

Course-Code	Course Title				Core/ Elective	
P21MB401	STRATEGIC MANAGEMENT				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	5	-	-	40	60	5
<p>Course Objectives: The Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To understand the role of Strategy and Environmental analysis in Business Decision Making 2. To provide insights on various Strategies, Practices, Competitiveness and Sustainability. 3. To help the Students develop their Skills for applying the Concepts in solving real time problems in Domestic and Global scenarios. <p>Course Outcomes: After Completion of the Course, Students will be able to:</p> <ol style="list-style-type: none"> 1. Investigate and understand the Business scenarios nationally and internationally. 2. Appraise and analyze the contemporary issues and challenges faced in Business 3. Craft and formulate the Strategies for real-time Business problems. 4. Integrate and apply the learned skills to implement Strategies from holistic and multi-functional perspectives. 5. Analyze and Evaluate real life situations for Self, Organizational and Societal sustainability. 						

Unit: I

Introduction to Strategic Management

Strategic Management, Definition, process, Tasks of Strategic Management, Factors shaping strategy, Developing strategic Vision. Mission, Objectives. Crafting and Executing strategy. Concept of Strategic Intent, A model of strategy and Elements, Developing Strategic Model, Strategy Positioning, Choices- Strategy in action.

Unit: II

Environmental Analysis for Strategy

Strategic Position; Evaluating a company's External and Internal Environmental analysis for creating strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues. Industry analysis; BCG, GE and Add Little models for understanding Industry, Key Drivers for a Change ; SWOT analysis, Porter's Diamond Model, Value chain analysis, Core competencies- Cost Efficiency, , Capability building and Management

Unit: III

Strategy Formulation and Sustenance

Strategy Formulation; Business-Level strategy- Creating and Sustaining Competitive advantages; Generic strategies, Choice based strategies, Industry Life Cycle, Stages, Emerging Industry, Maturing Industry, Stagnant industry, Fragmented Industry, Competitive analysis; Tailoring Strategy to fit specific industry, Strategy for Leaders, Runner-Up firms, weak and crisis Business

Unit: IV

Alternative Strategy Development

Strategy Alternatives; Corporate Level international Strategy; Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Unbundling, Using Offensive and defensive strategies. Outsourcing Strategies, Activities, Benefits,

growth and Drivers of outsourcing. Market diversification, merger, acquisition strategies, Strategic Alliances.

Unit: V

Strategy Implementation and Corporate Ethics

Strategy Implementation: Strategies Evaluation and Control, Corporate Governance, Good corporate Citizenship, Environmental Change- Attaining Behavioural Control, Instilling Corporate Culture and Promoting S M A R T governance. Re-Designing Organizational Structure and Controls, Strategic Leadership, Strategic Entrepreneurship, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

Suggested Books:

1. Arthur A Thompson Jr, Strickland “Strategic Management- Concepts and Cases” TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. Gerry Johnson, Kevan Scholes, Richard Whittington, “Exploring corporate Strategy” 2009, Pearson Ed Ltd, United Kingdom, 2nd Edition.
3. Michael Hitt, Ireland, Hoskinson, “Strategic Management” 2010, Cengage Learning, New Delhi
4. Fred R. David, “Strategic Management” 2008, 12th Edition, PHI Learning Limited, New Delhi.
5. Garth Saloner, Andrea Shepard, Joel Podolny, “Strategic Management” 2001, International Edition John Willy Publication, New York.
6. Michael Porter, “Competitive Strategy” 2005 Reprint, Free Press, London.
7. UpendraKachru, “Strategic Management- Concepts and cases” 2005, EXCEL BOOKS, New Delhi.
8. R.M.Srivastava, “Management Policy and Strategic Management- Concepts, Skills and Practices”2014 Revised edition, H P H , Hyderabad.

Course-Code	Course Title				Core/ Elective	
P21MB402	BUSINESS INTELLIGENCE				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	5	-	-	40	60	5

Course Objectives: The Objectives of the Course are:

1. To provide knowledge of Business Intelligence tools that can be used for Decision-making in an Organization
2. To familiarize Students on Data Warehousing Concepts, Data Mining Techniques and understand relationships between the underlying Business Processes of an Organization.
3. To provide knowledge on Prescriptive Analytics and its types, and the various applications of Business Analytics on different Domains.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand the basic Concepts of Business Analytics in an Organization.
2. Establish the Data Warehousing Mechanism.
3. Experiment various methods of Visualization and Data mining methods.
4. Compare and contrast among Descriptive, Predictive and Prescriptive Analytics.
5. Practice the application of Business Analytics in different domains.

Unit I

Introduction to Business Intelligence (BI)

Definition, History and Evolution, Styles of Business Intelligence, Benefits of Business Intelligence, Real-time Business Intelligence, Business Intelligence Value Chain, Architecture Business Intelligence.

Unit II

Data Warehousing and Data Mining

- a) Data Warehousing (DWH): - Definition, Characteristic, types, Data ware housing frame work, DWH 3 tier architecture, Alternative Architectures, Data ware housing Integration, Data ware housing- Development Approaches, Real time Data ware housing.
- b) Data Mining :- Definition, Characteristic, Benefits, Data Mining Functions, Data Mining Applications, Data Mining techniques and tools. Text Mining, Web Mining.

Unit III

Business Performance Measurement (BPM)

Definition, BPM vs BI, Summary of BPM Process, Performance Measurement, BPM Methodologies, BPM Architecture and Applications, Performance Dash boards.

Unit IV

Business Analytics and Data Visualization

- a) Business Analytics - Definitions, Tools and techniques of BA, Advanced Business Analytics Business Analytics and Web, Usage, Benefits and Success of Business Analytics.
- b) Data Visualization: Definition, New Direction in Data Visualization, GIS, GIS vs GPS

Unit V

Business Intelligence Implementation

- a) Implementing Business Intelligence – Implemental Factors, Critical Success factors of Business Implemental, Managerial Issues related to BI Implementation. Business Intelligence and Integration Implementation – Types, Need, Level of Business Intelligence Integration.
- b) Emerging trends in Business Intelligence Implementation- Social Net works and Business Intelligence, Collaborative Decision Making, RFID and Business Intelligence, Reality Mining.

References:-

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King - Pearson – Second Edition - 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada – Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.

Course-Code	Course Title				Core/ Elective	
P21MB403	SUPPLY CHAIN MANAGEMENT				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	5	-	-	40	60	5

Course Objectives: The Objectives of the Course are:

1. To facilitate the Students to plan a Career in Business and to get a clear understanding of the Supply Chain Management.
2. To provide insights in to the role of Supply Chain Management in an Organization.
3. To make them focus on Warehousing and Transportation techniques, also to expound the role of other Functional areas for an effective Supply Chain.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand the History, Evaluation and various Concepts of Supply Chain Management.
2. Classify and compare Various Processes and Technology used in Supply Chain management.
3. Analyse and differentiate various strategies in Transportation and Warehousing Supply Chain management.
4. Analyse Various Strategic issues and Manufacturing Techniques in relation to Supply Chain management.
5. Develop best Network Design, Planning and Operations in Supply Chain management.

Unit - I:

Introduction to supply chain Management

Introduction to Supply Chain Management-Concept, Objectives and function of SCM, conceptual framework of SCM, supply chain strategy- Global Supply Chain Management, Value chain and value delivery systems for SCM, Bull-whip effect.

Unit - II:

Supply Chain Structure and Inventory in SC

Logistics Management, Intergrated logistics Management, Inbound and Outbound Logistics, Logistics Planning and strategy, Reverse Logistics. Inventory management and its role in customer service.

Unit - III:

Role of Transportation in Supply Chain

Transportation in Supply Chain, Transportation formats, and factors influencing their choice, Multi Modal transport, Warehousing – Types of warehouses, Warehousing operations, Warehouse Management Systems. Third Party warehousing, Role and Importance of handling systems.

Unit - IV:

Information Technology in SCM

Information and Communication Technology in SCM, Role of IT in SCM. Current IT trends in SCM, RFID, Bar coding. Retail SCM – problems and prospects, Role of Packaging

Unit - V:

Key Operation Aspects in Supply Chain

Supply chain Network Design, Distribution network in Supply Chains, Channel design, Factors influence design, role and importance of Distributors in SCM, Role of Human

Resources in SCM. Issues in Workforce Management and Relationship Management with suppliers, Customers and employees, linkage between HRM and SCM.

Suggested Books:

1. Shah, J, "Supply Chain Management", 2009, 1st Ed. Pearson.
2. Crandall, Richard E & others, "Principles of Supply Chain Management", 2010, CRC Press.
3. Mohanty, R.P and Deshmukh, S.G, "Essentials of Supply Chain Management", 2009, 1st Ed. Jaico,
4. Chandrasekaran. N, "Supply Chain Management process, system and practice", 2010, Oxford, 1st Ed.
5. Altekarr, V. Rahul, "Supply Chain Management", 2005, PHI.
6. Leenders, Michiel R and others, "Purchasing and Supply Chain Management", 2010, TMH.
7. Coyle, J.J., Bardi E.J. Etc., "A Logistics Approach to Supply Chain Management", 2009 Cengage, 1st Ed.
8. Stapenhurst, T, "The Benchmarking Book: A how-to-guide to best practice for Managers and Practitioners", 2009, Elsevier.
9. Ling Li, "Supply Chain Management: Concepts, Techniques and Practices", 1st ed, 2009, Cambridge.
10. Power Mark J & others, "The Outsourcing Hand book How to implement a successful outsourcing process", 2007, Kogan page, 1st Ed.
11. Gustafsson K & others, "Retailing Logistics & Fresh food Packaging Managing change in the supply chain", 2008, Kogan page, 1st Ed.

Course-Code	Course Title			Core/ Elective		
P21MB404	INVESTMENT MANAGEMENT (FINANCE)			Core Course		
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The objectives of the course are:

1. To provide in-depth analysis of various investment opportunities including fixed income securities.
2. To demonstrate fundamental and technical analysis along with common stock valuation.
3. To provide an insight into portfolio theories and evaluation.

Course Outcomes: After completion of the course, students will be able to:

1. Classify various investment options with risk and return calculations.
2. Evaluate the bonds and strategies to manage them.
3. Choose the investment option with the help of fundamental and technical analysis.
4. Measure the value of common stocks by applying various approaches.
5. Construct the portfolio using various models.

Unit – I:

Investments:

Concept; Real vs. Financial assets; Investment decision process; Sources of investment-information; Investment vs. Speculation; Factors to be considered in investment decision-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of return-realized and expected return. Ex-ante and ex-post returns. The concept of risk. Sources and types of risk. Measurement of risk-Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Risk premium and risk aversion. Approaches to investment analysis-Fundamental Analysis; Technical Analysis; Efficient Market Hypothesis, Behavioral Finance and heuristic driven biases.

Unit – II:

Fixed Income Securities - Analysis, Valuation and Management

Features and types of debt instruments, Bond indenture, factors affecting bond yield. Bond yield measurement-Current yield, holding period return, YTM, AYTM and YTC. Bond valuation: Capitalization of income method, Bond-price theorems, Valuation of compulsorily / optionally convertible bonds, Valuation of deep discount bonds. Bond duration, Macaulay's duration and modified Macaulay's duration. bond convexity, Considerations in managing a bond portfolio, term structure of interest rates, risk structure of interest rates. Managing Bond Portfolio: Bond immunization, active and passive bond portfolio management strategies.

Unit – III

Common Stocks- Analysis and Valuation

Basic Features of Common Stock, Approaches to valuation-Balance sheet model, dividend capitalization models; earnings capitalization models; Price-Earnings multiplier approach and capital asset pricing model, Free Cash flow model, relative valuation using comparables-P/E,P/BV, P/S; Security Market Indexes, their uses; computational procedure of Sensex and Nifty.

Unit – IV:**Portfolio Theory:**

Concept of portfolio. Portfolio return and risk. Harry Markowitz's Portfolio theory, construction of minimum risk portfolio, the single-index model. Capital market theory: Introduction of risk-free asset, Capital Market Line, Separation theorem. Capital asset pricing model (CAPM): Security Market Line. Identifying over-priced and under-priced securities. Arbitrage pricing theory (APT): The Law of one price, two factor arbitrage pricing, Equilibrium risk-return relations. A synthesis of CAPM and APT.

Unit – V:**Portfolio Evaluation:**

Performance measures-Sharpe's reward to variability index, Treynor's reward to volatility index, Jensen's differential index, Fama's decomposition of returns. Mutual funds: genesis, features, types and schemes. NAVs, costs, loads and return of mutual funds, Problems and prospects in India, Regulation of mutual funds and investor's protection in India.

Suggested Books

1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI, 3rd Ed.
2. ZviBodie, Alex Kane, Marcus.A.J, PitabasMohanty, "Investments", TMH, 8th Ed.
3. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3rd Ed.
4. Charles.P.Jones, "Investments: Analysis and Management", John Wiley & Sons, Inc. 9th Ed.
5. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill
6. Herbert. B. Mayo, "Investments: an Introduction", Thomson – South Western. 9th Ed.
7. Peter L. Bernstein and AswathDamodaran, "Investment Management", Wiley Frontiers in Finance.
8. Dhanesh Khatri, "Security Analysis and Portfolio Management", 2010, Macmillan Publishers.
9. Sudhindra Bhat, "Security Analysis and Portfolio Management", 2009, Excel Books.
11. Stephen A. Ross, Randolph Westerfield, and Jeffrey Jaffe, "Corporate Finance", TMH.
12. S. Chand "Investment Management: Security Analysis & Portfolio Management".
13. S. Kevin, "Analysis and Portfolio Management", PHI.
14. Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publishing House
15. Donald E. Fisher and Ronald J. Jordan: "Securities Analysis and Portfolio Management", Prentice Hall.
16. Graham & Dodd, "Security Analysis and Portfolio Management", McGraw Hill.

Course- Code	Course Title			Core/ Elective		
P21MB405	CONSUMER BEHAVIOUR (MKT)			Core Course		
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To give the perspective of Consumers, their Buying Behaviour patterns and address the importance of environmental influences on volatile Consumer Behaviour.
2. To get the students acquainted with the concepts of Consumer Motivation, Personality, Perception and its implication that help them in obtaining knowledge on individual determinants of Consumer Behaviour.
3. To enable students to understand the consumer decision making process and gain insights about the models of Consumer Behaviour comprehensively.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand the concepts to be applied to Marketing strategy.
2. Analyze the environmental factors affecting Consumer Buying Behaviour and learn the impact of socio-cultural settings on the consumption behaviour.
3. Develop the Marketing Strategies by applying the dynamics that influence consumers in taking decisions.
4. Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective.
5. Evaluate the dynamics of Human behaviour and the basic factors that influence the Consumer Decision Process.

Unit – I:

Introduction to Consumer Behaviour

Contemporary Dimensions of Consumer Behaviour, CB research process. Concepts and theories of motivation and personality and their Marketing implications. The concept of perception and its impact on Marketing Strategies.

Unit – II:

Theories of Consumer Behaviour

Learning principles and their marketing implications: Concepts of conditioning, important aspects of information processing theory; encoding and information Retention, Retrieval of information, Split-brain Theory.

Unit – III:

Impact of Culture on Consumer Behaviour

Social and cultural settings: Culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-1, 2, 3 and reference groups – Life Style Influences.

Unit – IV:

Consumer Behaviour Decision

Consumer decision making: Information Search, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Post-purchase behaviour, Customer action and disposal of products.

Unit – V:**Models of Consumer Behaviour**

Models of Consumer Behaviour: Modeling Behavior Traditional Models, Contemporary Models. Generic Model of Consumer Behavior, Howard Sheth Model, Engel, Blackwell and Rao –Lilien model. Consumerism

Suggested Books:

1. Schiffman and Kannik, “Consumer Behavior”, 2004, Pearson Education / PHI.
2. Black-well, R. Miniard PW and Engel, “Consumer Behavior”, 2005, Thomson Learning.
3. Loudon and Della Bitta, “Consumer Behavior”, 2004, TMH.
4. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
5. Gary Lilien, “Marketing Models”, 2000, PHI.
6. Suja R. Nair, “Consumer Behaviour in Indian perspective”, 2010, HPH.
7. Sheth and Mittal, “Consumer Behavior”, 2004, Thomson Learning.
8. StishBatra, “Consumer Behavior”, 2009, Excel Books New Delhi.

Course- Code	Course Title				Core/ Elective	
P21MB406	PERFORMANCE MANAGEMENT (HUMAN RESOURCE)				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To develop an understanding of the concept of Performance Management and the importance of the various Performance Assessment techniques.
2. To discuss the importance of Performance Metrics and benchmarking in improving Individual and Organizational Performance.
3. To understand the Concept of Compensation Management and its importance in Employee Retention.
4. To introduce various methods of designing Compensation System and make Students aware about the Management of Employee Benefits.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Effectively design the process of Performance Management system.
2. Efficiently identify an appropriate Performance Appraisal method at their workplace as an HR Professional.
3. Decide the standard performance benchmarks to influence the Performance of Organizational members.
4. Influence the Stakeholders of Compensation and also integrate compensation with other HR initiatives in line with Organizational realities.
5. Formulate new set of Compensation system and manage the various Employee Benefits in the Organization.

Unit – I:

Introduction: Definition, concerns and scope of PM. Performance Appraisals. Determinants of job performance. Mapping, process, sequence and cycle of PM. Performance planning and Role clarity. KPAs- Performance Targets. Trait, Behavior and Results approaches to measuring performance. The impact of HRM practices on performance.

Unit – II:

Performance Appraisal: Assessment center-psychometric tests. Role Play–Self-appraisal-360 Degree appraisals-Rating-less appraisals for the future of PMS. Critical incidents worksheet, Combining behavior and outcomes, Attribution theory-Causal matrix. Diagnosis and Performance improvement. Performance review, Performance analysis.

Unit – III:

Performance Bench marking:

Human information processing and performance loop, performance shaping factors–Yerkes–Dodson’s Law-Corporate performance management-EFQM Excellence model–Diagnostic and Process bench marking. PM Audit, PM pathway analysis. The impact of Performance Management on Line managers and Employees.

Unit – IV:

Competency mapping and Pay Plans:

Competency Mapping–Mercer’s Human Capital Wheel–Human Asset worth estimator and Accession rate-CIPD Human Capital framework, Performance, Competence and Contribution related pay models. Cafeteria benefits plan, call back pay. The McBer Generic managerial competency model- Competency causal flow model-Competency gap–Competency Assessment-Balanced Score Card framework.

Unit – V:

Performance Metrics and Models:

Performance measures pyramid. Steps for designing metrics, Wang Lab, Smart pyramid, Conceptual, DHL, RCN Models of PM, Gilbert’s performance matrix and Behavior Engineering model. Direction of trouble shooting with Behavior model–Mager and Pipes trouble shooting model - ATI performance improvement model, Spangenberg’s Integrated model of PM, Sears model for organizational performance.

Suggested Books:

1. Michael Armstrong, “Performance Management”, 2010, Kogan Page.
2. Robert L Cardy, “Performance Management”, 2008, PHI.
3. A.S. Kohli & T. Deb, “Performance Management”, 2009, Oxford.
4. H. Aguinis, “Performance Management”, 2009, Pearson.
5. T.V. Rao, “Performance Management & Appraisal System”, 2008, Sage.
6. A.M. Sarma, “Performance Management systems”, 2010, HPH.
7. B.D. Singh, “Performance Management systems”, 2010, Excel books.
8. S. N. Bagchi, “Performance Management”, 2010, Cengage.
9. M Armstrong, “Performance Management & Development”, 2010, Jaico.
10. Prem Chadha, “Performance Management”, 2009, Macmillan.
11. Joe Willmore, “Performance Basics”, 2004, ASTD Press.

Course-Code	Course Title			Core/ Elective		
P21MB407	DATA BASE MANAGEMENT SYSTEM (SYSTEM)			Core Course		
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	3	1	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To familiarize the students to understand the concepts of Data Mining and Preprocessing of Data.
2. To provide insights on Association Rule Mining and Clustering.
3. To demonstrate the application of Logistic Regression and Sentiment Analytics to solve Business Problems.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand the concepts of Data Mining and Data Preprocessing.
2. Extract and represent the knowledge from data by Preprocessing and Visualization
3. Establish the Association among frequently purchased items and categorize the dataset into different clusters.
4. Understand the concept of classification problems and their applications across different sectors.
5. Apply sentiment analytics to various real time business applications.

Unit – I:

Database Concepts and Modeling:

Introduction - data, database, DBMS, Database users and administrators, history of database systems, Overview of Client/Server Technology: 3 Tier architecture, data modeling, hierarchical, network, object oriented, Introduction to distributed databases. Relational Data structure: tuple, attributes, set; relational algebra operators, entity relationship diagrams, design of E-R Schema, E-R Schema to tables.

Unit – II:

Relational Languages and Relational Database:

Functional dependence: normal forms, integrity constraints, domain, referential integrity, Codd's rules. Elementary operations, set operations, aggregate functions, null values, nested sub queries, derived relations, views, joined relations, DDL, embedded SQL, QBE, QUEL, Advantages and limitations of RDBMS

Unit – III:

Transaction Processing:

Transaction concepts, states, atomicity, durability, Serializability, isolation, transaction definition in SQL, concurrency control, locking, deadlock, handling, recovery systems, log based shadow paging.

Unit – IV:

Distributed and Special Database:

Distributed data storage, network transparency, distributed query processing, commit protocols, concurrency controls, deadlock handling. Data analysis, data mining, data warehousing, spatial and geographical, multimedia database, mobility and personal database, distributed information system. World Wide Web, OLAP

Unit – V:**ORACLE:**

Introduction: SQL-SQL commands for data definition & data manipulation, views-procedures indexing, PL/SQL, forms design process, triggers, SQL report writer, SQL menus, Approach and Advantages –Exception Handling – Procedures - Functions- Packages - Triggers.

Suggested Books:

1. Lee Chao, “Database Development and Management”, 2016, Special Indian Ed. Auerbach Publications.
2. Abraham Shivershatz, Henry F. Korth& S Sudershan- “Data Base System Concepts”, McGraw Hill.2015
3. Rob & Coronel, “Database Systems”, Thomson. 2015
4. Page, Jr. Special edition Using Oracle 8/8i, Prentice Hall- 2015
5. Narayan S. Umanath& Richard W. Scamwell, “Data Modeling and Data Base Design”, Thomson – India Edition. 2014
6. Lemme& Colby, “Implementing and Managing Oracle Databases”, Prentice Hall.2014
7. Hansen & Hansen, “Database Management& Design”, Prentice Hall. 2014

RDBMS – LAB Oracle – Practical Syllabus

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|---|-------------------------------------|
| 1. Creating Tables & Applying All Constraints | 2. Inserting Data into Tables |
| 3. Updating Tables | 4. Alias Table |
| 5. Deleting Data From Table | 6. Drop Table |
| 7. Working with All SQL Queries using functions (Number, string functions etc.) | 9. Working with Joins |
| 8. Working with sub queries | 11. Creating Objects |
| 10. Creating Views
(i.e. Cluster, Synonyms, Indexes etc.) | 12. Writing PL/SQL programs |
| 13. Creation of Cursors | 14. Creation of Functions. |
| 15. Creation of Procedures. | 16. Creation of Triggers |
| 17. Generation of SQL report
different objects. | 18. Creating forms and working with |
| 19. Graphics | 20. Reports. |

Course-Code	Course Title				Core/ Elective	
P21MB408	BANKING AND INSURANCE				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To provide Conceptual and Practical understanding of Banking Industry and Monetary Policy implications.
2. To make Students proficient in Management of various Lending functions and educate them in Credit Delivery and Monitoring and Managing.
3. To equip the Students with latest trends, Regulations and Innovations in Banking arena.
4. To provide insights into Insurance Services and Claims Management.

Course Outcomes: After Completion of the Course, Student will be able to:

1. Understand Banking system and get insight on overview of Banking.
2. Acquire Knowledge on Banks monetary Policy –Implication and Analyze Financial Statements.
3. Develop a clear understanding and knowledge about the Lending functioning of bank.
4. Analyse the importance of Credit Delivery and monitoring as well as how a bank manages Credit Risk.
5. Insight on banking Regulatory system and new innovations in banking products and services.

Unit – I:

Introduction to Banking: Structure of Indian Banking system- scheduled commercial banks, foreign banks; commercial banks versus payment banks; Types of banking –universal banking, wholesale banking, private banking, retail banking; Evolution of Banking in India–nationalization, banking reforms; financial intermediation by banks; Role of commercial banking and economic development, RBI, Banker-Customer relationship, Functions of a Bank, Banking Sector and organization of Banks; Different types of accounts, Various services offered by banks, Sources of risk in banks; Analyzing banks' financial statements

Unit –II:

Uses of Bank Funds: Features of Bank Credit, Different types of accounts, steps to be followed in the assessment of credit worthiness of a prospective borrower, the credit process and management, different types of loans and their features, Loan Pricing: The basic model, pricing of fixed & floating rate loans, cost-benefit loan pricing, Customer Profitability Analysis, NPAs:- concept of gross and net NPAs, causes, implications & recovery of NPAs, Priority sector lending.

Unit – III:

Regulation and Innovations in Banking System: Regulation of Bank Capital: The need to regulate Bank Capital, Concept of Economic Model, Concept of Regulatory Capital, Basel Accords I,II and III; Banking Innovations:-Core Banking Solution, Retail Banking-Products & Services-Nature, Scope, Future and Strategies, Plastic Money, National Electronic Funds Transfer, ATM, Mobile Banking, M Wallets, Net Banking; Bancassurance; Payment & Settlement systems in Banks – Clearing and Gateways.

Unit – IV:

Introduction to Insurance: Definition and nature of Insurance, Role and importance of Insurance, History and Development of Insurance, Risk Management and the Role of Insurance, Features of insurable risk; Principles of insurance; Legal aspects of Insurance Contract, Functions of Insurers, Types of Insurers, Reinsurance, Prospects of Insurance Companies, Overview of IRDA.

Unit – V:

Life Insurance and General Insurance: The concept of Life Insurance, Life Insurance Products- Traditional and Market Related, Pension Plans, Group Insurance, Insurance for the underprivileged; Tax treatment of Life Insurance; Claims settlement, Distribution channel- Marketing intermediaries; General insurance types - Health and accident, Motor, Fire, Credit and crop

Suggested Books:

1. Introduction to Banking, VijayaragavanIyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Management & Financial Services, Peter.S.Rose& Sylvia. C. Hudgins, Tata McGraw Hill 2010, 7th Edition.
4. Bank Financial Management, IIBF, Macmillan 2010.
5. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
6. Fundamentals of Risk & Insurance, Emmett J. Vaughan & Therese M. Vaughan, Wiley, India
7. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
8. Risk Management & Insurance, S. Arunajatesan, T.R. Viswanathan, MacMillan 2009
9. Introduction to Risk Management & Insurance, Mark. S.Dorfman, Prentice-Hall of India Private Limited-2007, 8th Edition.
10. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

Course-Code	Course Title			Core/Elective		
P21MB409	SERVICES AND GLOBAL MARKETING (MKT)			Core Course		
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To familiarize with characteristics of services, global marketing concepts and make them understand the concepts of services and global industry and provide insight into the marketing mix for services and service quality.
2. To educate on strategies to deal with characteristics of services and concept of services marketing triangle.
3. To create awareness on global theories and discuss the issues of global management, emerging concepts.

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand overview of services and global and its significance.
2. Understand concepts of service, challenges in delivering quality services and global industry trends.
3. Apply suitable marketing mix for various services and develop strategies to deal with characteristics of services.
4. Analyze consumer evaluations of global offerings and apply global concepts to real situations and formulate global marketing strategies.
5. Examine the applications of Digital and Social Media Marketing in the Globalized market.

Unit – I:

Service:

Concepts, Scope of Services. Goods-Services continuum. 4Is of Services Goods and Services. Categorization. Industrial Services. Segmentation target Marketing and positioning. Customer expectations and perceptions of services.

Unit – II:

Service marketing Mix:

Product, Pricing, Place, Promotion, People, Physical evidence and process. Service Quality-Dimensions of quality. Understanding Quality Management. Measuring service Quality.

Unit – III:

Strategies for Marketing:

Overview, strategies for dealing with intangibility, inventory, inconsistency and inseparability. Building customer Relationship through Segmentation and retention strategies. Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing.

Unit – IV:

Introduction to Global Marketing

Importance of Global Markets–Consumer Markets–The Environment of Global Marketing–Cultural Environment–Economic Environment–Demographic Environment–Political and Government Environment–Technological Environment.

Unit – V:**International Brands and International Products**

Identifying Global customer needs–Satisfying Global Customers–Coordinating Marketing Activities– Global Product Planning–Product Objectives–New Products in Global Marketing–Distinction between Global Marketing and Indian Marketing .

Suggested Books:

1. Govind APTC Services MKT., Oxford Lee & Carter, Global Marketing, Oxford
2. Lovelock, Chatterjee, “Services Marketing People, Technology Strategy”, 2006, 5th Ed, Pearson Ed.
3. Rampal M. K and Gupta S. L, “Services Marketing Concepts, Applications and Cases, 2000, Galgotia Publishing Company – New Delhi.
4. Francis Cherunilam, “International Marketing”, 2008, HPH, Mumbai, 11th Ed.
5. Sreeramulu&Neelakantam, International Marketing, Paramount Publications, 2013
6. Dr. Gajendra Sharma, “International Marketing, Test and Cases”, Excel Books, New Delhi.
7. Kate, Jean Pierre, H. David, “International Marketing, 2008, Cengage Learning, India Pvt. Ltd. New Delhi.
8. SvendHollensen&MadhumitaBanergee, “Global Marketing”, 2010, 4th Ed. Pearson Publications.
9. Onkavisit, “International Marketing”, 2008, 5th Ed. Routledge Publications.
10. C. Bhattacharjee, “Services Marketing, Concepts and Planning”, 2010, Excel Books, New Delhi.
11. Philip R Careora, John L Graham, Prashant Salwan, “International Marketing”, Tata McGraw Hill Pvt. Ltd. New Delhi.
12. S.M.JHA, “Services Marketing”, 2009, HPH, Mumbai.
13. P. K. Vasudeva “International Marketing”, 4th Ed Excel Books, New Delhi.
14. Vinnie Jauhari, Kirti Dutta, “Services”, Oxford University Press, New Delhi.

Course-Code	Course Title				Core/ Elective	
P21MB410	TALENT AND KNOWLEDGE MANAGEMENT (HR)				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. The purpose of the course is to make the students learn about strategic environment
2. The purpose of decision making to impart case based for make students know the real-time decision making.
3. To offer knowledge on various approaches to talent and knowledge management in business organizations.
4. To offer knowledge on various approaches to talent and knowledge management in business organizations

Course Outcomes: After Completion of the Course, Students will be able to:

1. Understand to how managing the talent and knowledge among the employees
2. Analyse and segregate the potential resourceful knowledge to lead the future employees at hand.
3. Understand different approach in regards with the talent and knowledge management and apply to the required approach suitable to the organization.
4. Implementation of knowledge management frameworks in decision making.
5. Determine Organizational impacts of knowledge management and Knowledge management assessment of an organization.

Unit – I:

Meaning and importance of talent management. Designing and building a talent reservoir–Segmenting the Talent Reservoir. Talent Management Grid. Creating a talent management system. Institutional strategies for dealing with talent management.

Unit – II:

Competency–meaning, characteristics, types–Steps in developing a valid competency model. Talent management information systems. Developing a talent management information strategy. Role of leaders in talent management.

Unit – III:

The nature of knowledge management–Alternative views of knowledge. Types of knowledge. Location of knowledge. Rise of the knowledge worker. Features of knowledge intensive firm. Key processes in knowledge intensive firms.

Unit – IV:

Knowledge management framework of Hansen–Earl’s seven schools of knowledge management– Alvesson and Karreman’s knowledge management approaches. Knowledge management solutions, mechanisms and systems. Knowledge management infrastructure.

Unit – V:

Organizational impacts of knowledge management-on people, processes, products and organizational performance. Factors influencing knowledge management. Knowledge management assessment of an organization–importance, types and timing. Knowledge discovery systems.

Suggested Books:

1. Ed by Lance A. Berger and Dorothy R Berger. "The Talent Management Handbook", 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, "Talent Management", ASTD Press.
3. Sajjad M Jasmuddin, "Knowledge Management", 1st ed, 2009, Cambridge.
4. Stuart Barnes, "Knowledge Management Systems", Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal "Knowledge Management", 2009, Pearson Education Inc.
6. Donald Hislop, "Knowledge management in Organizations", 2009, Oxford University Press, Second edition.
7. Sudhir Warier, "Knowledge Management", Vikas Publishing House Pvt. Ltd.
8. Thorne & Pellant, "The Essential Guide to Managing", Viva Books.
9. Stuart Barnes(Ed) "Knowledge Management Systems". Cengage Learning.

Course-Code	Course Title				Core/ Elective	
P21MB411	SOFTWARE PROJECT MANAGEMENT (SYS)				Core Course	
Prerequisites	Contact Hour per Week			CIE	SEE	Credit
	L	T	P			
	4	-	-	40	60	4

Course Objectives:

- 1.To make the students learn about strategic environment
2. To help make decision to impart case based for students to know the real-time decision making.
3. To illustrate the Structure of Financial Institutions in India and Human Aspects of Project Management.

Course Outcomes: After Completion of the Course, Students will be able to:

- 1.Understanding the overview & importance of application of project management
2. Analyze the various tool and technique of different software projects.
3. Analyze the data for staff planning and use it in accordance with the organizations prospects.
4. Understand the ability to manage several projects, big and small projects of the industry.
5. To Implement the Managing people and Organizational behavior in Software Projects.

Unit I:

Introduction to Software Project Management

Project definition, Importance of software project management, software project versus other types, activities covered by software project management, categorizing software products, overview of project planning, step wise project planning

Unit II:

Project Evaluation and cost estimation

Strategic Assessment –Technical Assessment –Cost Benefit Analysis –Cash Flow Forecasting – Cost Benefit Evaluation Techniques – Risk Evaluation.– Basics of Software estimation – Effort and Cost estimation techniques – COSMIC Full function points - COCOMO II-a Parametric Productivity Model - Staffing Pattern

Unit III:

Activity Planning

Objectives of Activity planning- Project schedules –Activities –Sequencing and scheduling – Network Planning models –Forward Pass & Backward Pass techniques –Critical path (CRM) method– Risk identification– Assessment – Monitoring –PERT technique –Monte Carlo simulation, Resource Allocation – Creation of critical patterns –Cost schedules.

Unit IV:

Project Management and Control

Framework for Management and control – Collection of data, Project termination – Visualizing progress – Cost monitoring – Earned Value Analysis- Project tracking – Change control- Software - Configuration Management – Managing contracts – Contract Management.

Unit V:**Staffing In Software Projects**

Managing people – Organizational behavior – Best methods of staff selection – Motivation – The Oldham-hackman job characteristic model – Ethical and Programmed concerns – Working in teams –Decision making – Team structures – Virtual teams – Communications genres – Communication plans.

Suggested Books:

1. Bob Hughes, Mike Cotterell and Rajib Mall: Software Project Management – Fifth Edition, Tata McGraw Hill, New Delhi, 2012
2. Robert K. Wysocki “Effective Software Project Management” – Wiley Publication, 2011.
3. Walker Royce: “Software Project Management”- Addison-Wesley, 1998.
4. Gopaldaswamy Ramesh, “Managing Global Software Projects” – McGraw Hill Education (India), Fourteenth Reprint 2013.
5. Jalote, “Software Project Management in Practice”, Pearson Education, 2002. 16