enable the students about different e-commerce application in different field.
5. To develop knowledge of various online payment system.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic of e-commerce.
2. Understand various benefits of e-commerce.
3. Grasp and apply Knowledge of e-banking and its operation.
4. Understand the e-commerce system.
5. Apply knowledge about use of e-payment system in different field.

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LIST OF EXPERIMENTS

1.	Surfing of E-business sites
2.	Learn to use to internetbanking
3.	Create a report on net banking & the pay details of a trading transaction.
4.	Introduction to E-commerce model.
5.	Introduction to Electronic payment systems.
Experiments based on advanced topics:	
6.	Create an account on any one commercial websites

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for practical.

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
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Course Learning Outcomes	1,2	2	4	6		2,5					
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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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SEMESTER-III

MODULE CODE	SUB CATEGORY	MODULE	L	T	P	C
MGMT6101	PC	STRATEGIC MANAGEMENT	4	0	0	4
MGMT6102	PC	CORPORATE LEGAL ENVIRONMENT	4	0	0	4
	GE	ELECTIVE-B	4	0	0	4
MGMT6103	PD	SUMMER TRAINING	0	0	0	2

Discipline Specific Elective Courses (Specialization areas offered under dual specialization Scheme)

Human Resource Management

MGMT6104	PC	MANAGEMENT OF TRAINING AND DEVELOPMENT	3	0	0	3
MGMT6105	PC	PERFORMANCE AND COMPENSATION MANAGEMENT	3	0	0	3

Finance

MGMT6106	PC	SECURITY ANALYSIS AND INVESTMENT MANAGEMENT	3	0	0	3
MGMT6107	PC	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	3	0	0	3

Marketing

MGMT6108	PC	CONSUMER BEHAVIOUR	3	0	0	3
MGMT6109	PC	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3

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International Business

MGMT6110	PC	INTERNATIONAL MARKETING	3	0	0	3
MGMT6111	PC	EXPORT IMPORT PROCEDURES , DOCUMENTATION AND LOGISTICS	3	0	0	3

Information Technology

CSEN0135	PC	SYSTEM ANALYSIS AND DESIGN	2	0	2	2
CSEN0136	PC	SYSTEM ANALYSIS AND DESIGN LAB	0	0	2	1
CSEN0124	PC	DATA BASE MANAGEMENT SYSTEM	2	0	0	2
CSEN0137	PC	DATA BASE MANAGEMENT SYSTEM LAB	0	0	2	1
TOTAL CREDITS			24/22	0	0/4	26

L Lecture

T Tutorial

P Practical

C Credit

GENERIC ELECTIVE -B	
CSEN0020	MANAGEMENT INFORMATION SYSTEM

GENERIC ELECTIVE –B Ψ	
SAPM0321	MM
SAPS0322	SD
SAPH0323	HR
SAPF0324	FI
ΨAdditional Fees if any shall be borne by the students	

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Strategic Management

L T P
4 0 0

MODULE CODE	MGMT6101
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES :

1. To develop a holistic perspective of the organization.
2. To enable the students to analyse the strategic situation facing the organization.
3. To access strategic options available to the organization.
4. To know different organizational appraisal techniques for strategy formulation.
5. To implement the strategic choices made by the organization.

LEARNING OUTCOMES

Following this course student will be able to:

1. To know the levels of approaches to strategic decision making.
2. To know the strengths, weakness, opportunities and threats available to the organization, so that they can avail opportunities to compete in the market.
3. Analysed the different strategic choices available to choose the best among them.
4. Know the best decision to be taken at a particular stage of product evaluation.
5. Know the ways to implement the strategies effectively.

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MODULE CONTENT

<p><u>UNIT-I: Introduction</u></p> <p>The concept of strategy, Strategy as the art and science of creating value, levels of strategy; Defining strategic intent: Vision, mission, business definition, goals and objectives, strategic fit, leverage and stretch, the strategy process.</p>
<p><u>UNIT-II: Organizational Appraisal and Competitive Advantage</u></p> <p>Organizational appraisal: Analysis of organizational resources and capabilities, distinction between resources and capabilities, types of resources and capabilities; Competitive advantage: Sustaining competitive advantage, methods and techniques used for organizational appraisal.</p>
<p><u>UNIT-III: Corporate and Business Strategies</u></p> <p>Formulating corporate level strategies and business strategies: Generic strategies: cost based versus differentiation strategies, cost leadership and focus, sources of cost advantage, broad differentiation versus focus, types of differentiation, product and market diversification strategies.</p>
<p><u>UNIT-IV: Environmental Appraisal</u></p> <p>Environmental appraisal: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS) PEST, demand analysis and competitor analysis, industry attractiveness. strategic decision-making, identification of critical success factors (CSF).</p>
<p><u>UNIT-V: Strategic Analysis and Choice</u></p> <p>Strategy analysis and choice: The process, BCG matrix, GE matrix (HOFER'S product market evolution and shell directional policy matrix) and strategic plan, industry level analysis, porter's five forces model; Strategic choice, qualitative factors in strategic choice.</p>
<p><u>UNIT-VI: Strategy Implementation</u></p> <p>Strategy implementation: Designing organizational structure and activating strategies, structural, behavioural, and functional implementation; Strategy evaluation and control: Strategic and operational control, techniques of evaluation and control.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Business Policy and Strategic Management : AzharKazmi Tata McGraw Hill Publishing Company Ltd., New Delhi 2. Strategic management: N Chandrasekaran Oxford UniversityPress ,India
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REFERENCE	<ol style="list-style-type: none"> 1. Strategic Management – Strategy Formulation and Implementation: John A Pearce II and Robinson AITBS Publishers and Distributors, Delhi 2. Strategic Management – Concept and Cases : David, R Fred , Pearson Education, Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x

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Quiz	x		x		
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes			2		3			4			5

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Corporate Legal Environment

L T P
4 0 0

MODULE CODE	MGMT6102
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to understand the various aspects of corporate legal environment that influence legal aspects apply the understanding to the development of marketing strategy.

1. To improve your ability to recognize and manage legal risks in business decision making.
2. To assist you in making more ethical decisions, individually and as an organization.
3. To introduce you to legal processes and substantive legal topics affecting business including employment relationships, business formation, international law, contracts, etc.
4. To encourage critical thinking in order to examine all sides of a discussion.
5. To enhance students analytical skills and refine their skills in criticizing and evaluating secondary sources.
6. To research primary documents and various sources of information.

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LEARNING OUTCOMES

1. Knowledge and understanding of substantive and procedural law
2. Legal analysis and reasoning, legal research, problem-solving, professional skills.
3. Describe the relationship of ethics and law in business.
3. Define relevant legal terms in business.
4. Explain basic principles of law that apply to business and business transactions.
5. Describe current law, rules, and regulations related to settling business disputes.

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MODULE CONTENT

Unit 1 Introduction to Indian legal system

Introduction to Indian legal system: Introduction to law, different legal systems of the world, sources of law, salient features of constitution of India, judiciary, hierarchy of courts ; The Indian contract act 1872: Essentials of a valid contract.

Unit 2: Void agreements, performance of contracts

Void agreements, performance of contracts, breach of contract and its remedies, quasi-contracts. The sales of goods act 1930: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller.

Unit 3: The negotiable instruments act 1881

The negotiable instruments act 1881: nature and types; Negotiation and assignment; Holder-in due course, dishonor and discharge of a negotiable instrument; The co-operative societies act, 1912.

Unit 4: Characteristic of company

Characteristic of company, distinction between company and partnership, kinds and formation of company, memorandum and articles of association, shares and share capital, provision with respect to appointment and removal of director, meeting, winding up by court.

Unit 5: Consumer protection act

Consumer protection act and cyber law; RTI act 2005: Purpose, right to information and obligation of public authorities, exemption from disclosure of information, information technology act 2000.

Unit 6: The competition act, 2002

The competition act, 2002; Membership; Borrowing powers; Management and meetings; Accounts and audit; Compromise arrangements and reconstruction; Prevention of oppression and mismanagement; Winding up.

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RECOMMENDED BOOKS

TEXT BOOK	Text Books: <ol style="list-style-type: none">1. Business Legislation Management :M C Kuchhal Vikas Publishing House Pvt. Ltd., New Delhi2. Busienss Law: P C Tulsian TMH, New Delhi
REFERENCE	References Books: <ol style="list-style-type: none">1. Legal aspects of business: R Kumar Cengage Learning, New Delhi2. Business Law for Managers: S M and Shah Sultan Chand and Co., New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x				
Assignment		x		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes			2	4			1		5		4

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Performance and Compensation Management

L T P
3 0 0

MODULE CODE	MGMT6105
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the students

1. To attain comprehensive and practical skills to manage employees' performance effectively.
2. To understand the structure and components of wages and salaries, and the wage administration in India.
3. To apprise about the importance of performance appraisal.
4. To know about the different benefit programmes for management and employees.

LEARNING OUTCOMES

1. The student will understand the process of performance appraisal.
2. He will be able to identify the competence gaps and areas of improvement in the performance.
3. Identification of high potential employees of the organization.
4. Outcomes of performance appraisal will help in compensation management, succession planning and planning the training needs.

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MODULE CONTENT

<p><u>Unit 1: Performance management</u> Performance management: performance management system; Performance counseling; Performance planning.</p>
<p><u>Unit 2: Performance Appraisal</u> Concept of Performance appraisal; Potential appraisal; Problems and errors in performance appraisal.</p>
<p><u>Unit 3: Performance monitoring and implementation</u> Performance monitoring, performance implementation, role of HR professionals in performance management, performance management through training and development; Ethics in performance management</p>
<p><u>Unit 4: Wage and salary administration in India</u> Wage and salary administration in India, wage administration rules, principles of wages and salary administration, theories of wages, wage plans, wage differentials, wage policy in India, state regulation of wages, payment of wages act, minimum wages act, wage boards, pay commissions, compensation management in multi-national organizations.</p>
<p><u>Unit 5: Executive compensation</u> Executive compensation: components, pay structure in India, linking salary with potential and performance, types of rewards and incentives, wage incentive schemes in India, wage incentive plans.</p>
<p><u>Unit 6: Employee benefits</u> Special features of fringe benefits, benefit programmes for management and other employees, administration of benefits and services, recent trends in wages and salaries in Indian industries and service sector.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Performance Appraisal and Compensation Management: A Modern Approach : D Goel Prentice Hall, New Delhi 2. Compensation Management in a Knowledge Based World: R I Henderson Prentice Hall, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Compensation Management: Rewarding Performance in the Modern Organization: R I Henderson Reston Publishing Co.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test			x	
Quiz	x			
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2	2	4			4				

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
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Management of Training and Development

L T P
3 0 0

MODULE CODE	MGMT6104
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the students

1. To understand the training needs and issues of human resource development in organization
2. Designing of training programmes
3. Different methods and techniques of training.
4. Delivery and review of training requirements

LEARNING OUTCOMES

1. The student will gain knowledge regarding the needs of training and development in organizations.
2. He will acquire the skills to design a training programme.
3. He will be acquainted with the different training techniques.
4. He will acquire the skills to impart training and evaluate a training programme.

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MODULE CONTENT

<p><u>.Unit 1: Training</u> Training: concept, and rationale, need, principles, process; Models of Training; Systematic Model, The Transitional Model; Role of stakeholders in training, responsibilities and challenges of training manager</p>
<p><u>Unit 2: Management development</u> Introduction to management development: objectives, importance, process, methods/techniques: evaluation of management development programmes; Difference between training and development</p>
<p><u>Unit 3: Training Needs Analysis</u> Training Needs Analysis: The Process and Approaches of TNA, Team Work for Conducting Training Needs Analysis, TNA and Training Process Design.</p>
<p><u>Unit 4: Designing the training programme</u> Understanding & Developing the Objectives of Training, Facilitation of Training with Focus on Trainee (Motivation of Trainee, Reinforcement, Goalsetting), Training with Focus on Training Design (Learning Environment, Pre-training Communication etc.) Facilitation of Transfer with Focus on Organization Intervention (Supervisor Support, Peer Support, Trainer Support, Reward Systems, Climate etc.)</p>
<p><u>Unit 5: Training methods and techniques</u> Different training methods and techniques: role playing, business games, in-basket exercise, laboratory training, case studies, seminars, group discussions, program instructions; Inspirational techniques: brainstorming, mind mapping, creative problem solving; Importance of training aids.</p>
<p><u>Unit 6: Evaluation of training programmes</u> Need for evaluation ,Principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development.</p>

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Raymond Noe, A. (2005). Employees Training and Development”, McGraw Hill Publication2 Training for Development: R K Sahu Excel Books, New Delhi3. Every Trainers Handbook: DevendraAgochia Sage Publications, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Blanchard, P. N. & Thacker, W. J. (1998). Effective Training: Systems, Strategies and Practices. Prentice Hall, New Jersey.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		x
Quiz	x		x	
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1,2					1,3,4				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

PDM UNIVERSITY
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Management of Business Administration

Security Analysis & Investment Management

L T P

3 0 0

MODULE CODE	MGMT6106
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of investment and portfolio management.

1. To provide knowledge and understanding of concepts of investment.
2. To provide understanding of investment model.
3. To provide understanding of stock market and security analysis.
4. To provide understanding of portfolio management.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding and significance of investment analysis.
2. Ability to interpret different investment options.
3. Ability to analyse various models for security analysis.
4. Ability to understand stock market dynamics.

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Management of Business Administration

MODULE CONTENT

UNIT-I: Investment

Investment: meaning, nature, process and alternatives; Return and risk trade off: Concept and components of total risk; Measuring historical and expected return and risk; Systematic and unsystematic risk, measurement of systematic risk.

UNIT-II Objectives and benefits

Objectives and benefits of investment analysis and security valuation; Theories of fixed income securities; Time value Concept; Yield to maturity; Bond value theorems, theories of variable income securities

UNIT-III: Investment Model

Constant growth model; Two stage growth model; Three – phase model; Valuation through P/E Ratio; White Kishore model; Preferred stock valuation.

UNIT-IV Security analysis:

Security Analysis: fundamental analysis; Economy, industry and company analysis and technical analysis; Dow jones theory; Charts; Supports and resistance levels; Relative strength analysis; Moving averages, breadth of market; Efficient market hypothesis.

UNIT-V: Stock market in India

Stock market in India; Development and regulation of security market; Stock issuing market (Primary market); Secondary market; Trading and settlement; Clearing and settlement procedure; Brief introduction to futures, forward, option, warrants and Swap.

UNIT-VI: Portfolio Management

Meaning, nature and process of portfolio management, expected return and standard deviation of portfolio, CAPM model

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none">1. Investment Analysis and Portfolio Management: Reiley and Brown Thomson Learning, Bombay2. Security Analysis and Portfolio Management: Pandian Vikas Publishing House, New Delhi
REFERENCE	<ol style="list-style-type: none">1. Investment: Sharpe, Alexander and Wiley Prentice Hall of India, New Delhi2. Investment Analysis and Portfolio Management: Alexander J Gorden and Bailey V Jeffery Dryden Press, Thomson Learning, Bombay

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	X			
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			2	1		3	4				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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PDM UNIVERSITY
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Management of Business Administration

Management of Financial Services

L T P
3 0 0

MODULE CODE	MGMT6107
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to acquaint the students about major financial services and financial institutions including a detailed study of the working of the leading financial institutions in India

1. To acquaint the students about major financial services and institutions
2. To enable them to learn about operational policies and practices of financial institutions
3. To provide knowledge about mechanism of security trading
4. To develop understanding of regulatory framework of financial instruments
5. To generate understanding of profitability and liquidity aspects related to various financial services

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the analytical skills to evaluate financial instruments
2. Acquire the understanding about operational and procedural aspects of banking and financial institutions
3. Able to incorporate the legal and regulatory aspects in personal and professional life in future
4. Helps in understanding procedure of security trading and taking decision regarding security trading
5. Enables the students in taking decisions to invest their money in profitable options

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Faculty of Commerce and Management Studies
Management of Business Administration

MODULE CONTENT

Unit 1: Money market

Money and capital markets: money market: meaning, constituents and functions; Money market instruments: call money, treasury bills, certificate of deposits, commercial bills, trade bills etc., recent trends in Indian money market;

Unit 2: Capital market

Capital market, primary and secondary markets, Depository system; Government securities market; recent development in Indian capital market; Role of SEBI (an overview).

Unit 3: Financial services

Financial Services: salient features, scope and problems; Mutual funds; Venture capital financing; Regulatory and theoretical framework of Leasing; Issue mgmt; Activities procedures of merchant banking.

Unit 4: Reserve bank of India

Reserve Bank of India: organization, mgmt and functions; Credit creation and credit control; Monetary policy development Banks: concept, objectives and functions of development banks, operational and promotional activities of development Banks; IFCI, ICICI, IDBI, IRBI, SIDBI, state development banks and state financial corporations, LIC, UTI (a brief overview).

Unit 5: Non-banking financial institutions

Non-Banking Financial institutions: meaning and functions; Debt securitization; financial derivatives: option, future, forward, swap; Commodity derivatives (brief overview).

Unit 6: Stock Exchange

Stock exchange: meaning, functions, trading mechanism; Dematerialization and its process

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Faculty of Commerce and Management Studies
Management of Business Administration

RECOMMENDED BOOKS

TEXT BOOK	1. Indian Financial System: M Y Khan Tata McGraw Hill, Delhi
REFERENCE	.1. Financial Markets and Institutions: L M Bhole Tata McGraw Hill, Delhi 2.. Financial Markets and Institutions: E Gordon and Dr K Natrajan Himalaya Publishing House, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x				
Assignment		x		x	

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Management of Business Administration
MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes	2		3	4			1		5		4

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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PDM UNIVERSITY
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Management of Business Administration

Consumer Behavior

L T P
3 0 0

MODULE CODE	MGMT6108
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to understand the various aspects of consumer behavior know the external and internal factors that influence consumer behavior apply the understanding to the development of marketing strategy.

1. Understanding the basic laws and principles of consumer behaviour in order to influence their purchasing decisions,
2. Analyse of the reasons and motives for consumer buying behaviour
3. Distinguish the influence of the conditions, the time and manner of purchase,
4. Identify reasons of post purchase satisfaction/dissatisfaction
5. Application of acquired knowledge and skills in the market with the aim of adapting to market changes and different forms of consumer behaviour.

LEARNING OUTCOMES

1. Describe the basic laws and principles of consumer behaviour,
2. Identify the different consumer behaviour and their impact on purchasing decisions,
3. Understand the influence of the conditions, the time and the manner of purchases on consumer behaviour,
4. Suggest ways of preventing after buying dissonance
5. Choosing the optimal approach in resolving consumer problems,
6. Identify the most appropriate ways to influence consumer behaviour.

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MODULE CONTENT

Unit 1: Introduction to consumer behavior

Consumer behaviour: Scope, interdisciplinary nature and relevance of consumer behavior studies; Consumer decision making models: Howard-Sheth, Blackwell and Nicosia model; Buying decision process, Problem recognition: Information search, alternative; Evaluation and purchase, post purchase behavior.

Unit 2: Determinants of consumer behavior

Motivation: Nature and types of motives, process of motivation, types of needs; Personality: Theories, product personality, self concept; Consumer perception: Concept and elements of perception, consumer imagery, perceived risk; Consumer learning: Behavioural and cognitive learning theories

Unit 3: Culture, values and norms

External determinants of consumer behavior: Culture, values and norms, characteristics and affect on consumer behaviour, types of sub culture, cross cultural consumer behavior. group dynamics and reference groups: Consumer relevant groups; Types of family: Functions of family, family decision making, family life cycle; Importance of families and households on consumer behavior.

Unit 4: Role behaviour and its influence on the decision process

Changing roles of women; Children and household consumer behavior. role of involvement; Types of buying behavior. Consumer attitude: Functions of attitude and sources of attitude development, attitude formation theories; attitude change strategies, persuasive

Unit 5: Influence and opinion leadership

Personal influence and opinion leadership: Process of opinion leadership, profile of opinion leader, opinion leadership and firm's promotional strategy, diffusion of innovations: Diffusion process, adoption process, profile of consumer innovator.

Unit 6 Advertiser's role

Advertising's role in shaping consumer opinion; Cognitive learning; Online consumer behavior, Social class: Determinants, categories, measurement and applications of social class. consumer values and lifestyles.

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RECOMMENDED BOOKS

TEXT BOOK	<p>Text /Reference Books:</p> <ol style="list-style-type: none"> 1. Consumer Behaviour: L G Schiffman and L L Kanuk Pearson Education, New Delhi 2. Consumer Behaviour-Building Marketing Strategy: D I Hawkins and R J Best and K A Coney and A Mookerjee Tata McGraw Hill, New Delhi
REFERENCE	<p>Consumer Behaviour: D Loudon and D Bitta Tata McGraw Hill, New Delhi</p> <ol style="list-style-type: none"> 1. . Consumer Behaviour: Blackwell, Roger, Miniard, Paul and Engel, James Thomson Learning, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	K
Course Learning Outcomes	2		3	4			1		5		4

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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PDM UNIVERSITY
Faculty of Commerce and Management Studies
Management of Business Administration

Sales and Distribution Management

L T P

3 0 0

MODULE CODE	MGMT6109
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and distribution.

1. To gain understanding about sales management.
2. To know about distribution management.
3. To provide knowledge about the channel management.
4. To familiarize students with theories related to sales and distribution management.
5. To know about the techniques and practices related to sales and distribution management.
6. To know about the evaluation process of sales personnel.

LEARNING OUTCOMES

Following this course students will be able to:

1. Helps in understanding the sales management and personal selling
2. Able to understand how to schedule sales meetings, set sales quotas and territories
3. Ability to manage distribution channels and channel institutions
4. Able to applies theories into real organizational situations
5. Skill to apply techniques and practices of sales and distribution management
6. Ability to analysis and measure the performance of sales staff

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MODULE CONTENT

<p>Unit 1: <u>Introduction to sales management</u></p> <p>Introduction to sales management: Scope and importance; Personal selling objectives, theories of selling; Personal selling process and approaches; Sales organization structure; Sales strategies, sales forecasting.</p>
<p>Unit 2: <u>Sales force management</u></p> <p>Sales force management: Sales force job description; Recruitment and selection; Training sales personnel; Sales force motivation; Compensation; Evaluating sales performance; Information technology in sales management; costs and profitability</p>
<p>Unit 3: <u>Distribution planning and control</u></p> <p>Distribution planning and control: Functions of intermediaries; Types and role of channel intermediaries: Wholesale and retail structure, complex distribution arrangement, channel strategy and design; Selection, motivation and evaluation of intermediaries.</p>
<p>Unit-4 <u>Sales territory design</u></p> <p>Sales territory design, Sales quotas, Managing channel dynamics, relationships and channel conflict; Ethical and legal issues in sales and distribution management.</p>
<p>Unit 5: <u>Distribution system and logistics</u></p> <p>Distribution system and logistics: Role of marketing channels, creation and design of marketing channels, managing the channels, channel integration and systems: VMS,</p>
<p>Unit-6 <u>Logistics planning</u></p> <p>Logistics planning; An overview of transportation, warehousing and inventory decisions; Efficient supply chain management (SCM); Integration of sales and</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Sales Management: R R Still and E W Cundiff, N A P Govoni Pearson Education, New Delhi 2. Sales and Distribution Management: Text and Cases: K KHavaldar and V M Cavale Tata McGraw Hill, New Delhi
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REFERENCE	1.Sales and Distribution Management: Mateen Khan Excel Books, New Delhi 2.Sales and Distribution Management: T K Panda and S Sahadev Oxford University Press, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x					x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	K
Course Learning Outcomes	2		3	4			1		5		4

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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PDM UNIVERSITY
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Management of Business Administration

International Marketing Management

L T P
3 0 0

MODULE CODE	MGMT6110
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to enable the students to understand the concepts and procedures for international marketing. Train them to develop and implement plans and strategies for entering international markets and managing overseas operations

1. To study and critically analyse the basic concepts in international marketing & philosophies of international marketing management.
2. To understand different process & techniques of international marketing.
3. To be able to understand the concept of international dumping and transfer pricing .
4. To recognize the concept of international product mix & international pricing and promotion strategies
5. To enable the students to recognize and analyse environment of international marketing.
6. To develop knowledge of different promotional tools at the level of international marketing.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the understanding of the concept of international marketing management.
2. Understand different methods & processes involved in international marketing.
3. Acquire knowledge of trade restrictions and barrier in international marketing
4. Identify and describe product, product mix, Product life cycle and new product development etc..
5. Grasp the importance of advertisement and other different promotional tools of marketing.
6. Recognize the environment of market & marketplace along with green marketing and rural marketing issues.

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MODULE CONTENT

Unit 1: Introduction International Marketing

Meaning, scope and importance; domestic vs. international and global marketing, benefits, tasks and challenges of international marketing; International marketing orientation: E.P.R.G.– Approach: International marketing management process.

Unit 2: International product and pricing strategies

Product designing: Product standardization Vs. adaptation; Managing product line, international trade product life cycle, New product development; Pricing for international markets.

Unit 3: Managing international distribution and promotion

Distribution channel strategy – International distribution channels: roles and functions; Selection and management of overseas intermediaries; Managing channel conflicts; International distribution logistics; Building brands in international markets.

Unit-4 Market selection

International market segmentation and positioning; Screening and selection of markets; International market entry strategies. Factors affecting international price determination; Price quotations and terms of sale international dumping.

Unit-5 Promotional Measures

Global advertising regulations, media and message considerations; Planning for trade fairs and exhibitions. International promotion mix, standardization Vs adaptation.

Unit 6: Export Promotion

Indian's Export and Import policy ,Export promotions organizations, Export incentives,; Export finance; Export documents, Processing of an export order.

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RECOMMENDED BOOKS

TEXT BOOK	1.International Marketing: Cateora, R Philip and John L Graham Tata McGraw- Hill, New Delhi 2.Global Marketing: S Hollensen Pearson Education, New Delhi
REFERENCE	1.International Marketing- Strategy and Theory: Onkvisit, Sak and Johan J Shaw Taylor and Francis Routledge, New York 2.International Marketing: R M Joshi Oxford University Press, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5	6
Class Test	x					x
Quiz		x	x		x	
Assignment		x		x		

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Management of Business Administration

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1	1		6	4,5				2,3	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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PDM UNIVERSITY
Faculty of Commerce and Management Studies
Management of Business Administration

Export Import Procedures, Documentation and Logistics

L T P
3 0 0

MODULE CODE	MGMT6111
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES

The aim of this subject is to teach students about trade procedures and documentation formalities with a view to enable the participants to develop a systematic approach in handling trade transaction and incidental paper work (export and import documentation),and also regulatory obligations for international business.

1. Evaluate and justify the various documents for processing export and import orders. □
Understand the implications of foreign trade policy.
2. Evaluate the legal implications in the area of exports and imports
3. Assess the various terms and conditions of export finance
4. Develop the ability to critically examine the EXIM policy framework
5. Understand the role of govt. & semi-govt. organizations.
6. Understand how to export strategically as an entrepreneur.

LEARNING OUTCOMES

Following this course students will be able to:

1. Communicate effectively using basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations and procedures.
2. Ability to assess the various terms and conditions of export and import finance and payments
3. Identify sources of information on export restrictions and documentation associated with foreign shipping in order to facilitate export compliance for the exporting organization.
4. Identify factors that indicate strong potential export markets in order to define market selection models or drive market selection systems.
4. Identify major governmental and non-governmental sources of information and import/export assistance and apply that knowledge through development of marketing plans tied to global business activity and country-specific business conditions.
5. Ability to outline, relate and classify the impact of EXIM policy on International trade.
6. Better positioned to discover and demonstrate different concepts of International Business, especially for Export & Import.
7. Appraise, assess and choose documents & logistics services and identifying markets for international trade.

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MODULE CONTENT

<p><u>Unit 1: Introduction, order processing</u> Nature, significance and components of international logistics; Creating an export organization; Registration and licensing; Selecting export products, markets and channels.</p>
<p><u>Unit 2: Terms of payment and Sales</u> Export costing and INCOTERMS; Terms of payment and instruments of payment; Export order processing; export contract; Role of forwarding agents; Cargo insurance and claim procedure</p>
<p><u>Unit 3: Registration, documentation</u> Setting up export company, IEC Number/RCMC from export promotion council; Procedures and documentation in international trade; Significance of documentation, aligned documentation system (ADS).</p>
<p><u>Unit 4 :Excise and custom clearance</u> Excise clearance of cargo, custom clearance of export and import cargo, central excise clearance. Quality control and pre-shipment inspection; packing and labeling of export consignments</p>
<p><u>Unit 5: Pre and post -shipment Finance :</u> Arranging pre -shipment finance and post-shipment finance; Export procurement; Documentary collection of export bills; UCPDC guidelines; Realization of export proceeds; Negotiating documents under L/C; Facilities for service exports; Facility for deemed exports; Export assistance to export houses</p>
<p><u>Unit 6: Export promoting institutions and major export promotion schemes in India</u> Export promoting institutions, role of EPC and commodity boards, role of ICC, EXIM bank and ECGC in India. Major export promotion schemes in India: EPCGS, duty exemption scheme, DEPB scheme; Export assistance to export houses; SEZ units, EOUs, EHTP, STP and BTP units.(overview of latest schemes)</p>

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Export Management: P K Khurana Golgotia Publishing, New Delhi 2. Export Management: Justin Paul Oxford University Press
REFERENCE	<ol style="list-style-type: none"> 1. Export Marketing – A Practical Guide for Exporters : Shavaramu Wheeler Publishing, New Delhi 2. An Overview of Customs Govt. of India, Commission ate of Customs and ICDs, New Delhi 3. Ministry of Commerce and Industry – Handbook of Procedure Govt. of India, New Delhi 4. Export: What, When, How: Paras Ram Anupam Publications, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for Theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	5
2.	Sessional Test	2	20
3.	Group Discussion	4	5
4.	End Semester Exam	1	70

PDM UNIVERSITY
Faculty of Commerce and Management Studies
Management of Business Administration
MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6	7	8
Class Test	x							
Quiz		x\	x			x	x	
Assignment		x		x	x			x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		5,6	3	4,7	2					1,8	

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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Management of Business Administration

System Analysis and Design

L T P
2 0 0

MODULE CODE	CSEN0135
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVES :

A study of the subject matter presented in this course will enable the students tounderstand the complexities involved in design, to know the problems in implementation of information systems in business organizations and to apply IT strategies to develop strategic planning resources.

1. To understand SDLC characteristics & applications and cycle.
2. To know about system Analysis.
3. To develop knowledge and understanding of Object oriented data bases.
4. To understand the concept of interface system design.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the objective understanding of sdlc.
2. Facilitate to make them understand system analyst role.
3. Implementation of OOD and its operation.
4. An ability to understand interface structure design..

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MODULE CONTENT

Unit 1: Systems development life cycle

Systems development life cycle: Planning, analysis, design, implementation; Systems development methodologies: Structured design, RAD, JAD, prototyping

Unit 2: Project team roles and skills

Project team roles and skills; Project initiation: Identifying business value, feasibility analysis; Project management: Creating a work plan, project staffing, controlling the project.

Unit 3: Systems analysis

Systems analysis: Developing an analysis plan; Process modeling: data flow diagrams (Gane and Sarson, DeMarco and Yourdan), use case diagrams; Data modeling: entity relationship diagrams; System design: physical data flow diagrams, physical entity relationship diagrams; Architecture design: computing architectures, infrastructure design, global and security issues.

Unit 4: User interface structure design

User interface structure design: User interface design principles and processes, user interface design components; Data storage design: File and database formats, optimization for data storage and data access; Program design: Structure chart, program specification

Unit 5: Construction

System construction process, managing programming, designing tests, developing documentation; Installation: System installation process, conversion strategies, change management, post-implementation activities.

Unit 6: Object-oriented analysis, design and testing

Object-oriented analysis, design and testing: Object concepts, introduction to the unified modeling language, use case diagrams, sequence diagrams, class diagrams, state chart diagrams.

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RECOMMENDED BOOKS

TEXT BOOK	Text Books : 1. Software Engineering: A Practitioner's Approach: Roger S Pressman McGraw Hill, New Delhi 2. Systems Analysis and Design: Awad, M Elias Prentice Hall of India, New Delhi
REFERENCE	1. Systems Analysis and Design: Kendall, E Kenneth and Julie E Kendall PHI Learning, New Delhi 2. Modern Systems Analysis and Design: Jeffrey A Hoffer, Joey F George, Joseph S Valacich Pearson Education, New Delhi 3. Systems Analysis and Design: Alan Dennis, Barbara H Wixom and Roberta M Roth Wiley and Sons, Singapore

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 70 marks for theory and 30 marks for practical.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			x
External Assessment			x	x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	4	2	4,5						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and are communicated to the main stakeholders.

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System Analysis and Design Lab

L T P
0 0 2

MODULE CODE	CSEN0136
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	40
SUMMATIVE ASSESSMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

The aim of this subject is to develop understanding on different aspects related to SDLC and various components of object oriented analysis and design to enhance skills of project design as mentioned below:

1. To study of Software development life cycle and its various phases.
2. To learn various UML diagrams and its components.
3. To understand and analyse User Interface, Domain objects, and technical services
4. To make students familiar with the interaction between objects using UML Interaction diagrams.
5. To teach the implementation of various partial layered, logical architecture diagram with UML package diagram notation.
6. To make students familiar with draw the State Chart diagram.

LEARNING OUTCOMES:

1. To develop a problem statement in software development.
2. To develop an IEEE standard SRS document. Also develop risk management and project plan.
3. To identify Use Cases and develop the Use Case model.
4. To identify the business activities and develop an UML Activity diagram.
5. To identify the conceptual classes and develop a domain model with UML Class diagram.

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LIST OF EXPERIMENTS

1.	Phases in software development project, overview, need, coverage of topics.
2.	To assign the requirement engineering tasks.
3.	To perform the system analysis: Requirement analysis, SRS.
4.	To perform the function oriented diagram: DFD and Structured chart.
5.	To study various UML diagrams.
6.	To perform the user's view analysis: Use case diagram.
7.	To draw the structural view diagram: Class diagram, object diagram.
8.	To draw the behavioural view diagram: Sequence diagram, Collaboration diagram.
9.	To draw the behavioural view diagram: State-chart diagram, Activity diagram.
10.	To draw the implementation view diagram: Component diagram.
11.	To draw the environmental view diagram: Deployment diagram.
12.	To perform various testing using the testing tool unit testing, integration testing.
Experiments based on advanced topics:	
13.	Passport automation system.
14.	Credit card processing.

Note: At least 12 Experiments out of the list must be done in the semester.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for practical.

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	4	2	4,5						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Data Base Management System

L T P
2 0 0

MODULE CODE	CSEN0124
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices

OBJECTIVE

A study of the subject matter presented in this course will enable the students to understand how databases can be used to store an organization's information, know about the tools and techniques of data capturing and apply the concept of data storing and disseminating for efficient working of organization

1. To understand DBMS characteristics & applications
2. To know about E-R Model.
3. To develop knowledge and understanding of Object oriented data bases.
4. To understand the concept of DBA.

LEARNING OUTCOMES

Following this course student will be able to:

1. Develop the objective understanding of DBMS.
2. Facilitate to make them understand E-R MODEL.
3. Implementation of OODB and its operation.
4. An ability to understand DBA.

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MODULE CONTENT

<p><u>Unit 1: Introduction to DBMS</u></p> <p>Introduction to DBMS: Purpose, advantages and disadvantages of DBMS; Data models, schemas and instances; DBMS architecture and data independence; Types of DBMS – Hierarchical, Network, Relational, Object-Oriented and Object Relational; Distributed data base systems; On-line data bases.</p>
<p><u>Unit 2: ER-Model</u></p> <p>Basic concepts, design issues, mapping constraints, keys, E-R diagram, design of an ER database schema, reduction of E-R schema to tables.</p>
<p><u>Unit 3: SQL</u></p> <p>SQL: Basic structure, set operations, aggregate functions, null values, nested sub queries, derived relations, views, modification of database, joined relations, DDL, domain constraints, referential integrity.</p>
<p><u>Unit 4: Oracle</u></p> <p>Basic architecture, data definition, data manipulation (operator, string commands, function); Introduction to PL/SQL: Conditional, logic, loops, go to statements, exceptional handling, triggers, procedures, functions, cursor, LOB's.</p>
<p><u>Unit 5: Relational databases</u></p> <p>Structure of Relational Databases, Relational Algebra, Functional Dependencies, Normal forms NF1, NF2, NF3 and BCNF, Multivalued Dependencies and Fourth Normal Form, Join Dependencies and Fifth Normal Form.</p>
<p><u>Unit 6: Transaction & Concurrency Control</u></p> <p>Transaction; Concurrency: ACID Properties, transaction state, locks, deadlock condition, two-phase locking protocol.</p>

RECOMMENDED BOOKS

TEXT BOOK	<p>Text Books :</p> <ol style="list-style-type: none"> 1. Introduction to Database System: C J Date Pearson Education, New Delhi 2. Fundamental of Database system: NavatheElmsari Pearson Education, New Delhi 3. Data Base System concepts: Abraham, Korth McGraw Hill, New Delhi
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REFERENCE	<ol style="list-style-type: none"> 1. Oracle 9i The complete reference: Koch, G and K Loney Tata McGraw Hill, New Delhi 2. Introduction to Database Management System: Bipin C. Desai Galgotia Publication, New Delhi 3. Database Systems: S K Singh Pearson Education, New Delhi
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			x
External Assessment			x	x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	4	2	4,5						

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EVALUATION

At the end of semester, Subjectteacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Database Management System Lab

L T P
0 0 2

MODULE CODE	CSEN0137
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	40
SUMMATIVE ASSESSMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES

1. Understand the role of a database management system in an Organization.
2. Understand basic database concepts, including the structure and operation of the relational data model.
3. Construct simple and moderately advanced database queries using Structured Query Language (SQL).
4. Understand and successfully apply logical database design principles, including E-R diagrams and database normalization.
5. Understand the concept of a database transaction and related database facilities, including concurrency control, journaling, backup and recovery, and data object locking and protocols.
6. Describe and discuss selected advanced database topics, such as distributed database systems and the data warehouse.

LEARNING OUTCOMES

Following this course, students will be able to:

1. Analyse the basic concepts and architecture associated with DBMS
2. Apply normalization steps in database design and removal of data anomalies
3. Describe the characteristics of database transactions and how they affect database integrity and consistency.
4. Create, maintain and manipulate a relational database using SQL
5. Learn the techniques of recovery and security in databases.

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LIST OF EXPERIMENTS

1	To study about DBMS,RDBMS and ORDBMS.
2.	Design an ER Diagram for Library Management System.
3.	To study about SQL (Structured Query language).
4.	Write SQL commands to create database.
5.	Write SQL query to implement SELECT command with different clauses.
6.	Write SQL commands to implement GROUP functions (avg, count, max, min, Sum).
7.	Write SQL commands to implement various type of SET OPERATORS (Union, Intersect, Minus).
8.	Write SQL commands to implement various type of Integrity Constraints.
9.	Write commands to implement various SQL operators.
10.	Write SQL commands to implement Various type of JOINS.
11.	Write SQL commands to create view and index.
12.	Introduction to Oracle.
Experiments based on advanced topics:	
13.	Illustrate the use of Oracle function.
14.	Introduction to PL/SQL.

Note: At least 12 Experiments out of the list must be done in the semester.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 50 marks for practical.

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	25
2	External Assessment	1	25

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			X
External Assessment			x	x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	K
Course Learning Outcomes	1	3	4	2	4,5						

EVALUATION

At the end of semester, Subjectteacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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Management Information System

L T P
4 0 0

MODULE CODE	CSEN0125
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to teach students how to provide better understanding of the concepts of Management Information System.

1. To teach students about MIS and Decision Support System.
2. To teach students about role of MIS in Business.
3. To make students understand about MIS Planning, its Implementation and its Applications.

LEARNING OUTCOMES

Following this course, student will be able to learn:

1. About MIS and DSS.
2. About Role of MIS in Business.
3. About MIS Planning and its implementation.
4. About Applications of MIS.

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MODULE CONTENT

<p><u>UNIT-I: Introduction</u></p> <p>Data and Information, Management Information System (MIS)- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required, Channel features and concept of Distributed Data bases.</p>
<p><u>UNIT-II: Decision Support System</u></p> <p>Overview, components and classification, steps in constructing a DSS, role in business, group decision support system.</p>
<p><u>UNIT-III: Information System for Business</u></p> <p>Information system for strategic advantage, strategic role for information system, breaking business barriers, business process reengineering, improving business qualities.</p>
<p><u>UNIT-IV: Management Information System Planning</u></p> <p>Planning for MIS, System Development Methodologies, Conceptual and detailed designs of MIS, Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools, conversion methods.</p>
<p><u>UNIT-V: Implementation Strategies for MIS</u></p> <p>System implementation strategies and process, System evaluation and maintenance.</p>
<p><u>UNIT-VI: Applications of MIS</u></p> <p>Applications – cross –functional MIWS, ERP, CRM, SCM, Transaction Processing, Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality, Executive information system.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Management Information Systems, by Jawadekar, TMH, N Delhi. 2. Management Information System, by Brien, James, Tata McGraw Hill, Delhi. 3. Principles of Management System, by Stair, Thomson Learning, Bombay.
REFERENCE	<ol style="list-style-type: none"> 1. Cases in MIS, by Brady, Thomson Learning, Bombay. 2. Management Information System, by Murdick& Ross, PHI, Delhi. 3. Management Information System, by Kanter, J., PHI, Delhi.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4
Class Test	x	X		
Quiz	x		x	
Assignment	x		x	x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1		3		2				4	

EVALUATION

At the end of semester, course faculty will submit an evaluation / review report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for

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the course with respect to its strengths as well as those areas which could be improved. The review report contains the following areas:

- Problems encountered in the content delivery;
- Suggested remedies / corrective measures;
- Approved refinement decisions due for implementation;
- Actions taken based on previous course review; and
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SEMESTER-IV

MODULE CODE	Sub Category	Course Name	L	T	P	C
MGMT6112	PC	ENTREPRENEURSHIP DEVELOPMENT	4	0	0	4
	PE	ELECTIVE-II	4	0	0	4
MGMT6113	PC	PROJECT REPORT	0	0	0	2
MGMT6114	PC	COMPREHENSIVE VIVA VOCA	0	0	0	0

Discipline Specific Elective Courses (Specialization areas offered under dual specialization Scheme)

Human Resource Management

MGMT6115	PC	STRATEGIC HUMAN RESOURCE MANAGEMENT	3	0	0	3
MGMT6116	PC	INDUSTRIAL RELATIONS AND LABOR LEGISLATIONS	3	0	0	3

Finance

MGMT6117	PC	MANAGEMENT OF FINANCIAL DERIVATIVES	3	0	0	3
MGMT6118	PC	PROJECT PLANNING ANALYSIS AND MANAGEMENT	3	0	0	3

Marketing

MGMT6119	PC	RETAIL MANAGEMENT	3	0	0	3
MGMT6120	PC	ADVERTISING AND BRAND MANAGEMENT	3	0	0	3

International Business

MGMT6121	PC	INTERNATIONAL TRADE THEORY AND POLICY FRAMEWORK	3	0	0	3
MGMT6122	PC	FOREIGN EXCHANGE MANAGEMENT	3	0	0	3

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Information Technology

CSEN0126	PC	MULTIMEDIA AND WEB TECHNOLOGIES	2	0	2	3
CSEN0138	PC	MULTIMEDIA AND WEB TECHNOLOGIES LAB	0	0	2	1
CSEN0127	PC	KNOWLEDGE MANAGEMENT IN IT	2	0	2	3
TOTAL CREDITS			20/18	0	0/4	22

L=Lecture

T= Tutorial

P= Practical

C= Credit

PC= Program Core

PE= Programme Elective

PROGRAMME ELECTIVE	
MODULE CODE	PROGRAMME ELECTIVE-1
MGMT6223	MANAGERIAL SKILLS DEVELOPMENT
MGMT6224	CORPORATE SOCIAL RESPONSIBILITIES, HUMAN VALUES AND ETHICS

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Entrepreneurship Development

L T P
4 0 0

MODULE CODE	MGMT6112
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of personality development.

1. To develop knowledge and understanding of entrepreneurship.
2. To understand the basic of concept of stress management. Entrepreneurship.
3. To understand the importance of communication in personality development.
4. To understand the fundamentals of writing skills.
5. To internalize the process of setting up a business.
6. To enhance the knowledge of students about challenges of business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the practical understanding of dealing with challenges.
2. Make them understand different types of opportunities in business.
3. Understand the different strategies of starting new ventures.
4. Face dynamics of business environment.

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MODULE CONTENT

UNIT-I: :Entrepreneurship –basic concepts

Entrepreneurship: Evolution, characteristics, functions, types of entrepreneurs, need for entrepreneurship and factors affecting entrepreneurship, competencies , qualities and pre-requisites of an entrepreneur, development of entrepreneurship and barriers to entrepreneurship, entrepreneurial process, role of entrepreneur in economic development, Manager Vs. Entrepreneur; Entrepreneur and entrepreneurship : Entrepreneurial grid, becoming an entrepreneur, phases in entrepreneurship.

UNIT-II: Starting the venture business plan / business models

Starting the venture: Idea generation- sources and methods; Identifying opportunities and evaluation: Opportunity recognition, environmental scanning, competitor and industry analysis

UNIT-III: Feasibility analysis

Feasibility study: Market feasibility, technical/operational feasibility, financial feasibility; Business plan/business models: Drawing business plan, preparing project report; Presenting business plan to investors

UNIT-IV: Marketing and financial plan legal issues

Marketing plan: Marketing research for the new venture, steps in preparing marketing plan, contingency planning; Financial plan: Sources of finance, debt or equity financing, commercial banks, venture capital, financial institutions supporting entrepreneurs, working capital requirements: Need overview, break even analysis

UNIT-V: Legal issues in ED and financial institutions in India

Legal issues: A brief overview of intellectual property rights patents, trademarks, copy rights, trade secrets; Licensing; Franchising; A brief overview of financial institutions in India: SIDBI, NABARD, IDBI, SIDO, SIDC, SFC.

UNIT-VI: Small business development and entrepreneurship development programs

Small business development: Definition of SME, rationale, objective, scope; Role of SME in economic development of India, small industry financing; Indian institute of entrepreneurship; Govt support to new enterprise; Entrepreneurship development programmes: Role of various institutions in developing entrepreneurship in India (A brief description only).

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RECOMMENDED BOOKS

TEXT BOOK	1. Entrepreneurship: MadhurimaLall and Shikha Sahai Excel Books, New Delhi
REFERENCE	1. Entrepreneur and Environment A N DesaiAshish Publishing House, New Delhi 2. Entrepreneurship in Small Industry: S A KumarDiscovery, New Delhi 3. Motivating Economic Achievement: D C McClelland and W G WinterFree Press, New York 4. Developing Entrepreneurship -A Handbook on Learning Systems: UdaiPareek and T Venkateswara Rao Learning Systems, New Delhi

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	x			
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2,3	4	1	2						

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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Strategic Human Resource Management

L T P
3 0 0

MODULE CODE	MGMT6115
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of subject matter presented in this course will enable the students to understand the importance of database systems for business management, and to gain a practical orientation to database development and maintenance of IT infrastructure and payment systems, understand e-commerce and data security

1. To develop knowledge and understanding of strategic human resource management.
2. To understand role of HR in strategic planning.
3. To understand the different types of HR bundles approach and their applications in business.
4. To understand the concept of Training & Development and its importance to business.
5. To enable the students about the role of staffing system in business.
6. To develop knowledge of Strategic options and its implementation to business.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the understanding of basic anatomy of SHRM.
2. Helps to make them understand role of HR professional in formulating various types of strategic planning.
3. Knowledge of different kind of strategies help to set up a linking between business strategy and HR strategy.

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4. Helps to get knowledge about various types of training and development programme offers by the organization to make their staff competitive.
5. An ability to understand the importance of staffing system in organizational success.
6. Ability to understand the role HR decision in implementing the strategies.

MODULE CONTENT

<p><u>Unit 1: Introduction</u> HR environment; HRM in knowledge economy; Concept of SHRM; evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning.</p>
<p><u>Unit 2: Strategic fit frameworks</u> Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach.</p>
<p><u>Unit3: Strategy and HR planning</u> Strategy Driven Role Behaviors and Practices, Integration of Strategy and HR planning, Determinants of Integration and Problems with Integration.</p>
<p><u>Unit4: Investment perspective of HR</u> Investment in Training & Development, Investment Practices for Improved Retention, Non-traditional Investment Approaches: Investment in Disabled Employees, Employee Assistance Programs.</p>
<p><u>Unit 5: HR systems</u> HR Systems: staffing systems; Reward and compensation systems; Employee and career development systems; Performance management systems.</p>
<p><u>Unit 6: Strategic options and HR decisions</u> Strategic options and HR decisions: downsizing and restructuring; Domestic and international labor market; Mergers and acquisitions; Outsourcing and off shoring.</p>

RECOMMENDED BOOKS

TEXT BOOK	<p>Text Books:</p> <ol style="list-style-type: none"> 1. Strategic Human Resource Management: Tanuja Agarwala Oxford University Press, New Delhi 2. Strategic Human Resource Management: Charles Greer Pearson Education, New Delhi
REFERENCE	<ol style="list-style-type: none"> 1. Strategic Human Resource Management: Jeffrey A Mello Thomson Learning Inc, New Delhi 2. Human Resource Strategy: Dreher, George and Thomas Dougherty Tata McGraw Hill, New Delhi

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OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory

Assessment #	Type Of Assessment	Per Semester	Maximum Marks
1.	Class Test	4	10
2.	Sessional Test	2	20
3.	Group Discussion	4	10
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x		x	
Quiz		x		x		x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1,2	2	4	6		2,5					

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Industrial Relations and Labor Legislations

L T P
3 0 0

MODULE CODE	MGMT6116
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

1. To sensitize and expose students to critical tasks, functions and issues of industrial relations
2. To gain insight into the dynamics of employee management relations on the different job situations.
3. To help students manage Industrial dynamics effectively.
4. To help the students learn different industrial laws and grievance handling machinery.

LEARNING OUTCOMES

Following this course student will be able to

1. To recognize the different industrial relations systems
2. To distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation
3. To classify the authorized services and agencies for employment.
4. To distinguish employee rights and obligations according to the scope of employment

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5. To defend employ rights before supervisory and control institutions.
6. To analyze the field of labor relations in an interdisciplinary manner.
7. To synthesize proposals for legislative initiatives

MODUL CONTENT

<p><u>UNIT-I: Introduction to Industrial Relations</u></p> <p>The concept of Industrial relations, Scope, Objectives, Background to Industrial relations, Evolution of Industrial relations in India, The Actors in employee Relations: Management, Unions and the State, Factors affecting industrial relations.</p>
<p><u>UNIT-II: ILO and Trade unions</u></p> <p>Objectives and functions; Challenges of Trade Union movement; Forms of union; Role of Trade Unions in IR; Role and objectives of ILO.</p>
<p><u>UNIT-III: Interactions & Outcomes in Industrial Relations</u></p> <p>Employee involvement and Participation: Concept, Objectives, and forms, Ethical codes. Collective bargaining and Negotiation. Empowerment: role, methods and significance to quality management. Quality of work life</p>
<p><u>UNIT-IV: Industrial relations machinery</u></p> <p>Prevention and settlement machinery for Industrial disputes: Conciliation, arbitration and Adjudication; Emerging challenges of Industrial relations.</p>
<p><u>UNIT-V: Legislations</u></p> <p>Legislation: The trade Unions act 1926, The Industrial Dispute Act 1947, The factory's Act 1948, The contract Labor act 1970, The payment of Bonus Act 1965, The Industrial Employment Act 1972, The minimum wages act 1948, The payment of wages act 1936, The Workmen's Compensation act 1923, The ESI Act 1948, The Employees Provident fund and Miscellaneous Provisions act 1952, The Maternity Benefits Act 1961, overview of these acts only</p>
<p><u>UNIT-VI:</u></p> <p>Discipline and Grievance management: Forms and Handling of misconduct; Co-ownership management; Concept and significance.</p>

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RECOMMENDED BOOKS

TEXT BOOK	1. Monappa, A. Industrial Relations, Tata McGraw Hill, New Delhi
REFERENCE	1. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi 2. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislations, Pearson Education, New Delhi 3. Venkataratnam, C.S., Industrial Relations, Oxford University Press, New Delh

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	10
2.	Sessional Test	2	30
3.	Group Discussion	4	10
4.	End Semester Exam	1	70

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MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4
Class Test		x		
Quiz	x			x
Assignment		x		x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	G	h	i	j	k
Course Learning Outcomes		3	4	1		2					

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Management of Financial Derivatives

L T P
3 0 0

MODULE CODE	MGMT6117
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of derivatives

1. To develop knowledge and understanding of financial instruments.
2. To understand the basic of financial derivative.
3. To understand the growth of derivative market in India
4. To understand the fundamentals of futures and forwards.
5. To acquaint the students about the use of derivatives in managing risk.
6. To enhance the knowledge of students about mechanics of derivative market

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding of derivatives
2. Make them understand different types of derivatives.
3. Enable the students to understand the risk aversion strategies.
4. Face dynamics of financial market.
5. Understand the concept of hedging.
6. Get knowledge about structure of derivative market in India.

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MODULE CONTENT

<p><u>UNIT-I: Overview of derivative contracts</u></p> <p>An overview of derivative contracts: forward; Futures; Swaps and options, importance of derivatives in risk management</p>
<p><u>UNIT-II: Growth and Development of derivative markets in India</u></p> <p>Growth of derivative markets in India, exchange-traded and over the counter market, trading mechanism of derivatives in India.</p>
<p><u>UNIT-III: Forwards</u></p> <p>Forwards: quantitative foundations for derivative analysis, mechanics of forward contract, hedging strategies using forward, pricing forward contract</p>
<p><u>UNIT-IV: Futures</u></p> <p>Futures : mechanics of futures contract, hedging strategies using futures, pricing futures contract, Interest and index futures, interest rate futures and pricing, stock index futures and pricing.</p>
<p><u>UNIT-V: Swaps</u></p> <p>Swaps: mechanics use and valuation, types of swaps.</p>
<p><u>UNIT-VI: Options</u></p> <p>Options: the basics; Option Pricing Models; Binomial options pricing model; The Black and Schools Model; Options hedging strategies.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Options, Futures and Other Derivatives: John C Hull Pearson Education, New Delhi 2. Derivatives-Valuation And Management: David, A Dubofsky and Thomas W Miller OxfordUniv. Press, New Delhi 3. Financial Derivatives: S S Kumar Prentice-Hall of India, New Delhi
REFERENCE	

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test	x		x		x	
Quiz		x		x		x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		2,3	3	1,5		6	4,5		2		

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Project Planning and Infrastructure Finance

L T P
3 0 0

MODULE CODE	MGMT6118
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

A study of the subject matter presented in this course will enable the students to promote a sound understanding of the theory and practice of project management as well as project management software and applications

1. To acquaint the students about project planning and screening aspects
2. To develop on-depth understanding of project appraisal techniques
3. To provide knowledge of project risk analysis
4. To promote understanding about social costs and benefits associated with project
5. To familiarize the students with human, financing and control aspects of project

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the analytical skills to evaluate various projects
2. Able to understand the social aspects i.e. social costs and benefits in project evaluation
3. Acquire the understanding about project evaluation techniques and methods
4. Helps in taking financing decision and incorporating risk aspects of projects
5. Promote understanding of incorporating control techniques for successful completion of projects in personal and professional life

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MODULE CONTENT

<p><u>Unit 1: Project identification analysis</u></p> <p>Project Identification Analysis: concept of project, search for business idea; Project Identification; Project planning formulation and analysis.</p>
<p><u>Unit 2: Project screening</u></p> <p>Project screening and presentation of projects for decision making; Socio-economic consideration in project formulation; Social infrastructure projects for sustainable development; Investment opportunities. Environmental appraisal of projects.</p>
<p><u>Unit 3: Market and technical analysis</u></p> <p>Market and Technical Analysis: market and demand analysis: market survey, demand forecasting, uncertainties in demand forecasting; Technical analysis</p>
<p><u>Unit 4: Project Costing and finance</u></p> <p>Project Costing and Finance: cost of project; Cost of production; Break Even Analysis; Means of financing project; Tax aspects in project finance; Role of financial institution in project finance.</p>
<p><u>Unit 5: Project appraisal</u></p> <p>Project Appraisal: special decision situations; Project appraisal techniques : payback period, accounting rate of return, net present value, internal rate of return; Benefit cost ratio; Social cost benefit analysis: UNIDO approach ; Effective rate of return; Risk analysis: measures of risk; Sensitivity analysis; Certainty equivalent approach.</p>
<p><u>Unit 6: Project scheduling/network techniques in project management</u></p> <p>Project Scheduling/Network Techniques in Project Management: CPM and PERT analysis; Float times; Crashing of activities; Contraction of network for cost optimization; Updating; Cost analysis of resources allocation; BOOT/ BOT system for infrastructure projects.</p>

RECOMMENDED BOOKS

TEXT BOOK	1. Projects: P Chandra Tata McGraw Hill, New Delhi
REFERENCE	1. Project Finance: H R Machiraju Vikas Publishing House, New Delhi 2. Project Management and Control: P C K Rao Sultan Chand and Sons, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test	x		x		x
Quiz		X		X	
Assignment		X		X	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			3	4			1		2		4

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Retail Management

L T P
3 0 0

MODULE CODE	MGMT6119
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The objective of the course is provide insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.

1. Demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.
2. Explain how retailers use marketing communications to build a brand image.
3. Understand the integration of merchandise management and supply chain strategies leading to excellent customer service
4. Understand the financial implication of strategic retail decisions
5. Demonstrate an understanding of decisions retailers make to satisfy customer needs in a rapidly changing and competitive environment

LEARNING OUTCOMES

1. Understand what marketing means to business executives and academics
2. Understand the ways that retailers use marketing tools and techniques to interact with their customers.
3. Identify and understand basic theories, principles, practices and terminology related to each functional area of business
4. Perform basic functions appropriate to each functional area of business
5. Communicate effectively using oral, written and non-verbal techniques, to include the use of technology, in the gathering and presentation of information

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MODULE CONTENT

<p>Unit 1: <i>Introduction to retailing</i> Introduction to retailing: Definition, scope and importance of retailing; Economic significance of retailing, retail mix, retail formats; Types of retailers –retail formats, retail life cycle</p>
<p>Unit 2: <i>The retail strategy</i> The retail strategy: Retail market strategy, financial strategy, retail location, franchising decisions, retail information system, customer service, information systems</p>
<p>Unit 3: <i>Supply chain management</i> Supply chain management, customer relationship management, GAPs model. theories of retail development; Global and Indian retail scenario.</p>
<p>Unit 4: <i>Merchandise management</i> Merchandise management: Merchandise management process, sales forecasting, merchandise budget, assortment plan, inventory management, merchandise buying, national brands or labels,</p>
<p>Unit 5: <i>Store management</i> Store management and other issues:Store layout, design and visual merchandising, atmospherics, responsibilities of a store manager, inventory shrinkage.</p>
<p>Unit 6: <i>Retail pricing, retail communication</i> Retail pricing, retail communication: Objectives, retail communication mix, promotion mix. retail HRM, online retailing, international retailing, legal and ethical issues in retailing</p>

RECOMMENDED BOOKS

TEXT BOOK	<p>Text Books:</p> <ol style="list-style-type: none"> 1. Retailing Management: M Levy, B A Weitz and A Pandit Tata McGraw Hill, New Delhi 2. Retailing Management–Text and Cases: S Pradhan Tata McGraw Hill, New Delhi
REFERENCE	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Retail Management: B Berman and Jr Evans Prentice Hall India, New Delhi 2. Managing Retailing: P K Sinha and D P Uniyal Oxford University Press, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	25
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x				
Assignment		x		x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes			3	4			1		5		

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Management of Business Administration

Advertising and Brand Management

L T P
3 0 0

MODULE CODE	MGMT6120
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to teach students how to face the challenges in developing Promotional strategies with regard to advertising and branding to introduce and sustain competitive advantage in organizations

1. To provide each student with the background and experience necessary to develop and implement marketing communication strategies.
2. To refine critical thinking and decision-making in advertising campaign development and branding through class activities
3. To develop the skills required to identify (a) feasible target audience(s)
4. To understand advertising monitoring, evaluating, & feedback systems in order to ascertain campaign effectiveness.
5. To provide insights and experience in strategic brand management.
6. To provide an understanding of the key issues in building and maintaining brands and brand equity.

LEARNING OUTCOMES

Following this course students will be able to:

1. Demonstrate ability in understanding key principles, social, legal and ethical concepts of advertising and Branding.
2. Ability to explain branding concepts and ideas in their own words.
3. Acquaint themselves to create and conduct ethically sound and socially responsible advertising strategies and campaigns

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4. Understand and conduct the measurement of brand equity , brand loyalty and brand performance.
5. Analyzing and Practically developing a brand, including positioning and communication.
6. Prepare a professional, logical and coherent report in the form of a brand audit.

MODULE CONTENT

<p><u>Unit 1 :Introduction</u> Role of integrated marketing communication; Process of marketing communication; Definition and scope of advertising management; Determination of target audience, Setting advertising objectives.</p>
<p><u>Unit 2: Media planning</u> Setting media objectives; Developing media strategies, evaluation of different media and media selection; Media buying; Measuring advertising effectiveness; Social, ethical, and legal aspect of advertising.</p>
<p><u>Unit 3: Advertising strategy and planning</u> Determining advertising budgets; Advertising strategy and planning, creative strategy development and implementation. DAGMAR- advertising goals for measured advertising results</p>
<p><u>Unit 4 :Brand-concept</u> Nature and importance of brand; Types of brands, concepts and measures of brand equity, Aaker model of brand equity, designing marketing programs to build brand equity.</p>
<p><u>Unit 5:Branding strategies</u> Product, line, range and umbrella branding, Brand personality: Definition, measures and formulation of brand personality; Brand image dimensions, stages of concept management for functional, symbolic and experiential brands.</p>
<p><u>Unit 6: Brand positioning</u> 3 Cs of positioning, brand positioning and differentiation strategies, repositioning, celebrity endorsements, brand extension; Managing brands over time, brand reinforcement, brand revitalization</p>

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none"> 1. Advertising: Principles and Practice: W Wells, J Burnet and S Moriarty Pearson Education, New Delhi. 2. Strategic Brand Management: K L Keller Pearson Education, New Delhi.
REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Advertising and Promotions-An IMC Perspective: Shah, Kruti and Alan D’Souza Tata McGraw- Hill, New Delhi

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METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for Theory.

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5	6	7	8
Class Test	x					x		
Quiz		x	x		x		x	
Assignment		x		x				x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes		1,3	4,8	5	6,7		2				

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Management of Business Administration

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
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LEARNING OUTCOMES

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

1. Understand the major theories of international trade and be able to distinguish between them in terms of their assumptions and economic implications.
2. Employ the principle of comparative advantage and its formal expression and interpretation within different theoretical models.
3. Apply equilibrium models in analysing the economic effects of (a) trade policy instruments such as tariffs, quotas, export subsidies, (b) retaliatory measures such as anti-dumping duties and countervailing duties and (c) the creation of regional trading arrangements such as free trade areas, customs unions and common market.
4. Distinguish and critically analyse the main arguments for protection and free trade, taking into account the costs and benefits of trade policy measures on different sections of the community and the implications for the formulation of trade policy.
5. Identify major recent developments in the world trading system and its impact on trade policy and promotional measures

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MODULE CONTENT

<p><u>Unit 1: Theoretical foundations of international trade</u> Theoretical foundations of international trade: Reasons for international trade; International trade theories: Absolute and comparative advantage theories, Endowments and Heckscher Ohlin theory, Modern theories of trade; Gains from trade; Trade equilibrium and determination of terms of trade.</p>
<p><u>Unit 2: Instruments of commercial policy</u> Instruments of commercial policy: Tariffs quotas and other measures and their effects- tariff classification, economic effects of tariff; Tariff retaliation; Export subsidies, countervailing duties and dumping; Effects of a quota.</p>
<p><u>Unit 3: Theoretical aspects of international economic integration</u> International economic integration: Forms and levels, custom union, trade creation and diversion effects.</p>
<p><u>Unit 4: Policy framework and promotional measures</u> Policy framework and promotional measures: India's foreign trade and investment policy; Export promotion strategies, export promotion measures and infrastructure support: export and trading houses</p>
<p><u>Unit 5 : Policy framework and promotional measures</u> Export promotion schemes and incentives; export promotion institution, export processing/special economic zones, 100% EOUs, Trade fairs and exhibition.</p>
<p><u>Unit 6: Trends and Policies</u> Major quantitative and qualitative trends in India's foreign trade since 1991; major schemes and incentives for exporters; impact of WTO provisions on trade policy; overall assessment of India's trade policy.</p>

RECOMMENDED BOOKS

TEXT BOOKS	<ol style="list-style-type: none"> 1. International Economics: H G Mannur Vikas Publishing House, New Delhi 2. International Economics Policies and Theoretical Foundations : M John Letiche Academic Press, New York
REFERENCE BOOKS	<ol style="list-style-type: none"> 1. Economic Survey, Govt. of India. 2. Export-import Policy and Other Documents Govt. of India 3. International Economics: D Salvatore John Wiley and Sons, 2001 4. International Economics: B O Sodersten McMillan, London

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**METHODS OF TEACHING AND STUDENT LEARNING
ASSESSMENT METHODOLOGIES:**

This subject will be evaluated for a total of 100 marks for theory

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	2	5
2.	Sessional Test	2	20
3.	Group Discussion	2	5
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Class Test		X			
Quiz	x		x		x
Assignment		X		x	

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes		5	3	4	2					1	

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Foreign Exchange Management

L T P
3 0 0

MODULE CODE	MGMT6122
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of international market.

1. To enhance knowledge in the instruments, techniques and applications of foreign exchange management.
2. To understand the mechanisms of foreign exchange markets, measurement of foreign exchange exposure and hedging against exposure risks.
3. To understand the fundamentals of currency derivatives.
4. To acquaint the students about the concept of balance of payment.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the conceptual understanding of foreign exchange market.
2. Make them understand different types of exchange rate theories.
3. Enable the students to understand the risk aversion strategies.
4. Understand the concept of hedging.
5. Get knowledge about structure of currency derivative market in India.

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MODULE CONTENT

<p><u>UNIT-I: : Foreign exchange market:</u> Foreign exchange: Meaning and types of foreign exchange markets and transactions, over the counter market, participants in foreign exchange market.</p>
<p><u>UNIT-II: Foreign Exchange quotations, and regulations</u> quoting foreign exchange rates: Spread, forward premium, cross currency rates, forward rates, quoting forward rates; Euro currency market and its instruments; Central banking intervention for exchange rate stability; Foreign exchange regulations in India</p>
<p><u>UNIT-III: International systems</u> International monetary system; Factors affecting exchange rates; Flexible vs. fixed exchange rates; Nominal, real and effective exchange rates</p>
<p><u>UNIT-IV: Exchange rate theories</u> Exchange rates determination theories: The Dornbusch Sticky: Price theory of exchange rate volatility, the Interest rate parity theorem; The expectation theory, international fisher effect.</p>
<p><u>UNIT-V :Balance of payment and other basic issues</u> Sources of demand for and supply of foreign exchange; BOP framework: Equilibrium and disequilibrium in BOP; Monetary theory and portfolio balance approach; Purchasing power parity theory; overvalued and undervalued currencies; Exchange rate overshooting; Effect of devaluation on trade balance; The J-curve effect.</p>
<p><u>UNIT-VI: Foreign exchange exposure and currency derivatives</u> Foreign exchange exposure: Introduction, nature and magnitude. Types of exposure: transaction, translation and economic, their measurement and management; Currency futures, options and determination of their market value, currency and interest rate swaps, fisher black's options -pricing model</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. International Financial Management: V Sharan Prentice Hall of India, New Delhi 2. Multinational Financial Management: Shapiro Prentice Hall of India, New Delhi
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REFERENCE	<ol style="list-style-type: none"> 1. International Finance: D Levi Maurice McGraw Hill, New York 2. Multinational Financial: Buckley Prentice Hall of India, New Delhi 3. Mastering Foreign Exchange and Money Markets: Roth Paul Pitman London
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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5
Class Test		x			x
Quiz	x		x		
Assignment		x		x	

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1	4	3			2				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
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- Problems encountered in the subject delivery,
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Multimedia & Web Technologies

L **T** **P**
2 0 0

MODULE CODE	CSEN0126
CREDIT POINTS	2
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs.
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES

The aim of this subject is to teach students how to provide better understanding of the concepts of Multimedia & Web Technologies.

1. To teach students about Multimedia & Data Compression.
2. To teach students about Types of Multimedia Systems.
3. To make students understand about knowledge of Web Servers, HTML & DHTML.
4. To make students understand about knowledge of ASP & MS Visual Interdev.

LEARNING OUTCOMES

Following this course, student will be able to learn:

1. About Multimedia & Data Compression.
2. About Types of Multimedia Systems.
3. About Web Servers, HTML & DHTML.
4. About ASP & MS Visual Interdev.

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MODULE CONTENT

<p><u><i>UNIT-I: Introduction to Multimedia</i></u> Introduction to Multimedia: Multimedia devices, components of multimedia systems, authoring tools, creating multimedia, video-capturing, video on demand.</p>
<p><u><i>UNIT-II: Data compression Techniques</i></u> Need for data compression, non-lossy and lossy compressions for images, color, gray scale and still-video image, video image, and audio compression JPEG standard, MPEG standard, DVI Technology, MIDI, brief survey of speech recognition and generation.</p>
<p><u><i>UNIT-III: Multimedia Applications and Multimedia Systems</i></u> Data and file format standards, Multimedia applications design: Application classes, types of multimedia systems; Distributed multimedia systems: Components, distributed multimedia databases.</p>
<p><u><i>UNIT-IV: Web Servers, HTML & DHTML</i></u> HTTP request types, introduction to IIS, features, creating virtual directory. HTML & DHTML, Client side validations using JavaScript, cascading style sheets.</p>
<p><u><i>UNIT-V: Active Server Pages</i></u> Working with ASP Pages, ASP objects, file system objects, session tracking and cookies, active data objects, accessing a database from active server page.</p>
<p><u><i>UNIT-VI: MS Visual Interdev</i></u> Introduction features, developing ASP pages using MS Visual Interdev.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Multimedia Systems by Buford, Pearson Education 2. Multimedia Making IT Work by Vaughan, Tata McGraw Hill 3. Mastering ASP by A. John Roussel, BPB Publication, New Delhi.
REFERENCE	<ol style="list-style-type: none"> 1. Multimedia in Action by Shuman, Vikas Publishing House, New Delhi 2. Internet & World Wide Web by Deitel and Deitel Goldberg, Pearson Education, New Delhi.

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4
Class Test	x	x		
Quiz	x		x	
Assignment	x		x	x

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1		3	4	2					

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EVALUATION

At the end of semester, course faculty will submit an evaluation / review report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the course with respect to its strengths as well as those areas which could be improved. The review report contains the following areas:

- Problems encountered in the content delivery;
- Suggested remedies / corrective measures;
- Approved refinement decisions due for implementation;
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Multimedia & Web Technology Lab

L T P
0 0 2

MODULE CODE	CSEN0138
CREDIT POINTS	1
FORMATIVE ASSESSMENT MARKS	54
SUMMATIVE ASSESSMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

OBJECTIVES:

1. To implement the knowledge of 'C' for creating piano, reading and storing files.
2. To apply the knowledge of 'C' for simulating games like minesweeper.
3. To apply the knowledge of HTML for creating forms and websites.
4. To apply the knowledge of Java script to create forms and buttons.
5. To study about the components of AJAX and JDBC.

LEARNING OUTCOMES:

Following this course, students will be able:

1. To design & conduct experiment for creating piano using C.
2. To create program for reading and storing a file using C.
3. To learn the new features of HTML for creating websites.
4. To learn Java script for creating forms and buttons.
5. To learn & use the new tools like AJAX and JDBC.

LIST OF EXPERIMENTS

1.	Write a program to justify a text entered by the user on both the left and right hand side. For example, the text "An architect may have a graphics program to draw an entire building but be interested in only ground floor", can be justified in 30 columns as shown below. An architect may have a Graphics programs draw an entire building but be interested in only ground floor.
2.	Write a program to study the notes of a piano and stimulate them using the key board and store them in a file.
3.	Write a program to read a paragraph and store it to a file name suggested by the author.
4.	Write a program to produce the animation effect of a square transforming to a triangle and then to a circle.

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5.	Write a program to show a bitmap image on your computer screen.
6.	Write a program to create a web page for a clothing company which contains all the details of that company and at-least five links to other web pages.
7.	Write a program by which we can split mpeg video into smaller pieces for the purpose of sending it over the web or by small capacity floppy diskettes and then joining them at the destination.
8.	Write a program to simulate the game of pool table.
9.	Write a program to simulate the game Mine Sweeper.
10.	To design a web page using CSS to demonstrate a web portal of tutorials.
11.	To put validation checks on all possible fields on admission form using JavaScript.
12.	To create an interactive multiple-choice quiz using JavaScript and AJAX.
Experiments based on advanced topics:	
13.	To create an Ajax-enabled HTML page for accepting a user ID and password from the user, and check if the user ID and password are correct.
14.	To create a JDBC connection to the admission form for generating a database of students. Send an appropriate acknowledgement to the student after accepting the form.

Note: At least 12 Experiments out of the list must be done in the semester.

MAPPING OF COURSE OBJECTIVES AGAINST STUDENTS LEARNIN OUTCOMES

Student Outcomes	a	b	c	d	e	f	g	H	i	j	k
Course Learning Outcomes	-	3	2	5	4	1	-	-	-	-	-

METHODS OF TEACHING AND STUDENT LEARNING

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ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for practical.

Practical:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1	Internal Assessment	2	50
2	External Assessment	1	50

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4	5
Internal Assessment	x	x			x
External Assessment	x		X		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes	1	3	4	2	4,5						

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Knowledge Management in IT

L T P
3 0 0

MODULE CODE	CSEN0127
CREDIT POINTS	3
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs.
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

A study of the subject matter presented in this course will enable the students to provide the students understanding of concepts and role of Knowledge Management in organizations; introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets.

1. Evaluate and implement Knowledge Management Systems to facilitate individual and group work.
2. Develop a thorough review of Knowledge Management concepts, both historical and speculative.
3. Originate and distribute research on a Knowledge Management System topic.
4. Understand the tools & techniques of Knowledge Management.

LEARNING OUTCOMES:

Upon completion of the subject, students will be able to:

1. Comprehend the fundamental concepts and main streams of knowledge management;
2. Analyze the key success factors and obstacles of knowledge management;
3. Develop knowledge management capabilities and processes;
4. leverage IT for knowledge management;
5. Communicate effectively on KM issues.

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MODULE CONTENT

Unit 1: Introduction

Introduction : Introduction to knowledge management and knowledge engineering; Data, information and knowledge; History of knowledge management, demystifying and importance of knowledge management, information management vs. knowledge management; Knowledge management's value proposition, users vs. knowledge workers, role of consultant in knowledge management, knowledge economy.

Unit 2: Strategic dimensions of KM

Knowledge management strategies, strategic drivers, impact of business strategy on knowledge strategy, porter's five forces model, resource strategy model, strategic advantage, knowledge maps, knowledge networks, strategic knowledge resources, balanced score card and knowledge strategy.

Unit 3: Knowledge management system

Knowledge management processes; Knowledge management systems: Types of knowledge systems, knowledge management architecture, knowledge management system implementation, knowledge discovery in database; Knowledge management infrastructure; Knowledge management system life cycle

Unit 4: SDLC Vs KMSLC

Challenges and barriers to knowledge management systems, drivers of knowledge management system, case studies of learning organizations.

Unit 5: Tools and techniques in KM

Knowledge management mechanisms and technologies, role of IT in KM, knowledge portals and knowledge management tools, communities and collaborations, intelligent techniques in building KMS

Unit 6: Data Mining

Data mining in KM; Scope, cost efficiency and reliability of technologies to support knowledge work; Measurement systems for KM, knowledge audit, knowledge divestiture, IP protection, KM certifications; Practices of knowledge management in modern global organizations.

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RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Knowledge Management: Enabling Business: G Natarajan and S Shekhar Tata McGraw Hill, New Delhi 2. Knowledge Management: A C Fernandez Pearson Education, New Delhi 3. Knowledge Management: Anu Singh Lather, Anil K Saini and Sanjay Dhingra Macmillan, New Delhi
REFERENCE	<ol style="list-style-type: none"> 4. Knowledge Management: Warier, Sudhir Vikas Publication House, New Delhi 5. Knowledge Management: Awad ME and M H Ghaziri Pearson Education, New Delhi 6. Key Issues in the New Knowledge Management: Joseph M. Firestone and Mark W McElroy KMCI (Knowledge Management Consortium International) and Butterworth Hienemann

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	100

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Assessments	1	2	3	4
Class Test	x	x		
Quiz	x		x	
Assignment	x		x	x

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1		3	4	2					

EVALUATION

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- Approved refinement decisions due for implementation;
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Managerial Skills Development

L T P
4 0 0

MODULE CODE	MGMT6223
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES :

The aim of this subject is to teach students to understand the basic concept of personality development.

1. To develop knowledge and understanding of personality features.
2. To understand the basic of concept of stress management.
3. To understand the importance of communication in personality development.
4. To understand the fundamentals of writing skills.
5. To acquaint the students about the dynamics of groups.
6. To enhance the knowledge of students about business etiquette.

LEARNING OUTCOMES

Following this course students will be able to:

1. Develop the practical understanding of personality features of an individual.
2. Make them understand different types of stress.
3. Understand the different communication strategies.
4. Face dynamics of financial market.
5. Understand to write business letters.
6. Get knowledge about the usage of business etiquette.

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MODULE CONTENT

<p><u>UNIT-I: : Introduction to personality</u> Concept of personality, personality determinants, personality patterns, symbols of self; clothing names and nicknames, speech, age, success, reputation, molding the personality pattern, persistence and change</p>
<p><u>UNIT-II: : Personality development and grooming</u> Personality development: Healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; Grooming: Appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking.</p>
<p><u>UNIT-III: Strengthening oral communication Strengthening</u> Oral communication: Presentations and extempore, role playing, debates; Group discussion etc.</p>
<p><u>UNIT-IV: Written communication</u> Strengthening written communication: Corporate writing, business letters writing, creative writing, poster making, framing advertisements, slogans, captions, preparing press notes.</p>
<p><u>UNIT-V: Interpersonal skills, group skills and business etiquette</u> Interpersonal and group skills: Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings.</p>
<p><u>UNIT-VI: Business etiquette</u> Business dress and grooming, office courtesies, etiquette for special occasions, meeting etiquette, dining etiquette.</p>

RECOMMENDED BOOKS

TEXT BOOK	<ol style="list-style-type: none"> 1. Personality Development: Hurlock and B Elizabeth Tata McGraw Hill, New Delhi 2. Basic Managerial Skills for All: E H McGrath Prentice Hall of India Pvt. Ltd., New Delhi
REFERENCE	

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METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x		x			x
Assignment		x		x		

MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	C	d	e	f	g	h	i	j	k
Course Learning Outcomes		1	4	3			2				

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EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

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Corporate Social Responsibilities, Human Values & Ethics

L T P

4 0 0

MODULE CODE	MGMT6224
CREDIT POINTS	4
FORMATIVE ASSESMENT MARKS	40
SUMMATIVE ASSESMENT MARKS	60
END SEMESTER EXAM DURATION	3 hrs
LAST REVISION DATE	

INSTRUCTIONS: The Question paper will comprise of seven questions distributed over three sections A, B and C. Section A comprises of very short answer type questions and is compulsory. Section B and Section C Comprises of short answer type and Long answer type questions and will have internal choices.

OBJECTIVES:

1. To distinguish between ethics, morals, codes of conduct and the law.
2. To understand the ethical dilemmas facing managers.
3. To explore models that supports ethical decision making and their limitations.
4. Be aware of different philosophies and their implications.
5. To study a series of cases focusing on contemporary issues.
6. Examine the evolution of governance and its practice.

LEARNING OUTCOMES

1. Understand ethical components of managerial decision making
2. Develop thinking and analytical skills using ethical frameworks
3. Draw upon a range of models to aid ethical decision-making.
4. Apply their knowledge of ethics to some of the great international ethical debates
5. Apply the knowledge of ethics to everyday
6. Be sensitive to the influence of culture on ethics.

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MODULE CONTENT

Unit-I: Conceptual framework of corporate governance

Conceptual framework of corporate governance- meaning, theories of corporate governance, models of corporate, benefits of good corporate governance, concept of corporate excellence, business ethics, ethical governance, code of ethics, green governance/ E-governance.

Unit-II Corporate governance framework in India

Corporate governance framework in India- corporate boards & its powers, responsibilities, disqualifications, board committees & their functions, remuneration committee, nomination committee, compliance committee, shareholders grievance committee,

Unit-III Major corporate governance failures

Major corporate governance failures- bank of credit and commerce intl.(UK), Maxwell communication corporation and Mirror group newspapers(UK), Enron (USA), World.com (USA), news of the world (UK), Satyam computers services ltd.(India), Sahara India, Kingfisher ltd.(India), common governance problems in various corporate failures.

Unit-IV An intl. perspective on corporate governance

An intl. perspective on corporate governance- Sir Adrian Cadbury committee (UK) 1992, OECD principles of corporate governance, 1999; and Sarbanes-Oxley (SOX) Act, 2002(USA).

Unit-V Investors relations committee

Investors relations committee, investment committee, risk management committee & audit committee, corporate governance in PSU & banks. Whistle-blowing and corporate governance- concept, types, policy, legislation across countries.

Unit-VI Corporate social responsibility

Corporate social responsibility (CSR)-meaning, corporate philanthropy, CSR and CR, CSR and Corporate sustainability, CSR and Business ethics, environmental aspect of CSR, Models, Drivers, Global reporting initiatives, ISO 26000.

RECOMMENDED BOOKS

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TEXT BOOK	<ol style="list-style-type: none"> 1. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford Uni. Press. 2. Sharma J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
REFERENCE	<ol style="list-style-type: none"> 1. Corporate Governance and Business Ethics: U.C. Mathur Macmillan India Limited. 2. Negotiation Made Simple: Everyone Must Win :S L Rao Excel Books.

METHODS OF TEACHING AND STUDENT LEARNING

The subject is delivered through lectures, on-line support, text book / course material reading and practical exercises. Some videos will be shown to demonstrate certain concepts and research areas will be discussed. Resource material is provided with the help of PDM Educational Directory Services (PEDS).

ASSESSMENT METHODOLOGIES:

This subject will be evaluated for a total of 100 marks for theory.

Theory:

Assessment #	Type Of Assessment	Per Semester	Maximum Mark
1.	Class Test	4	05
2.	Sessional Test	2	20
3.	Group Discussion	4	05
4.	End Semester Exam	1	70

MAPPING OF ASSESSMENT METHODS AGAINST THE LEARNING OUTCOMES

Theory:

Assessments	1	2	3	4	5	6
Class Test		x			x	
Quiz	x		x			x
Assignment		x		x		

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MAPPING OF COURSE LEARNING OUTCOMES

Program Outcomes	a	b	c	d	e	f	g	h	i	j	k
Course Learning Outcomes		1	4	3			2				

EVALUATION

At the end of semester, Subject teacher will submit an evaluation report. The purpose of this report is to identify aspects that will be highlighted by students and faculty's feedback for the subject with respect to its strengths as well as those areas which could be improved. The review report contains the following:

- Approved refinement decisions due for implementation,
- Actions taken based on previous subject review,
- Problems encountered in the subject delivery,
- Suggested remedies / corrective measures, and
- Report discussed and analysed, actions taken as a result of this process and arecommunicated to the main stakeholders.