

LORDS INSTITUTE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution)
 (With effect from the Academic Year 2024-25) – LR24

Department of Management Studies
Year-I Semester-I

S. No.	Course Code	Course Type /Code	Course Title	Scheme of Instructions				Scheme of Examination			Credits
				L	T	P	Contact hours /week	CIE	SEE	Duration of SEE in Hours	
Theory Course											
1.	P24MB101	CORE	Management and Organizational Behavior	4	1	-	5	40	60	3	4
2.	P24MB102	CORE	Accounting for Management	4	1	-	5	40	60	3	4
3.	P24MB103	CORE	Marketing Management	4	1	-	5	40	60	3	4
4.	P24MB104	CORE	Statistics for Management	4	1	-	5	40	60	3	4
5.	P24MB105	CORE	Economics for Managers	4	1	-	5	40	60	3	4
6.	P24MB106	CORE	IT Application for Management	4	1	-	5	40	60	3	4
Practical/Lab Course											
7.	P24MB106L	Practical	ITAM Computer Practical's	-	-	2	2		50	3	2
I SEMESTER CREDITS								650		26	

L: Lecture (*Hrs/Wk/Sem*) **T:** Tutorial (*Hrs/Wk/Sem*) **P:** Practical

CIE: Continuous Internal Evaluation **SEE:** Semester End Examination

OEC: Open Elective Course

PROJ: Project

Note:

1. Each contact hour is a Clock Hour.
2. The duration of the practical class is two hours, however it can be extended wherever necessary, to enable the student to complete the experiment.

MBA Syllabus Year-I Semester-I

Course-Code	Course Title				Core/ Elective	
P24MB101	MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR				Core	
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objective: To understand the Fundamentals of Management and Behavioral aspects of individual and groups in an organization.

Course outcomes: Students will be able to understand

1. Evolution of Management and contribution of Management thinkers
2. The relevance of environmental risk, conflict, uncertainty to take decisions,
3. To Study different theories of Organizing and Controlling
4. To Understand Individual and Group Dynamics and Leadership
5. To Know Organizational Culture, Climate and Stress Management.

Unit-I: Management Philosophy and Approaches:

Management Principles, Process, Functions and Typology, 3D Model of Managerial Approach, Management thought-Classical, Human Relations, Systems and Contingency Approaches, Hawthorne's Experiments, Contributions of Henry Fayol, F. W. Taylor and Peter Drucker.

Unit-II: Organizational Design, Structure and Decision Making:

Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure - Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict. Open and Closed Decision making models, QWL. Quality Circle. Emerging Organizational Architectures.

Unit-III: Organizational Behavior:

Personality Traits, Big 5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory, Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Transactional Analysis, Johari Window, Attitudinal Genesis in Mentoring, Motivation - Content and Process Theories.

Unit -IV: Group Dynamics and Leadership:

Group Dynamics & Team Building, Kurt Lewin contribution, Conflict Resolution models,. Worklife balance. Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - Goal Theory, Vroom's Decision Tree Approach to Leadership, Hersey and Blanchard Model.

Unit-V: Emerging aspects of OB:

Organization culture and Organization climate. Stress Management and Counseling, Management of change and Organization development. Communication Process.

Organizational Citizenship Behaviour. Organizational Behaviour Modification. Behavioural Entropy in Learning Organization, Behavioural Metrics in Effective Organization.

Suggested Readings

1. Richard L. Daft, New Era of Management, Cengage Learning, 11e, 2017
2. Harold Koontz and Heinz Weihrich, 2015, Essentials of Management, TMH
3. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter 2010, Management, Pearson
4. Curtis W. Cook & Phillip L. Hunsaker, 2010, Management & Organisational Behaviour, McGraw-Hill.
5. Robbins & Judge, 2015, Organisational Behaviour, Prentice Hall of India.
6. Gregory Moorhead and Ricky W. Griffin 2010, Organisation Behaviour, Biztandre.
7. VSP Rao, V. Harikrishna 2010, Management – Text and Cases, Excel Books
8. K. Aswathappa, 2010, Organisational Behaviour – Text, Cases and Games, Himalaya Publishing House.
9. UdaiPareek 2010, Understanding Organisational Behaviour, Oxford University Press
10. Lauriel J Mullins, 2010, Management & Organisational Behaviour, Pearson
11. Robin Finchem and Peter Rhodes 2010, Principles of Organisational Behaviour, Oxford University
12. B.R. Virmani, 2010, Managing People in Organisations, Response Books.

Course-Code	Course Title			Core/ Elective		
P24MB102	ACCOUNTING FOR MANAGEMENT			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	

Course Objectives: The objective of this course is to help students understand the concepts of accounting for management. Student will be aware of accounting process and will be able to analyze the financial performance of the organization.

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

1. Understand the basic concepts and principles of accounting and maintain the books of accounts.
2. Analyze and prepare the financial statements and understand the accounting standards.
3. Apply the different methods of depreciation and techniques of valuation of assets.
4. Analyze and interpret financial statements through ratio analysis and cash flow statements.
5. Handle Real life situations involving Taxation and equip themselves with techniques for taking Tax- Sensitive Decisions

Unit - I:

Meaning, Definition and Scope of Financial Accounting; Accounting concepts and conventions, their implications on accounting system –Double Entry Accounting System – Accounting Process – Types of Accounts – Primary and Secondary Record – Preparation of Journal, Ledger Posting Balancing and Preparation of Trial Balance (Including Numerical Problems) - Accounting Equation – Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International Financial Reporting Standards (IFRS).

Unit – II:

Distinction between capital and revenue expenditure; Depreciation concept and methods. Preparation and presentation of financial statements – Trading, Profit and loss account, Balance Sheet with adjustments for closing stock, outstanding expenses, accrued income, prepaid expenses, advance income, depreciation, loss/profit on sale, bad debts and provision for bad debts (Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements; external auditor’s report, the report of the Board of Directors, and voluntary disclosures

Unit – III:

Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios -calculation and interpretation of ratios-liquidity ratios, activity/turn over ratios, Profitability ratios, leverage and structural ratios (Including Numerical Problems)- Advantages and disadvantages; common size statement analysis.

Unit – IV:

Cash Flow Statement – Advantages and Utility of Cash flow statement – Preparation of Cash flow statement (Including Numerical problems) - Tax planning – Tax Avoidance – Tax evasion; Cost concepts – Classification of Costs- – preparation of cost sheet (no numericals)

Unit – V:

CVP analysis – Break-even Point, concept of contribution and P/V Ratio, Margin of Safety (Including Numerical problems) - Managerial uses of Break-even concept – product mix, make or buy decision, capacity utilization, plant shut down decision, Standard Costing – Variance Analysis – Material Variances – Labour Variances (Simple Problems Related to Material and Labour Variances Only)

Suggested Books:

1. Dr. Jyothi Rattan, “Bharats Taxation Laws”, 11th Edition, Bharats Law House, 2019.
2. Marco Vulpiani, “Special Cases of Business Valuation”, 1st Edition Mc Graw Hill, 2014.
3. V.S. Datey (Taxmann’s), Indirect Taxes Law and Practice, 42nd Edition, 2019.
4. Grewal T. S. Introduction to Accounting, 2016, S Chand Publishers
5. Ramachandran, Ramkumar Kakani, Financial Accounting for Management, 2009, 2nded, Tata McGraw Hill Publishing , Pvt., Ltd.
6. Shah Paresh, Basic Financial Accounting for management , 2009, 5th Ed, Oxford University Press
7. Shashi K. Gupta & R.K. Sharma Management Accounting Principles and Practice Kalyani Publishers, 12th Revised . Ed.
8. Bhattacharyya Asish K, Financial Accounting for Business Managers, 2nd edition, PHI
9. Ambarish Gupta, Financial Accounting for Management, 2009 An Analytical Perspective, 3rd Ed. Pearson education.
10. Earl K. Stice and James. D. Stice, Financial Accounting – Reporting and Analysis, 2009, 7th Ed. South Western, Cengage Learning.

Course-Code	Course Title			Core/ Elective		
P24MB103	MARKETING MANAGEMENT			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To provide knowledge on Marketing Concepts and Principles in Theory and Practice.
2. To focus on how a Marketer can effectively utilize Segmentation, Targeting and Positioning; and the Marketing Mix elements to attract and retain the Customer.
3. To create awareness on principal factors that influence Consumers as individuals and Decision makers with an application to the Buying Decision process and focus on Contemporary issues of Marketing.

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

1. Know the various Philosophies of Marketing, and apply them in different Business Scenarios.
2. Understand various Segmentation, Targeting and Positioning strategies to make their Products as Market leaders.
3. Effectively design the Marketing Mix effectively in order to achieve the Organizational goals and objectives.
4. Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective.
5. To understand the Contemporary issues and develop Marketing Strategies to sustain in this Competitive World.

Unit – I: Origin of Marketing:

Origin of Marketing, Barter systems, Markets, Marketing Management, Tasks, Company orientations towards market place, Marketing Mix – expanded, Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Designing Global marketing, Marketing Environment – Company’s Micro and Macro Environment – Interface with other functional areas.

Unit – II: Market Segmentation:

Segmentation process, Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting – Evaluation of Market Segments, Selecting Market Segments, VALS Segmentation System – Differentiation Strategies, Product Positioning, Positioning Strategies, Building customer Value, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand, Competitive Strategies.

Unit – III: Designing Marketing Programme:

Decisions involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product Development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Network Marketing, Promotion Mix –

Advertising, Social Media and Advertising, Sales Promotion, Public Relations, Personal Selling, Online Marketing.

Unit – IV: Consumer & Industrial Markets:

Classification of Products, Consumer Behavior, Seven Os Structure, Factors affecting Consumer Behavior, Model of Buyer Behavior, Adoption Process, AIDA Model, Industrial Markets – Characteristics, Industrial Buyer Behavior, Services Markets – Characteristics and Strategies, Emergence of Online Services. Use of I C T in Service Marketing.

Unit – V: Marketing Control & Consumerism:

Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Changing practices of Marketing, Marketing Control, Annual Plan Control, Efficiency Control, Profitability Control and Strategic, Marketing Audit, Consumerism, Consumer rights and Consumer forums.

Suggested Books:

1. Saxena, R, Marketing Management, 6th Edition, McGraw-Hill Education, 2019.
2. Kotler, P., Armstrong, G., Agnihotri, P.K., Principles of Marketing, 17th Edition, Pearson Education, 2018.
3. Iacobucci, D., and Vohra, A., MM: A South Asian Perspective, 1st Edition, Cengage Learning, 2019.
4. Kotler, P., and Keller, K., Marketing Management, 15th Edition, Pearson Education, 2017.
5. Paul Baines, Chris fill, Kelly page, “Marketing Management”, 2016, 1st Ed. Oxford University Press.
6. International Marketing, Neelakantam Tatikonda D. Sreeramulu 2013
7. Roger j. best, “Market- Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.
8. Kurtz & Boone, “Principles of Marketing”, 2010, 12th Ed. Cengage Publications.
9. Tapan k panda, “Marketing Management”. 2010, 1st Ed. Excel books.
10. Ramaswamy V.S. Namakumari S, “Marketing Management”, 2009, The Global perspective-Indian Context Macmillan India Ltd.

Course-Code	Course Title			Core/ Elective		
P24MB104	STATISTICS FOR MANAGEMENT			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of this Course are:

1. To introduce basic statistics to management students like measures of central-tendency, measures of dispersion, skewness and kurtosis and concepts of probability.
2. To provide an understanding of probability distributions.
3. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples.
4. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.

Course Outcomes: students will be able to:

1. Perform descriptive analytics using the Basic Statistics
2. Utilize the Knowledge of Probability and distributions in the various areas of management.
3. Hypothesize and analyze the data in decision-making purpose.
4. Use the small and large sample techniques to analyze the data and make decisions.
5. Planning and controlling techniques for making the process smooth.

Unit – I:

- i.) Introduction to Statistics – Overview, origin and development and Managerial Applications of statistics, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.
- ii.) Introduction to probability – Concepts and Definitions of Probability – Classical, Relative, frequency, subjective and axiomatic. Addition and Multiplication theorems, Statistical independence, Marginal, Conditional and Joint Probabilities.
- iii.) Bayes’ theorem and its applications.

Unit – II:

- i.) Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution, function, properties, Continuous and Discrete Probability distribution functions.
- ii.) Discrete Probability distributions: Binomial Distribution, Properties and applications; Poisson distribution, properties and applications.
- iii.) Continuous Probability Distributions – Normal Distribution, Standard Normal Distribution properties, applications and importance of Normal Distribution.

Unit – III:

- i.) Sampling Theory- The basics of sampling-Sampling procedures-Random and Non-Random methods- Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.
- ii.) Hypothesis Testing-Statistical Estimation, Point and Interval Estimation, Properties of a Good Estimator, confidential interval.

iii.) Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D's.

Unit - IV:

- i.) Small Sample Tests- t- Distribution –properties and applications, testing for one and two means, paired t-test.
- ii.) Analysis of Variance-One Way and Two ANOVA (with and without Interaction).
- iii.) Chi-square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

Unit - V:

- i.) Correlation Analysis-Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of multiple and partial Correlation.
- ii.) Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.
- iii.) Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

Suggested Books:

1. Levin R.I., Rubin S. David, "Statistics for Management" 2000, 7thEd.Pearson.
2. Gupta S.C, "Fundamentals of Statistics", 2010, 6th Ed. HPH.
3. Keller, G, "Statistics for Management", 2009, 1st Ed, Cengage Learning.
4. Amir D. Aczel and JayavelSunderpandian, "Complete Business Statistics", TMH,
5. John C Lee, "Business and Financial Statistics Using MS-Excel", First edition, 2009, Cambridge.
6. J.K Sharma, "Business Statistics", 2010, 2nd Ed. Pearson.
7. Arora PN & others, "Complete Statistical methods", 2010, 3rd Ed. S. Chand.

Course-Code	Course Title			Core/ Elective		
P24MB105	ECONOMICS FOR MANAGERS			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	CREDIT
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To make students familiarize with Economic behavior of a person
2. To let managers know the market behavior
3. To understand the environment of Business firms.
4. To know the demand conditions of various products
5. To know the contemporary economic policies

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

1. Use the knowledge of micro factors to understand the Economic behavior of a consumer.
2. Analyse the market dynamics and predict the demand and sales.
3. Assess opportunities and threats of business.
4. Understand nature of the products and demand conditions.
5. Know the variations in macro-economic factors and inflation

Unit – I:

Introduction to managerial functions, nature and scope of managerial economics, relation with other subjects, fundamentals concepts of Managerial Economics, Decision Making Process, Decision making under certainty, uncertainty and Risk, Role and Functions of Managerial Economist, Use of Econometric Models.

Unit – II:

Theory of Utility & Demand utility, Marginal Utility, Law of Marginal Utility, Demand concepts, determinants of demand, Law of Demand, Elasticity of demand, Types of Elasticity, Measurement of Elasticity (Numerics), Demand Estimation for Firm & Industry, Demand Forecasting Methods.

Unit – III:

Production & Cost structure, production function, Determinants of Production, Theories of Production, Benham Theory, Law of Two Variable proportions, Law of Returns to Scale – Cost Concepts, Types of Costs, Short-term and Long-term Cost Curves, Learning Curve, Iso-cost Curve – Equilibrium – BEP Analysis (Numeric).

Unit – IV:

Markets & Market Behavior, Classification of Markets, Virtual Markets, Perfect Competition Market, Imperfect Competition Markets, Monopolistic Competition Market, Monopoly, Oligopoly, Strategies of Oligopolists, Agriculture Markets & Overview of Market Laws, Overview of Agriculture Market Committees (AMCs), Price Determination under different market structures.

Unit – V:

Macro Economics: National Income concepts and Measurement Income, Employment and Investment, Keynesian Theory & Employment and Investment, Inflation: Types of Inflation, Control Technique of Inflation. Fiscal policies – Budget – Current Budget.

Suggested Books:

1. Dominik Salvatore, “Managerial Economics”, 2016, 8th Ed. Oxford University Press
2. Mark Hirschey, Log “Managerial Economics – An Integrative Approach”, Cengage Learning.
3. Allen, Wegelt, Doherty & Mansfield, “Managerial Economics - Theory, Application & Cases”, 2010, 7th Ed. Viva-Norton Student E
4. D.M. Mithani, “Managerial Economics” 2008, Himalayan Publishing House.
5. P L Mehatha , “Managerial Economics”, 8th Ed S.Chand Publishing.
6. Trunett & Trunett, “Managerial Economics”, 2009, 8th Ed Weiley India.
7. Samuelson & Nordhaus, “Economics” 2010, 19th Ed., Tata McGraw Hills.
8. Atmanand, “Managerial Economics”, 2009, Excel Publishing.
9. Sumitra Paul, “Managerial Economics”, 2008, Macmillan.
10. Josphe G. Nellis & David Parter “Principles of Business Economics”, 2009, 2nd Ed. Pearson Ed.,

Course-Code	Course Title			Core/ Elective		
P24MB106	IT APPLICATIONS FOR MANAGEMENT			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives:

1. The main purpose of this course is to enhance student's technical skills in terms of operating computers, Hardware, Software, and its applications, Categories of Machines, Servers, How Computers works.
2. This course attempts to introduce the fundamentals of Information Technology, Application of Information technology in functional area

Course Outcomes:

At the end of successful completion of the course, student will be able to:

1. Understand the Computers system, its components, types and working of computer.
2. Apply the Information Technology in functional Areas.
3. Analyze Computer network and types of computer network.
4. Comprehend the Organizational Systems and Global information systems
5. Know the various cyber laws and Informational security.

Unit – I: Information Systems and Management:

Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, Programming Languages and their Classification, Role of IT in Business, Opportunities and Challenges in IT, Importance of IT in Business

Unit – II: Emerging Trends in IT:

Categories of IS, Management Information System (MIS), Decision Support System (DSS) - Types and architecture of DSS, Data Warehouse and Data Mining, Artificial Intelligence, Intelligent Systems, Cloud Computing, Mobile Apps and Computing, Big Data, Robotics, Virtual Reality, Internet of Things (IoT), 5G,

Unit – III: Communications and Networks:

Definition, Introduction to Networks, Overview of Networks, Types of Networks, Network Topologies, Components of Networks, Computer Network Models, Applications of Communications: Definition, Internet - Overview of Internet, Architecture and Functioning of Internet, WWW, FTP, Telnet, Gopher, Browsers and Search Engines, Teleconference, Web Conferencing platforms.

Unit – IV: Functional Areas of Information Systems:

Management Levels and Functional Systems, Manufacturing, Production, Sales and Marketing Systems, Accounting, Finance and HR Systems, **Enterprise Systems and Applications:** Concepts of ERP, SCM, CRM, CPFR, Knowledge Management Systems, System Development Life Cycle (SDLC), Electronic Fund Transfer (EFT).

Unit – V: Security and Ethical challenges in IT:

Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cyber security issues, salient features of IT Act.

Suggested Books:

1. Turban, Rainer and Potter, "Introduction to Information Technology", John & Wiley Sons.
2. Anita Goel, "Computer Fundamentals", Pearson.
3. Ramesh Behl, "Information Technology for Management", McGraw-Hill Companies.
4. Ken Laudon, Jane Laudon & Rajnish Dass, "Management Information System", 11nd Ed. Pearson.
5. B. Muthukumaran, "Information Technology for Management", 2010, Oxford.
6. Alex Leon & Mathew Leon, "Fundamentals of Information Technologies", 2009, Leon Vikas, 2ndEd.
7. S. Sudalaimuthu & S. Anthony Raj, "Computer Applications of Business", 2010, HPH.

Course-Code	Course Title			Core/ Elective		
P24MB106L	COMPUTER PRACTICAL'S – LAB			Practical		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	-	2	2		50	2

Course Objective:- The objective of this course is to help students understand the basic applications of computer practical

Course Outcomes: At the end of successful completion of the course **Student will be able to:**

1. Use the basic knowledge of MS Excel for creating the records
2. Present the data using the visualization techniques
3. Use the MS Excel for analyzing the data using various analysis tools
4. Create and Maintain the data base using the MS Access tool
5. Transfer the data between MS EXCEL and MS ACCESS

MS-EXCEL

Unit – I:

Introductory concepts of MS-EXCEL spreadsheet: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options, Pivot table. V-lookup

Unit II:

Data And Graphical Options: Filling a Series, Sorting data, querying of data. Working with graphs and charts.

Unit III:

Advanced Options of MS-EXCEL: a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc. b) Financial Tools – use of Financial Functions such as NPV, IRR etc. c) Date Functions d) Building Simple Macros.

MS-ACCESS

Unit IV –

Introduction to MS-ACCESS: Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and displaying data. Creating & querying using forms. Creating & printing reports and labels.

Unit V:

Transfer of data between Excel & Access.

Suggested Books:

1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
4. Sanjay Saxena, “A First Course in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing House.
5. P. Sudharsan & J. Jeyabalan, “Computers Systems & Applications”, Jaico Student Edition- Jaico Publishing House.
6. D.P. Apte, “statistical Tools for Managers – using MS Excel”, 2009, Excel Books.

LORDS INSTITUTE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution)
 (With effect from the Academic Year 2024-25) – LR24

Department of Management Studies
Year-I Semester-II

S. No.	Course Code	Course Type /Code	Course Title	Scheme of Instructions				Scheme of Examination			Credits
				L	T	P	Contact hours /week	CIE	SEE	Duration of SEE in Hours	
Theory Course											
1.	P24MB201	CORE	Human Resources Management	4	1	-	5	40	60	3	4
2.	P24MB202	CORE	Financial Management	4	1	-	5	40	60	3	4
3.	P24MB203	CORE	Business Research Methods	4	1	-	5	40	60	3	4
4.	P24MB204	CORE	Business Law and Ethics	4	1	-	5	40	60	3	4
5.	P24MB205	CORE	Entrepreneurship Development	4	1	-	5	40	60	3	4
6.	P24MB206	CORE	Customer Relationship Management	4	1	-	5	40	60	3	4
7.	P24MB207	CORE	Seminar Presentation *	2	-	-	2		50	3	2
II SEMESTER CREDITS								650		26	
TOTAL CREDITS AT THE END OF II SEMESTER								1300		52	

L: Lecture (*Hrs/Wk/Sem*) **T:** Tutorial (*Hrs/Wk/Sem*) **P:** Practical

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

OEC: Open Elective Course

PROJ: Project

Note:

1. Each contact hour is a Clock Hour.
2. The duration of the practical class is two hours, however it can be extended wherever necessary, to enable the student to complete the experiment.
3. Seminar Should be evaluated for 50 Marks and then converted to GRADE
4. Students Seminars will be done by Students on Semester I and II Subjects.

MBA Syllabus Year-I Semester–II

Course-Code	Course Title				Core/ Elective	
P24MB201	HUMAN RESOURCE MANAGEMENT				Core	
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course objectives: The Objectives of this Course are to:

1. Provide the basic Concepts of Human Resource Management.
2. Enable the Students to understand the process of Recruitment and Selection and the Concept of Performance Management system in an Organization.
3. Understand the basics of Industrial Relations and knowledge of Labour laws and acquaint the Students with the Contemporary issues in Human Resource Management.

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

1. Understand and apply the knowledge of basic Concepts of Human Resource Management in Practical settings of an Organization.
2. Follow innovative practices in Recruitment and Selection.
3. Implement systematic Performance Management System in an Organisation.
4. Implement harmonious Industrial Relations and apply latest amended Labour Acts in an organization.
5. Execute new trends in Human Resource Management practices.

Unit - I: HRM Evolution.

Functions of HRM. Typology, system & matrix of HR. HRM models. Aligning HR strategy with Corporate strategy, HRIS, e-HRM, HRMS, Strategic HR metrics & Interactive HR Dashboards.. Humane Values & Competency Framework for innovative HR. Measure of Human Assets Potential. Human Capability Management. Survival Capacity Building for Pandemics & Disruptive Technologies.

Unit - II: HR Planning & Design.

Traditional, Functional & Strategic Job analysis, Position analysis questionnaire, Work Connectivity Index, Threshold traits analysis. Job Design & Redesign. Job evaluation: Competency Modelling, Cognitive task analysis. Performance Appraisal, HR Planning: Strategic Designing of Hybrid, Blended, Virtual & Gig workforces. Recruitment: Virtual Vs Real. Selection Process: Psychometrics in Aptitude & Psychological testing.

Unit - III: HR Training & Development

Training needs analysis. Off-the-job training: Vestibule, Simulation, Case study, Design thinking, Behaviour Modelling, Business Games, Adventure and Action Learning. On-the-job training: Job instruction, Job rotation, Apprenticeship, Demonstration, Psychodrama & Role Play. HRD. HR Accounting: Lev and Schwartz, Flamholtz and Hermanson's Models.

HR Audit: Philips RoI model. Career planning model. Employee Development & Transition. MDP.

Unit - IV: Effective HR Systems.

Code of Conduct, Discipline & Ethics, Group dynamics, Learning Organization, QWL, Standing Orders, Strategic Rewards & Compensation Management, Employer Branding, Employee Value Proposition. Grievance redressal, Stress Management, Psychological Contract: Employee Engagement, Involvement & Loyalty. Peak Performance modelling for Human Capability, Human Copability & Human Competency.

Unit - V: Emerging HR Trends.

Workforce Diversity, Inclusivity & Equity. HR analytics, Empowering skills by Emotional Intelligence, Work life conflicts & integration. International HRM, Global HRM, Sustainable HRM, Strategic HRM & Agile HRM. HR Score card. Intelligent tutoring systems. Organizational Change, Design, Effectiveness & Development. Professional & Psychological Counseling for Pandemics, Jobloss, Mergers & Acquisitions.

Suggested Books:

1. David Lepak, Mary Gower, Human Resource Management, 2018, Pearson.
2. Paul Banfield, Rebecca Kay, Human Resource Management, 2019 Oxford.
3. Decenzo, Human Resource Management, 2018, Wiley.
4. Wayne & Caseia, Ranjeet Nambudri, "Managing Human Resource, 2019, TMH.
5. Gomez Mejia et.al, Managing Human Resource, 2017, PHI.

Course-Code	Course Title			Core/ Elective		
P24MB202	FINANCIAL MANAGEMENT			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of the Course are:

1. To develop a broad understanding of the Concept of Finance functions and Time value of money, significance of Capital Budgeting techniques for the feasibility of Projects.
2. To gain knowledge about Theories of Capital Structure, Concept of Cost of Capital, and Dividend decisions.
3. To give insights about the importance of Working Capital Management and the tools to manage it.

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

1. Understand the Concept of Finance function and judge the Time Value of money in terms Annuity and Present Values.
2. Assess the feasibility of Projects using Capital Budgeting Techniques.
3. Apply the Capital Structure Theories to construct the best Capital mix for better Market Value of the Firm.
4. Implement the Dividend decisions in the interest of the Stakeholders.
5. Assess Working Capital requirements and apply the Tools to manage it.

Unit – I: The Finance function:

Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario –Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value.

Unit – II: The Investment Decision:

Investment decision process- Project generation, project evaluation, project selection and project implementation. Developing Cash Flow; Data for New Projects; Using Evaluation Techniques –Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty; Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient, Probability tree approach, Sensitivity analysis.

Unit – III: The Financing Decision:

Sources of finance – a brief survey of financial instruments; Capital Structure Theories, Concept and financial effects of leverage; The capital structure decision in practice: EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital

Unit – IV: Current Assets Management and Dividend Decision:

Concept of current assets, characteristics of working capital. Factors determining working capital. Estimating working capital requirements. Working capital policy. Management of current assets: Cash Management, Receivables Management and Inventory Management. Bank norms for working capital financing. The Dividend Decision: Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of Gordon, Walter, and Lintner. A brief discussion on dividend policies of Indian companies.

Unit – V: Corporate Restructuring and Corporate Governance:

Corporate Mergers, acquisitions and takeovers: Types of mergers, Economic rationale of Mergers, motives for mergers; financial evaluation of mergers; Approaches for valuation: DCF approach and Comparable Company approach (No practical exercises). Corporate Value based management systems. Approaches: Marakon approach and McKinsey approach; Principles of good corporate Governance.

Suggested Books:

1. M. Pandey, “Financial Management”, 11th Ed. Vikas Publishing House, New Delhi 2015.
2. Khan, M. Y. and Jain P. K “Financial Management: Text, Problems and Cases”, 6th Edition, Tata McGraw Hill Pub. Co. Ltd New Delhi, 2011.
1. Brigham, E. F. and Ehrhardt. M. C., “Financial Management Theory and Practice”, 15th Ed., Cengage Learning, USA, 2015.
2. Jonathan Berk, Peter DeMarzo, Ashok Thampy, “Financial Management”, 3rd Ed. Pearson Education Limited, UK, 2010.
3. Vishwanath S.R., “Corporate Finance: Theory and Practice”, 2nd Ed. Response books, Sage Publications Ltd, New Delhi, 2007.
4. Prasanna Chandra, “Financial Management Theory and Practice” 9th Edition, McGraw Hill, New Delhi, 2015.
5. S R Vishwanath, “Corporate Finance: Theory and Practice”, Sage publishing India, 2nd Edition, 2007.
6. Clive Wilson, Bruce Keers, Ronwyn Johnston, Andrew Medlen, Brian Walters, “Financial Management”.

Course-Code	Course Title			Core/ Elective		
P24MB203	BUSINESS RESEARCH METHODS			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of this Course are:

1. To provide understanding of the Concepts of Business Research Process, Ethics in Business Research and relevance of Research Designs used in Business Research.
2. To create an awareness on various Sources of Data, Sampling Methods and Methods of Qualitative and Quantitative Data Analysis and also to introduce Non-Parametric Tests.
3. To provide Students with an understanding of the basic Concepts of the Multivariate Techniques-its usefulness and provide guidance on how to prepare a Research Proposal and write a Quality Research Report.

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

1. Understand Business Research problems and will critically evaluate research papers considering Ethics in Research.
2. Compare and Contrast various Research Designs.
3. Analyze the similarities and differences between various Sampling Designs and Measurement Scales and make a Decision about how best to employ them in research studies.
4. Apply and interpret the Quantitative and Qualitative data and different types of Non-Parametric Statistical Tests.
5. Classify and select time series techniques to render appropriate solutions to the Business problems for attaining the Organizational Goals and effectively formulate a Research Proposal and communicate Research findings by preparing a Quality Research Report.

Unit – I: INTRODUCTION TO RESEARCH

Business Research: Definition, Significance, Nature & Importance – Criteria of Business Research – Marketing Information System, paradigm shift in Research – Research Design Types of Research Designs – Descriptive, Exploratory, Diagnostic, and Causal Research – Types of research, Theoretical and Empirical Research – Cross-sectional and Time-series Research — Research Objectives – Research Hypotheses – Characteristics - Research from an Evolutionary Perspective – the Role of Literature Review in Research

Unit – II: RESEARCH PROCESS & DATA COLLECTION

Research Process – Data Sources- Primary Data – Secondary Data - Data Collection Methods – Types of Data Collection - Questionnaire Design – Questionnaire Layout – Question Content - Wording – Target Population Identification – Sampling Process – Sampling Design – Sampling techniques – Sampling Procedure – Sampling Types – Pilot Study – Pre-Test.

Unit – III: SCALING AND MEASUREMENT

Measurement and Scaling Techniques – Different types of Scales – Nominal, Ordinal, Interval and Ratio Scales – Purpose and Benefits of Scaling – Construction of Instrument Attitudinal Scales – Number of Dimensions in Scaling - Construction and Application - Data Analysis - Editing – Tabulation – Cross Tabulation – Data Content Validity, Construct Validity and Reliability

Unit – IV: DATA ANALYSIS AND STATISTICAL TECHNIQUES

Test of Hypothesis – Type-I, Type - II Errors - Small Samples and Large Samples – Parametric and Non-Parametric Tests – Chi Square Test – Mc Nemar Test – ANOVA – One Way and Two Way Analysis - Bivariate and Multivariate Statistical Techniques – Factor Analysis – Discriminant Analysis – Cluster Analysis – Correlation and Multiple Regression Analysis – Multidimensional Scaling.

Unit – V: REPORT DESIGN, WRITING, AND ETHICS IN BUSINESS RESEARCH

Report Preparation - Different Types of Reports – Contents of Report – Need for Executive Summary – Chapterization – Contents of Chapter – Report Writing – The Role of Audience – Readability – Comprehension – Tone – Final Proof – Report Format – Title of the Report – Ethics in Research – Ethical Behavior of Research – Plagiarism – Essentials of Referencing - Subjectivity and Objectivity in Research

Suggested Books:

1. Levin R.I., Rubin S. David, “Statistics for Management”, 2000, 7th Ed. Pearson.
2. Gupta S.C, “Fundamentals of Statistics”, 2010, 6th Ed. HPH.
3. Keller, G, “Statistics for Management”, 2009, 1st Ed, Cengage Learning.
4. Amir D. Aczel and Jayavel Sounder pandian, “Complete Business Statistics”, TMH,
5. John C Lee, “Business and Financial Statistics Using MS-Excel”, First edition, 2009,Cambridge.
6. J. K Sharma, “Business Statistics”, 2010, 2nd Ed. Pearson.
7. Arora PN & others, “Complete Statistical Methods”, 2010, 3rd Ed. S. Chand.8. Beri, GC, “Business Statistics”, 2010, 3rd Ed. TMH.

Course-Code	Course Title			Core/ Elective		
P24MB204	BUSINESS LAW AND ETHICS			Core		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of this Course are:

1. To give an Overview of Legal issues that they deal within their Professional and Personal life and to provide knowledge on General Contracts, Special Contracts and Negotiable Instruments.
2. To discuss the formation of Company, Process, and Dissolution and to educate on the rights of consumers and Redressal mechanism.
3. To provide understanding the significance of Ethical conduct for Business and Community.

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

1. Apply Legal aspects of Business law to the problems associated with business and its transactions
2. Critically review the special contracts and reflect them on the current Legal issues
3. Understand various provisions of Companies Act.
4. Claim the rights as a consumer by recalling the Redressal Mechanism available
5. Exhibit the skills required to identify and resolve the ethical issues in the Business environment.

Unit-I Law of Contracts:

Definition of contract and agreement – Classification of contracts, Essential elements of a valid contract – Offer - Acceptance - Consideration - Capacity to contract - Free consent, Void contracts– Legality of object - Performance of contract – Remedies for breach of contract - Quasi contracts.

Unit-II Law Relating to Special Contracts:

Salient features of contract of agency, Bailment and pledge, Indemnity and guarantee. Sale of Goods Act – Distinction between sale and agreement to sell - Conditions and warranties. Negotiable Instruments Act – Definition and characteristics of a negotiable instrument – Definitions, Essential elements and distinctions between Promissory note, Bill of exchange and cheques - Types of crossing.

Unit-III Companies Act:

Definition of company – Characteristics - Classification of companies - Formation of company - Memorandum and articles of association – Prospectus - Shareholders meetings - Board meetings - Law relating to meetings and proceeding - Company - Management - Qualifications, Appointment, Powers and legal position of directors - Board - M.D and chairman - Their powers.

Unit-IV Consumer Protection Law:

Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution control law - Air, water and environment pollution control, Role of public awareness. Laws relating to intellectual property rights, Competition law. Arbitration and conciliation

Unit-V Ethical and Value Based Considerations:

Ethical and Value based Considerations - Need and Justification - Business ethics and efficiency - Social responsibility of business - Fair and just cooperation among owners, managers, workers and customers - Fair Market Wages - Integrity and ethical consideration in business operations - Indian value system and it's relevance in Management.

Text Books:

1. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Co., 2018.
2. K.R. Bulchandani, "Business Law for Management", 6th ed, HPH, 2014.
3. Satish B. Mathur, "Business Law", Tata Mc Graw Hill, 2010.
4. O. C. Ferrell et.al., "Business Ethics: Ethical Decision Making and Cases", Cengage Learning, 2014.

Suggested Readings:

1. PPS Gogna, "A Text Book of Company Law", 6th ed., S. Chand, 2014.
2. Akhileshwar Pathak, "Legal Aspects of Business", 6th ed., Tata McGraw Hill. 2014.
3. Kenneth W. Clarkson, Roger LeRoy Miller & Frank B. Cross, "Business Law: Text and Cases", Cengage Learning, 2017.
4. Henry R. Cheeseman, "Business Law", Pearson, 2018.
5. Christine Ladwig & George Siedel, "Strategy, Law and Ethics for Business Decision, West Academic Publishing, 2020.
6. Richard T De George, Business ethics, 7th ed., Pearson, 2014.

Course-Code	Course Title				Core/ Elective	
P24MB205	ENTREPRENEURSHIP DEVELOPMENT				Core	
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives:

1. To teach students the importance of entrepreneurship.
2. To inspire and motivate students to engage in entrepreneurship.
3. To educate students about entrepreneurial environment.
4. To provide training in the creation of a business plan.
5. To foster the development of an entrepreneurial mindset in students.
6. To equip students with the necessary skills to initiate entrepreneurial endeavors

Course Outcomes:

1. To enable students to discern the cues and motives behind entrepreneurship.
2. To provide students with knowledge about different types of enterprises and their growth patterns.
3. To prepare students with an entrepreneurial mindset through entrepreneurship education.
4. To facilitate an understanding of the problems and perspectives associated with entrepreneurship.
5. To equip students to identify opportunities and challenges in entrepreneurship.
6. To foster a comprehensive understanding of the entrepreneurial landscape.

Unit – I: Entrepreneur and Entrepreneurship:

Understanding Concept of Entrepreneurship, Evolution of Entrepreneurship, Characteristics of Entrepreneur, Types of Entrepreneurs, Recent Trends in Entrepreneurship Development, Role of Entrepreneurship in Economic development in India; Rural Entrepreneurship, Need and Importance of Rural Entrepreneurship – Problems and Perspectives of Rural Entrepreneurship.

Unit – II: Factors affecting entrepreneurial growth:

Economic Environment – Economic, Non- Economic and Psychological factors – Growth of Entrepreneurship in India – Role of Government in promotion of Entrepreneurship; Entrepreneurial Motivation, Role of Higher learning Institutes in Entrepreneurial capacity building – Importance of workshops; Entrepreneurship Development Programs (EDPs) – Need, Objectives, course content and instruction – Evaluation of EDPs – Phase wise development of EDP Curriculum.

Unit – III: Idea generation and evaluation:

Idea Generation strategies, Entrepreneurial Opportunity Recognition and Evaluation; Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development. Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Unit – IV: Social Entrepreneurship:

Meaning, definition; Characteristics of Social Entrepreneurship - Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneurship, Mindset and motivations of Entrepreneur, Qualities and Skills of Social Entrepreneur, The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and Opportunity) frame work, The Social Entrepreneurship Frame work; Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector.

Unit – V: Writing a business plan:

Meaning and significance of a business plan, components of a business plan, Iterating the MVP, Digital Presence for Ventures, Guidelines for writing BP, pre- requisites from the perspective of investor. Business Models, Business Model Canvas.

Suggested Readings:

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Hyd.
2. S. S Khanka, Entrepreneurial Development, S. Chand Publishing House, New Delhi.
3. Vasanth Desai, Small Scale Industry and Entrepreneurship, Himalaya Publishing House, Hyd.
4. A. Sahay and A. Nirjar, Entrepreneurship, Excel Books.
5. Poornima M Charinthmath, Entrepreneurial Development and Small Business Enterprises, Pearson Education Publisher.
6. David H Hott, Entrepreneurship and New Venture Creation, PHI New Delhi.
7. S. R Bowmick & M. Bhowmik, Entrepreneurship, New Age International Books.
8. Morse E.A Mitchel, Cases in Entrepreneurship, Sage Publishers.
9. Raj Aggarwal, Business Environment, Excel Books New Delhi.
10. Donald G Kurato and Richard M Hodgetts, Entrepreneurship, Thompson Publications.
11. Ramachandran , Entrepreneurship Development, McGraw Hill
12. Katz , Entrepreneurship Small Business, McGraw Hill
13. Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed, McGraw Hill
14. Fayolle A, Entrepreneurship and new value creation, Cambridge, Cambridge University Press
15. Hougard S., The business idea. Berlin, Springer
16. Lowe R & S Mariott, Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann
17. Léo-Paul Dana ,World Encyclopedia of Entrepreneurship, , Edward Elgar

Course-Code	Course Title				Core/ Elective	
P24MB206	CUSTOMER RELATIONSHIP MANAGEMENT				Core	
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	4	1	-	40	60	4

Course Objectives: The Objectives of this Course are:

1. To make students understand the Concepts and Principles of CRM and its dynamism.
2. To educate Students on the Strategic, Operational and Analytical Customer Relationship Management.
3. To enable Students to understand how to manage Customer Relationship.

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

1. Understand and Analyze the Relationship theory from the perspective of the Customer and the Organization.
2. Develop and evaluate Strategic CRM decisions.
3. Analyze and Devise Operational CRM Decisions.
4. Appraise Analytical CRM Decisions.
5. Evaluate CRM Implementation Strategies

Unit-I: Introduction to CRM and Building Healthy Customer Relationships:

CRM, Evolution of CRM, Relationship Marketing, Relationship Process, Customer Defections, Impact of Customer Defections, Types of Defectors, CRM Framework-Satisfaction, Trust, Switching, Commitment and Loyalty, Types of CRM, Benefits of CRM, Emerging trends in CRM: Mobile CRM, Social CRM

Unit-II: Economics of CRM:

Evolution of Marketing Practices- Product Centric, Segment Centric, Customer Centricity, Customer Profitability, Customer Equity, Introduction to Customer Lifetime Value (CLV), CLV in services, Activity based costing for customer profitability analysis, Loyalty Strategy, Customer satisfaction tools. Customer Value Management.

Unit-III: CRM Applications:

Applications of CRM in different industries, Characteristics of Services, Service Quality Dimensions, Cost of losing a customer, Service Recovery, Service Guarantee, CRM practices in Financial Markets, Hospitality, Healthcare, and Airlines, CRM Strategies in Retailing and FMCG industries, Customer Experience Management (CEM).

Unit-IV: CRM in Business Markets:

Market Structure and Demand, Nature of Buying Unit, Types of Decision and Decision Process, Participants in the Buying Process, Campaign Management, Functionalities of a

Campaign Management Solution, Sales Force Automation, Customer Service and Support (CSS), Capabilities of a CSS Solution,

Unit-V: CRM implementation:

CRM implementation process, issues and challenges in CRM implementation, precautions related to CRM implementation. CRM Implementation Roadmap, Performance Measurement, Customer Centric Organizational Structure, Role of IT and automation in effective implantation of CRM practices

Suggested Books:

1. Githa Heggde and G., Shainesh (Eds.) (2018), 'Social Media Marketing: Emerging Concepts and Applications', Palgrave Macmillan.
2. G. Shainesh and Jagdish N. Sheth (2006), Customer Relationship Management - A Strategic Perspective, (Trinity Press, Laxmi Publications).
3. Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh (Eds.), Customer Relationship Management - Emerging Concepts, Tools and Applications, (21st Reprint 2017), McGraw Hill Education.
4. Francis Buttle, "CRM: Concepts and Technologies", Elsevier, 2015, a diviosn of Redd ElsevierIndia Pvt Ltd.
5. Alok Kumar Rai, 2008, "Customer Relationship Management: Concepts and Cases, PHI

Course-Code	Course Title			Core/ Elective		
P24MB207	Seminar Presentation			CORE		
Prerequisites	Contact Hour per Week			CIE	SEE	Credits
	L	T	P			
	-	-	2		50	2

Course Objectives:

1. To develop student skills of interaction in exploring in exploring the facts
2. To develop skills integrative skills of Discussion in arriving at a conclusion
3. To develop skills of critical evaluation of given topic/situation
4. To develop skills of exploring knowledge base and frame the text

Course Outcomes:

(A student can be assessed based on the following outcomes)

1. **Presentation skills** : Student is expected to present with clear aims and out comes
2. **Argumentative and critical thinking Critical thinking**: It is closely related to how student is able to relate critical thinking, thought process and reasoning.
3. **Inter Disciplinary Approach** : Relating knowledge more than one branch
4. **Presentation of the text**: The sequence of text presentation in order to provide logical clarity.
5. Visualization Techniques: using the graphs and other tools of presentations

Methodology of Seminar presentation:

1. This is an individual presentation using PPT
2. Student is expected to take a “Contemporary topic”
3. Methodology includes : (a) Introduction (b) Scope (c) objective of the presentation (d) Analytical presentation of the topic (e) Limitations.

Note: (1) Number PPT slides generally around 20

(2) These presentations should be given by the students before commencement of the II- semester examinations.

*Seminar should be evaluated for 50 marks and then converted to Grade.

* Student Seminars will be done by students on Semester I and II subjects.