

VIT Business School

Master of Business Administration (MBA)

Curriculum (2021 Onwards)



VISION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

Transforming life through excellence in education and research.

MISSION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

World class Education: Excellence in education, grounded in ethics and critical thinking, for improvement of life.

Cutting edge Research: An innovation ecosystem to extend knowledge and solve critical problems.

Impactful People: Happy, accountable, caring and effective workforce and students.

Rewarding Co-creations: Active collaboration with national & international industries & universities for productivity and economic development.

Service to Society: Service to the region and world through knowledge and compassion.

VISION STATEMENT OF THE BUSINESS SCHOOL

Transforming life through excellence in education and research

MISSION STATEMENT OF THE BUSINESS SCHOOL

VIT Business School's Mission is to develop innovative, globally competitive and socially responsible leaders.



Programe Learning Goals

- 1. Graduates will be original thinkers and creative problem solvers.
- 2. Graduates will compete in multi-cultural environments.
- 3. Graduates will make responsible decisions, considering stakeholders' interests.
- 4. Graduates will analyse the managerial situations and communicate effectively foster participative team work.



Programe Learning Objectives

1. Students will be able to co-create unique ideas, products and solutions

2. Students will be able to make decisions under constraints

3. Students will be able to comprehend global trends influencing the business environment.

4. Students will be able to formulate competitive strategies for the digital market places

5. Students will be able to analyse decisions using ethical frameworks for achieving stakeholder welfare.

6. Students will be able to identify business problems and formulate alternative courses of action

7. Students will be able to systematically apply qualitative and quantitative techniques to solve business problems

8. Students will be able to articulate (oral and written) ideas to aid decision making

9. Students will be able to appreciate stakeholder and team involvement in executing decisions



CREDIT STRUCTURE

Category-wise Credit Distribution

Courses	Credits
Programme Core courses	52
Programme Electives	48
Summer internship	2
Project	6
Total	108



DETAILED CURRICULUM

Programme Core Subjects

S. No.	Course Code	Course Name	L	Т	Р	J	С
1	BMT5111	Applied Economics for Managerial Decisions	3	0	0	0	3
2	BMT5112	Financial Accounting and Analysis	3	0	0	0	3
3	BMT5113	Data Analysis for Managers	3	0	0	0	3
4	BMT5114	IT for Managers	3	0	0	0	3
5	BMT5115	Organizational Behaviour	3	0	0	0	3
6	BMT5116	Corporate Legal framework	2	0	0	0	2
7	BMT5117	Susiness Communication		0	2	0	1
8	BMT6111	Macro Economics	2	0	0	0	2
9	BMT6112	Basic Financial Management	2	0	0	0	2
10	BMT5118	Operations Management	3	0	0	0	3
11	BMT5119	Marketing Management – Fundamentals	3	0	0	0	3
12	BMT5120	Human Resource Management	3	0	0	0	3
13	BMT6113	Business Research Methods	2	0	0	4	3
14	BMT5121	Corporate Governance & Ethics	1	0	0	0	1
15	STS5001	Essentials of Business Etiquettes	3	0	0	0	1
16	BMT6114	Business Analytics and Intelligence	2	0	2	0	3
17	BMT6115	Financial Management - Decisions and Applications	3	0	0	0	3
18	BMT6116	Marketing Management – Programmes and Implementation	3	0	0	0	3
19	BMT6117	Entrepreneurship	2	0	0	4	3
20	BMT6118	Strategic Management	2	0	0	4	3
21	STS5002	Preparing for Industry	3	0	0	0	1

22	BMT6119	Summer Internship			2
23	BMT6120	Capstone Project			6

Programme Elective Courses

Finance Course

S. No	Course Code	Course Name	L	Т	Р	J	С
1	BMT6121	Applied Econometrics	2	0	2	0	3
2	BMT6122	Behavioural Finance	3	0	0	0	3
3	BMT6123	Capital Market and Financial Services	3	0	0	0	3
4	BMT6124	Corporate Taxes	3	0	0	0	3
5	BMT6125	Costing methods and techniques	3	0	0	0	3
6	BMT6136	Financial Derivatives	2	1	0	0	3
7	BMT6126	Financial Modeling	2	0	2	0	3
8	BMT6127	Financial Planning and Wealth Management	2	0	0	4	3
9	BMT6128	Fixed Income Securities	2	0	0	4	3
10	BMT6129	Game theory for strategic decisions	3	0	0	0	3
11	BMT6130	Insurance Management	2	0	0	4	3
12	BMT6131	International Financial management	3	0	0	0	3
13	BMT6132	Management Control System	3	0	0	0	3
14	BMT6133	Management of Banks	2	0	0	4	3
15	BMT6134	Risk Management in Banks	3	0	0	0	3
16	BMT6135	Security Analysis and Portfolio Management	3	0	0	0	3
17	BMT6205	Fintech and Investment Analysis	0	0	6	0	3

Marketing Courses

1	BMT6137	Advanced Marketing Research with Multivariate Analysis	2	0	2	0	3
2	BMT6138	Advanced Selling and Negotiation Skills	2	0	0	4	3
3	BMT6139	Advertising & Promotions Management	3	0	0	0	3
4	BMT6140	Brand Management	3	0	0	0	3
5	BMT6141	Business to Business Marketing		0	0	0	3
6	BMT6142	Channel Management Strategies	2	0	0	4	3
7	BMT6143	Consumer Behaviour	2	0	0	4	3
8	BMT6144	Customer Engagement Marketing	3	0	0	0	3
9	BMT6145	Digital Marketing and Analytics	2	0	0	4	3
10	BMT6146	Marketing Analytics	2	0	2	0	3
11	BMT6147	Marketing at the Base of the Pyramid	3	0	0	0	3
12	BMT6148	Marketing Metrics	3	0	0	0	3

13	BMT6149	New Product Strategy	3	0	0	0	3
14	BMT6150	Pricing and Revenue Management	2	0	0	4	3
15	BMT6151	Retail Analytics	2	0	2	0	3
16	BMT6152	Retailing	3	0	0	0	3
17	BMT6153	Rural Marketing	3	0	0	0	3
18	BMT6154	Services Marketing	3	0	0	0	3
19	BMT6155	Strategic Marketing	3	0	0	0	3

Human Resource Management Courses

1	BMT6156	Balanced Score card and HR score card	3	0	0	0	3
2	BMT6157	Career Management	3	0	0	0	3
3	BMT6158	Compensation management	3	0	0	0	3
4	BMT6159	Emotional Intelligence for Managerial Effectiveness	3	0	0	0	3
5	BMT6160	HR Analytics	2	0	2	0	3
6	BMT6161	Iuman Capital Planning		0	0	4	3
7	BMT6162	Human Resource Information System	3	0	0	0	3
HR 8	BMT6163	Labour Legislations and Industrial Relations	3	0	0	0	3
HR 9	BMT6164	Leadership Effectiveness		0	0	4	3
HR 10	BMT6165	Learning & Development	3	0	0	0	3
HR 11	BMT6166	Managing Work Stress	2	0	2	0	3
HR 12	BMT6167	Organizational Change and Development	3	0	0	0	3
HR 13	BMT6168	Performance management	3	0	0	0	3
HR 14	BMT6169	Strategic Human Resource management	3	0	0	0	3
HR 15	BMT6170	Talent Management	3	0	0	0	3
HR 16	BMT6171	Workplace Counseling	3	0	0	0	3

Production Operation Management Courses

1 8											
1	BMT6172	Analysis and Design of Information	3	0	0	0	3				
		Systems									
2	BMT6173	Applied Operations Research	3	0	0	0	3				
3	BMT6174	Big Data Analytics	2	0	2	0	3				
4	BMT6175	Data Science for Managers	2	0	0	4	3				
5	BMT6176	E-Commerce	2	0	0	4	3				
6	BMT6177	Information Systems Audit & Control	3	0	0	0	3				
7	BMT6178	IT enabled Services	3	0	0	0	3				
8	BMT6179	Lean Manufacturing	3	0	0	0	3				
9	BMT6180	Logistics and Supply Chain	3	0	0	0	3				

		Management					
10	BMT6181	Materials Management	3	0	0	0	3
11	BMT6182	Operations Analytics	3	0	0	0	3
12	BMT6183	Programming for Analytics	2	0	2	0	3
13	BMT6184	Project Management	2	0	0	4	3
14	BMT6185	Quality Management	3	0	0	0	3
15	BMT6186	Service Operations Management	3	0	0	0	3
16	BMT6187	Strategy for Enterprise Resource Planning	3	0	0	0	3
17	BMT6188	Supply Chain Analytics	2	0	0	4	3

General Management Courses

	wianagemer						
1	BMT6189	Business Consulting	2	0	0	4	3
2	BMT6190	Corporate Social Responsibility	2	0	0	4	3
3	BMT6191	Cross Cultural management	3	0	0	0	3
4	BMT6192	Emerging Business Models in competitive landscape	3	0	0	0	3
5	BMT6193	Expatriate Management	3	0	0	0	3
6	BMT6194	Image Management & Personal Branding	3	0	0	0	3
7	BMT6195	Innovation Management	2	0	0	4	3
8	BMT6196	Intellectual Property Rights & Management	3	0	0	0	3
9	BMT6197	International Business	3	0	0	0	3
10	BMT6198	International NGO management	3	0	0	0	3
11	BMT6199	International Shipping : Business Process & procedures	3	0	0	0	3
12	BMT6200	Knowledge Management	2	0	0	4	3
13	BMT6201	Managing Asian Business	3	0	0	0	3
14	BMT6202	Mitigating Business sustainability risks & challenges	3	0	0	0	3
15	BMT6203	Public Sector Management	3	0	0	0	3
16	BMT6204	Strategies for Winning Business Negotiation	2	0	0	4	3

PROGRAMME CORE COURSES

	Applied Economics for Manageria	l Decisions	L T P J C
BMT5111			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
			v. 01.00
OBJECTIVES:			
students will b	be able to make decisions under constraints		
OUTCOME:			
Student is able to re	late all contextual factors in decision makin	ıg	
Student is able to an	nalyse many costs and consequences of deci	sion	
The action plan cor	siders many of the constraints in the given of	context	
Module:1 Funda	mentals of Economics and Theories of Fi	rm	2 hours
Basic Concepts of I	Economics - Economics as decision making	tools- Goal	s of the firm and
Alternate Theories	of Firm.		
Module:2 Dema	nd Analysis		7 hours
Force of Demand –	Types of Demand - Demand Function - For	ce of Supp	y – Supply Function
– Demand and Sup	oly Equilibrium		
Demand Elasticity	Measurements: Price Elasticity - Income	Elasticity	- Cross-elasticity -
Advertising Elastic	ity – Supply Elasticity.		
Demand Estimation	and Forecasting: Survey / qualitative and S	Statistical / c	quantitative Methods
Module:3 Produ	ction Analysis		5 hours
Factors of production	on or inputs – Production Function – Types:	Returns to	an Input – Isoquants
and Iso-costs - Retu	rns to Scale – Estimation of Production fun	ction	
Module:4 Cost a	nd Revenue Analysis		5 hours
	short run and Long run cost and output re	lationship-	Economies of Scale
Types of Costs - S			
• •	rategy – Economies of Scope – Sources of I	Economics	of Scale and Scope –
and Competitive St	• •		of Scale and Scope –
and Competitive St Estimation of Cost	rategy – Economies of Scope – Sources of I		of Scale and Scope – 9 hours
and Competitive St Estimation of Cost Module:5 Comp	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys	sis	9 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy	sis	9 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory	sis	9 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory	and Compe	9 hours etitive Strategy -
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis	and Compe Theory: pea	9 hours stitive Strategy - ak-Load pricing,
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing	and Compe Theory: pea	9 hours etitive Strategy - ak-Load pricing, oduct pricing,
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing -	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula	and Compe Theory: pea	9 hours etitive Strategy - ak-Load pricing, oduct pricing,
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis and Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regular General considerations in Pricing and Price	and Compe Theory: pea tion Mulipr Forecasting	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues	and Compe Theory: pea tion Mulipr Forecasting	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues	and Compe Theory: pea tion Mulipr Forecasting	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from strategic decision.	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis and Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues n industry experts on contemporary topics in	and Compe Theory: pea tion Mulipr Forecasting	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours mpetition and
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from strategic decision. # Mode: Flipped	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues n industry experts on contemporary topics in Total Lecture hours:	and Compe Theory: pea tion Mulipr Forecasting	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours mpetition and
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from strategic decision. # Mode: Flipped Text Book(s)	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis and Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues in industry experts on contemporary topics in Total Lecture hours: Class Room, Case Discussion, Lectures	and Compe and Compe Theory: pea tion Mulipre Forecasting n market co	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours mpetition and 30hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from strategic decision. # Mode: Flipped Text Book(s)	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis nd Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues n industry experts on contemporary topics in Total Lecture hours:	and Compe and Compe Theory: pea tion Mulipre Forecasting n market co	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours mpetition and 30hours
and Competitive St Estimation of Cost Module:5 Comp Perfect Competition Regulation, Public Pricing Strategy Pricing Practices a Pricing over Life of Transfer pricing - Module:6 Conte Guest Lecture from strategic decision. # Mode: Flipped Text Book(s) 1. Pindyck, Rob Publication	rategy – Economies of Scope – Sources of I function – Revenue and Break-Even Analys eting Within Market& Pricing Strategy on – Monopoly - Oligopoly - Game Theory Goods, and Benefit-Cost Analysis and Strategies - Advanced Topics in Pricing cycle of Product, Public Utility Rate Regula General considerations in Pricing and Price mporaryIssues in industry experts on contemporary topics in Total Lecture hours: Class Room, Case Discussion, Lectures	and Compe Theory: pea tion Mulipre Forecasting n market co	9 hours etitive Strategy - ak-Load pricing, oduct pricing, 2 hours mpetition and 30hours Edition, Pearson

Reference Books

- 1. William J. Baumol, Alan S. Blinder, (2016), Micro Economics Principles and policy, 13th edition, CengageLearnings.
- 2. A. Koutsoyiannis, (2010), Modern Micro Economics, International edition, Macmillan Publication.
- 3. Besanko. D et al, (2013), Economics of Strategy, 6th edition, Wiley India Edition.

Mode of Evaluation:

Specific Assessment Methods	%	6 Weighting Intended subject learning assessed (Please tick as ap								0					
			1	2	3	4	5	6							
Continue Assessment	40														
Midterm	2	20													
Final Assessment Test	40				\checkmark										
Total	100)													
Recommended by Board of Studie	es	11-03 - 20	19												
Approved by Academic Council		No. 54	Date 14-03 - 20					2019	1						

Course code	Financial Accounting and A	nalysis	L T P J C
BMT5112			30003
Pre-requisite	Nil		Syllabus versior
1			v. 01.00
OBJECTIVES			
students will be	able to identify business problems and formula	te alternative co	urses of action
OUTCOME:			
1. The stud	ent is comprehensively able to describe the pre-	oblem in a decisi	on making
2. The stud	ent is able to come up with multiple alternative	es to resolve the	problem
3. The stud	ent is able to suggest a very comprehensive and	d implementable	action plan
Module:1 Int	roduction to Financial Accounting		6 hour
Accounting Co	ncepts, Principles, Bases and Policies: Accou	nting Principles,	Standards and
International Fir	ancial Reporting System		
Double Entry A	ccounting: Classification of accounts, Account	nting Equation ap	pproach, Journal,
Posting to Ledge	er accounts		
Trial Balance:	Objectives of trial balance, Methods of trial bal	lance, adjustmen	t entries, errors and
their rectificatio	n.		
Module:2 Pro	eparation of Final Accounts		6 hour
Final Accounts	: Trading Account, Profit and Loss Account, B	alance Sheet.	
Final Accounts	with Adjustments-Provision for doubtful deb	ts, Discount on I	Debtors and
Creditors, Bad I	Debts, Interest on Capital, Prepaid expenses, ou	tstanding expense	ses, etc.,
Module:3 De	preciation and Inventory Valuation		6 hour
Average price, S	ation: Need, Importance, methods-FIFO, LIF tandard Price and Inflated price.	O, HIFO, simple	
	ancial Statement Analysis		8 hour
Ratio Analysis	niques – Common size statement and compara –significance– classification– Limitations and ween funds flow and cash flow statements -	Interpretation of	ratios.
Module:5 Co	mputerized Accounting system		2hour
Importance of	Accounting Computerization-Differences betw	een Manual Acc	ounting and
-	Accounting system-Computerised Accounting		
-			
Computerised A	ntemporary Issues		2 hour
Computerised A		nting practices in	
Computerised A	ntemporary Issues	nting practices in	decision making.
Computerised 2 Module:6 Co Guest Lecture	ntemporary Issues From industry experts on contemporary Accourt	nting practices in	decision making.
Computerised 2 Module:6 Co Guest Lecture 2 # Mode: Flip	ntemporary Issues From industry experts on contemporary Accour Total Lecture hours:	nting practices in	decision making.
Computerised Z Module:6 Co Guest Lecture = # Mode: Flip Text Book(s) 1. Kakani R	ntemporary Issues From industry experts on contemporary Accour Total Lecture hours: Ded Class Room, Case Discussion, Lectures		decision making. 30 hours
Computerised 2 Module:6 Co Guest Lecture 1 # Mode: Flip Text Book(s) 1. Kakani R McGraw H 2. Godwin,	ntemporary Issues From industry experts on contemporary Accour Total Lecture hours: Ded Class Room, Case Discussion, Lectures amachandran, (2011), Financial Accounting Iill, India Alderman, Sanyal (2016), Financial ACCT	for Manageme	decision making. 30 hours ent, 3rd edition,
Computerised 2 Module:6 Co Guest Lecture 2 # Mode: Flip Text Book(s) 1. Kakani R McGraw H 2. Godwin, Cengage I Sawyers, J	ntemporary Issues From industry experts on contemporary Accour Total Lecture hours: Ded Class Room, Case Discussion, Lectures amachandran, (2011), Financial Accounting Iill, India Alderman, Sanyal (2016), Financial ACCT	for Manageme - Financial Acc	decision making. 30 hours ent, 3rd edition, counting (2016),

Reference Books

- 1. Anthony A. Atkinson, Robert S. Kaplan, S. Mark Young, Ella Mae Matsumura, G. Arunkumar (2014), Management Accounting: Information for Decision Making and Strategy Execution, 6th edition, Pearson Education, India.
- 2. Horngren T. Charles, (2012), Cost Accounting: A Managerial Emphasis, 15th edition, Pearson Education, India.
- 3. Khatri, (2011), Financial Accounting, 1st edition, McGraw Hill, India.
- 4. Debarshi Bhattacharyya, (2010), Management Accounting, 1st edition, McGraw Hill, India
- 5. Khan M.Y, Jain P.K, (2009), Management Accounting, 5th edition, McGraw Hill, India Colin Drury, (2012), Management and Cost Accounting, 8th Edition, Cengage Learning.

Mode of Evaluation: Midterm, Quizzes, Assignments, Term paper, Mini Projects and FAT

Specific Assessment Methods	% Weighting	5					
		1	2	3	4	5	6
Continue Assessment	40						
Midterm	20						
Final Assessment Test	40						\checkmark
Total	100						
Recommended by Board of Studies	11-03 - 2019						
Approved by Academic Council	No. 54	Date		14	1-03 - 2	019	

Course code	Data Analysis for Managers	L T P J C
BMT5113		3 0 0 0 3
Pre-requisite	Nil	Syllabus version
		v. 02.00
OBJECTIVES:		
	ill be able to systematically apply qualitative and quart	ntitative techniques to
	ess problems	
OUTCOME:		1 .
	t is able to perform a comprehensive quantitative data	analysis
	t is able to interpret qualitative information in detail	
	t is able to represent the analyses as a complete solution	
	ures of Central Tendency	5 hour
	Mode – Individual, Discrete and Continuous Series	5 hours
	ures of Dispersion Deviation, Mean Deviation, Standard Deviation, Va	5 hour
Variation	eviation, mean Deviation, Standard Deviation, Va	analice and Coefficient of
	elation & Regression Analysis	6 hours
	, Measures of correlation. Correlation & Regre	
	is - Coefficient of correlation	
Module:4 Test of	of Hypothesis & Non Parametric Test	6 hours
Test of Hypothesis		
Student t-test and Z	Z-test, Chi Square test, ANOVA: One way and Two v	vay classification.
Non Parametric Te	st	
	n test, Run test, Kruskal wallis test, Mann Whitney U	test
Module:5 Proba		6 hours
Probability Defini theorem	itions- Addition and multiplication properties, conditi	onal probability- Baye's
Module:6 Conte	emporary Issues	2 hours
Guest lecture by in	ndustry experts on Statistical application in decision	making
	Total Lecture hours: 30 hour	
	# Use of Excel / SPSS / SAS in solving measure of ce	
dispersion	n, correlation, regression and hypothesis testing – para	ametric and non-parametric
# Mode: Flipped	l Class Room, Case Discussion, Lectures	
Text Book(s)		
1. Levin, Rubin	, (2013), Statistics for Management, 13th edition, Pea	rson Education.
	.R, Sweeney D.J, Williams T.A, (2013), Statis	tics for Business and
	1th edition, Cengage Learning.	
	r, (2014), Statistics for Management and Economics	s, 10th edition, Cengage
Learning.		
Reference Books		N TT'11
	Rego S, (2012), Statistics for Management, Tata McC	
	igel, (2010), Theory and Problems of Statistics – S	schaums outline Series 4th
edition, McGra		Dublications
3. S.P. Gupta, (2)	014), Statistical Methods, 13th edition, Sultan Chand	rublications.

Specific Assessment Methods	%	Weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								
			1	2	3	4	5				
Continue Assessment	60										
Midterm	20			√							
							,				
Final Assessment Test	40			N		N					
□Total	100										
Recommended by Board of Studie	es	11-03 - 20	19								
Approved by Academic Council		No. 54		Date	2	14-0	3 - 20	19			

Course Code	I T For Managers	L	Т	Р	J	С
BMT5114		3 Vor	0 sion	0	0	3
Pre-requisite:	NIL	ver	sion	•		
OBJECTIVES						
ODJECTIVES						
	l be able to comprehend global trends influencing the busin					
	ll be able to formulate competitive strategies for the digital r	nark	et pl	laces	5	
OUTCOME:						
1. The stu	dent is able to analyse decisions using multiple intern	atior	nal i	info	rma	tion
sources						
	dent is able to appreciate cultural differences with the av	aila	ble i	nfoi	rma	tion
	aking decisions			1		
	dent is sensitive to consequences of intercultural communic	catio	on ar	nd pi	ropo	oses
	e ways of communicating in the given context dent provides a definitive and outstanding assessment of th	na m	orko	t ch	ora	and
	tive advantage of competitors in the marketplace		arke	t 511	are	anu
_	lent does a comprehensive analysis of potential dangers of c	comr	oetito	ors a	ctiv	vitv
	dent provides comprehensive industry assessment and strate	-				-
	entation details	0.				
Modules1	Foundations of IS		(5 ho	urs	
Why Informa	ation Systems, Informational needs of managers, Componen	ts of	f Info	orma	atio	n
Systems viz.,	Hardware, Software, Database, Networks, Human Resource	es, E	leme	ents	of I	S,
	Characteristics of IS, Types of IS for managers - TPS, DSS,	EIS				
Module 2	SDLC and Various Methods		6	5 ho	urs	
Systems Dev	velopment Life Cycle, Various methodologies of IS develop	mer	nt, A	gile	and	
Continuous I	Delivery Models, Design and Implementation of Innovative	Pro	cess	moo	dels	•
Module 3	Various forms of IS		6	6 ho	urs	
Transaction P	rocessing Systems, Decision Support Systems, GDSS, Exec	cutiv	e Int	form	natic	on
	Systems and Expert Systems.					
	IS and its Various applications			5 ho		
Application	of various IT applications in business : ERP, CRM, SCM, E Commerce	E-Co	mm	erce	, m-	
Module 5	Managerial Issues in IS		4	5 ho	urs	
Emerging	ssues in managing Information Systems in business like Systems	stem	is Se	curi	ty,	
Technologi	cal obsolescence, Change Management, IT infrastructure M	anag	geme	ent, e	etc.	
6	Guest lecture by industry experts on latest trends in	n	-	2 ho	IIrs	
U	Management Information system.		2	2 110	uis	
	Total Lectur Hours	e		30)	
	ode: Flipped Class Room, Case Discussions, Lectures and	Proi	ecto			
Text Books	out. I hpped class Room, Case Discussions, Lectures and	110]	cets			
	ousa, EffyOzz, (2014), Management Information system, 7t	h ed	ition	Co	llre	-
T. Kell J.S. Technol		u cu	011	, 00	u130	-
	~5J・					

- Bidgoli, Chattopadhyay(2016), MIS Management Information Systems, Cengage learning.
- 3. Kenneth C. Laudon, Jane Price Laudon, (2015), Management Information systems, 14th edition, Pearson education.

References

- 1. George M. Marakas , James A. O'Brien, (2012), Introduction to Information systems, 16th edition, Mcgraw hill Education.
 - M. Jaiswal, (2014), Management Information Systems, Oxford University Press.

Specific Assessment	% Weighting					; outcom propriate	nes to be e)
Methods		1	2	3	4	5	6
Continue Assessment	60						
Midterm	20						
	40	√	√	√	1		
inal Assessment Test		,					
Total	100						
ecommended by Bo	oard of Studies 1	1-03 -	2019				
pproved by	No. 54		Dat	e		14-0	03 - 2019
cademic Council							

Course code	Organizational Behavio	ur	L T P J C
BMT5115			3 0 0 0 3
Pre-requisite:	Nil		Syllabus version
OBJECTIVES:			
	ill be able to involve stakeholders and team n	nembers in ever	uting decisions
OUTCOME:	In de able to involve stakeholders and team i	ilembers in exec	
	e to establish a favourable team climate and e	nsure enthusias	tic decision making
	e to elicit constructive feedback in conflicting		
	le to facilitate enthusiastic stakeholder/team		and contribution in
decision making		1 1	
Module:1 Fund	lamental of Organizational Behaviour		6 hours
The concept, Mea	ning, and Importance of management. Revolu	utionary thought	s of management in
a different era. D	ifferent theories of management. Levels of	management, M	lanagerial roles and
functions. Defini	tion, Purpose, Nature and Scope of Orga	anizational Beh	aviour. Models of
Organizational Be	haviour- Individual, Groups and Organization	nal.	
Module:2 Pers	onality & Perception		6 hours
Individual Dimer	sions of Behaviour: Personality: Definition	ns, Different ty	pes of Personality,
Determinants of	Personality - Matching Personality and	Jobs, Personal	lity and behaviour
Perception: Defin	ition, Importance of perception in industry, P	rocess of percep	tion
Module:3 Attit	ude, Learning& Motivation		6 hours
Attitude: Charac	teristics and components of Attitude - A	Attitude and E	Behaviour- Attitude
Formation -Attit	ude, Job Satisfaction. Learning: Meaning	, Characteristic	s, and Process of
learning. Theorie	s of Learning: Classical Conditioning, Op	erant Condition	ning. Learning and
e	Behaviour Modification. Motivation: Nat		
	ferent Theories of Motivation., Motivation a	pplication in Or	
	1p Dynamics		7 hours
1 2	: Understanding the group behaviour, Types	0 1 0	0 1
	oup dynamics and Group cohesiveness. Team	n Effectiveness,	High-Performance
	ucture, Processes of team building.		. .
	Meaning, types of communications and its p	rocesses. Confli	ct- Interpersonal,
	licts & conflict resolution methods.		71
0	anizational Dynamics		7 hours
-	ynamics: Organizational Structure, Organiza		-
_	t. Power: Influence of power in the Organization		ip: Meaning, Types
	le. Diversity in Organizations, Work life bala	nce.	2 h a
	temporary Issues	otion hoherier	2 hours
	om industry experts on contemporary organiz	ation denaviour	ai practices in
	versified work force.	20 hours	
	Total Lecture hours:	30 hours	
# Mode: Flippe	ed Class Room, Case Discussion, Lectures		
_			

Te	xt Book(s)											
1.	Stephen Robbins, Timothy	A. J	ludge, (2014	4), Oi	rganiz	ationa	al Beł	navio	ur, 1	6th	editi	on,
	Prentice Hall India Pvt. Ltd.											
2.	Nelson, Quick, Khandelwal	l, (20	016), Organ	izatio	nal B	ehavi	our, 2	2nd e	ditic	on, C	Cenga	ıge
	Learning											
3.	Williams, Tripathy (2016), M	/GM	T - Principle	es of]	Manag	gemer	nt, Cer	ngage	e Lea	rning	g.	
Re	ference Books											
1.	L.M.Prasad, (2010), Principle	s and	l Practice of	Mana	ageme	nt, 7t	h editi	ion, S	Sultar	n and	l Cha	nd.
2.	UdaiPareek, Sushama Khar	ına,	(2012), Or	ganiz	ation	Beha	avior,	3rd	edi	tion,	С	xford
	Publishing											
3.	Richard L. Daft, (2013), U	nders	standing the	e The	ory a	nd D	esign	of (Orga	nizat	ions,	11th
	edition, Cengage Learning											
Mo	de of Evaluation: Midterm, Q)uizz	es, Assignm	ents,	Term	paper	r, Min	i Pro	jects	, Ser	ninai	s and
Mo FA)uizz	es, Assignm	ients,	Term	paper	r, Min	i Pro	jects	, Ser	nina	rs and
FA		1	es, Assignm Weighting	1	Term ended				_			
FA	Т	1	_	Inte		subje	ect lea	arnin	g ou	itcon	nes t	
FA	Т	1	_	Inte	nded	subje	ect lea	arnin	g ou	itcon	nes t	
FA SI	Т	1	_	Inte asse	nded ssed (subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI	T pecific Assessment Methods	%	_	Inte asse	nded ssed (subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI	T Decific Assessment Methods Dontinuous Assessment	% 60	_	Inte asse 1	ended essed (2	subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI	T Decific Assessment Methods Dontinuous Assessment	% 60	_	Inte asse 1	ended essed (2	subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI	T Decific Assessment Methods Dontinuous Assessment	% 60	_	Inte asse 1	ended essed (2	subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI	T Decific Assessment Methods Dontinuous Assessment	% 60	_	Inte asse 1	ended essed (2	subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
	T Decific Assessment Methods Dontinuous Assessment	% 60	_	Inte asse 1	ended essed (2	subje Pleas	ect lea se tick	arnin as a	g ou ppro	itcon pria	nes t te)	o be
FA SI C	T Decific Assessment Methods Dentinuous Assessment Midterm	% 60 20	Weighting	Inte asse 1 √	ended essed (2 √	subje Pleas 3 √	ect lea	arnin as a 5	g ou ppro 6	ritcon pria 7	nes t te) 8	o be 9
FA SI Co Fi To	T Decific Assessment Methods Dentinuous Assessment Midterm nal Assessment Test	% 60 20 40 100	Weighting	Inte asse 1 √	ended essed (2 √	subje Pleas 3 √	ect lea	arnin as a 5	g ou ppro 6	ritcon pria 7	nes t te) 8	o be 9

Course code	Corr	orate Lega	Frame	work	L T P J C
BMT5116	_				2 0 0 0 2
Pre-requisite	Nil				Syllabus version
OBJECTIVES:					
	le to practice ethical	values in achie	eving stak	eholders welfare	
OUTCOME:					
The student is able	to recognise ethical	issues that affe	ect multip	le stake holders	
The student is able making	to apply multiple et	hical concepts	in analysi	ng consequences	of decision
The student is able	to evaluate the mos	t appropriate p	erspective	in achieving stak	teholder welfare
Module:1 The	Indian Contract	Act, 1872			4 hours
contracts-Essenti	Business Laws—Ind als elements of a va reements Breach and	alid contract—	performa	U	
Ŭ	Sale of Goods Act, 1		contract.		2 hours
	sentials of contract sfer of property - Per				
	panies Act			1	6 hours
Natura and Pagi	stration—Kinds of	Companies	Momoror	dum of Associ	intion Article of
	ls of Shares— con				
	g up - Corporate Fra				ers and duties of
	umer Protection Ac			Jui	3 hours
		, 1900			U Hours
Meaning of Consu	umer, Service, Good	ds, Deficiency	, Defect,	Unfair Trade Pra	actices—Rights of
_	ninery For redressal	-			_
Module:5 Indus	strial and Labour la	iws		×	3 hours
Factories Act, 1948	- Industrial Dispute	s Act,1947-Ess	sentials of	the acts	
	stlectureby	,			2 hours
	l/industryexpertson		Corporate		
and b	ousinesslawsfor digit				20 H
		Total Lectur	e hours:		20 Hours
		· 11	,		
11	lass Room, Case Disc	ussions and Leo	nures		
Text Book(s)			cth 11		
	athak,(2017),LegalA				
• •	2016),ElementsofMe	rcantileLaw,36	edition,	SultanChand&So	ns.
Reference Books	Vival V. ala 1/2010	Margaret 1-T		on Vil D1.1: 1	mallowas Dr.+ I + 1
	VivekKuchaal(2016	/			<u> </u>
2 S SGulshan an International I	nd G K Kapoor (201 Publishers	oj, dusiness Lo	iw includi	ng Company Law	, new Age
	on : Midterm, Quizz	zes/challenging	Assionm	ents/Term Paper	and FAT
Recommended by		11-03 - 2019	, 1351g1111		
Approved by Acad		No. 54	Date	14-03 - 201	9
- pproved by nead		110101	Date	1105 201	/

Course code	e	Business Communica	tion	L T P J C
BMT5117				0 0 2 0 1
Pre-requisit	te	Nil		Syllabus version
				v. 02.00
OBJECTIV	'ES:			
		l be able to articulate (oral and written) id	eas to aid decisio	n making
OUTCOM	E:			
The stud	ent is e	ffective in oral communication of a mana	gerial decision an	d is also convincing
		ble to effectively use written communicat		
The stud	lent is	able to convince others on decision mak	ing using his or	her oral and written
commun	ication	skills		
Module:1	Comn	nunication		5 hours
-		nication – Framework for Business Comm	unication – The c	communication
		cation Within organization		
		ommunication – Interpersonal communication	ition – group com	munication-Verbal
and non-Ver				
		on Business communication	10 . 17	1
		Speech– Verb and its application, Static		
		inge: Active and Passive - ambiguity – Id	lomatic distortion	s. 4 hours
Module:2	эреак	ing Skills		4 nours
Introduction	to pho	netics, need and use of it, Word stress and	Sentence stress-	Contractive stress in
		ght different words- Intonation- Rising a		
		abulary – Jargon – rate of speech, pitch, to		
		ng skills		5 hours
Writing skill	le I			
		Aessages : Envisioning the purpose and	type of the mes	sage - envision the
		- channel and medium – adapt the mess		
		l-neutral-bad-persuasive messages.		e message propure
-		: Letter writing – business letters – p	ro-forma culture	– format – style –
effectiveness		• •		
	· 1	nical report writing - types of reports	- progress report	ts, routine reports –
Annual repo				, I
Module:4		ing Skills		3 hours
		0		
Basics of Li	stening	- Giving and Getting Feedback- Underst	anding Natural S	peech -Strategies of
		-Comprehend Main Ideas and Details-		
Supporting l	Details-	Distinguish between Facts, Opinion and	Inferences-Evalu	ate What You Hear-
Follow Oral	Directi	ons		
Module:5	Comn	unication Electronically		1 hour
		technology, EMAIL, WEB PAGE comm	unication, Voice	and wireless
communica Modulo:6		mnorary Issues		2 hours
Module:6	Conte	mporary Issues		∠ nours
Guest lectu	re hu ir	dustry experts on Varieties of Spoken En	alish American	Standard Indian
and British		austry experts on varieties of spoken Ell	gnon American, s	Junuaru mutan
	•			
		Total Lastura hours	20 hours	
		Total Lecture hours	: 20 hours	

	# Mode: Flipped	Clas	ss Room and	Acti	vities							
Te	xt Book(s)											
1.	Lehman, Dufrene, Sinha, (20)16),	Business Co	ommu	inicatio	on – A	A Sou	th As	ian F	ersp	ective	s,
	2nd edition, South-Western	· · ·								1		,
2.	Courtland L. Bovee, C. Al						. Busi	iness	Con	nmui	nicatio	n
	Today, 13th edition, Pearson		,		(,						
Re	ference Books											
1.	McGrath, E. H., S.J, (2011)	Basi	c Manageria	l Ski	lls for	All.	9th	editio	on. P	renti	ce-Ha	11 of
	India.		8			,	-		,			
2.	Guffey, Mary Ellen, (2010)	Bus	iness Comm	nunic	ation:	Proc	ess ai	nd Pr	oduc	et. 7	th edi	tion,
	South-Western Cengage Lear									-		,
3.	Adler, R. B., Elmhurst, J.Mar				unicati	ing at	work	, 11th	n edit	ion,	McGr	aw -
		1				U						
	Hill Publications.											
Mo	Hill Publications.											
-		%	Weighting	Inte	ended	subje	ect lea	arnin	g ou	tcon	nes to	be
-	de of Evaluation	%	Weighting		ended essed (•			0			be
-	de of Evaluation	%	Weighting			•			0			be
SI	de of Evaluation	% 10(asse	essed (Pleas	e tick	as a	ppro			be
SI	de of Evaluation pecific Assessment Methods			asse	essed (Pleas	e tick	as a	ppro			be
SI	de of Evaluation pecific Assessment Methods			asse	essed (Pleas	e tick	as a	ppro			be
SI	de of Evaluation becific Assessment Methods ontinue Assessment	10(asse 1	essed (Pleas	e tick	as a	ppro			be
SI	ode of Evaluation pecific Assessment Methods ontinue Assessment Lab 1&2	100		asse 1	essed (2	Pleas	e tick	as a	ppro			be
SI	bde of Evaluation becific Assessment Methods bontinue Assessment Lab 1&2 Lab 3&4	100 20 20		asse 1	essed (2	Pleas 3	e tick	as a	ppro			be
SI	ode of Evaluation pecific Assessment Methods ontinue Assessment Lab 1&2 Lab 3&4 Lab 5&6	100 20 20 20		asse 1	essed (2	Pleas 3	e tick	as a	ppro			be
SI	ode of Evaluation becific Assessment Methods ontinue Assessment Lab 1&2 Lab 3&4 Lab 5&6 Lab 7&8	100 20 20 20 20		asse 1	essed (2	Pleas 3	e tick	as aj 5	ppro 6			be
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	ode of Evaluation pecific Assessment Methods ontinue Assessment Lab 1&2 Lab 3&4 Lab 5&6 Lab 7&8 ab 9&10	100 20 20 20 20 20 20 100)	asse 1 √	essed (2	Pleas 3	e tick	as aj 5	ppro 6			be

Course cod		Macro Economics	L	_	P J	С
BMT61			2	÷	0 0	2
Pre-requisi	te	BMT5111	Sylla	ibus		
	I EG				v. 01	.0
OBJECTIV						
		e to comprehend global trends influencing the business enviro	onmer	nt		
OUTCOMI						
		to analyse decisions using multiple international information				
	is able	to appreciate cultural differences with the available information	tion w	hile	e mak	in
decisions						
		sitive to consequences of intercultural communication and j	propo	ses	sensi	tiv
ways of com		ating in the given context	•			
Module:1	Macro	beconomic Indicators			3 ho	ur
		sues and concepts – The Circular Flow of Income – Concepts				
		asurement – Gross National Savings – Gross Capital Formatic				
		e sale Price Index – Index of Industrial Production (IIP) – Bu		-		
		g - Lagging - Coincident Indicators - UnemOBJECTIVESyr	ment I	Rate	: —	
Importance	of Hum	an Development Index (HDI)				
-						
-		egate Demand and Supply			4 ho	ur
Module:2 The Aggreg function – Accelerator	Aggre ate Der Princip Theory	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti	ency o	of C	vestrr Capita	nen 1
Module:2 The Aggreg function – Accelerator	Aggre ate Der Princip Theory	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie	ency o	of C	vestrr Capita	nei 1
Module:2 The Aggreg function – Accelerator Consumptio	Aggre ate Der Princip Theory n Funct	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti	ency o	of C	vestrr Capita	l l p
Module:2 The Aggreg function – Accelerator Consumptio Module:3	Aggre ate Der Princip Theory n Funct Mone	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices	on Ro	of C elati	vestm Capita onshi 5 ho	1 1 1 1 1 1
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and	Aggre ate Der Princip Theory n Funct Mone	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices	ency of on Real and d	of C elati	vestm Capita onshi 5 ho minat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra	Aggre ate Der Princip Theory n Funct Mone Functio	 mand and Supply Function - Consumption and Savings functions of Multiplier – Paradox of Thrift – Marginal Efficienty – Tobin's q Theory of Investment – Income-consumptition in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C 	ency of on Real and d	of C elati	vestm Capita onshi 5 ho minat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior	Aggre ate Der Princip Theory n Funct Mone Functio ate – In n and U	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C memOBJECTIVESyment	ency of on Real and d	of C elati	vestm Capita onshi 5 ho minat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and	Aggre ate Der Princip Theory n Funct Mone Functio ate – In n and U l Credit	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C memOBJECTIVESyment	ency of on Road and d	eter l of	vestm Capita onshi 5 ho minat Inflat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Evolution of	Aggre ate Der Princip Theory n Funct Mone Functio ate – In n and U l Credit f Banki	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C memOBJECTIVESyment t Creation:	ency of on Road and d	eter l of	vestm Capita onshi 5 ho minat Inflat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Evolution of Commercial	Aggre ate Der Princip Theory n Functo Mone Functio ate – Int n and U l Credit f Banki Banks	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti- tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C inemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a	ency of on Road and d	eter l of	vestm Capita onshi 5 ho minat Inflat	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Evolution of Commercial Module:4	Aggre ate Der Princip Theory n Functio Mone Functio ate – Int n and U d Credit f Banki Banks Econo	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C fnemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy	and d Contro	eter l of Fu	vestm Capita onshi 5 ho minat Inflat nctior 2 ho	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflation Banking and Evolution of Commercial Module:4 Meaning an	Aggre ate Der Princip Theory n Functo Mone Functio ate – In n and U d Credit f Banki Banks Econo d Meas	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti- tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C inemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy omic Growth and Business Cycles	and d Contro	eter l of Fu	vestm Capita onshi 5 ho minat Inflat nctior 2 ho	
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Evolution of Commercial Module:4 Meaning an Business Cy	Aggre ate Der Princip Theory n Functio Mone Functio ate – In n and U d Credit f Banki Banks Econo d Meas	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti- tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C fnemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy omic Growth and Business Cycles	and d Contro	eter l of Fu	vestm Capita onshi 5 ho minat Inflat nctior 2 ho	u l l l l l l l l l l l l l l l l l l l
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Commercial Module:4 Meaning an Business Cy	Aggre ate Der Princip Theory n Functio Mone Functio ate – Ini n and U d Credit f Banki Banks Econo d Meas rcle – C Macro	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti tion in the Income Economy y Market Analysis and Prices ms of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C memOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy omic Growth and Business Cycles	and d Contro	eter l of Fu	vestm Capita onshi 5 ho minat Inflat nction 2 ho Growt	u l l l l l l l l l l l l l l l l l l l
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Commercial Module:4 Meaning an Business Cy Module:5	Aggre ate Der Princip Theory n Functio Mone Functio ate – In n and U d Credit f Banki Banks Econo d Meas ccle – C Macro Intern	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti- tion in the Income Economy y Market Analysis and Prices ms of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C fnemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy omic Growth and Business Cycles surement of Economic Growth, Nature and Sources of Eco concepts, Phases, Causes and Control Measures beconomic Policies: Monetary and Fiscal Policies &	and d Contro	eter l of cs C	vestm Capita onshi 5 ho minat Inflat netior 2 ho Growt 5 ho	u u u u u h u
Module:2 The Aggreg function – Accelerator Consumptio Module:3 Nature and I of Interest ra and Inflatior Banking and Evolution of Commercial Module:4 Meaning an Business Cy Module:5 Deficits ar Approaches Monetary F	Aggre ate Der Princip Theory n Functio ate – Int n and U d Credit f Banks Econo d Meas ccle – C Macro Intern nd Mac s to M Policy a	mand and Supply Function - Consumption and Savings func- les of Multiplier – Paradox of Thrift – Marginal Efficie y – Tobin's q Theory of Investment – Income-consumpti- tion in the Income Economy y Market Analysis and Prices ons of Money – The Supply of Money – Demand for Money flation: Meaning and Types, Measures, Effects of Inflation, C inemOBJECTIVESyment t Creation: ng – Credit Creation and Control of Credit – Central Bank a – RBI and Monetary Policy omic Growth and Business Cycles surement of Economic Growth, Nature and Sources of Eco concepts, Phases, Causes and Control Measures beconomic Policies: Monetary and Fiscal Policies & national Aspects of Macroeconomics	and d and d Contro und its ponomic Policy its e	eter l of Fun cs C	vestr Capita onshi 5 ho minat Inflat netior 2 ho Growt 5 ho Differ tiven trumo	ien i p iicicicicicicicicicicicicicicicicicici

International Aspects of Macroeconomics

International Monetary Aspect: The Foreign Exchange Rate - Balance of Payments: Current Account – Capital Account – Surplus and Deficit BOP – Twin Deficit – Determinants of Capital Flows – Mundell and Fleming Model on Open Economy – Currency convertibility on Current and Capital Account - Balance Of Payments: Disequilibrium and Adjustments

Module:6	Contemporary Issues	1 hours							
Guest Lect	st Lecture from industry experts on contemporary topics in Economic theories a								
	Total Lecture hours:	20 hours							

Mode: Flipped Class Room, Case Discussions, Lectures and Mini Project

Text Book(s)

- 1. Dornbushch, Rudiger, Fischer, Stanley, and Startz, Richard (2018), Macroeconomics,12th Edition, McGraw Hill Education (India).
- 2. Dwivedi, D.N, (2015), Macroeconomics Theory and Policy, 4th edition, Tata McGraw Hill Publications.
- 3. McEachern, Indira, (2016), MACRO ECON Principles of Macroeconomics, Cengage Learning.

Reference Books

- 1. Sullivan Arthur, O' (2014), Macroeconomics, 8th edition, Pearson Education.
- 2. Moss, David A, (2015), A Concise Guide to Macroeconomics: What Managers, Executives and Student Need to Know, 2nd edition, Harvard Business School Press.
- 3. Mankiw, Gregory N, (2014), Principles of Macroeconomics, 8th edition, Cengage Learning.

Mode of Evaluation

Specific Assessment Methods	%	Weighting			learning outcomes to be ick as appropriate)					
			1	2	3	4	5	6		
Continue Assessment	40									
Midterm	20									
Final Assessment Test	40			\checkmark		\checkmark	\checkmark			
Total	100)								
Recommended by Board of Studie	es	11-03 - 201	19			·				
Approved by Academic Council		No. 54		Date	e	14-03	3 - 20)19		

Course cod	le	Basic Financial Managen	nent	L T P J C			
BMT6112				2 0 0 0 2			
Pre-requisi	ite	BMT5112		Syllabus version			
				v. 02.00			
OBJECTI	VES:						
stud	lents wi	Il be able to make decisions under constraint	s				
OUTCOM	E:						
Student	is able	to relate all contextual factors in decision ma	aking				
		to analyse many costs and consequences of o					
		considers many of the constraints in the giv	en context				
Module:1	Finan	cial Management		3 hours			
Meaning, n	ature an	d scope of finance goal – profit vs. wealth m	naximization; Fi	nance decisions –			
-		ng and dividend decisions. Role of finance n					
Agency cor	nflict an	d agency cost.					
Module:2	Sourc	es of Finance		2 hours			
Long Term	Source	s of Finance: Equity, Debentures, Preference	ce Shares, Long	g term loan, Private			
1 .	-	bital and Angel investor.					
		s of Finance : Short term loan, commerce	cial paper, cert	ificate of deposits,			
	<u> </u>	bill of exchange, factoring.					
Module:3	Time	value of money		4 hours			
Time value	of mon	ey : Present value, future value, Annuity, An	nuity Due, Perp	etuity.			
Application	n of time	value of Money : Valuation of Bonds and S	hares	-			
Risk and F	Return:	Definition, types of risk, Concept of beta	and its applic	ation, Market Risk			
premium, T	Trade-of	f between risk and return.					
Module:4	Capit	al Budgeting		6 hours			
Principles c	of capita	I budgeting – method of investment analysi	is – Payback, A	RR, NPV, IRR and			
PI.							
Risk analy		Capital Budgeting: Sensitivity Analysis,	Scenario Anal	ysis, Monte Carlo			
Simulation.	Module:5 Asset Based Financing						
	Asset	bused i muneing		3 hours			
Module:5		C .	e of Money - co				
Module:5	ancing a	nd Hire Purchase: Application of Time value	e of Money - co				
Module:5	ancing a omputin	nd Hire Purchase: Application of Time value g installment under hire purchase	e of Money - co				
Module:5 Lease Fina rentals –cc	ancing a omputin	nd Hire Purchase: Application of Time value	e of Money - co	mputation lease			
Module:5 Lease Fina rentals –cc Module:6	ancing a omputin Conte	nd Hire Purchase: Application of Time value g installment under hire purchase		mputation lease 2 hours			
Module:5 Lease Fina rentals –cc Module:6	ancing a omputin Conte ture from	nd Hire Purchase: Application of Time value g installment under hire purchase emporary Issues		mputation lease 2 hours			
Module:5 Lease Fina rentals –cc Module:6	ancing a omputin Conte ture from	nd Hire Purchase: Application of Time value g installment under hire purchase mporary Issues n industry experts on role of financial manag		mputation lease 2 hours			
Module:5 Lease Fina rentals –cc Module:6 Guest Lect available f	ancing a computin Conte ture from for the c	nd Hire Purchase: Application of Time value g installment under hire purchase mporary Issues n industry experts on role of financial manag hanging industry needs.		mputation lease 2 hours rces of finance			

Tex	t Book(s)											
1.	I.M.Pandey, (2015), Financia	ıl Ma	nagement, 1	11th e	dition	, Vika	as Pub	lishir	ng, India.			
2.	James C. Van Horne, Sanja	y Dh	amija, (201	1), Fi	nanci	al Ma	nagen	nent	and Policy, 12th			
	edition, Pearson Education.						-		-			
3.	Eugene F Brigham, Michae	el C.	Ehrhardt,	(2014), Fin	ancial	Man	agem	nent Theory and			
	Practice, 14th edition, Cenga	ge L	earning.					_	-			
Ref	erence Books											
1.	Khan M.Y, Jain P.K, (2014),	Fina	ncial Manag	gemer	nt- Tex	ct, Pro	oblem	s and	Cases, 7th edition,			
	McGraw Hill.											
2.	Prasanna Chandra, (2011),	Fina	ncial Mana	igeme	nt : '	Theor	y and	d Pra	actice, 8th edition,			
	McGraw Hill, India											
3.	William R Lasher, (2014), Financial Management: Principles and Practice, 7th edition,											
	Cengage Learning, India.											
4.	Richard Brealey, Stewart Myers, Franklin Allen, Pitabas Mohanty, (2012), Fundamentals of											
	Corporate Finance, 10th editi	on, N	Acgraw Hill	•								
5.	Stephen Ross, Randolph W	ester	field, Bradt	ford .	Jordar	(201	16), (Corpo	orate Finance, 11th			
	edition, Mcgraw Hill.											
Mo	de of Evaluation											
Sp	ecific Assessment Methods	%	Weighting									
				1	2	3	4	5]			
Co	ontinue Assessment	40							-			
	Midterm	20										
									-			
Fi	nal Assessment Test											
To	otal	100										
Rec	commended by Board of Studie	S	11-03 - 20	19					-			
Apı	proved by Academic Council		No. 54		Date	;	14-03	3 - 20	19			

Course code	Operations Managemen	nt	L	T P J	С
BMT5118			3	0 0 0	3
Pre-requisite	Nil		Sylla	bus vers	ion
				v. 02	.00
OBJECTIVES:					
students will l	be able to identify business problems and form	ulate alternative	e course	s of actio	on
OUTCOME:					
	nprehensively able to describe the problem in		-		
	e to come up with multiple alternatives to reso	-			
	e to suggest a very comprehensive and impler	nentable action	plan		
Module:1 Intr	oduction			4 ho	urs
Definition of Proc	luction and Operations Management–Interrela	tionship with of	ther fun	ctions –	
Products and Serv	vices - Value Analysis - Production & Operat	ions Strategy fo	r Comp	etitive	
Advantage; Type	s of Production System.				
	gning Operations			5 ho	
-	and Services, Sustainability in the Supply C		•		
Process Control,	Process Strategy, Capacity and Constraint	Management, I	Location	Strateg	ies,
Layout Strategies	, Human Resources, Job Design, and Work M	easurement			
Module:3 Man	aging Operations			7 ho	urs
	anagement, Inventory Management - Types	-	-		
Basic Cost, EC	Q, Fundamentals of Selective Inventory	Control; Intr	oductio	n to L	ean
0	T, Quality Concepts, 5S.				
	ng and S&OP, Material Requirements Plani	ning (MRP) and	d ERP,	Short-Te	erm
	n-Time, TPS, and Lean Operations	ſ			
	ntenance Management			4 ho	
	aintenance – Types of Maintenance – Bre	eakdown Maint	tenance,	Prevent	tive
	dictive Maintenance, TPM.	Γ			
	sion-Making Tools			8 ho	urs
	ar Programming Problem, Graphical Method,	Simplex Metho	d - only	y two	
variables.					
Module:6	• • • • •			2 ho	urs
Guest lecture by	industry experts on contemporary practices in	operations mai	nagemer		
	Total Lecture hours:			30 ho	ırs
<u> </u>	d Class Doom, Core Direct ' L. 4	T			
# Mode: Flippe	ed Class Room, Case Discussion, Lectures				
Text Book(s)					
. ,	Barry Render (2014), Operations Manage	ement 11th 1	Edition	Pearsor	<u></u>
Education.	Early Konder (2017), Operations Manage			1 001501	L
	ssell, Bernard W.Taylor, (2013), Operations N	Management. 8t	h editio	n. Wilev	
	ns, Ganguly(2016), OM-Operations Managen	•		•	
Reference Books				⁻	
	lvam, (2013), Production and Operations Mar	agement. 3rd ed	dition P	HI.	
	J, (2015), Operations Management, 12th edit	0	-		
	, (2010), operations trianagement, 12th cut	1011, 111001011 11			

- 3. Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano, (2006), Operations Management for Competitive Advantage, 11th edition, McGraw-Hill .
- 4. E.S. Buffa, (2007), Modern Production / Operation Management, 8th edition, Wiley.
- 5. S.N. CharY, (2012), Production and Operations Management, 5th edition, Tata McGraw Hill.
- 6. Ravi Anupindi et al, (2011), Managing Business Process Flows: Principles of Operations Management, 3rd edition, Prentice Hall.

Specific Assessment Methods	%	Weighting		ing outcomes to be appropriate)						
			1	2	3	4	5	6		
Continue Assessment	60									
Midterm	20			\checkmark						
Final Assessment Test	40									
Total	100									
Recommended by Board of Studie	es	11-03-201	9			·				
Approved by Academic Council		No. 54		Date	14-03-2019					

Course code	Marketing Management - Fund	lamentals	L T P J C
BMT5119			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
			v. 02.00
OBJECTIVES:			
	ll be able to co-create unique ideas, products		
students wi	ll be able to formulate competitive strategies	for the digital	market places
OUTCOME:			
	duces original ideas with minimal guidance.	Implementation	n solutions have
•	ential support		
	s multiple idea creation techniques		
	ates new ideas and combines multiple perspe		
	t provides a definitive and outstanding assess		rket share and
-	e advantage of competitors in the marketplac		
	t does a comprehensive analysis of potential	-	
	t provides comprehensive industry assessment	nt and strategy f	formulation and
implementa	tion details		
-		1	
	rstanding the Marketing Management		2 hours
Orientations to Ma		1	
	ecting with Customers		7 hours
	er Markets - Analyzing Business Markets	1	
	ing Strong Brand		6 hours
	t segments and selecting target markets	 Differentiati 	on and Positioning
Strategies			
	ing the Market Offerings		8 hours
e	trategy - Designing and Managing Serv	vices - Introd	ucing New Market
	iction to Brand Equity	1	
	ning Pricing Strategies and Programmes		5 hours
	Adapting the price, Initiating and Respondin	g to Price Chan	-
	emporary Issues		2 hours
Guest Lectures or	Analyzing Consumer Markets and Pricing		
	Total Lecture hours:		30 hours
# Mode: Flinner	l Class Room, Case Discussion, Lectures		
	Class Room, Case Discussion, Lectures		
Text Book(s)			
1. Kotler, P, K	Keller K, Koshy, Jha, (2012), Marketing	Management:	A South Asian
Perspective,	14th edition, Pearson Education.		
2. LAMB,HAIF	R,SHARMA, MCDANIEL (2016), MK	TG Principles	of Marketing,
Cengage Lea	rning.		
Defence - D			
Reference Books	$111_{112} (2012) M_{12} = 0.4 + 0.4 + 1.4$	MaCura II'll	
1. Walker Jr. Mu	llins, (2012), Marketing Strategy, 8th edition	n, McGraw Hill	

- 2. Paul W. Farris, Neil T. Bendle, Philip E. Pfeifer, David J. Reibstein (2006), Marketing Metrics: 50+ Metrics Every Executive should master, 1st edition, Financial times/Prentice Hall.
- 3. Michael J. Etzel, Bruce J Walker, Willium J. Stanton, (2004), Marketing, 13th edition, McGraw Hill.
- 4. Leon G. Schiffman, Leslie Lazar Kanuk, Ramesh Kumar(2010), Consumer Behaviour, 10th edition, Pearson Education.
- 5. Gillespie, Hennessey, (2013), Global Marketing, 3rd edition, Cengage Learning.

Specific Assessment Methods	9/ V	% Veighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)									
			1	2	3	4	5					
Continue Assessment		60										
Midterm		20		\checkmark			\checkmark					
Final Assessment Test	4	0		\checkmark	\checkmark							
Total	1	00										
Recommended by Board of Studies		11-03-201	9									
Approved by Academic Council		No. 54		Date	Date		14-03-2019					

Course cod	e	Human Resource Manager	nent	L T P J C
BMT5120		5		3 0 0 0 3
Pre-requisi	te	Nil		Syllabus version
				v. 01.00
OBJECTIV	/ES:			
stud	ents wil	Il be able to practice ethical values in achieve	ing stakeholders	welfare
stud	ents wil	ll be able to involve stakeholders and team n	nembers in exec	uting decisions
OUTCOM	E:			
1. The stu	dent is	able to recognise ethical issues that affect m	ultiple stake hol	ders
2. The stu	dent is	able to apply multiple ethical concepts in an	alysing consequ	ences of decision
making				
		able to evaluate the most appropriate perspe	ctive in achievir	ng stakeholder
welfare				
		able to establish a favourable team climate a	nd ensure enthu	siastic decision
making				
		able to elicit constructive feedback in confli	0	1 . 1 .
		able to facilitate enthusiastic stakeholder/tea	m participation	and contribution
in decis Module:1	-	luction to HRM		4 h a u u a
Module:1	Intro	Juction to HKM		4 hours
Meaning an	d Dofin	ition, Characteristics of HRM, Evolution of	HPM Organiza	tion and Policies
-		tment, Scope of HRM, Functions of HRM, (-	
		ortant Trends in HR Management.		uvi, Quanties of
Module:2		lanning, Recruitment and Selection		5 hours
Module.2		anning, reel utilient and Selection		5 nours
Importance	of HR	Planning, Job Analysis-Job description a	nd job specifica	ation, Recruitment-
-		ment, Selection- Importance of careful selec		
		Interview- Methods of Selection Interview,		
Module:3	Train	ing and Development & Performance		7 hours
	Appr	aisal		
Training an	d Deve	lopment: Objectives of training, Identificat	ion of Training	needs, Concepts of
Training, Tr	raining	methods, Orientation and Placement, Mana	gement develop	ment, Purposes and
Principles o	f promo	ption, Bases and types for promotion, Transf	er, Separation	
Performance	e Appra	aisal: Introduction, Identification of issues	in performance	appraisal, Uses of
		aisal, limitations of Performance Appraisal,		lanagement, Career
Managemer	nt Basic	s, Talent Management, Methods of appraisa	1	
Module:4	Wage	and salary administration		6 hours
Meaning an	d Defi	nition, Job Evaluation, Basic Factors in Do	etermining Pav	Rates, Establishing
		ency-Based Pay, Money and Motivation: A		
•	-	s, Personal Services and Family-Friendly Be		
Module:5		trial Relation, Health and safety	,	6 hours
		· v		
Industrial I	Relatior	n, Health and safety measures Industrial Rela	ations - Meaning	g & Characteristics
		-		

Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes, Occupational Security and Safety : Accidents, Workplace Health Hazards: Problems and Remedies Module:6 **Contemporary Issues** 2 hours Guest Lecture from industry experts on contemporary developments in HR practices. **Total Lecture hours: 30 hours # Mode: Flipped Class Room, Case Discussion, Lectures** Text Book(s) Gary Dessler, BijuVarkkey, (2018), Human Resource Management, 15th edition, Pearson 1. Education. 2. Denisi, Griffin, Sarkar (2016), HR - Human Resource Management, Cengage Learning. George W. Bchlander, Scott A. Snell, (2014), Principles of Human Resource 3. Management, 16th edition, Cengage Learning. **Reference** Books Denisi, Griffin, Sarkar, (2016), Human Resource Management, 2nd edition Cengage 1. Learning. Aswathappa K, (2013), Human Resource Management: Text and Cases, 17th edition, Tata 2. McGraw-Hill. 3. Armstrong Michael, (2014), A Handbook of Human Resource Management, 13th edition, Kogan Page. Peter J. Dowling, Marion Festing, Allen D Engle, Sr, (2013), International Human Resource 4. Management, 6th edition, Cengage Learning **Mode of Evaluation** Specific Assessment % Weighting **Intended Course outcomes** Methods to be assessed (Please tick as appropriate) **Internal Assessment** 1 2 3 4 5 6 $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ 40 $\sqrt{}$ Assignment/Quiz 20 $\sqrt{}$ $\sqrt{}$ Midterm $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ **Final Assessment** 40 $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ $\sqrt{}$ Recommended by Board of Studies 11-03-2019

Recommended by Board of Studies11-03-2019Approved by Academic CouncilNo. 54Date14-03-2019

Course cod	le	Business Research Meth	ods	L T P J C
BMT61	113			2 0 0 4 3
Pre-requisi	ite	BMT 5203		Syllabus version
OBJECTIV				
		l be able to articulate (oral and written) idea	as to aid decision	n making
OUTCOM				
		t is effective in oral communication of	a managerial d	lecision and is also
	vincing		·	
		is able to effectively use written communic	-	-
		is able to convince others on decision mak tion skills	ing using his or	her oral and written
Module:1		luction to Business Research Methods	3 hours	
Module:1	Intro	fuction to Business Research Methods	5 nours	
Concents of	f Busine	ss Research: Characteristics, Objectives, hy	nothesis and the	eory – Types of
-		r and Researcher Relationship - The Resear	-	
	-	ess - Ethics in research		
Developme				
Module:2	Resea	rch design classification		4 hours
		tory, Descriptive and Causal - Experim	ental Research	Design Methods -
EXOBJECT		• • •		-
		ch Designs, tools and its techniques of data	collection – Obs	servation Method
	Researc	h Designs, tools and its techniques of data of Collection – Sources and Methods	collection – Obs	servation Method 4 hours
Qualitative Module:3	Researce Data			4 hours
Qualitative Module:3 Primary ver	Researce Data rsus Se	Collection – Sources and Methods	Data Collection	4 hours n: Measurement and
Qualitative Module:3 Primary ver Scaling tec	Researce Data rsus Se chniques	Collection – Sources and Methods condary data and its sources – Primary	Data Collection	4 hours n: Measurement and
Qualitative Module:3 Primary ver Scaling tec	Researce Data rsus Se chniques	Collection – Sources and Methods condary data and its sources – Primary 2 , survey instrument development, metho	Data Collection	4 hours n: Measurement and
Qualitative Module:3 Primary ver Scaling tec Design: Sar	Researce Data rsus Se chniques npling 1	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, metho nethods and Sample size determination	Data Collection	4 hours n: Measurement and llection – Sampling
Qualitative Module:3 Primary ver Scaling tec Design: Sar Module:4	Researce Data rsus Sechniques mpling r Data	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, metho nethods and Sample size determination	Data Collection	4 hours a: Measurement and llection – Sampling 5 hours
Qualitative Module:3 Primary vez Scaling tec Design: Sar Module:4 Qualitative	Researd Data rsus Se chniques npling r Data A	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, metho nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima	Data Collection ods of data col	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation,
Qualitative Module:3 Primary ver Scaling tec Design: San Module:4 Qualitative Hypothesis	Researce Data rsus Sechniques mpling f Data Data A testing,	Collection – Sources and Methods condary data and its sources – Primary s, survey instrument development, metho nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m	Data Collection ods of data col	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation,
Qualitative Module:3 Primary ver Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex	Researce Data rsus Sechniques npling 1 Data A testing, xperience	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to more with SPSS.	Data Collection ods of data col	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools.
Qualitative Module:3 Primary ver Scaling tec Design: San Module:4 Qualitative Hypothesis	Researce Data rsus Sechniques npling 1 Data A testing, xperience	Collection – Sources and Methods condary data and its sources – Primary s, survey instrument development, metho nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m	Data Collection ods of data col	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation,
Qualitative Module:3 Primary ver Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on er Module:5	Researce Data rsus Sechniques npling r Data A testing, xperience Repor	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. T Preparation and Presentation	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools.
Qualitative Module:3 Primary ver Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on er Module:5	Researce Data rsus Sechniques npling r Data A testing, xperience Repor	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to more with SPSS.	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools.
Qualitative Module:3 Primary ver Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on er Module:5	Researce Data rsus Second rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperience Repor cating R	Collection – Sources and Methods condary data and its sources – Primary 1 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. T Preparation and Presentation esearch Results: Report Generation and Ora	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools.
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperience Report cating R	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. T Preparation and Presentation	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours 2 hours
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperience Report cating R	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. There paration and Presentation esearch Results: Report Generation and Ora mporary Issues	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours 2 hours
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperience Report cating R	Collection – Sources and Methods condary data and its sources – Primary F s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. T Preparation and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applic	Data Collection ods of data col ury Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours jital era
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperience Repor cating R Conte ture from	Collection – Sources and Methods condary data and its sources – Primary F s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. T Preparation and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applic	Data Collection ods of data col ory Data Analysi nultivariate statis	4 hours h: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours jital era
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Sechniques mpling n Data Data A testing, xperience Repon cating R ture from Proje	Collection – Sources and Methods condary data and its sources – Primary 1 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. There paration and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applic Total Lecture hours:	Data Collection ods of data col ory Data Analysi nultivariate statis	4 hours a: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours gital era 20 hours
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperiend Repor cating R Conte ture from Proje under	Collection – Sources and Methods condary data and its sources – Primary 2 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to more with SPSS. The Preparation and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applied Total Lecture hours: et: Team of maximum 6 students would	Data Collection ods of data col ury Data Analysi nultivariate statis al Presentation cable for the dig	4 hours a: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours gital era 20 hours
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic	Researce Data rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperiend Repor cating R Conte ture from Proje under	Collection – Sources and Methods condary data and its sources – Primary 1 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. The Preparation and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applic Total Lecture hours: et: Team of maximum 6 students would ake the project. The faculty coordinator	Data Collection ods of data col ory Data Analysi nultivariate statis al Presentation cable for the dig	4 hours a: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours gital era 20 hours
Qualitative Module:3 Primary ve Scaling tec Design: Sar Module:4 Qualitative Hypothesis Hands on ex Module:5 Communic Module:6 Guest Lect	Researce Data rsus Second rsus Second rsus Second rsus Second Data Data A testing, xperiend Report cating R Conte underf would	Collection – Sources and Methods condary data and its sources – Primary 1 s, survey instrument development, method nethods and Sample size determination Analysis nalysis – Secondary Data Analysis – Prima Univariate, Bivariate and introduction to m ce with SPSS. The Preparation and Presentation esearch Results: Report Generation and Ora mporary Issues n industry experts on research design applic Total Lecture hours: et: Team of maximum 6 students would ake the project. The faculty coordinator	Data Collection Data Collection ods of data col ury Data Analysi nultivariate statis al Presentation cable for the dig 20 [Non- Contact	4 hours a: Measurement and llection – Sampling 5 hours is: Data Preparation, stical tools. 2 hours gital era 20 hours

Tex	xt Book(s)												
1.	Cooper D, Schindler P, (201	(3), I	Business Res	searcl	n Metl	10ds,	12th	editic	on, N	1cGr	aw-H	ill	
	education.												
2.	Zikmund, Adhikari, (2016), 1	Busir	ness Researc	h Me	thods,	Ceng	age L	earni	ng.				
3.	Saunders M. N, (2012), Res	searc	h Methods	for B	usines	s Stu	dents,	6th	editi	on, l	Pears	on	
	Education India.												
Ref	ference Books												
1.	Creswell John W, (2014), Ro	esear	ch Design:	Quali	tative,	Qua	ntitati	ve, a	nd N	lixed	l Me	thods	
	Approaches, 4th edition, SAG	E Pu	blications.										
2.	Roger E. Kirk, (2013), Experimental Design: Procedures for the Behavioral Sciences, 4th												
	edition, SAGE Publications.												
3.	J Creswell, J. W, (2013), Q	ualit	ative inquir	y and	l resea	arch d	lesign	: Ch	oosii	ng ai	nong	five	
	J Creswell, J. W, (2013), Qualitative inquiry and research design: Choosing among five approaches. 3rd edition, SAGE Publications.												
4.	Sekaran U, (2013), Research	Metl	nods for Bus	siness	: A Sl	cill B	uildin	g Ap	proa	ch, 6	th ed	ition,	
	Wiley.								-				
Mo	de of Evaluation												
Sp	ecific Assessment Methods	%	Weighting	Inte	nded	subje	ct lea	rnin	g ou	tcon	nes to	b be	
-			0 0	asse	ssed (Pleas	e tick	as a	ppro	pria	te)		
				1	2	3	4	5	6	7	8	9	
Co	ontinue Assessment	60										1	
	Midterm	20						\checkmark			\checkmark	\checkmark	
Fi	nal Assessment Test	40											
To	otal		0										
Pr	oject												
Re	eview 1	20											
Re	eview 2	30											
Re	eview 3	50											
To	otal	100											
Rec	commended by Board of Studie	S	05-08-2017	7									
	proved by Academic Council		No. 47		Date		05-10						

Course code	Corporate Governance and Ethics	L	Τ	Р	J	С
BMT5121		1	0	0	0	1
Pre-requisite	Nil	S	yll:	abu	s ver	sion

OD IECTIVES.					
OBJECTIVES:	Idama recal	fama			
students will be able to practice ethical values in achieving stakeho OUTCOME:	lders wei	lare			
	also hold	~**			
1. The student is able to recognise ethical issues that affect multiple st					
2. The student is able to apply multiple ethical concepts in analysin decision making	g conseq	luences of			
3. The student is able to evaluate the most appropriate perspec	otivo in	achieving			
stakeholder welfare		achieving			
Module:1 Understanding of Corporation		2 Hours			
Key Players(Stakeholders) – Inter-linkages- Corporate responsibility to	wards K				
CSR; Ethical challenges(Sources and their resolutions in all function					
perspective – Corporate governance – Global and Indian Perspective	nar arcas	s), mstonear			
Module:2 Various Models of Corporate Governance		2 Hours			
Theory and practice of Corporate governance; Structure of Corporate	Governa				
Steward, Stakeholder and sociological Theories); Models-Anglo sexa					
Model(Based on Ownerships, Composition of Board of directors, Shareho	-				
Framework, Disclosures)	ders righ	n, negulatory			
Module 3 Implementing Corporate Governance		2 Hours			
Implementing CG – Roles and Responsibilities (BOD; Exclusive roles of	Independ				
directors; Auditors; Regulatory bodies);	macpent				
Module:4 Role of EmOBJECTIVESyees		1 Hours			
Need for ethical behaviour; Resolutions of ethical dilemmas- Ethical theory	ies;	1 Hours			
Module:5 Corporate Social Responsibility and Scandals		1 Hours			
Ethical Challenges (Sources and Their resolution in all functional areas); G	Corporate	e Scandals –			
Causes, Consequences and Cures	-				
Module:6 Guest Lecture by industry Experts		2 Hours			
Total Lecture h	ours:	10 hours			
Recommended Text Book					
		. December			
Fernando, A., C. (2012) Business Ethics and Corporate Governance, Sec	ond Ean	tion, Pearson			
Education, New Delhi.					
Reference Books:					
Gini, Al(2012), Case Studies in Business Ethics, 6 th Edition, Pearson Edu	cation N	ew Delhi			
Mohapatra, S & Seejesh S (2012), Case Studies in Business Ethics and Co	-				
		Governance,			
Pearson Education, New Delhi.		o 11'11			
Francis R & Mishra M (2012)., Business Ethics ; An Indian Perspective , T	rata Mc-0	Graw-Hill			
Publishing Company Ltd., New Delhi.					
Mode of Evaluation: : Mid Term, End Term and any of these following components Mini					
Projects / Seminars / Quizzes(announced and / or unannounced), Case	e Analys	sis and Case			
Discussion / Term Paper Class Participation / Assessment of Class Notes et	tc.				
Recommended by Board of Studies 11-03-2019					

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	Essentials of Business Etiqu	ettes		J	С
STS5003	T		3 0 0		1
Pre-requisite	None		Syllabus v	versi	on
			e e	. xx.	
OBJECTIVES:					
	e to comprehend global trends influencing th				
	e to articulate (oral and written) ideas to aid	decision making	5		
OUTCOME:					
2. The student is making decision	able to analyse decisions using multiple inter able to appreciate cultural differences with the ons sensitive to consequences of intercultural con	ne available info	ormation wh		
	of communicating in the given context		1		
4. The student is convincing	effective in oral communication of a manage	frai decision and	u is also		
•	able to effectively use written communicatio	n for expressing	views		
	able to convince others on decision making u			tten	
communication		8			
Module:1 Busin	ess Etiquette:		5	5 hou	irs
Social and Cultura	al Etiquette				
1.Value					
2. Manners					
3.Customs					
4.Language					
5.Tradition					
Writing Compan	y Blogs				
1.Building a blog					
2.Developing brand	1 message				
3.FAQs'					
4. Assessing Comp	etition				
Internal Commun					
1.Open and objecti	ve Communication				
2. Two way dialog					
3. Understanding th					
Planning					
1.Identifying					
2. Gathering Inform	nation				
3.Analysis					
4.Determining					
5.Selecting plan					
5.Progress check					
6.Types of planning	g				
	ease and meeting notes				
1.Write a short, cat					
	-summarize your subject in the first paragrap	h			
	elevant to your audience	11.			
J.Douy – Make It I					
l					

Module:2	Study skills	3 hours
Time mana	agement skills	
1. Prioritiza	ition	
2. Procrasti	nation	
3. Scheduli	ng	
4. Multitasl	king	
5. Monitori	ng	
6. Working	under pressure and adhering to deadlines	
Module:3	Presentation skills	6 hours
- 0	presentation	
_	o prepare PowerPoint presentation	
	g the content	
_	he Elevator Test	
Organizing		
1. Blue sky	6	
	ion, body and conclusion	
	ont, Use of Color	
-	presentation	
	ig and preparing visual aids	
	ce and types of visual aids	
	n to captivate your audience	
3.Design of	1	
	th questions	
-	ut the ground rules	
-	with interruptions	
	n control of the questions	
4. Handling	difficult questions	
Module:4	Quantitative Ability -L1	5 hours
Number p	roperties	
1.Number of	of factors	
2.Factorials	;	
3.Remainde	er Theorem	
4.Unit digit	position	
5.Tens digi	t position	
Averages		
1.Averages		
2.Weighted	Average	
Progressio	ns	
1.Arithmeti	c Progression	
2. Geometr	ic Progression	
3. Harmoni	c Progression	
Percentage	25	
1.Increase a	& Decrease or successive increase	
<u>.</u>		

Ratios		
Types of rat	ios and proportions	
Module:5	Reasoning Ability-L1	6 hours
1.iouuicio	Reasoning Honey En	0 nours
Analytical	Reasoning	
1.Data Arra	ngement(Linear and circular & Cross Variable Rela	tionship)
2.Blood Rel		• •
3.Ordering/	ranking/grouping	
4.Puzzletest		
Selection I	Decision table	
Module:6	Verbal Ability-L1	5 hours
Vocabulary	5	
	s & Antonyms	
2.One word		
3.Word Pair	ſS	
4.Spellings		
5.Idioms		
6.Sentence	completion	
Analogies		
Module:7	title	x hours
	tent	
Module con		
Module con	tent Contemporary issues:	x hours
Module con		x hours
Module con	Contemporary issues:	
Module con		x hours 30 hours
Module con Module:8	Contemporary issues: Total Lecture hours:	
Module con Module:8 Text Book(Contemporary issues: Total Lecture hours: s)	30 hours
Module con Module:8 Text Book(1. Scott P	Contemporary issues: Total Lecture hours: s) eck. M(1978) Road Less Travelled. New York City.	30 hours M. Scott Peck.
Module con Module:8 Text Book(1. Scott P FACE(Contemporary issues: Total Lecture hours: s) eck. M(1978) Road Less Travelled. New York City. 2016) Aptipedia Aptitude Encyclopedia. Delhi. Wil	30 hours M. Scott Peck. ey publications
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Module con Module:8 Text Book(1. Scott P FACE(ETHN Reference I 1. Kerry F	Contemporary issues: Total Lecture hours: s) eck. M(1978) Road Less Travelled. New York City. 2016) Aptipedia Aptitude Encyclopedia. Delhi. Wil US(2013) Aptimithra. Bangalore. McGraw-Hill Edu Books	30 hours M. Scott Peck. ey publications cation Pvt. Ltd. er(2001)Crucial Conversations:
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Mode of Evaluation: Mode of Evaluation: FAT, Assignments, Projects, Case studies, Role plays, 3 Assessments with Term End FAT (Computer Based Test)

Recommended by Board of Studies	DD-MM-YYYY		
Approved by Academic Council	No. xx	Date	DD-MM-YYYY

		Business Analytics and Intel	ligence	L T P J C
BMT6114		Dusiness mary ies and men	igenee	
Pre-requisite	e B	BMT5113		Syllabus version
OBJECTIVE			<u>,1 1[,] 1[,] 1 1</u>	. 1
		ble to formulate competitive strategies for		
OUTCOME:		ble to identify business problems and form	iulate alternative	e courses of action
		rovides a definitive and outstanding assess	ment of the mar	ket share and
		dvantage of competitors in the marketplac		Ket share and
		bes a comprehensive analysis of potential		etitors activity
		rovides comprehensive industry assessmen		
		on details		
4. The stu	udent is	comprehensively able to describe the pro-	blem in a decisi	on making
		able to come up with multiple alternative		
		able to suggest a very comprehensive and	limplementable	
		ction to Business Analytics and		3 hours
	0	ence(BAI)		2.0.1
		ategic impact of BAI across key indu	•	
		n- what makes an analytical competitor- a		
		ytics with Internal and external Proce		
		es- Managing Analytical People- The Ard		
		tical Competition- Gartner Magic Quadr	ant and Hype	Cycle for Business
Intelligence ar Module:2		•		5 hours
Mouule.2 L	Data w	arenousing		5 11001 8
Data Warehou	ising. C	oncepts - Process overview - Architectur	e – ETL process	
	aome, C	One Old = 1 Occas Over view = Alemicelui		
Business Pert				ng – Performance
Measurement	formanc – Busir	ce Management: BPM –Strategy - P ness Performance Management Methodolo	lan – Monitori gies	ng – Performance
Measurement Essential Prac	formanc – Busir ctice Sk	ce Management: BPM –Strategy - P ness Performance Management Methodolo cills for High-Impact Analytics Projects	lan – Monitorin ogies : Listening to c	ng – Performance elient, Framing the
Measurement Essential Prac central proble	formand – Busin ctice Sk em, Sc	ce Management: BPM –Strategy - P ness Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for	lan – Monitorin ogies : Listening to c success, Creat	ng – Performance elient, Framing the ing a work plan,
Measurement Essential Prac central proble Assembling d	formand – Busir ctice Sk em, Sc lata and	ce Management: BPM –Strategy - P ness Performance Management Methodolo kills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling app	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida	ng – Performance client, Framing the ing a work plan, ating and verifying
Measurement Essential Prac central proble Assembling d analytical resu	formand – Busin ctice Sk em, Sc lata and ults, Co	ce Management: BPM –Strategy - P ness Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling app ommunicating and presenting results to	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida	ng – Performance client, Framing the ing a work plan, ating and verifying
Measurement Essential Prace central proble Assembling d analytical resu change and as	formand – Busin ctice Sk em, Sc lata and ults, Co ssessing	the Management: BPM –Strategy - P mess Performance Management Methodolo stills for High-Impact Analytics Projects oping a project, Defining metrics for a expert sources, Selecting modeling approximation ommunicating and presenting results to impact.	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational
Measurement Essential Prace central proble Assembling d analytical resu change and as	formand – Busin ctice Sk em, Sc lata and ults, Co ssessing	ce Management: BPM –Strategy - P ness Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling app ommunicating and presenting results to	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida	ng – Performance client, Framing the ing a work plan, ating and verifying
Measurement Essential Prace central proble Assembling d analytical resu change and ass Module:3	formand – Busir ctice Sk em, Sc lata and ults, Co sessing Descrip	the Management: BPM –Strategy - P mess Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for a expert sources, Selecting modeling approximation ommunicating and presenting results to impact. tive Analytics	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours
Measurement Essential Prace central proble Assembling d analytical resu change and ass Module:3	formand – Busir ctice Sk em, Sc lata and ults, Co ssessing Descript zation a	the Management: BPM –Strategy - P mess Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for a expert sources, Selecting modeling app ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker-
Measurement Essential Prace central proble Assembling d analytical resuchange and ass Module:3 D Data Visualiz Tree map - He	formand – Busir ctice Sk em, Sc lata and ults, Co ssessing Descrip zation a eat map	ce Management: BPM –Strategy - P ness Performance Management Methodolo kills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling app ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca -Circle and Area) -Worksheet, Dashboard	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker- l creation
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Measurement Essential Prace central problet Assembling d analytical resu- change and ass Module:3 [2] Data Visualiz Tree map - He Module:4 [9] Linear Regress Module:5 [9]	formand – Busir ctice Sk em, Sc lata and ults, Co ssessing Descript zation a eat map- Predicti ssion, C Prescript	ce Management: BPM –Strategy - P mess Performance Management Methodolo cills for High-Impact Analytics Projects oping a project, Defining metrics for a expert sources, Selecting modeling approximation ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca -Circle and Area) -Worksheet, Dashboard ve Analytics	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble and Story Board	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker- d creation 3 hours 3 hours
Measurement Essential Prace central problet Assembling d analytical resuchange and assembling change and assembling Module:3 [2] Data Visualiz Tree map - Hee Module:4 [2] Linear Regress Module:5 [2] Linear optim	formand – Busir ctice Sk em, Sc lata and ults, Cc sessing Descript zation a eat map- predicti ssion, C Prescript	ce Management: BPM –Strategy - P mess Performance Management Methodolo kills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling app ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca -Circle and Area) -Worksheet, Dashboard ve Analytics Cluster, CART and Neural Network mode otive Analytics	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble and Story Board	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker- d creation 3 hours 3 hours
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Measurement Essential Prace central problet Assembling d analytical resuchange and ass Module:3 Data Visualiz Tree map - Hee Module:4 P Linear Regress Module:5 P Linear optim Module:6 C	formand – Busir ctice Sk em, Sc lata and ults, Co ssessing Descript zation a eat map- Predicti ssion, C Prescript ization, Contem e by indu	xe Management: BPM –Strategy - P. hess Performance Management Methodolo kills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling approximation ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca -Circle and Area) -Worksheet, Dashboard ve Analytics Eluster, CART and Neural Network mode otive Analytics Integer optimization, Non-linear program porary Issues ustry experts on Emerging trends in busing	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble and Story Board	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker- d creation 3 hours allation 2 hours
Measurement Essential Prace central proble Assembling d analytical resuchange and assembling module:3 [1] Data Visualiz Tree map - He Module:4 [2] Linear Regress Module:5 [2] Linear optim Module:6 [2] Guest lecture	formand – Busir ctice Sk em, Sc lata and ults, Cc ssessing Descript zation a eat map- Predicti ssion, C Prescript ization, Contem e by indu	ce Management: BPM –Strategy - P. ness Performance Management Methodolo kills for High-Impact Analytics Projects oping a project, Defining metrics for l expert sources, Selecting modeling apport ommunicating and presenting results to impact. tive Analytics and Analytics- Charts(Bars-Pie-Line-Sca -Circle and Area) -Worksheet, Dashboard ve Analytics Eluster, CART and Neural Network mode of the Analytics Integer optimization, Non-linear program porary Issues ustry experts on Emerging trends in busine Total Lecture hours:	lan – Monitorin ogies : Listening to c success, Creat proaches, Valida clients and Driv tter-Map-Bubble and Story Board	ng – Performance elient, Framing the ing a work plan, ating and verifying ving organizational 4 hours e-Box & Whisker- d creation 3 hours allation 2 hours l intelligence 20 hours

	elligence and Analytics softwar	e like	R. Python.	Table	eau.							
	SS, Excel etc., interpretation of		· · ·									
	nagerial decision making											
# N	fode: Flipped Class Room, Cas	se Di	scussions, l	Lectur	res,							
and	l lab exercises											
Tey	xt Book(s)											
1.	Sharda R, Delen D, Turban	E, A	ronson J, L	iang '	T. P, (2014), Bus	sines	s Inte	ellige	ence	and
	Analytics: Systems for Decis	sion S	Support, 10t	h edit	ion, P	earso	n Edu	catio	n.			
2.	Powell S. G, Barker K. R,	(20)	l4), Manago	ement	t Scie	nce:	The A	Art o	f Mo	odeli	ng V	Vith
	Spreadsheets, (W/Cd),	4	thedition, Jo	hn W	iley &	z Son	s.					
Ref	ference Books											
1.	Linoff G. S, Berry M. J, (201	l 1), I	Data mining	techr	niques	: for	marke	ting,	sale	s, an	d cu	stomer
	relationship management, 3rd											
2.	Frank B, Green B, Harris T					, Bu	siness	Inte	lliger	nce S	Strate	egy: A
	Practical Guide for Achieving	-	Excellence, I	MC P	ress.							
3.	Hair, J. F, Black W. C, Babi			n R. F	E, Tatl	ham]	R. L,	(200	9), M	lulti	varia	te data
	analysis, 7th edition, Pearson			n R. I	E, Tatl	nam 1	R. L,	(200	9), M	lulti	varia	te data
				n R. I	E, Tatl	nam]	R. L,	(200	9), N	lulti	varia	te data
Mo	analysis, 7th edition, Pearson	ı edu		Inte	nded	subj	ect lea	irnin	ig ou	tcor	nes t	
Mo	analysis, 7th edition, Pearson de of Evaluation	ı edu	cation.	Inte	nded ssed (subje Pleas	ect lea se tick	arnin as a	ig ou	tcor	nes t	
Mo Sr	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods	• eduo	cation.	Inte	nded	subj	ect lea	irnin	ig ou	tcor	nes t	
Mo Sr Co	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment	• edua % ` 60	cation.	Inte asse 1	nded ssed (2	subjo Pleas 3	ect lea se tick	arnin as a	ig ou	tcor	nes t	
Mo Sr Co	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods	• eduo	cation.	Inte asse	nded ssed (subje Pleas	ect lea se tick	arnin as a	ig ou	tcor	nes t	
Mo Sr Co	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment	• edua % ` 60	cation.	Inte asse 1	nded ssed (2	subjo Pleas 3	ect lea se tick	arnin as a	ig ou	tcor	nes t	
Mo Sr Co M	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm	edua % 60 20	cation.	Inte asse 1	nded ssed (2 √	subje Pleas 3 √	ect lea se tick	arnin as a 5	ig ou	tcor	nes t	
Mo Sr Co M Fi	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm nal Assessment Test	 edua % 7 60 20 40 	weighting	Inte asse 1 √	nded ssed (2 √	subject states 3	ect lea	ornin a as a 5 √	ig ou ppro 6 √	tcor	nes t	
Mo Sr Co M	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm nal Assessment Test	edua % 60 20	weighting	Inte asse 1 √	nded ssed (2 √	subje Pleas 3 √	ect lea se tick 4	arnin as a 5	ng ou ppro 6	tcor	nes t	
Mo Sr Co M Fi La	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm nal Assessment Test	 edua % 7 60 20 40 	weighting	Inte asse 1 √	nded ssed (2 √	subject states 3	ect lea	ornin a as a 5 √	ig ou ppro 6 √	tcor	nes t	
Mo Sp Co M Fi La	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm nal Assessment Test ab	edua % 7 60 20 40 100	weighting	Inte asse 1 √ √	nded ssed (2 √	subject states 3	ect lea	ornin a as a 5 √	ig ou ppro 6 √	tcor	nes t	
Mo Sp Co M Fi La	analysis, 7th edition, Pearson ode of Evaluation pecific Assessment Methods ontinue Assessment idterm nal Assessment Test ab	edua % 7 60 20 40 100	weighting	Inte asse 1 √ √	nded ssed (2 √	subject states 3	ect lea	ornin a as a 5 √	ig ou ppro 6 √	tcor	nes t	

Course cod	e	Financial Management – Decisions and Applicati	ions L T P J C
BMT61	15		3 0 0 0 3
Pre-requisi	te	BMT6112	Syllabus version
			v. 02.00
OBJECTIV			
		ll be able to systematically apply qualitative and quantitation ess problems	tive techniques to
OUTCOM		▲ 	
		t is able to perform a comprehensive quantitative data ana	alysis
		t is able to interpret qualitative information in detail	
		t is able to represent the analyses as a complete solution to	
Module:1	Capit	al Structure	5 hours
		e – optimal capital structure – theories – Factors determin structure – capital gearing	ning capital structure –
Module:2	-	of Capital	5 hours
Wiodule.2	CUSU	or Capital	Shours
		meaning – significance – classification of cost – deterr	
		st of specific sources of finance (cost of Debt, Equity	
		- Computation of weighted average cost of capital, Marg	
Module:3	Lever	ages	5 hours
Meaning – ' Leverage.	Types	- Financial Leverage - Operational Leverage - Compos	site – Working Capital
Module:4	Divid	end	5 hours
		erminants – types of dividend policy –effects and obj and Models - Walter's Model, Gordon's Model and MM	
Module:5	Work	ing capital requirements	8 hours
capital - det operating cy Cash mana Inventory r	termina /cle/ ca gemen nanage	requirements: Meaning - concept – kinds – importance ants of working capital working capital policy- estimation sh conversion cycle t : optimal cash, cash budget ement : EOQ, Reorder level	
		agement: Credit policy, receivables matrix.	
Module:6	Conte	emporary Issues	2 hours
		m industry experts on contemporary financial managements of the shareholders.	nt decisions taken to
		Total Lecture hours:	30 hours
# Mode	Flinne	d Class Room, Case Discussions, Lectures	
Text Book()1.I.M2.Jamedit3.Eug	s) .Pande nes C. tion, Pe gene F	y, (2015), Financial Management, 11 th edition, Vikas Pub Van Horne, Sanjay Dhamija, (2011), Financial Manage earson Education. Brigham, Michael C. Ehrhardt, (2014), Financial Ma 4 th edition, Cengage Learning.	ement and Policy, 12 th

Ref	erence Books										
1.	Khan M.Y, Jain P.K, (2	014)	, Financial	Mana	ageme	nt- T	ext, F	Proble	ems a	and Case	$s, 7^{th}$
	edition, McGraw Hill.										
2.	Prasanna Chandra, (2011), Fi	inancial Ma	inagei	ment	: The	ory a	nd P	ractio	$e, 8^{th} ec$	lition,
	McGraw Hill, India									4	
3.	William R Lasher, (2014)), Fii	nancial Mar	nagen	ent :	Princ	iples a	and F	Practi	ce, 7 th ed	lition,
	Cengage Learning, India.										
4.	Richard Brealey, Stewart					bas M	lohant	ty, (2	012),	Fundam	entals
_	of Corporate Finance, 10 th							-			a a th
5.	Stephen Ross, Randolph	Wes	terfield, Bra	adfore	d Jord	an (2	016),	Corp	orate	Finance	, 11 ^m
	edition, Mcgraw Hill.										
	de of Evaluation			1							
Sp	ecific Assessment Methods	%	Weighting	1				-		1	
				1	2	3	4	5	6		
Co	ntinue Assessment	40									
	Midterm	20									
										-	
						_				-	
						_				-	
				,		,				-	
	nal Assessment Test	40								-	
	tal	100									
	ommended by Board of Studie	S	11-03-2019	9	1						
App	proved by Academic Council		No. 54		Date)	14-03	3-201	9		

Course cod	le	Marketing Management – Progra Implementation	ammes and]	T	P J	С
BMT61	16	1		3	3 0	0 0	3
Pre-requisi		BMT5119				s ver	-
				J		v. 02	
OBJECTI	VES:						
stud	ents wi	Il be able to formulate competitive strategies	for the digital n	narket	plac	es	
OUTCOM							
	-	provides a definitive and outstanding asse	essment of the	mark	et sl	hare	and
-		lvantage of competitors in the marketplace					
		bes a comprehensive analysis of potential dar					
		provides comprehensive industry assessme	ent and strateg	y form	nula	tion	and
^		n details					
Module:1	Mana	ging and Delivering Value				6 hc	ours
Designing	l & Mana	ging Marketing Channels – Managing Retail	ing wholesalin	a and r	nark	ret	
logistics		ging Warketing Channels – Wanaging Retain	ing, wholesam	g and i	Hain		
Module:2	Comr	nunicating Value				6 h(ours
mouule.2	Com	numeating value				υn	/u15
Designing	and	Managing Integrated Marketing Comm	nunications –	Man	agin	g N	lass
		Advertising, Sales Promotions and Publi					onal
Communica	ation: Sa	ales Force and Direct Marketing					
Module:3	Asses	sing Market Opportunities				7 ho	ours
Scanning t	he Mar	keting Environment -Marketing Information	on System – (Condu	ting	g Ma	rket
•		and Report Development – Demand Estimati	•		2	,	
Module:4	Mana	ging the total Marketing effort				5 ho	ours
Managing		istic Marketing organization – Marketing		on, Ev	alua	tion	and
Control – N		g ROI – Marketing Metrics for marketing pe	erformance				
Module:5	Susta	ining Growth and Value				4 ha	ours
	1						
		– Global Marketing				21	
Module:6	Conte	emporary Issues				2 ho	ours
Guest Lect	L ture froi	m industry experts on contemporary Marketi	ng Metrics used	to eva	luat	e the	
marketing							
0	Ī	Total Lecture hours:			3	30 ho	urs
# Mode: F	linned (Class Room, Case Discussion and Lectures					
Text Book(chubs recom, cube Discussion and Lectures					
		Keller K, Koshy, Jha, (2012), Marketin	ng Managemen	nt∙ A	Sout	h A	sian
		e, 14^{th} edition, Pearson Education.	ig munugemen		50 a	<i>"</i> 11 <i>1</i> 1	Siun
		ir, Sharma, McDaniel(2016), MKTG Pr	inciples of Ma	arketing	<u>y</u> .	Cens	age
	arning.		1	•	5)	2	, 0
Reference	<u> </u>						
1. Ber	rt Rose	mbloom, (2012), Marketing Channels- A	Management	View,	8 th	edit	ion,
Cei	ngage L	earning.	-				-
		Hennessey, (2013), Global Marketing, 3 rd ed			ıg.		
		Mullins, (2012), Marketing Strategy, 8 th edit					
		arris, Neil T. Bendle, Philip E. Pfeifer, Dav					
Me	etrics: 50	0+ Metrics Every Executive should master,	1 ^{°°} edition, Fina	ncial ti	mes	/Pren	itice

Mo	de of Evaluation
6.	Naresh K. Malhotra (2010), Marketing Research, 6 th Edition, Pearson Education.
	McGraw Hill.
5.	Michael J. Etzel, Bruce J Walker, William J. Stanton, (2004), Marketing, 13th edition,
	Hall.

Specific Assessment Methods	%	Weighting				ect lea se tick				nes to be te)
			1	2	3	4	5	6	7	
Continue Assessment	60									
Midterm	20									
Final Assessme□t Test	40									
Total	100)								
Recommended by Board of Studie	es	11-03-2019	9							
Approved by Academic Council		No. 54		Date	e	14-03	3-201	9		

Course code	Entrepreneurship		L T P J C
BMT6117			2 0 0 4 3
Pre-requisite	BMT6111, BMT6112		Syllabus version
.			v. 02.00
OBJECTIVES	:	·	
students	will be able to co-create unique ideas, produ	cts and solutions	
OUTCOME:			
1. Student	produces original ideas with minimal guidan	nce. Implementati	on solutions have
•	vidential support		
	uses multiple idea creation techniques		
	creates new ideas and combines multiple per	spectives to devel	
Module:1	Entrepreneurship in the New Millennium		3 hours
Entrepreneurs/S	mall-Business Owners: Emerging trends: Th	e Internet & E-co	mmerce. Types
-	s; Corporate Entrepreneurship – Nature, Con		
Module:2	The Entrepreneurial Mindset	1	4 hours
	L		
	Individual, Sources of research on Entrep		
	Confrontation with risk, Stress & Entr		
	veloping Individual Innovation, Imagination		
	, Entrepreneurship, & Law, Social respon		
	nology / Know how- Sources / Plans, Fundi	ng- various optior	ns, Infrastructure,
Mentoring, Plan Module:3			5 hours
Module:5	Entrepreneurial Venture Planning		5 nours
	sessment, Opportunity mapping, Idea validates Challenges of New-Venture Start-Ups		
and MVP aspec Critical factors Mullin's Seven Examining the	tessment, Opportunity mapping, idea valua ets, Challenges of New-Venture Start-Ups, for NVD, Failures of New Ventures, New n Domain Model, Feasibility Plan; Sus use of business incubator; Entrepreneurial	Pitfalls in selecti Venture Evaluati tainable Compet	ng new ventures, ion process, John itive Advantage,
and MVP aspec Critical factors Mullin's Seven	cts, Challenges of New-Venture Start-Ups, for NVD, Failures of New Ventures, New n Domain Model, Feasibility Plan; Sus use of business incubator; Entrepreneurial	Pitfalls in selecti Venture Evaluati tainable Compet	ng new ventures, ion process, John itive Advantage, rketing Research;
and MVP aspec Critical factors Mullin's Seven Examining the Business Plan	cts, Challenges of New-Venture Start-Ups, for NVD, Failures of New Ventures, New n Domain Model, Feasibility Plan; Sus	Pitfalls in selecti Venture Evaluati tainable Compet	ng new ventures, ion process, John itive Advantage,
and MVP aspec Critical factors Mullin's Seven Examining the Business Plan Module:4	cts, Challenges of New-Venture Start-Ups, for NVD, Failures of New Ventures, New n Domain Model, Feasibility Plan; Sus use of business incubator; Entrepreneurial	Pitfalls in selecti Venture Evaluati tainable Compet Ventures and Ma	ng new ventures, ion process, John itive Advantage, rketing Research; 3 hours
and MVP aspec Critical factors Mullin's Seven Examining the Business Plan Module:4 Legal forms of Partnerships an	cts, Challenges of New-Venture Start-Ups, for NVD, Failures of New Ventures, New n Domain Model, Feasibility Plan; Sus use of business incubator; Entrepreneurial Entrepreneurial Issues for Start-Ups	Pitfalls in selecti Venture Evaluati tainable Compet Ventures and Mar legal structures, S	ng new ventures, ion process, John itive Advantage, rketing Research; 3 hours Specific forms of
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# M	Iode: Flipped Class Room, Ca	ase Discussions,	Lectu	ures										
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Tex	t Book(s)				1									
1.	Kuratko, Hodgetts, (2014		hip -	Theo	ory,	Proces	s and	1						
	Practice, 10 th edition. Cen												l	
2.	Hisrich, Peters, Shepherd	l, (2016), Entrepr	eneu	rship), 10	theditio	on. M	lcGra	aw H	ill.				
3.	Kuratko, Rao, (2012),Ent	trepreneurship A	Sout	h-As	sian	Perspe	ective	$, 8^{\mathrm{tn}}\epsilon$	editio	on,				
	Cengage Learning.												l	
Refe	erence Books													
1.	Timmons, Spinelli, (2012													
2.	Bruce R Barringer,	(2011), Entrepr	eneur	rship): S	Succes	sfully	/ La	auncl	hing	Ν	ew		
	Ventures,4 th edition, Pears	son Education.												
Moc	le of Evaluation													
Spe	Specific Assessment Methods % Weighting Intended subject learning outcomes to be										je a			
	(Please tick as appropriate)													
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Co	ntinue Assessment	60	<u> </u>	\downarrow	<u> </u>							\square	\square	
	Midterm	20												
	Digital Assignment – 1													
	Digital Assignment - 2			\top										
	Quiz - 1						\checkmark		ĺ					
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Fin	al Assessment Test	40		\checkmark										
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Re	view 1	20		\checkmark			\checkmark							
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	ommended by Board of	11-03-2019												
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App	roved by Academic Council	No. 54	Ι	Date		14-03	3-201	9						

Course Code	Strategic Management								
BMT6118 Pre-requisite	Nil	2 0 0 4 3 Syllabus version							
		v. 02.00							
OBJECTIVES:3									
	students will be able to comprehend global trends influencing the business environment								
	e able to involve stakeholders and team mem	-							
OUTCOME:									
	1. The student is able to analyse decisions using multiple international information sources								
	it is able to appreciate cultural differences w	ith the available information while							
making de 3. The stude	nt is sensitive to consequences of intercult	ural communication and proposed							
	ays of communicating in the given context	ural communication and proposes							
	it is able to establish a favourable team clima	te and ensure enthusiastic decision							
making									
5. The studer	t is able to elicit constructive feedback in con	flicting situations							
	ent is able to facilitate enthusiastic stal	ceholder/team participation and							
	n in decision making								
Module:1 Strat	egic Management and Competitiveness	2 hours							
The Competitive I	andscape: The Global Economy, Technology	and Technological Changes, The							
	odel of above-average returns, Vision and Mi								
	strategic leaders, Predicting outcomes of stra	tegic decisions - profit pools, The							
Strategic Manager	nent Process								
Module:2		3 hours							
The External En	vironment: Opportunities, Threats, Comp	etition and Competitor Analysis:							
	General Environment – Industry Environmer								
Strategic Groups,	Competitor Analysis and Ethical Consideration	ons.							
	nvironment: Resources, Capabilities,	1 1							
	nalyzing the internal organization, Concer								
	Core Competencies, Building core com ntage, and Value Chain Analysis.	petence, Criteria of Sustainable							
Module:3	intage, and Value Chain Analysis.	4 hours							
1. Totalicio		i nour s							
Formulations of	Strategic Actions - I: Business-Level	Strategy: Customers and their							
relationship with	Business-level strategies, Purpose of Business	s-level strategy, Types of Business-							
level strategies – I	Porter's Generic Strategies.								
Competitive Riv	alry and Dynamics: Competitor Analysis	– Market Commonality Resource							
-	s of Competitive Actions and Responses; C	-							
Tactical Actions.		simpenitie fattany successe and							
Module:4		4 hours							
Formulations of	Strategic Actions- II: Corporate-Level St	ategy: Levels of Diversification –							
Operational Rela	tedness: Sharing Activities, Corporate Re	elatedness: Transferring of Core							
Competencies, Ma	C 1	č							
· ·									
•	ition and Restructuring: Differentiating								
Takeovers, Reaso	ns for Acquisition, Restructuring - Down	sizing, Down scoping, Leveraged							

buyouts, Restructuring outcomes

Global Strategy – Identifying international Opportunities, International Business-level and Corporate-level strategies, Choice of International Entry Modes, Strategic Competitive Outcomes, Risks in International Environment.

Module:5	Secondary Data Research	5 hours

Implementation of Strategic Actions – **Corporate Governance and Ethics**: Separation of ownership and managerial control, Ownership concentration, Board of Directors and Ethical Behavior

Structures and Controls within Organizations: Evolutionary Patterns of Strategy and Organizational Structure

Leadership Implications for Strategy in the Indian Scenario: Strategic Leadership & Styles in Indian Organizations, Role of Top-level manager, Managerial succession; Strategic Direction, Effective management of Firm's resource portfolio, Sustaining effective organizational culture, Balanced Organizational Controls; Entrepreneurial Opportunities, Internal Innovations, and Innovation through Acquisitions.

Mo	dule:6	Contemporary Issue	S		2 hours						2 hours
Gu	est lecti	re by industry experts	on contemporary	/ strate	egic m	anage	ment	nraci	tices	in Ir	ndia
- Ou		ite by industry experts	Total Lect			anago		prae	lices	111 11	20 hours
			Total Lee	ui c n	our s.						20 110015
Pro	roject: Team of maximum 6 students would undertake the 20										
	•	faculty coordinator we				[No	n-Cor	tact	hrs]		
on t	he modu	ıles.	Ĩ	1		_					
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1. 2.		l, Jones,Shilling(2013)									anning.
2.		edition,Cengage Learn		ppioc		Strate		anag	cinc	int,	
Ref	erence		0								
1.	The	ompson, Strickland, Ga	mble, Jain, (201	0), Cra	afting	and E	xecut	ing S	trate	egy,1	6 th edition,
		Graw Hill.			_			-			
2.	Fre	d R. David, (2015), Str	ategic Managem	ent –	Conce	pts &	Cases	s, 15 ^t	hedi	tion,	Pearson
		ication.									
3.		n Pearce, Richard Rob	inson, Amitha M	ittal, ((2012)	, Strat	tegic l	Mana	igem	ient,	
		edition, McGraw Hill.						<i>4h</i>			
4.		Srinivasan,(2012), Stra	ategic Manageme	ent: Th	he Indi	ian Co	ontext	$, 4^{in} e$	editi	on,Pl	HI
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5.		d de Wit, Ron Meyer	r, (2014), Strate	gy -	An In	ternat	tional	Pers	spect	tıve,	5 ^m edition,
		ngage Learning.									
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Sp	ecific A	ssessment Methods	% Weighting	Intended student learning outcomes to be assessed (Please tick as appropriate)							
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	ntinuo	Assessment	60	1	2	3	4	Э	6	/	
	Midter		20								
		Assignment – 1	10								

Digital Assignment - 2		20	\checkmark			\checkmark	\checkmark	
Quiz – 1		10		\checkmark				
							_	
Final Assessment Test	40		\checkmark		 \checkmark			
Total	100							
Project								
Review 1	20		\checkmark					
Review 2	30				\checkmark	\checkmark		
Review 3	50			\checkmark	 			
Total	100							
Recommended by Board of Studie	s	11-03-201	9					
Approved by Academic Council No. 54 Date 14-03-201				-201	9			

Course cod	e	Preparing for Industry	7	L T P J C
STS5004				3 0 0 0 1
Pre-requisi	te	None		Syllabus version
				V. XX.XX
OBJECTIV				
		e to articulate (oral and written) ideas to aid		
		e to involve stakeholders and team members	s in executing de	ecisions
OUTCOM				
		effective in oral communication of a manage	erial decision an	d is also
convinc 2. The stu	-	able to effectively use written communication	n for expressing	VIANC
		able to convince others on decision making		
commu		e	using ms or ner	
		able to establish a favorable team climate an	d ensure enthus	iastic decision
making				
0		able to elicit constructive feedback in confli	cting situations	
		able to facilitate enthusiastic stakeholder/tea	-	and contribution
in decis				
		iew skills		3 hours
Types of in				
		nstructured interview orientation		
		and hypothetical questions		
3. Interview				
		not ask during an interview		
1. Video int		e remote interviews		
2.Recorded		k		
3. Phone int				
Mock Inter		propulation		
1. Tips to cu	stomize	preparation for personal interview		
2. Practice r	ounds			
			r	
Module:2	Resun	ne skills		2 hours
D T				
Resume Te	-	1 1		
		ndard resume		
2. Content, o				
Use of powe				
		ower verbs and Write up		
Types of re				
3. Quiz on t	• 1			
Customizin	0			
-		es in customizing resume		
•		anding different company's requirement		
3. Digitizing	; career	ропоно		
Module:3	Emoti	onal Intelligence - L1		7 hours
Transaction 1.Introduction		llysis	<u> </u>	

Module:5 Logical rea		
	Reasoning ability-L3	5 hours
1.Basic con	cepts of Venn Diagram	
Set Theory		
-	s of Quadratic Equations	
	ding Quadratic Equations	2.Rules &
Quadratic	-	
2.Basic rule		
1.Introducti		
Functions		
2.Basic rule	S	
1.Introducti		
Logarithms		
	gonometric functions	
1.Heights an	nd distances	
Trigonome	try	
Figures		3.Area & Volumes
1.Properties		2.2D & 3D
-	and mensuration	
	ent and Dependent Events	
	al Probability	
Probability		
3.Linear Ar	Arrangements	
2.Grouping	roncomont	
1.Counting		
	n-Combinations	
D (1)		
Module:4	Quantitative Ability-L3	8 hour
2.Unique w	198	
	one answer	
	zles/Problem Solving	
2.Personalit	•	
1.Skill Test	_	
Psychomet	ric Analysis	
	bin brainstorming	
7. Charlette	procedure	
6.Star burst		
	rainstorming	
	s Slip writing approach	
4.Brain writ	-	
1	er Technique	
2.Group Bra		
1 Individual	Brainstorming	
	mma	
3.Life positi Brain stor		

2Binary lo	aio					
	l output tracing					
4.Crypto ari						
• •	vsis and Interpretation					
1.Data Suff 2.Data inter	_	hats				
Module:6	Iodule:6Verbal Ability-L35 hou					
Comprehe	ision and Logic					
2.Para Jumb 3Critical R a)Premise						
c) Streng	thening & Weakening an Ar	rgument				
Text Book(0				
	2016) Aptipedia Aptitude En JS(2013) Aptimithra. Banga					
Effectiv Daniel Londor David	l Farra and JIST Editors(20) ye Resume in Just One Day. Flage Ph.D(2003)The Art of a. Pearson	Saint Paul, Minnesota f Questioning: An Intro	over Letter Book: Write and Use an Jist Works duction to Critical Thinking. s -Free productivity. New York			
www.s www.n www.t	es: <u>halkstreet.com</u> <u>killsyouneed.com</u> <u>hindtools.com</u> <u>hebalance.com</u> guru.ooo					
	valuation: Mode of Evaluat nts with Term End FAT (Co		, Projects, Case studies, Role plays,			
Recommend	led by Board of Studies	DD-MM-YYYY				

Recommended by Board of Studies	DD-MM-YYYY		
Approved by Academic Council	No. xx	Date	DD-MM-YYYY

Course code		Summer Intern	ship		Ι	TP	JC		
BMT6119			A		0) 0 0	0 2		
Pre-requisite	As per the academ	nic regulations			Sylla	abus v	rsion		
-		~					v. 1.0		
OBJECTIVES:									
	students will be able to co-create unique ideas, products and solutions								
	le to make decisions								
	le to identify busines	1				of actio	'n		
	le to articulate (oral	and written) ideas	to aid deci	sion making	5				
OUTCOME:									
strong evid	oduces original ideas ential support es multiple idea creat		lance. Imp	lementation	soluti	ons ha	ve		
	eates new ideas and c		nersnectiv	es to develo	n new	solutio	ons		
	able to relate all cont					Solution	7110		
	able to analyse many								
	plan considers many								
	t is comprehensively				on ma	king			
	t is able to come up								
	t is able to suggest a	-		-					
	t is effective in oral of								
convincing			-						
11. The studen	t is able to effectivel	y use written comr	nunication	for express	ing vie	ews			
12. The studen	t is able to convince	others on decision	making us	sing his or h	er oral	and w	ritten		
communica	ation skills								
Contents									
1. Introdu									
	any Overview								
	& Mission								
	zational Profile								
5. Locatio									
-	zational Chart								
	ts and Services								
	inctional Departmen								
-	9. Best practices of the Company								
10. SWOT		4: 1 · ·	• • • • • • • • •						
11. CSR/S	ocial inclusion activi	ties/ any other init	latives						
	n: Periodic reviews,	-	l oral viva						
Recommended by		10.06.2015							
Approved by Acad	lemic Council	54 th AC	Date	16.06.2015	5				

Course Code	Capstone Project	1	LΤ	P	I C		
BMT6120				0 (
Pre-requisite	As per the academic regulations				rsion		
A					7. 1.0		
OBJECTIVES:							
students will be abl	e to co-create unique ideas, products and solutions						
students will be able to make decisions under constraints							
students will be able to identify business problems and formulate alternative courses of action							
students will be abl	e to articulate (oral and written) ideas to aid decision making						
students will be abl	e to involve stakeholders and team members in executing dec	cision	IS				
OUTCOME:							
	ces original ideas with minimal guidance. Implementation so	lution	ns ha	ave			
strong evident	11						
	nultiple idea creation techniques						
	s new ideas and combines multiple perspectives to develop ne	ew so	lutio	ons			
	to relate all contextual factors in decision making						
	to analyse many costs and consequences of decision						
	n considers many of the constraints in the given context	1.					
	comprehensively able to describe the problem in a decision r		ng				
	able to come up with multiple alternatives to resolve the prob		1				
9. The student is able to suggest a very comprehensive and implementable action plan 10. The student is effective in oral communication of a managerial decision and is also							
	effective in oral communication of a managerial decision and	i is ai	so				
convincing	able to effectively use written communication for expressing	viou	' C				
	able to convince others on decision making using his or her o			ritte	n		
communication		'lal al	lu w	inte	11		
	able to establish a favorable team climate and ensure enthusia	astic	deci	sion			
making		15110		51011			
•	able to elicit constructive feedback in conflicting situations						
	able to facilitate enthusiastic stakeholder/team participation a	and c	ontr	ibuti	on		
in decision ma							
Contents							
	opic: select a topic in the functional area of your interest-as ag	greed	by t	he			
	uit a 5 month research work, should be time-relevant and hel				er		
studies / placement				U			
Stage 2: Define the							
U	his research? How does the company benefit? Does the probl	lem h	elp 1	ne g	ain		
	ept studies or the way company functions?		1	0			
Stage 3: Review of							
	- record the reviews systematically (ref. appendix 1) - Literation	ure re	eviev	v sha	mld		
	• • • • • • •				Juiu		
help in identifying the need /gap + should help in providing more insight into the subject Stage 4: Formulate Hypothesis							
Stage 5: Choose a r	• •						
-	bling method, technique, number and sample units						
-	• •						
-	a collection instrument (ex: Questionnaire, scheduler etc)						
Stage 6: Pre-test an							
Stage 7: Analyse D							
Stage 8: Report in A	Ar A Iofmai						

Mode of Evaluation: Periodic reviews, Presentation, Final oral viva,							
Recommended by Board of Studies	10.06.2015						
Approved by Academic Council	37 th AC Date 16.06.2015						
Recommended by Board of Studies 05-08-2017							
Approved by Academic Council	No. 47	Date	05-10-2017				

Programme Elective Subjects

Course cod	e	Applied Econometrics	5	L T P J C
BMT61	21			2 0 2 0 3
Pre-requisi	ite	Nil		Syllabus version
				v. 02.00
OBJECTI				
		le to identify business problems and formula		
		le to systematically apply qualitative and qu	antitative technio	ques to solve
business pr				
OUTCOM	-			
		is comprehensively able to describe the pro-		-
		is able to come up with multiple alternative	1	
		is able to suggest a very comprehensive and		
		is able to perform a comprehensive quantita is able to interpret qualitative information in	-	8
		is able to represent the analyses as a complete		a husings problem
0. 110	student	is able to represent the analyses as a comple		2 ousiness problem
Module:1	Intro	luction to Econometrics		5 hour
Importance	of Bus	iness forecasting-economic theory/econom	netric models-con	ncept of a random
		and continuous-Hypothesis testing-variabl		
estimators ((OLS) r	nethod-Critical evaluation of the classic	cal linear regre	ssion model(Aut
		collinearity, Heteroscedasticity and Mod		
		n model-endogeneity- Z/F/T/Chi-Square d		
-		square error and root mean square error-Lin	mitations of econ	
Module:2	Cross	sectional data Econometrics		3 hour
01:4-4:				
		atory variables regression models-Multin variable-models-Modelling count data: tl		
regression r		variable-models-wodening count data.	lie i bissoli alle	negative onionna
Module:3	1	series data Econometrics		5 hour
Stationary s	stochast	ic process - non stationary stochasticproces	ss - unit root - tr	end stationary and
difference s	stationa	ry-AutoRegressive Moving Average	[ARMA], A	Auto Regressiv
Integrated	Moving	Average [ARIMA]-Vector auto regression	on (VAR)-Gran	ger causality test
Cointegratio	on ar	nd error correction model-Volatility	y models: A	Auto Regressiv
Conditional			Auto Regress	ive Conditiona
Hetroskeda			I	
Module:4	Panel	data Econometrics		3 hour
D1-1-(<u> </u>			$\mathbf{E}_{1}^{i} = 1 + 0 0 + 1$
	-	on models-pooled OLS-Random effectsmo	÷ , , , , , , , , , , , , , , , , , , ,	
		riables (LSDV) models - random effects - He pefficient model (Hierarchical /multi-level m		e way and two wa
Module:5	1	blio Optimization Models		2 hour
11100010.3	1 01 11			2 IIVUI
William sł	harp CA	PM Model, 3 Factor FAMA Model, model	l Markowitz. Bla	ck Scholes. Mont
		Textual data feed and its impact on forecas		
carlo Simu				
carlo Simu and option	pricing			
		mporary Issues		2 hour
and option Module:6	Conte	mporary Issues		
and option Module:6	Conte ture from	mporary Issues m industry experts on contemporary applicat	tion of economet	

		Total Lectu	ire ho	urs:						20 hours
Practical : # OLS and critical eva										20 hours
for cross sectional data, Applicati				for						20 nours
time series data, application of to	ols in	panel data a	nd							
portfolio optimization models.										
# Mode: Flipped Class Room,	Lect	ures, Case D	oiscuss	sions						
		and lab	exerc	ises.						
Text Book(s)										
1. Damodar N. Gujarat, Da	wn C	Porter, San	geetha	a Gun	aseka	ar, (20	11), I	Basic	Eco	nometrics,
5th edition, McGraw- Hi										
2. Gujarati. D, (2014), Ecor	omet	rics by exam	iple, P	algrav	ve Ma	acmilla	ın.			
3. Brooks. C, (2014), Introd	uctor	y Economet	rics fo	r Fina	ince,	Cambr	ridge	univ	versit	y press.
Reference Books										
1. Wooldridge. J, (2015), Intro	oducto	ory econome	trics:	A mo	dern a	approa	ch, Ì	Velso	n Ed	ucation.
2. Maddala. G. S,Lahiri. K, (2	009),	Introduction	to ec	onom	etrics	, Wile	y.			
3. Koutsoyiannis. A, (1977), T	heory	v of econome	etrics:	an in	trodu	ctory e	xpo	sitior	ı of	
econometric methods, Macr	nillan	•								
4. Davenport, T. H, Harris. J.	G, (20	07), Compe	ting o	n anal	lytics	: The r	new s	scien	ce of	winning,
Harvard Business Press.										
5. Cooper, D. R, Schindler. P.	S, (20	003), Busine	ss res	earch	meth	ods, Ta	ata N	Ac H	ill Pu	blication.
6. Tsay.R. S, (2005), Analysis										
7. Enders. W, (2008), Applied	econ	ometric time	e serie	s, Joh	n Wil	ley & S	Sons			
8. Hanke. J. E, Wichern. D. W				-						
9. Brockwell, Davis, (1996), I									dition	L ,
Springer.							0			
10. Arellano. M, Honoré. B, (20	001), 1	Panel data m	nodels	: some	e rece	ent dev	elop	ment	s, Ha	ndbook
of econometrics.									- -	
Mode of Evaluation										
Specific Assessment Methods	%	Weighting	Inte	nded	subj	ect lea	rnin	ig ou	tcom	es to be
		0 0				se tick				
			1	2	3	4	5	6	7	
Continue Assessment	60									
Midterm	20									
				-	1		<u> </u>			
				1	-		<u> </u>			
				<u> </u>	<u> </u>	,	,	,	<u> </u>	
				1 1	1 . 1		1 1			
Final Assessment Test	40					N		N	N	
Total	100			N	N	N	N	N	V	
Total Practical	100 100			N	N	V	N	N	N	
Total	100 100			Date		14-03			V	

BMT6122 Pre-requisite		3 0 0 0 3
Pre-requisite		
	BMT6112	Syllabus version
		v. 02.00
OBJECTIVES:		
	le to make decisions under constraints	
	le to comprehend global trends influencing th	
	le to articulate (oral and written) ideas to aid	decision making
OUTCOME:		1 '
	e to relate all contextual factors in decision m	-
	e to analyse many costs and consequences of n considers many of the constraints in the given the constraints in the given constraints in the given constraints in the given constraints are set of the constraints of the constraints are set	
	able to analyse decisions using multiple inte	
	s able to appreciate cultural differences wi	
making decisi		in the available information while
ē	is sensitive to consequences of intercultu	aral communication and proposes
	of communicating in the given context	1 1
	is effective in oral communication of a	managerial decision and is also
convincing		
	able to effectively use written communication	
	able to convince others on decision makin	g using his or her oral and written
communicatio		
Module:1 Intro	duction to Behavioural Finance	3 hours
Module:2 Behav	vioural Finance Theory and Bubbles	6 hours
Prospect Theory, S tests	SP/A Theory, Behavioural Portfolio Theory,	Empirical and Statistical detection
Module:3 Decis	ion Theory Paradoxes	6 hours
Nach Equilibrium:	Keynesian Beauty Context and The Prison	nor's Dilomma. The Monthly Hell
1	etersburg Paradox, The Allais Paradox, The	· · ·
	Behavioural Finance	5 hours
	we care: The roles of securities prices i	
	: Definitions; EMH in supply and demand	•
• • • • •	lemand curve; Equilibrium expected returns i	-
	and by Arbitrageurs and Average	8 hours
Inves		
	rageur; Long-short trades; Risk vs. Horizon;	
	l risk; Noise-trader risk; Professional arbitra	
	predation), Definition of average investor;	
-	ontraditional preferences – prospect theory	and loss aversion; Bubbles and
systematic investor		21
Module:6 Conte	emporary Issues	2 hours
Guast Lastara fra	m industry experts on contemporary behavio	ral finance issues
Juest Lecture Iro		

# Mode: Flipped Class Room, Case Discussions, Lectures		
	# Mode: Flipped Class Room, Case Discussions, Lectures	

- 1. Behavioral Finance (2009). Williams Forbes. WILEY. ISBN: 978-0-470-02804-9
- 2. Behavioral Finance: Insights into Irrational Minds and Markets, by James Montier
- **3.** Behavioral Finance: Understanding the Social, Cognitive, and Economic Debates, by Burton and Shah
- **4.** Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing, by Shefrin

Reference Books

- 1. Advances in Behavioral Finance, Volume II (2005) R.H. Thaler. Princeton University Press
- **2.** Manias, Panics and Crashes: A History of Financial Crises, Sixth Edition (2007) C.P. Kindleberger and R.Z. Aliber. Palgrave Macmillan.
- 3. The Wall Street Journal, Bloomberg, CNN Money

Mode of Evaluation

Specific Assessment Methods	%	Weighting							tcomes to b priate)
			1	2	3	4	5	6	
Continue Assessment	40								
Midterm	20								
Final Assessment Test	40								
Total	100)]
Recommended by Board of Studie	es	11-03-2019	9						
Approved by Academic Council		No. 54		Date	e	14-0.	3-201	9	

Course code	Capital Markets and Financial S	ervices	L	ΤI	J	С
BMT6123			3	0 0	0	3
Pre-requisite	Nil		Syll	abus	ver	sion
					v. 0	1.00
OBJECTIVES:						
	l be able to comprehend global trends influe	-				
	l be able to identify business problems and	formulate alternat	tive c	ourse	s of	
action						
OUTCOME:						
1. The stu	dent is able to analyse decisions using	multiple internat	tional	info	orma	tion
sources						
	dent is able to appreciate cultural differen	ces with the ava	ilable	e info	orma	tion
	aking decisions					
	dent is sensitive to consequences of intercu		ation	and p	orop	oses
	e ways of communicating in the given conte			_		
	lent is comprehensively able to describe the	1			-	
	lent is able to come up with multiple alterna		-			
	lent is able to suggest a very comprehensive	e and implemental	ble ac	tion	-	
	n Financial System					ours
	nce Ministry, Securities Exchange Board			ank c	of In	idia,
	ommission, Insurance Regulatory and Devel			~		0
	Role of Primary Market, Functions, Interr					
-	PO's and Right issues, Investor protection i	in primary marke	t, Red	cent t	rend	ls in
	ook building process.	1 • .•				. 1
	et : Functions, intermediaries, Demut	ualization struct	ure,	Majo	r si	tock
exchanges in India						
Indian Stock Exch		E. NEAT avata				
OTCEI –	types and books. BSE : BOLT System, NS	DE . MEAT System	11			
	ticipants, Listing procedure, Trading and Se	ottloment				
	ork guiding the capital markets and interme					
Module:2	ork guiding the capital markets and merine				6 ha	ours
	es: Listing requirements, procedure, fee- Li	sting conditions	of BS	Fan		
0	ve k related to listing.	sting conditions (51 D5		4 196)L –
00	e	t Dad Daliman	- C1-	ار من	.1:	
	C+2 Trading Cycle , Pay in and Pay ou	II, Bad Delivery	, sno	ort de	enve	ery,
Auction				1 .	.1	
0	ment: Different types of settlements -DEM	AT settlement, P	hysic	al set	tlem	ient,
	nt and Funds settlement.					
8	t system in BSE & NSE	· · D(T	1 1 10	г	
	e limits, VAR, Circuit breakers and Surveilla	ance system in BS	sE an	d NS	E.	
Index Managemer		anagata V-1	notl	4 11	Ini-1	hta 1
	lex computation, Methods: Weighted Ag elatives method, Free Float method. Stock n			u, v	eigi	med
	ng and Hire Purchase		mula		<u>6 h</u>	ours
	chase- – Meaning and Types of leasing – L	Anislativa framan	vorles	М		
	ax –Concepts and features – Tax and Depre			- 1013	aucr	5 011
	ax – concepts and reatures – Tax and Depre	ciation implicatio	115			
Microfinance: Co	nsumer Credit					
Factoring and For	faiting					

Credit rating: Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies –Rating symbols of different companies. Legislative framework guiding the CRAs.

Securitization: Meaning-Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization, Legislative framework guiding the securitization framework.

Module:5 Depositories										3 hours
Depositary services- Role of depo										
NSDL and CDSL- Depository par	ticip	ants and the	ir role	e- Stoc	k Bro	king	Servi	ces in	ncluc	ling SEBI
guidelines.										2 1
Module:6 Contemporary Issue					<u> </u>		•	• /		2 hours
Guest Lecture from industry experiormance and implication of							in ca	apita	l ma	rket
		Total Lect								30 hours
# Mode: Flipped Class Room,	Cas	e Discussion	ns. Le	ctures						
	eus			Paper						
Text Book(s)										
1. Khan M.Y, (2015), Finane										
2. K Sasidharan, Alex. K Ma	athew	vs, (2008), F	inanc	ial Ser	vices	and S	yster	n, Ta	ta M	cGraw
Hill.										
3. Jeff Madura (2014), Finar	ncial	Institutions a	and M	larkets	s, 10th	Editio	on, C	engag	ge Le	earning.
Reference Books										
1. NISM-Series-XII: Securit	ies N	larkets Four	ndatio	n Cert	ificati	on Ex	amin	ation	Wo	rk Book
2. Stephen Cecchetti, Kermi	t Sch	oenholtz, (2	014),	Mone	y, Bar	nking	and I	Finan	cial l	Markets,
4thedition, McGraw-Hill	Educ	ation.								
3. MadhuVij, Swati Dhawan	(201	1), Merchar	nt Bar	nking a	and Fi	nanci	al Se	rvices	s, 1st	edition,
McGraw Hill.										
4. Tripathy, NaliniPrava (20						ning P	vt. L	td.		
5. NISM-Series-VI Deposito	ory O	peration Exa	am W	ork Bo	ook.					
Mode of Evaluation										
Specific Assessment Methods	%	Weighting				1	dules	1 1		
			1	2	3	4	5	6		
Continue Assessment	40		,							
Midterm	20									
			,		,		<u> </u>			
Final Assessment Test	40									
Total	100									
Recommended by Board of Studie	s	11-03-201	9		,					
Approved by Academic Council		No. 54		Date		14-03	-201	9		

Course code			Corpora	nte Ta	xes					L T P J C
BMT6124										3 0 0 0 3
Pre-requisite	Nil								Sy	llabus versio
-									·	v. 02.0
OBJECTIVES:										
students will be abl	e to systematic	ally a	apply qualita	tive a	nd qua	antitat	ive te	chnic	jues 1	to solve
business problems		•			-				-	
OUTCOME:										
The student is able	to perform a co	mpr	ehensive qua	antitat	ive dat	ta ana	lysis			
The student is able	to interpret qua	litati	ve informati	ion in	detail					
The student is able	to represent the	e ana	lyses as a co	mplet	e solut	tion to	the b	ousin	ess p	roblem
Module:1 Incom	ne Tax as Appl	icab	le to Compa	anies						6 hour
Income tax as appli	cable to Compa	anies	: Basic conc	epts-A	Assess	ment	year –	prev	ious	year-person
- Assessee- determ	ine the residen	tial s	tatus of a co	mpany	y – inc	eidenc	e of ta	ax of	diffe	erent tax
payers – Definition	s relating to Co	mpa	nies as per tl	he pro	vision	s of Iı	ncome	e Tax	Act	– Tax
planning, avoidanc	e, evasion									
	outing Business									7 hour
Computing Busines										
and its computation		oles f	for arriving a	at bus	iness i	ncom	e - P	roble	ms o	n computatio
of income from bus						ł				
	Income	~ .					_	~		5 hour
House Property - C	-		· ·			-		Comp	panie	s) - Dividend
Dividend Tax - Tax			g to Amalga	imatio	n and	Merg	er.			
	utation of Inc									5 hour
Set off and Carry f	orward and Set-	-off -	- Deductions	s relati	ng to	Comp	anies	-M	inim	um Alternativ
Tax										
Module:5 Good	s and Service 7	<u>l'ax (</u>	<u>GST)</u>						1.	<u>5 hour</u>
Basic Principles o	f GST – Conce	pt of	supply – Ex	kempt	lons –	Rates	s - Ta	x cre	d1t –	composition
Reverse charge –			5110			1				2 hour
Module:6 Conte			n contomno	romito	V mmo	tioon	in Ind	iono	0.000	
Guest Lecture from	ii ilidusu y expe		Total Lectu			lices	in ma		ompa	30 hour
										30 Hours
# Mode: Flippe	d Class Room,	Case	Discussion	s, Lect	ures					
Text Book(s)										
	nghania, Vinod			017),	Stude	nts G	uide t	o Inc	ome	Tax Includin
-	nann Publicatio									
	r, (2017), Indire	ect Ta	axes :Laws a	ind Pra	actice,	36the	edition	n, Ta	xmar	ın, India.
Reference Books										
	hani, (2016), In	direc	t Tax Laws	- (Set	of 3 V	⁷ olum	les), T	axma	ann, l	India.
Mode of Evaluation				1						
Specific Assessm	ent Methods	%	Weighting						0	tcomes to be
										priate)
				1	2	3	4	5	6	
Continue Assess	nent	40		,	,	,				ļ
		20								
Midterm				1	1	1	1	1	1	•
		4.0		1	1	1	1	,	,	
Final Assessment	t Test	40								
Final Assessment Total		100								
Final Assessment	Board of Studie	100	11-03-2019 No. 54		√ Date		√ 14-03			

Course code	Costing Methods and Techn	iques	L T P J C
BMT6125			3 0 0 0 3
Pre-requisite	BMT5112	S	yllabus version
			v. 02.00
OBJECTIVES:		·	
students will be al	ble to identify business problems and formula	ate alternative cours	es of action
students will be al	ble to systematically apply qualitative and qu	antitative technique	s to solve
business problems	ı		
OUTCOME:			
	is comprehensively able to describe the pro		U
	is able to come up with multiple alternatives	1	
	is able to suggest a very comprehensive and		on plan
	is able to perform a comprehensive quantita		
	is able to interpret qualitative information in		• 11
	is able to represent the analyses as a comple	te solution to the bi	
	nd Process Costing	waawalatad Caa	5 hours
Contract with Esca	h costing – Contract costing – Profit from t	uncompleted – Cos	i plus contract -
Contract with Esca	lation clause.		
Process costing – N	Jormal and Abnormal Losses and Gains- WI	P with Equivalent P	roduction
(FIFO method only	y) – Joint Product and By Product (Simple Pr	oblems)	
Module:2 Servi			5 hours
	Costing in different undertakings - Transpor	t costing - Hotel co	sting – Hospital
costing – Pricing D			
Module:3 Activ	• •		7 hours
	osting Systems, Cost Hierarchies, Imple		
	nparing Alternative Costing Systems, Consid		
	tems, Benefits and Costs of Activity-Based (
	Activity-Based Costing Systems, Activity-		
	sions, Cost Reduction and Process Improver aging Activities, Activity-Based Costing		
U	d Merchandising Companies.	and Department C	osting Systems,
	ce Scorecard – Quality and Time		6 hours
	petitive Tool, The Financial Perspective: Th	e Costs of Quality	
	Perspective: Analyzing Quality Problems and	•	
	s of Improving Quality - Evaluating a C		
LOSIS and Benefit	and Costs of Delays-Balanced Scorecard an		
	and Costs of Delays Dataneed Scorecard an		sures
Relevant Revenues			
Relevant RevenuesModule:5Cost			5 hours
Relevant RevenuesModule:5CostCost Record andManagement Rep	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud	ds - appointment c lit –techniques an	5 hours f cost auditor - d procedures -
Relevant RevenuesModule:5CostCost Record andManagement RepOperational Audit	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re	ds - appointment c lit –techniques an eport for banks, sl	5 hours of cost auditor - d procedures - nareholders and
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVES	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy	ds - appointment o lit –techniques an eport for banks, sl /stem, budgetary	5 hours of cost auditor - d procedures - hareholders and control system,
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory control	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re	ds - appointment o lit –techniques an eport for banks, sl /stem, budgetary	5 hours of cost auditor - d procedures - hareholders and control system,
Relevant Revenues Module:5 Cost A Cost Record and Management Rep Operational Audi emOBJECTIVES inventory control procedures.	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy system, management information system	ds - appointment o lit –techniques an eport for banks, sl /stem, budgetary	5 hours of cost auditor - d procedures - nareholders and control system, audit- concepts,
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory controlproceduresModule:6Control	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy system, management information system emporary Issues	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory controlprocedures.Module:6ControlGuest Lecture from	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy system, management information system	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory controlproceduresModule:6Control	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy system, management information system emporary Issues	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory controlprocedures.Module:6ConteGuest Lecture fromcorporate world.	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Audit t- techniques and procedures - Special register yees - Evaluation of internal control sy system, management information system emporary Issues m industry experts on contemporary cost matrix Total Lecture hours:	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours s used in the
Relevant RevenuesModule:5CostCost Record andManagement RepOperational AudiemOBJECTIVESinventory controlprocedures.Module:6ControlGuest Lecture fromcorporate world.# Mode: Flippe	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Aud t- techniques and procedures - Special re yees - Evaluation of internal control sy system, management information system emporary Issues m industry experts on contemporary cost man	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours s used in the
Relevant Revenues Module:5 Cost A Cost Record and Management Rep Operational Audi emOBJECTIVES inventory control procedures. Module:6 Guest Lecture from corporate world. # Mode: Flippe Text Book(s)	Audit Audit Report Rules - Assurance Standar porting under Cost Audit - Internal Audit t- techniques and procedures - Special register yees - Evaluation of internal control sy system, management information system emporary Issues m industry experts on contemporary cost matrix Total Lecture hours:	ds - appointment of lit –techniques an eport for banks, sl /stem, budgetary - Management A nagement technique	5 hours of cost auditor - d procedures - hareholders and control system, audit- concepts, 2 hours is used in the 30 hours

	Pearson Education, India.											
2.	Raiborn, Kinney, (2013), C	Cost	Accounting	Princ	iples,	9thE	dition,	, Ceng	gage	Lear	ning.	
Ref	erence Books											
1.	Don R. Hansen, Maryan	ne	M, Mower	n Lin	ning	Guan	, (20	14),	Cost	Ma	nagement	:
	Accounting and Control, 31			· •		0						
2.	S.P. Jain, K. L. Narang,(2	2012	2), Cost Ace	count	ing Pi	rincip	oles ar	nd Pr	actic	e, 18	8thEdition	,
	Kalyani Publishers, India.											
3.	Arora(2012), Cost Account	-	1					tion,	Vika	s Pul	olication.	
4.	K.Alex(2012), Cost Accou	intir	ng, 1st editio	n, Pe	arson	Educ	ation.					
Mo	de of Evaluation			-								_
Sp	ecific Assessment Methods	%	Weighting						0		nes to be	
				asse	essed (se tick	_	ppro	pria	te)	
				1	2	3	4	5	6			
Co	ontinue Assessment	40										
	Midterm	20										
Fi	nal Assessment Test	40										
To	otal	100										
Rec	commended by Board of Studies		11-03-2019)								
App	proved by Academic Council		No. 54		Date	;	14-03	3-201	9			

Course code	Financial Modelling		L T P J C
BMT6126			2 0 2 0 3
Pre-requisite	BMT6115		Syllabus version
			v. 02.00
OBJECTIVES:			
	Il be able to co-create unique ideas, product	s and solutions	
	ll be able to make decisions under constrain		
students wi	ll be able to systematically apply qualitative	e and quantitativ	e techniques to
solve busin	ess problems	-	
OUTCOME:			
1. Student pro	oduces original ideas with minimal guida	nce. Implementa	ation solutions have
	ential support		
2. Student use	s multiple idea creation techniques		
	ates new ideas and combines multiple persp		op new solutions
	ble to relate all contextual factors in decisio		
	ble to analyse many costs and consequence		
-	plan considers many of the constraints in th	•	
	is able to perform a comprehensive quantit		sis
	is able to interpret qualitative information		
	is able to represent the analyses as a compl		
	EL IN ACCOUNTING	4 hours	CO:1
	ks of Account using Excel – Preparation of		
Ū,	g SUMIF / SUMIFS Functions – Preparatio		1
	the Table Function – Naming of Cells and	Cell blocks - VI	LOOK UP –
HLOOKUP			<u> </u>
	EL IN FINANCIAL MANAGEMENT	4 hours	CO: 2
	ells - Date – EOMONTH - IF Function an alysis – Chart creation and analysis - IRR		
	ysis, Calculating operating and Cash Break		lysis - Dieak – Even
	EL IN VALUATION	4 hours	CO: 2
	oney – Excel built in functions – Equity		
	rve, Theorems, duration and convexity using		
`	EL in Risk-Return relationship	2 hours	CO: 2
	Geometric Mean. Median, Rate of return		
variation Correlation		,	,
Module:5 EXC	EL IN PORTFOLIO THEORY	4 hours	CO: 3
Determining Effici	ent Portfolio - Creating Dynamic Portfolios	s- Portfolio Insu	rance- Fixed Income
Portfolio Managem	U .		
	emporary Issues	2 hours	CO: 2,3
Guest Lecture from	m industry experts on contemporary Financ	ial tools and Teo	chniques
	Total Lecture hours:	20 hours	
# Moder Eline 1 C	Practical/Lab Hours	20 Hours	
11	Class Room, Lab, Case Discussions, Lecture f Excel in Preparing Financial Statement		ating Dasisions
of Statistical tools	, ARR estimation, Bond Valuation, Risk	– NEULI I ESUII	iation with the help
Text Books	•		
	2013), Mastering Financial Modelling in	Microsoft Exce	1 3rd edition ePub
eBook. Pe			
EDOOK. PE			

Reference Books											
1. Francis J Clauss(2009),Co	orpor	ate Financia	l Ana	lysis v	with E	xcel,ľ	Mc G	raw	Hill		
2. Jackson, M., & Staunton I VBA, John Wiley & Sons	· ·	006), Advar	nced 1	model	ling ir	n finar	nce us	sing	Excel	and	
3. Alastair L. Day (2003), M Education Ltd.	laster	ring Financia	al Mo	dellin	g in N	licros	oft E	xcel	,Pears	son	
4. Proctor, K. S. (2004). Bui business professionals . Jo	ohn V	Viley & Son	s.					A g	uide f	òr	
5. Benninga, S., &Czaczkes.					_	_					
Mode of Evaluation: Continuous	Ass	essment (Ex	cel A	ssign	nents,	, Midt	term	Lab	etc),	and T	er
End Lab			7								
End Lab Specific Assessment Methods	%	Weighting		-		T	1				
	%	Weighting	1	2	3	4	5	6]		
	% 40	Weighting	1	2	3	4	5	6			
Specific Assessment Methods	40	Weighting	1 √	2	3	4	5	6			
Specific Assessment Methods Continue Assessment	40			2	3	4	5	6			
Specific Assessment Methods Continue Assessment	40			2	3	4	5	6			
Specific Assessment Methods Continue Assessment Midterm	40	20	√		3						
Specific Assessment Methods Continue Assessment Midterm Final Assessment Test	40 40 40 100	20	√ √ √		3						

Course code	Financial DerivativesLTPJC					
BMT6136			3 1 0 0 4			
Pre-requisite	BMT6135		Syllabus version			
			v. 01.00			
OBJECTIVES:						
	ble to systematically apply qualitative an	nd quantitative	techniques to solve			
business problems						
OUTCOME:						
	is able to perform a comprehensive quantit	•	sis			
	is able to interpret qualitative information i					
	is able to represent the analyses as a compl					
	atives: An Introduction	3 hours	CO:1,2			
	ative Markets and Instruments – Basic De	erivatives – For	wards, Futures, and			
Options – Derivativ		01	CO 25(
	ard and Futures Contract vard and Futures Markets – Forward Co	8 hours	CO:3,5,6			
Contracts – Types of Futures – Mechanics of Future Trading– Characteristics – Trading Process & Price Quotations – Hedging and Speculation with Commodity Futures – Interest Rate Futures – Currency Futures – Stock Index Futures – Basic principles of Pricing Forwards –Hedging in Futures and Forward – Techniques of Arbitrage in Stock Index –Pricing of Index Futures Contracts						
Module:3 Optio	ns Contracts	8 hours	CO:4,5,6			
Options – Currency Options and Trading Strategies – Options on Futures Contracts and ExoticOptions –Basic and Complex Option Strategies – Covered Call Writing – Protective Put –Straddles and Strangles – Spreads – Option Greeks.Module:4Interest Rate Contracts5 hoursCO: 6,7						
	Derivatives – Uses of Caps, Floors, and C		,			
Forward Rate Agree	eements – Interest Rate Options– Caplet &					
Strategies Module:5 Swap	Transactions	5 hours	CO: 7			
1	s Transactions erest Rate Swaps – Currency Swaps – Co					
	ps – Mechanics of Swap Transactions – Val					
Module:6 Conte		1 hour	CO: 5,6,7			
	m industry experts on contemporary hedgin					
world to avoid ris			·····			
	Total Lecture hours:	30 hours				
	Total Tutorial hours:	10 hours				
# Mode: Flipped C	Class Room, Case Discussions, Lectures					
and tutori						
Text Book(s)						
1. John C. Hull, Sankarshan Basu (2016), Options, Futures and other Derivatives, 9 th Edition, Pearson education.						
Reference Books						
1. Don M. Chance, Robert Brooks, (2015), An Introduction to Derivatives and Risk						
	Management, 10th edition, Cengage Learning.					
Ū.						
	ent, 1st edition, Oxford University Press.					
Mode of Evaluation	· · · · · · · · · · · · · · · · · · ·					

Specific Assessment Methods	% Weighting Intended subject learning outcome assessed (Please tick as appropriate								
			1	2	3	4	5	6	
Continue Assessment	40								
Midterm		20							
Final Assessment Test	40								
Total	100)							
Recommended by Board of Studie	es	11-03-201	9						
Approved by Academic Council		No. 54		Date 14-03-2019					

Course code	Financial Planning & Wealth Ma	anagement	L T P J C			
BMT6127						
Pre-requisite	BMT6111		Syllabus version			
			v. 02.00			
OBJECTIVES:						
	ll be able to make decisions under constraint					
	ill be able to systematically apply qualitat	ive and quantit	ative techniques to			
OUTCOME:	ess problems					
	ble to relate all contextual factors in decision	n making				
	ible to analyse many costs and consequences	-				
	plan considers many of the constraints in the					
	t is able to perform a comprehensive quantita		is			
	t is able to interpret qualitative information in					
	t is able to represent the analyses as a comple	ete solution to th	-			
Module:1 Perso	nal Financial Planning		3 hours			
Financial Planning	g - meaning, need, scope. Evaluating the fina	ancial position c	of clients, Preparing			
	chold budget. Estimating Financial goals.	Ĩ				
Financial Planning	Delivery Process					
Fillancial Flamming	Delivery Process.					
Module:2 Com	orehensive Financial Planning		3 hours			
The role of debt a	The role of debt and financial pressure from debt. Debt counselling. Investment for Liquidity and					
Financial Goals.	1	e	1 2			
Risk return principle, Risk Profiling. Human life cycle and Asset Allocation and Model Portfolios.						
Module:3 Insur	ance Planning & Retirement Planning		5 hours			
Insurance Planning	g – Need of life and non-life, life insurance no	eed analysis, life	e insurance			
products.	,,					
Retirement Planning – Need, estimating & determining the retirement corpus, retirement products.						
	Module:4Wealth Management5 hours					
Concept of wealth and Measurement of wealth. Spectrum of services, Wealth management service						
providers, Product categories and Service categories.						
Types of Service Mandates: Custodian mandate, Advisory mandate, Discretionary mandate and						
Mandate mix	-		-			
HNI segmentation and reason for looking at HNIs.						
Understanding the Client						
Client Segmentation: Segmentation based on Personality, Age and way of accumulation, Risk &						
return preferences						
Client Engagement: Client profiling, targeting and Building relationships						
Finding HNI Clients: Cross selling, Marketing and partnership programs, Referral from existing						
clients, friends and family						
Asset Allocation: Advising the optimal portfolio and the corresponding asset allocation.						
Portfolio Monitoring: Portfolio maintenance and Portfolio rebalancing.						
	Planning		2 hours			

Indian Tax Laws for investment and Wealth Management

Income Tax : Previous Year and Assessment Year, Gross Total Income, Income Tax Slabs, Advance Tax, Tax Deducted at Source (TDS), Exempted Income, Deductions from Income, Section 80C, section 80CCC, Section 80CCD, Section 80D, Section 80E, Section 80GG, Long Term and Short Term Capital Gain / Loss, Speculation Profit / Loss, Capital Gains Tax exemption under Section 54EC, Capital Gains Tax exemption

Module:6	Contemporary Issue	S								2 hours
	ure from industry expe		arv we	ealth r	nanag	emen	t dec	isior	is to	
their clients	• 1	1	5		C	,				
	8	Total Lectu	re ho	urs:						20 hours
Project: A	maximum of four /	five students wi	ill for	n a			20	Non-	cont	act hours
	hey have to come up									
	espondents by collecti		1							
6. Having a	an ability to design a	a Ouantitative /	produ	ct /						
	tions applying all the i									
	straints, in different m									
11 Having	an ability to design a	and conduct case	anali	1010						
e	survey / experiments		•							
	• •	, as well as to all	laryze	anu						
interpret dat	a									
# Mode:	Flipped Class Room,	Case Discussions	s, Lect	ures						
	11		nd Pro							
Fext Book(3)			-						
	-Series-X A: Investme	nt Adviser Level	1 Exa	m Wo	rk Bo	ok				
	Bradstreet (2009), Wea						ia.			
Reference E				8		-,				
	Series-X B: Investmen	t Adviser Level 2	2 Exan	ı Wor	k Boo	ok 🛛				
	Series-XVII: Retireme									
	E. Lucas (2012), Wealt					and F	Revis	ed, F	Pearso	on and FT
Press, U				, I				,		
	or Hallman, Jerry Ro	senbloom (2009)), Priv	ate W	ealth	Mana	agem	ent:	The	Complete
	ce for the Personal Fin						U			1
5. Gregory	y Curtis (2012), The S	Stewardship of W	ealth:	Succ	essful	Priva	ate W	/ealtl	h Ma	nagement
for Inve	stors and Their Advis	ors, Wiley.								U
6. Sankara	n S (2012), Wealth Er	ngine: Indian Fina	ancial	Plann	ing an	nd We	alth	Mana	agem	lent
	ok, Vision Books.	-			•				-	
7. Indian I	institute of Banking &	Finance (2017), 1	Introd	uction	to Fi	nancia	al Pla	nnin	$_{1}$ g, 4 ^{tl}	^h Edition.
8. Indian I	institute of Banking &	Finance, (2017),	Invest	ment	Plann	ing T	ax Pl	anni	ng ar	nd Estate
Plannin	g.									
Mode of Ev			n							
Specific As	ssessment Methods	% Weighting		1	1		dules		1	
			1	2	3	4	5	6		
	s Assessment	40	,	, ,	,	1	1	1		
Midterr	n	20								
				ļ						

Final Assessment Test	40				 			
Total	100)						
Project								
Review 1	20				 			
Review 2	30				 \checkmark			
Review 3	50				 			
Total	100							
Recommended by Board of Studies	s	11-03-2019)					
Approved by Academic Council		No. 54		Date	14-03	-201	9	

Course cod		Fixed Income Securitie	S	LT		С
BMT61	-			-	043	-
Pre-requisi	te			Syllabu	is versio	
					v. 02.0)0
OBJECTIV						
		l be able to comprehend global trends influe				
		l be able to systematically apply qualitative	and quantitative	e technique	es to	
		ess problems				
OUTCOM	-					
		is able to analyse decisions using multiple in				
		is able to appreciate cultural differences w	ith the available	e informat	ion whil	le
	ing dec					
		t is sensitive to consequences of intercult	ural communic	ation and	propose	es
		ays of communicating in the given context				
		is able to perform a comprehensive quantita	•	is		
		is able to interpret qualitative information in				
6. The		is able to represent the analyses as a comple	ete solution to th	e business	s probler	n
Module:1	Bond	and Money market instruments & Bond			3 hour	rs
		a And Yields				
Bond and N	Money	market instruments: Bonds, market partici	pants, Money n	narket inst	ruments	-
Organizatio	n of Go	vernment Bond market and role of RBI in G	overnment Secu	urities.		
Bond Price	s And `	Yields: Pricing of bonds- Time value of mor	ey- nominal Vs	Real inter	rest rates	5,
coupon rate	and cut	rrent yield, zero coupon rate. Supply and der	nand of bonds.	Changes in	1	
equilibrium	interes	t rates.				
Module:2	Term	structure of interest rates & Bond price			5 hour	rs
	volati	-				
Term struc	ture of	f interest rates: classical theories of term s	tructure. Yield	curve, zei	o coupo	n
bond yield c					-	
Bond price	volati	lity – Price sensitivity – immunization - n	neasurement of	duration,	modifie	ed
		y measurement. Factors influencing Yield.				
		lebt instruments.				
		Income Portfolio Management			5 hour	rs
		e Bond Portfolio construction-Management	strategies. Inde	exing-bon		
		jectives, interpreting portfolio parameters ar				
Module:4	Hedgi		1		3 hour	rs
		Credit derivatives – credit default swaps, pl	ain vanilla optio	ons and m		
derivatives.						
Module:5	Secur	itization			2 hour	rs
		ecurities – collateral mortgage obligations,	Asset Backed s	ecurities-		
debt obligat				ee un noo	contacent	~1
U		emporary Issues			2 hour	rs
		n industry experts on contemporary approac	hes in formulati	ng the fix		
		in Indian market.		ing the fix	cu	
		Total Lecture hours:			20 hour	•6
		Total Lecture nours.			20 11001	3
Project: A	Team o	of four / five students would undertake the	2	0[Non-Co	ntact hr	s]
project. Th	ey wil	l be assigned to form a fixed income				-
	•	come with the immunization strategy to				
mitigate the						
•		ity to design a Quantitative / product /				
-		oplying all the relevant standards and with				
	-	, in different managerial contexts.				
		. U	1			

14	. Having an ability to design	and conduct of	000 000	alvaia						
	nulation / survey / experiments									
	erpret data	s, as well as to	allalyz	Le allu	L					
mu	# Mode: Flipped Class Room,	Case Discussio	me Le	oturas	,					
	# Wode. Phyped Class Room,	Case Discussion	,	Project						
T			anu i	Tojeci						
	xt Book(s)		. 1 .	· 1	<u><u>a</u></u>	•	oth		D	
1.	Frank J.Fabozzi, (2012), I	Bond Markets, A	Analysi	is and	Strate	egies,	9 ec	lition	, Pea	rson
~	India.	11:1 (2014)	F '	LТ	м	1 /	т,			
2.	Moorad Choudhry, Masel						: Inst	rume	nts,	
n	Applications, Mathematic	s, 2nd edition, v	viley F	inance	e Seri	es.				
	ference Books	1.	0	th 1.	• • •	7.1				
1.	Fabozzi, F. J, (2012), Fixe						11.	1-	01	. 1:4:
2.	Choudhry, M, (2010), Fix	ed-income Secu	irities a	and De	erivati	ves H	andb	00K,	2nd	edition,
2	Wiley.	Drivelat C (200	5) E:-		~ ~ ~	~ ~ ~ ~ ~ ~ ~	+: ·	1	4:	
3.	Martellini, L, Priaulet, P, management and portfolio			(ed-in)	come	securi	ties:	valua	uion	, risk
4.	Veronesi. P, (2010), Fixe	0 /		Valuet		iale a	nd mi	1		amaant lat
4.		a meome secur	mes:	valuat	.1011, 1	isk, a	na m	SK III	anag	ement, 1st
М	edition, Wiley. ode of Evaluation									
-	pecific Assessment Methods	% Weighting				Mo	dule	9		
0	pecific Assessment Methous	70 weighting	,			IVIU	uult	3		
1			1	2	3	4	5	6		
	ontinue Assessment	40	1	2	3	4	5	6		
C	Continue Assessment	40				4	5	6		
С	Continue Assessment Midterm	40 20	1 √	2 √	3 √	4	5	6		
	Midterm	20	√	√		4 	5 			
F	Midterm inal Assessment Test	20 40			√			6 √		
F T	Midterm inal Assessment Test otal	20	√	√	√					
F T P	Midterm inal Assessment Test otal roject	20 40 100	√	√	√					
F T P R	Midterm inal Assessment Test otal	20 40	→ √ √	√ √	√ √ 	- √	 √			
F T P R R	Midterm inal Assessment Test fotal roject Review 1	20 40 100 20		√ √ √			 √			
F T P R R R	Midterm inal Assessment Test otal roject eview 1 eview 2	20 40 100 20 30		√ √ √		√ √ √				
F T P R R R T	Midterm inal Assessment Test otal roject eview 1 eview 2 eview 3 otal	20 40 100 20 30 50 100		√ √ √		√ √ √				
F T R R R R	Midterm inal Assessment Test fotal roject Review 1 Review 2 Review 3	20 40 100 20 30 50 100		√ √ √		√ √ √		√		

Course code	Game Theory for Strategic D	ecisions	L T P J C
BMT6129			3 0 0 0 3
Pre-requisite	BMT5111		Syllabus version
			v. 02.00
OBJECTIVES:		·	
students will be a	ble to make decisions under constraints		
	ble to formulate competitive strategies for the	U 1	
	ble to identify business problems and formu	late alternative co	urses of action
OUTCOME:			
	ble to relate all contextual factors in decision	U	
	ble to analyse many costs and consequences		
	plan considers many of the constraints in the		. 1 1
	provides a definitive and outstanding assess		et share and
	e advantage of competitors in the marketplac		,·, ,· ·,
	t does a comprehensive analysis of potential		
	t provides comprehensive industry assessment	it and strategy for	mulation and
implementa	t is comprehensively able to describe the pro-	blom in a docisio	n making
	t is able to come up with multiple alternative		U
	t is able to suggest a very comprehensive and		
	duction to Game Theory		3 hours
	Theory of Rational Choice, Expected Utility	L Theory Nash Equ	
	egic Form Games		6 hours
	ies, Rationalizability, Existence of equilib	rium. Trembling-	
	, Common Knowledge, Correlated Equilibri		
Module:3 Exten			5 hours
Mixed and Behavio	oral Strategies, Perfect Recall, Representatio	n, Subgame Perfe	ction
	nplete Info: Static and Multistage		6 hours
	brium, Purification, Examples and Applicat	ions, Perfect Baye	esian Equilibrium,
Sequential Equilibr			
	ated Games and Learning Dynamics		8 hours
• -	d Games, Finitely Repeated Games, Reput L), Replicator Dynamics (F&L), Supermodu		•
	emporary Issues		2 hours
	m industry experts on contemporary issues o	f game theory for	
	iomatic Bargaining, Reputations & Stereoty		
	Total Lecture hours:	F8,F	30 hours
# Mada: Elippa	d Class Room, Case Discussions, Lectures		
# Mode. Phppe	a Class Room, Case Discussions, Lectures		
5 Martin I	Osborne's An Introduction to Game Theory	(2004 Oxford Un	ivorgity Progg)
	Strategically (by Dixit and Nalebuff, 1991, 1	· · ·	iiversity i iess).
0	eory: Analysis of Conflict (by Roger Myerso	/	ersity Press (1991)
	cory. A marysis of Commet (by Roger Wyerse		151ty 11055, 1991)
Reference Books			
	mbos D. Aliprantis and Subir K. Chakrab	arti, Games and	Decision Making,
2000.	1	, ,	Ċ,
	Besanko, D. Dranove, M. Shanley, S. Schae	fer, Economics of	f Strategy, Wiley,
2007.			
	Dixit and Barry Nalebuff, Thinking Strateg		
	Dixit and Susan Skeath, Games of Strategy		
J. Drew Fl	udenberg and Jean Tirole, Game Theory, 199	/1.	

Mode of Evaluation Specific Assessment Methods	%	Weighting			nded subject learning outcomes to ssed (Please tick as appropriate)						
			1	1 2	3	4	5	6	7		
Continue Assessment	60										
Midterm	20										
Fi□al Assessment Test	40					\checkmark					
Total	100										
Recommended by Board of Studie	11-03-2019	9									
Approved by Academic Council No.54				Date	e	14-03	3-201	9			

Course code	Insurance Managemen	t	L T P J C
BMT6130			2 0 0 4 3
Pre-requisite	Nil		Syllabus version
			v. 02.00
OBJECTIVES:			
	ll be able to practice ethical values in achiev		
	ll be able to systematically apply qualitative	and quantitative	techniques to
solve busin	ess problems		
	t is able to recognise ethical issues that affect	multiple stake k	nolders
	it is able to apply multiple ethical conce		
decision ma		pts in unurysing	5 consequences of
	t is able to evaluate the most appropriate p	erspective in ach	nieving stakeholder
welfare		1	C
	t is able to perform a comprehensive quantita		is
	t is able to interpret qualitative information in		
	t is able to represent the analyses as a comple	ete solution to the	
	duction	· 1 · D	2 hours
	and development –mortality table and actuated		
sections.	al aspects- IRDA role and regulations – Insur	ance act 1938 –	Kules – important
	nsurance		3 hours
	oducts-plans-market linked plans.		Underwriting –
	risk classification- financial underwriting -	-rating methods.	-
	cies- contract -clauses, terms and conditions		
grievance	,		
Equity linked insur		r	
	ral and Health insurance	•	5 hours
	-principles and practices - marine cargo	insurance – mo	tor insurance –fire
insurance – proper	ty insurance.		
Health insuran	ce –mediclaim policy – role	of TPAs	– hospitals.
	accident policies - travel policies -one	time insurance	policies. ECGC.
Reinsurance.			
11	ortality tables for health insurance - net lev	-	
01	s - provider payment arrangements - accid		dismemberment -
	bles - managed care pricing – HMO - policy Management		5 hours
	 identifying and analyzing loss exposure - 	loss forecasting	
	iples of Indemnity – subrogation –utmos		
Liability risk.			5
	ent Industry Scenario		3 hours
Current Industry			
Inguranae company	as and financial markets. Clabalization and	ahangag in the L	nduatry Ingunance
-	es and financial markets. Globalization and 1dia – domestic versus foreign player –recen	-	nuusu y – msurance
Sector reporting in I	iuia – domesue versus foreign player –fecen	i development.	
Corporate Grou	p Insurance: Group term life insurance	e, Group Acci	idental death and
dismemberment in	surance and group universal life insurance.		
Duising states	ad role of intermedianica and a selling intermedianica	c promise f.	ration for comparet.
Fricing – ethics at	nd role of intermediaries – mis-selling issue	s – premium fix	auon for corporate

insurance.											
Company operatio	ns –marketing,	Soci	ial Insurance	e							
Module:6 Conte	mporary Issues	5									2 hours
Guest Lecture from			n contempor	rary d	evelop	ment	in ins	suranc	ce se	ctor i	in India.
		,	Total Lectu	ire ho	ours:						20 hours
Projec	t: A Team of f	our	/ five stude	ents w	ould			,	20 N	on C	ontact
	ake the project.]	Hrs		
# Mode: F	lipped Class Ro	om,	Case Discu	ssion	s and						
				Lec	tures						
Text Book(s)											
	esan, T.R. Visw	/ana	than, (2009)), Ris	sk Ma	nagen	nent a	nd In	surar	nce,	lstedition,
	Publishers Ltd.										
-	Rejda, (2010), 1	Prin	ciples of I	nsura	nce ar	nd Ri	sk M	anage	emen	t, 10)thedition,
Pearson Ed	ucation.										
Reference Books	XX7 X X7		(2000) D'	1.3.6			1 т				
	oper, W.Jean Ky		· · · ·	sk Ma	nagen	nent a	nd Ins	suran	ce: P	erspe	ective in a
	nomy,1st edition	· ·	•) T 4		•	. п	: 1-	N /		4
	orfman,DavidA				coduct	10n	to R	1SK	Man	lagen	nent and
	Othedition, PHI				р	iale 1	Inna		at a		Inclusion o o
	rington, Gregor Tata McGraw H	-	internaus, (2010)	, к	ISK 1	vianag	gemei	n a	na .	insurance,
	aughan, Emme		uaba (201	(2)	Fundo	monto		f Dia	lz a	nd	Incurance
	, Wiley Internat		-	13),	runua	mema	15 01		ок а	nu .	insurance,
Mode of Evaluatio		10110	a Edition.								
Specific Assessme	Ĩ	%	Weighting	Inte	ended	subie	ct lea	rnin	σ 011	tcom	es to be
					essed (
				1	2	3	4	5			
Continue Assessn	nent	60									
Midterm		20									
Final Assessment		40									
□Total		100									
Recommended by E			11-03-2019	9							
Approved by Acade	emic Council		No. 54		Date	•	14-03	3-201	9		

Course code	International Financial Management	L T P J C
BMT6131		30003
Pre-requisite	BMT6115	Syllabus version
•		v. 02.00
OBJECTIVES:		
students will be a	ble to comprehend global trends influencing the business en	vironment
students will be a	ble to identify business problems and formulate alternative of	courses of action
students will be a	ble to systematically apply qualitative and quantitative techr	niques to solve
business problem	15	
OUTCOME:		
	s able to analyse decisions using multiple international inform	
	is able to appreciate cultural differences with the availabl	e information while
making decis		
	is sensitive to consequences of intercultural communic	ation and proposes
•	s of communicating in the given context	1.
	s comprehensively able to describe the problem in a decision	
	s able to come up with multiple alternatives to resolve the pro-	
	s able to suggest a very comprehensive and implementable as s able to perform a comprehensive quantitative data analysis	
	s able to interpret qualitative information in detail	
	s able to represent the analyses as a complete solution to the	husiness problem
	oduction to International Finance	4 hours
	aning, Nature, scope, Importance, Gold Standard, Brett	
	imes, fixed and floating exchange rates.	on woods system,
	Γ II: FOREIGN EXCHANGE	8 hours
	RKET	0 nours
	cture of the Forex markets, major participants, types of trans	actions and
	gn exchange quotations, process of arbitrage.	
	NAGEMENT OF FOREIGN	6hours
EXC	HANGE EXPOSURE AND RISK	
Types of Exposu	are, Foreign Currency Exposure, Economic Exposure, (Operation exposure,
	sure. Theories - Purchase Power Parity - Interest Rate P	
Fisher Effect		
Module:4 UNI	Γ IV: CROSS-BORDER INVESTMENT	4 hours
	ISIONS	
	, Approaches to Project Evaluation, Risk in Cross-border In	vestment Decisions,
· ·	n Investment Decisions. Financing Decisions of MNC's.	
	LTINATIONAL FINANCING	6 hours
	TITUTIONS AND WORKING	
	ITAL MANAGEMENT	. 1 1 1 .
	Bank for Reconstruction and Development, the International Einspee Comparation International monotom	
Import financing.	International Finance Corporation, International monetary	y lund, Export and
) hours
	temporary Issues	2 hours
Juest Lecture II	minusuy experts on contemporary international infancial	155465.
	Total Lecture hours: 30 hours	
# Moder Eline		
# Mode: Flipp	ed Class Room, Case Discussions, Lectures	
O LECNA	une Multinotional Einensial Manager unt Norre Della C	
ð. Jeff Mac	ura, Multinational Financial Management, New Delhi : Cen	gage PVI Ltd, 2015

9. Apte P G, International Financial Management, New Delhi: Tata McGraw Hills, publications, 2008.

3.Shapiro Alan C, Multinational Financial Management, New Delhi : Wiley India Pvt Ltd, 2008

4. T. Siddaiah International Financial Management, Pearson, 2009.

5 .O.P.Agarwal, International Financial Management Himalaya publishing house.

Reference Books

- 4. Machi Raju International Financial Management, HPH, 2008.
- 5. V. A Avadhani International Financial Management, Himalaya 2008
- 6. Eiteman & Stonchill, "Multinational Business Finance", Addisen Wesley Longman, New Delhi,2001
- 7. Adrian Buckley, "The Essence of International Management", 1995
- 8. Abdullah Faud.A. "Financial Management for the Multinational Firm", 1987.

Mode of Evaluation

Specific Assessment Methods	%	Weighting						
-		0 0	1	2	3	4	5	6
Continue Assessment	40							
Midterm	20							
Final Asses ment Test	40							
Total	100)						
Recommended by Board of Studie	es	11-03-201	9					
Approved by Academic Council		No.54		Date	e	14-0.	3-201	9

Course code	Management Control Syst	tems	L T P J C
BMT6132			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
			v. 01.00
OBJECTIVES:			
students will be ab	e to make decisions under constraints		
students will be ab	e to comprehend global trends influencing t	he business envi	ronment
	le to formulate competitive strategies for the		
OUTCOME:	1 0	<u> </u>	
	ble to relate all contextual factors in decision	n making	
	ble to analyse many costs and consequences		
	plan considers many of the constraints in the		
	is able to analyse decisions using multiple i		rmation sources
	is able to appreciate cultural differences wi		
making dec			
0		announiaation	and managed
	is sensitive to consequences of intercultural	communication	and proposes
	ays of communicating in the given context	mont of the second	lat above and
	provides a definitive and outstanding assess		ket share and
1	advantage of competitors in the marketplac		,•, ,• •,
	does a comprehensive analysis of potential		
	provides comprehensive industry assessme	nt and strategy for	ormulation and
implementa		1	
	gement Control system		4 hours
0	trol System: Meaning, Nature, Basic conce		-
	ntrol system, Internet impact on Managemer	t Control Systen	n, Characteristics
	nent control system.		
	onsibility centres		6 hours
	of responsibility centres- Expense centre		ntres-R&D centres-
	-Profit centres-EVA-Multiple performance r	neasures.	
Module:3 Budg	et : A tool of Management control		6 hours
Budget: Meaning	of a Budget, Budgetary control, Objective	es of budgetary	control, Essential
features of Budgeta	ary Control& merits, Steps in budgetary Co	ontrol, Types of	Budgets, Flexible
Budget, Limitation	n of Budget Control, Management action.		
Module:4 Mana	gement Control through Variance		6 hours
Analy	vsis		
Standard Costing	: Definition and difference between Stan	dard cost and I	Budgetary Control,
Establishment of s	standards, Variance analysis, Material cost	variance, Mater	rial price variance,
Material usage vari	ance and sales variances. Management Acti	on.	•
Module:5 Perfo	rmance management system		6 hours
Performance meas	sures: Need, financial and non-financial perf	ormance measur	es, Cost reductions
	ement, Monitoring performance and reportin		
Module:6 Conte	emporary Issues		2 hours
	m industry experts on contemporary issues r	elated to manage	ement action on
various organizati		8	
	Total Lecture hours:		30 hours
# Mode: Flinned	l Class Room, Case Discussion, Lectures		
Text Book(s)			
Reference Books			
	Control Systems, Pradip Kumar Sinha, Exce	Dublication I a	test Edition
•			iest Euthon.
•	Control Systems, N Ghosh, PHI Publication		Publication Latest
	agement Control Systems, Kenneth A Me	ichani, rearson	r ublication, Latest
Edition.			

Mode of Evaluation: Midterm, Q	Quizzes,	Assignme	ents, [Гerm р	baper	, Mini	Proje	ects a	nd FAT	
Specific Assessment Methods	% W	eighting								
			1	2	3	4	5	6		
Continue Assessment	40									
Midterm	20									
Final A sessment Test	40									
Total	100									
Recommended by Board of Studie	es 1	1-03-2019	9							
Approved by Academic Council	1	No. 54		Date)	14-03	3-201	9		

Course code	Management of Banks		L T P J C
BMT6133			20043
Pre-requisite	Nil		Syllabus version
			v. 02.00
OBJECTIVES:			
students w	ill be able to formulate competitive strategies	for the digital n	narket places
students w	ill be able to systematically apply qualitative	and quantitative	techniques to
solve busin	ness problems		
OUTCOME:			
1. The student	provides a definitive and outstanding asse	essment of the	market share and
	dvantage of competitors in the marketplace		
	oes a comprehensive analysis of potential dar		
	provides comprehensive industry assessme	ent and strateg	y formulation and
implementati			
	s able to perform a comprehensive quantitativ	•	
	s able to interpret qualitative information in de		
	s able to represent the analyses as a complete	solution to the c	-
Module:1	ystem: History–growth –nationalization-eme	• , 1	3 hours
BIS role and fund Module:2 Bank Retail banking a	policy, Policy rates-PLR-BPLR - statutory rest etions –Basel Accord - Basel I, II, and III and sing Products and Services nd Private banking product and services: nal loan, home loan, vehicle loan, educationa	implementation Deposit, Credi	n in Indian Banks. 3 hours t cards, Negotiable
	Microfinance and Financial Inclusion: Rura	-	
for Inclusive grow			and, TCDT guiaennies
-	ns – Know your Customer (KYC) guidelines,	Anti Money La	undering
	king Operations		5 hours
	ices: Secured Advances, Agricultural Finance	e, credit to prior	ity sectors.
Corporate banki	ng –debt restructuring –working capital finan	cing –loan synd	ication/ consortium
advance			
Foreign Exchange Exchange and Tr Buyer's Credit Ris Investment Bank	nking – Forex dealing room operations - FE and Export finance - Exporters Gold Card S ade Control Guidelines for Importers Trad sks in Foreign Trade – Role of ECGC, Role of ing – Structure - Innovation and New Product king – International development banks –	cheme - Forfait le Credit – Suj f EXIM Bank. ts - Mergers & A	ing and Factoring - oplier's Credit and Acquisitions
Offshore Financi			
Offshore Financi Principles of Le	nding: Borrower's capacity analysis - Fir	nancial stateme	
Offshore Financi Principles of Le analysis of the app	nding: Borrower's capacity analysis - Fir olicant.	nancial stateme	
Offshore Financi Principles of Le analysis of the app Management of M	nding: Borrower's capacity analysis - Fir	nancial stateme	

	inal Assessment Test otal	40 100	1			\checkmark		\checkmark	
	Midterm	20							
С	ontinue Assessment	40		2	3	4	3	6	
Sj	pecific Assessment Methods	% Weightin	_		-			pprop	comes to be priate)
	ode of Evaluation	0/ 337 • 1 /•	T				•		
-	Allied Services Pvt. Ltd.	U (
3. 4.	CAIIB, (2010), Retail Ba Finance Indian Institute	0	-				-		ces. Taxmanı
2.	IIBF, (2010), Security ar		-						ł.
1.	Kanhaiya Singh, Vinay McGraw Hill.		-				C		
	ference Books		C		1 D	1- M			1
	3rd edition, Pearson Edu		2						
2.	Padmalatha Suresh Justi	n Paul, (2014),	Manage	ement	of Ba	nking	g and	Finar	ncial Services
1.	Peter Rose, Sylvia Hud edition, McGraw Hill	ugins, (2014),	Bank N	lanag	ement	and	r ina	ncial	Services, 8th
	xt Book(s)	daina (2014)	Doril- N	10		an 1	E	mair1	Commission 041
		., 2	and Qui						
	undertake the project # Mode: Flipped Class Room		ons Leo	tures				Hrs	
	Project: A Team o							20 No	on Contact
In	dia	Total Le	oturo ba	011261					20 hours
G	uest Lecture from industry exp		porary d	levelo	pment	s in tł	ne Ba	nking	
	sset Liability Management: Rl odule:6 Contemporary Issu	-	n asset li	ability	/ mana	ageme	ent.		2 hours
	lance sheet; income statement;						•	CAM	IELS.
	odule:5 Analyzing Bank Pe								3 hour
	ttech – Future of financial mework.	services, Emb	edding	fintec	h in	banki	ing,	Devel	oping finteel
	ectronic funds transfer system ssages - (SWIFT etc)-RTGS		ges - (T	elex c	or data	ı com	muni	catior	ı) – structure
	ytime Banking – Home Banki		nd Perso						
	annels – Teller –Machines a	u uid dallk U0	uniters -	- Uasi	i i JIST	JETISET	•		s = AUVW/Den

Course code		Risk Management in Ban	ks	L T P J C
BMT6134	4			3003
Pre-requisite	;	BMT6133		Syllabus version
•				v. 02.00
OBJECTIVE	ES:			
students will	be ab	le to identify business problems and formula	te alternative cou	urses of action
students will	be ab	le to systematically apply qualitative and qu	antitative techniq	ues to solve
business prob	blems		-	-
OUTCOME:				
1. Th	ie stud	ent is comprehensively able to describe the	problem in a dec	ision making
2. Th	ne stud	ent is able to come up with multiple alternat	ives to resolve th	e problem
3. Th	ie stud	ent is able to suggest a very comprehensive	and implementab	ole action plan
		uction To Risk		4 hour
Understanding	g Risk	- Nature of Risk, Source of Risk, Need for	risk management,	, Benefits of Risk
Management,	Risk 1	Management approaches. Risk Classification	n using ERM Wh	eel. Information
Technology su	upport	in Mitigating the risk management. Role of	Chief finance of	fice, Chief risk
		formation officer in mitigation of risk in bar		
Module:2 N	Marke	et Risk & Exchange rate Risk		6 hour
		ntification-measurement-mitigation-risk and	regulatory capita	al. Portfolio Beta
		ration - Key rate duration – Convexity - Spi		
		at Risk - Types of VaR measures - VaR re		
-		Conditional VaR and its relevance - Compa		-
and swaps. Module:3	ntere	st rate risk & Liquidity risk		
		st rate risk & Enquirity risk		7 hour
Interest rate		relationship between interest rates and opti	on free bond pri-	
	risk-			ces. Duration and
Price volatilit	risk- 1 ty. GA	relationship between interest rates and opti	terest rate risk w	ces. Duration and with duration gap
Price volatilit Economic val	risk-1 ty. GA lue of	relationship between interest rates and opti AP and earnings sensitivity. Measuring In-	terest rate risk w	ces. Duration and with duration gap
Price volatilit Economic val hedging- macr Liquidity ris	risk- ty. GA lue of ro hed sk – c	relationship between interest rates and opti AP and earnings sensitivity. Measuring Intequity sensitivity analysis.Usage of derivation ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding	terest rate risk w ives to manage Ir the bank- Liquic	ces. Duration and with duration gap nterest risk- micro dity management
Price volatilit Economic val hedging- maci Liquidity ris Asset liability	risk- ty. GA lue of ro hed sk – c y man	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpretent equity sensitivity analysis.Usage of derivat ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions –	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM –	ces. Duration and with duration gap nterest risk- micro dity management Risk control and
Price volatilit Economic val hedging- macr Liquidity ris Asset liability hedging. ALM	risk- ty. GA lue of ro hed sk – c y man	relationship between interest rates and opti AP and earnings sensitivity. Measuring Intequity sensitivity analysis.Usage of derivation ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM –	ces. Duration and with duration gap nterest risk- micro dity management Risk control and
Price volatilit Economic val hedging- mach Liquidity ris Asset liability hedging. ALM Module:4 (risk- ty. GA lue of ro hed sk – c y man A syste Credit	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter equity sensitivity analysis.Usage of derivate ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions ems in Banks- RBI Guidelines. Strategies to trisk	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. 6 hour
Price volatilit Economic val hedging- mach Liquidity ris Asset liability hedging. ALM Module:4 C Drivers- capit	risk- ty. GA lue of ro hed sk – co y man A syste C redit tal add	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter equity sensitivity analysis.Usage of derivate ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions – ems in Banks- RBI Guidelines. Strategies to crisk equacy- risk rating and pricing-loan policy	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity	ces. Duration and vith duration gap nterest risk- micro dity management Risk control and y risk. <u>6 hour</u> ement- credit risl
Price volatilit Economic val hedging- macr Liquidity ris Asset liability hedging. ALM Module:4 (Drivers- capit approach – cr	risk - ty. GA lue of ro hed sk – co y man <u>A syste</u> C redit tal add redit r	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter equity sensitivity analysis.Usage of derivate liging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions - ems in Banks- RBI Guidelines. Strategies to trisk equacy- risk rating and pricing-loan policy atings- stress test. Credit risk mitigation -	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity - capital require Credit derivative	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. <u>6 hour</u> ement- credit risl es, Securitization
Price volatilit Economic val hedging- maci Liquidity ris Asset liability hedging. ALM Module:4 C Drivers- capit approach – cr Credit risk n	risk - ty. GA lue of ro hed $\mathbf{sk} - \mathbf{c}$ y man A syste C redit tal add redit r nanag	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter equity sensitivity analysis.Usage of derivate ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions – ems in Banks- RBI Guidelines. Strategies to trisk equacy- risk rating and pricing-loan policy atings- stress test. Credit risk mitigation – gement strategies – Credit VaR- Analysis	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity - capital require Credit derivative of counterparty	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. <u>6 hour</u> ement- credit risl es, Securitization
Price volatilit Economic val hedging- mach Liquidity ris Asset liability hedging. ALM Module:4 C Drivers- capit approach – cr Credit risk n adjustment of	risk- ty. GA lue of ro hed k - coy manA systeCredittal addredit rnanag	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter and earnings sensitivity malysis. Usage of derivated ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions - ems in Banks- RBI Guidelines. Strategies to risk equacy- risk rating and pricing-loan policy ratings- stress test. Credit risk mitigation - gement strategies – Credit VaR- Analysis spreads in the valuation etc Credit defaul	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity - capital require Credit derivative of counterparty t swaps (CDS).	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. <u>6 hour</u> ement- credit risl es, Securitization credit ratings and
Price volatilit Economic val hedging- macri Liquidity ris Asset liability hedging. ALW Module:4 C Drivers- capit approach – cri Credit risk n adjustment of Sovereign Cri	risk - ty. GA lue of ro hed $\mathbf{k} - \mathbf{c}$ y man A syste Credit tal add redit r nanag Credit redit I	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpreter and earnings sensitivity measuring Interpreter and the equity sensitivity analysis. Usage of derivated ging- SWAPS-caps –floor bejective- CRR& SLR measures-Funding agement – objectives- ALCO- functions - ems in Banks- RBI Guidelines. Strategies to risk equacy- risk rating and pricing-loan policy ratings- stress test. Credit risk mitigation - gement strategies – Credit VaR- Analysis spreads in the valuation etc Credit defaul Rating – Rating - Probability of Default (F	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity - capital require Credit derivative of counterparty t swaps (CDS).	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. <u>6 hour</u> ement- credit risl es, Securitization credit ratings and
Price volatilit Economic val hedging- maci Liquidity ris Asset liability hedging. ALM Module:4 C Drivers- capit approach – cr Credit risk n adjustment of Sovereign Cr Warning - Sce	risk- ty. GA lue of ro hed sk – co y man A syste <u>Credit</u> tal add redit r nanag credit redit l enario	relationship between interest rates and opti AP and earnings sensitivity. Measuring Interpretent equity sensitivity analysis.Usage of derivate ging- SWAPS-caps –floor objective- CRR& SLR measures-Funding agement – objectives- ALCO- functions – ems in Banks- RBI Guidelines. Strategies to risk equacy- risk rating and pricing-loan policy atings- stress test. Credit risk mitigation – gement strategies – Credit VaR- Analysis spreads in the valuation etc Credit defaul Rating – Rating - Probability of Default (F Building etc.	terest rate risk w ives to manage Ir the bank- Liquic - risks. ALM – mitigate liquidity - capital require Credit derivative of counterparty t swaps (CDS).	ces. Duration and with duration gap nterest risk- micro dity management Risk control and y risk. 6 hour ement- credit risl es, Securitization credit ratings and ess testing - Early
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Text Book(s)										
	Anthony Saunders, Marcia Millon Cornett, (2014), Financial Institutions Management: A Risk Management Approach, McGraw Hill.									
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2. Padmalatha Suresh, Justi		. ,	lanag	ement	of Ba	anking	g and	Fina	incia	l Servic
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3. Don M. Chance, Rober				n Intr	oduct	ion to	o De	rivat	ives	and Ri
Management, 10th edition	n, Cei	ngage Learn	ing.							
Reference Books										
1. Michel Crouhy, Dan Ga McGraw Hill.	lai, R	obert Mark,	, (201	4), Tl	ne Es	sentia	ls of	Risk	x Ma	nageme
2. John Hull, (2012), Risk M	Aanag	gement and H	Financ	cial In	stituti	ons, V	Viley			
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Bond and free Module:2 Concept of Company free Company fr	Funda intrinsi ramewo analysis banese C cation b Efficio chanism for secu Portfolio rket The farket L Portfolio rket The farket L Portfolio Active fa cation St valuatio and rev Conte	amental and Technical Analysis ic value. Objectives and beliefs of fundam rk, Economic analysis and forecasting. s: Points and figures chart, bar chart, RSA Candlesticks. between risky and risk free assets-Utility analysis ent Market Hypothesis , testable hypothesis about market efficiency rity analysis and portfolio management. Dio Theory and Capital Market Theory o theory. Risk and risk aversion. Efficient Fr eory – Capital Market Line (CML) & Sepa Line (SML) Capital Asset Pricing Model Dio Management Strategies and Dio Performance Evaluation management - Passive strategies and active strategies. on Measures – Sharpe ratio, Treynor rati- ision. emporary Issues	ental analysts. A, RSI, Moving lysis , implications of rontier and Utilit aration Theorem s - CAPM and strategies of Por o and Jensen's	Economy-In g average at of efficiency ty. h, Market Po l Arbitrage (tfolio Manage Alpha. Po 2 lation of	nalysi nalysi 5 hou mark 5 hou pricir 6 hou gemer ortfol

#	Mode: Flipped Class Room, C and Term F		, Lect	ures						
Tex	t Book(s)									
1.	Frank K. Reilly, Keith C.	Brown, (2012), I	nvest	ment A	Analys	sis an	d Por	tfolio	o Ma	nagement,
	10 th Edition, Cengage Lea	rning.			•					0
2.	Herbert B. Mayo, (2017),	Investments – A	n intro	oducti	on, 12	thEdi	tion,	Ceng	gage	Learning.
Ref	erence Books									
1.	ZviBodie, Alex Kane, Ala	n Marcus, Pitaba	ıs Mo	hanty,	(201'	7), Inv	vestm	ents,	, 10tł	edition,
	McGraw-Hill.			•		, -				
2.	ShaliniTalwar, (2016), Se	curity Analysis a	nd Po	rtfolic	o Man	agem	ent, C	Cenga	age L	earning.
3.	Prasanna Chandra, (2017)	, Investment Ana	lysis	and Po	ortfoli	o Ma	nagei	nent	$,5^{\text{th}} e$	dition,
	McGraw Hill									
4.	Dhanesh kumar Khatri, (2	012), Investment	t mana	ageme	nt and	l Secu	irity a	analy	vsis –	Text and
	cases, 2ndedition, Trinity	Press.								
5.	M. Ranganatham, R. Mac	lhumathi, (2011)	, Seci	urity A	nalys	is and	d Por	tfolic	o Ma	nagement,
	2ndedition, Pearson Educa	ation.								
Mo	de of Evaluation									
Sp	ecific Assessment Methods	% Weighting				Mo	dule	5		
			1	2	3	4	5	6	7	
Co	ontinue Assessment	40								
	Midterm	20								
Fi	nal Assessment Te 🗆 t	40								
To	otal	100								

Course Code	FinTech and Investment Analysis	Т	P	J	C
BMT 6205	0	0	6	0	3
Pre-requisite					
		ersio	6 0 us 0 onment 0 0 onment 0 0 0 0 0		
OBJECTIVES:		0 0 6 Syllabus version Iess environme e techniques to onal information and a analysis ion al information and a analysis ion to the bus various 6 example), nple), in beriod 6 he iigher 4 how asset 6 in Indian 4			
students will be	able to comprehend global trends influencing the business e	enviro	nme	ent	
	able to systematically apply qualitative and quantitative tec	hniqu	es to)	
solve business p	roblems				
OUTCOME:					
1. The stude	ent is able to analyse decisions using multiple international	infor	nati	on	
sources			•		
	ent is able to appreciate cultural differences with the availab	ole in	torm	atio	n
	king decisions	tion			
	ent is sensitive to consequences of intercultural communica sensitive ways of communicating in the given context		na		
	ent is able to perform a comprehensive quantitative data and	alvsis			
	ent is able to interpret qualitative information in detail	Jere			
	ent is able to represent the analyses as a complete solution t	o the	busi	ness	3
problem					
Lab Experiment			6	hou	rs
1	asset classes - Stock (Reliance, HDFC Bank as an exam				
	Gold and Bonds (Government Securities as an example)				
	terms of Return, Risk, Sharpe Ratio, over the time period 2011 till current date	a			
Lab Experiment			Δ	hou	rc
2	reasoning as to why a particular asset class have a highe	r		nou	.5
	Risk/Standard deviation as compared to others				
Lab Experiment		asset	6	hou	rs
3	allocation across asset classes reduces risk/standard				
	deviation of the portfolio				
Lab Experiment		lian	4	hou	rs
4	Market, critically evaluate the performance of ETF and				
Lab Experiment	market penetration of ETF's in IndiaStudy the performance of Large Cap ETF's, vs Gold ET	F	1	hou	rc
5	from the time period 2011 to till Date	1	4	nou	. 5
Lab Experiment		15 to	4	hou	rs
6	till date and study how leverage impacted the performan				
	the portfolio				
Lab Experiment	Constructed a market neutral hedged portfolio for NIFT	Y50	41	nour	s
7	benchmark, validate the performance from 2016 to till d	ate			
Lab Experiment			6ł	nour	S
8	Momentum strategy for Financial Sectors, validate the				
Lah Expaniment	performance for the time period 2011 till 2014		1	hou	
Lab Experiment	Simulate the performance of market neutral Momentum strategy for NIFTY50, evaluate the results for the period		4	nou	15
	2011 till date	•			
Lab Experiment			6	hou	rs
10	strategy for sectors - Industrials, Technology, Energy an	d	-		
	Communications, provide the reasoning performance of				
	strategy				

		X7 1 X (*)		(1
Lab Experiment	Simulate the performance of			
11	Book to Market, Earnings to		e the results	5
Lob Exposimont	for the period 2014 to till dat		1 and antisma	6 hours
Lab Experiment 12	Construct a portfolio with the			-
12	and Value Strategy, evaluate	the periornance of	or the port	0110
Lah Experiment	for the period 2014 till date Compute the valuation of the	Toto Congultanov	Samiaaa	4 hours
Lab Experiment 13	using discounted cash flow a	5	Services	4 110015
Lab Experiment	Compute the valuation of a F		ing the	4 hours
14	discounted cashflow approac	1	ing the	4 110015
Lab Experiment	Study the emerging FinTech		d United	6hours
15	States and provide reasoning			
10	experience in building the pro-		of c astorn	
Lab Experiment	Study the role of Governmen		FinTech e	co- 4 hours
16	system in promoting the grov	-		
Lab Experiment	Study how "Payments" lands			6 hours
17	China and United States Mar	-		
	the growth in these markets a	-	-	
	technologies	1		
Lab Experiment	Study how "Asset Manageme	ent & Investment 1	Manageme	nt" 6 hours
18	industry have evolved in Indi			
	articulate with reasoning on t	he changing busin	ess landsca	ape
	Total Lecture hours:			90
				Hours
Text Book(s)				
	ndararajan, N. (2016): India's I			
	nancialTechnology Handbook	for Investors, Entr	repreneursa	and
Visionaries				
	018) Fintech and the Remaking		tutions, Els	sevier
Publication,	1st Edition ISBN: 978-01	28-134-979		
Reference Books		1.1.10	· • • • • •	11 1 5
	A. – Pigneur, Y. (2010): Busin	less ModelGenera	tion: A Hai	ndbook For
Visionaries,		w Wiless & Come		
	nd Challengers. New York: Joh		1 1 7	1 1 1
	j, E. (2016): Tech Giants Becon			
Visionaries	nancialTechnology Handbook	for investors, Enu	repreneursa	and
	(2016): India and the Pyramid	of One ontradity In	. The EinT	Cash Dastri
	•	11 .		
Mode of Evaluation	l TechnologyHandbook for Inv	estors, Entreprene	uis and vis	sionaries
			0/ Waint	ting
Specific Assessm	nent wiethous		% Weigh	ung
Continuous Asse	essment		60	
Final Assessmen			40	
Total	1 I USI		100	
	Board of Studies	4 Dec 2019	100	
Approved by Aca		No. 57	Date	5/12/2019
лррготей бу Аса		110.37	Date	JI12/2017

Course code		Advanced Marketing Research with M Analysis	ultivariate	Ľ	T P	J	C
BMT613	7			2	0 2	0	3
Pre-requisite		BMT6113					
110-10quisite	, ,	DMT0115		Syllab version v. 01. echniques decisions the busine astic decisi cipation a 2 hou			
OBJECTIVE	ES:				v. (1.0	0
		be able to systematically apply qualitative a	nd quantitative	techi	niqu	es t	0
		s problems	1		1		
		be able to involve stakeholders and team mem	bers in executing	dec	isio	ns	
OUTCOME:			c	2			
		s able to perform a comprehensive quantitative	data analysis				
		s able to interpret qualitative information in det	•				
		is able to represent the analyses as a comp		the	hus	ines	S
proble		is able to represent the analyses as a comp	iete solution to	the	ous	mes	0
-		s able to establish a favorable team climate and	d ensure enthusi	astic	dec	isio	n
makin		s able to establish a favorable team enhate and		astic	ucc	1510	11
	-	s able to elicit constructive feedback in conflict	ting situations				
		is able to facilitate enthusiastic stakehold	U	aina	tion	012	J
		in decision making	uer/team parti	cipa	uon	an	u
		uction to Advanced Marketing Research			2 h		•6
		Value of Information - Defining the marketing	a racaarah prahl			oui	3
		eting research objectives and research process	g research proble	- 111			
					2 4		
Module:2		tional and Contemporary Data Collection			3 n	our	S
		ds and Sampling	a ciac and Suma	T. D.		-ala	
		ntitative Research Methods – Mobile Technol					
		aling – Instrument Design and Administration stical considerations	- Sampling Meu	lous	: De	sigi	1,
					5 h	our	
	variab	fying relationship between marketing			5 11	our	5
		ues: Canonical Correlation Analysis - Multip	la and Lagit Ch	aiaa	Ma	dal	
		sis – MANOVA and Conjoint Analysis - H	fands on experi	ence	; wi	un i	X
Program and		and the Collected Data into Managarith					
		ing the Collected Data into Manageable			0 11	our	S
		nation and confirmation	 Classifizing and	tom	ora	xx,:4	h
		ory and Confirmatory Factor analysis -					
		Itivariate techniques: Custer Analysis - M					
		llysis - Partial Least Squares Regression (PLS) - Hands on ex	perie	ence	WIL	n
R Program an					21		
		unicating results and New Direction in			2 n	our	'S
	MR	adreting Descende Desults Internetional	Maulzat Dagaau	- 1 -	I		
Communicat Marketing P	ung M	arketing Research Results - International Ethics - New Directions in Marketing Researce	warket Kesear	cn	issu	J S	-
		mporary Issues) h	our	•6
		industry experts on- Emerging Marketing Res	L earch Technique	ç	<i>4</i> 11	Jul	3
		Total Lecture hours:			20 h	our	c
		i otar Lecture nours:		4	70 H	Jul	3
		Duratical/Lab Harry	20 Harris				
		Practical/Lab Hours	20 Hours				

	# Mode: Flipped Class Room, Case Disc						
		Pro	oject				
Tex	xt Book(s)						
1.	Naresh K. Malhotra (2019) Marketing R Pearson Education, ISBN-13: 978-01347		lied (Drienta	tion,	7th E	dition
Ref	ference Books	51012					
1.	Dawn Iacobucci (2014), Marketing	Models: Multiv	variate	e Stat	istics	and	Marketi
	Analytics, Createspace Independent Pub	lishing Platform,	ISBN	V 13: 9	78150	02901	873
2.							
	V. Kumar, Robert P. Leone, David A					-	Das (201
3.	Marketing Research, 13th Edition, Wiley	y Publication, IS	BN: 9	/8812	03//	125	
۶.	Hair, J.F., Jr., Black, W.C., Babin, E	3.I. & Anderson	1. R I	E. (201	14) 1	Multi	variate d
	analysis: Pearson new international edi						
	analysis. I carson new international cur	tion (/th ed.). U	Jpper	Saddl	e Riv	er, N	J.: Pears
4	Education. ISBN: 9781292021904.	tion (/th ed.). U	pper	Saddl	e Riv	er, N	J.: Pears
4		tion (/th ed.). U	pper	Saddl	e Riv	er, N	J.: Pears
4	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci	ise Guide to Ma	rket l	Researc	ch: T	he Pro	ocess, Da
4	Education. ISBN: 9781292021904.	ise Guide to Ma	rket l	Researc	ch: T	he Pro	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics	ise Guide to Ma	rket l	Researc	ch: T	he Pro	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation	ise Guide to Ma Third Edition, I	rket l	Researc	ch: T	he Pro	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics	ise Guide to Ma	rket l Berlir	Researc	ch: Tl nger E	he Pro Berlin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods	ise Guide to Ma 5. Third Edition, 1 % Weighting	rket l	Researc	ch: T	he Pro	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment	ise Guide to Ma Third Edition, Weighting 60	rket I Berlir	Researce a: Sprin	ch: Tl nger E	he Prosentin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods	ise Guide to Ma 5. Third Edition, 1 % Weighting	rket l Berlir	Researc	ch: T nger E	he Pro Berlin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment	ise Guide to Ma Third Edition, Weighting 60	rket I Berlir	Researce a: Sprin	ch: T nger E	he Prosentin	ocess, Da
4 <u>Mo</u>	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment	ise Guide to Ma Third Edition, Weighting 60	rket I Berlir	Researce a: Sprin	ch: T nger E	he Prosentin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment	ise Guide to Ma Third Edition, Weighting 60	rket I Berlir	Researce a: Sprin	ch: T nger E	he Prosentin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment	ise Guide to Ma Third Edition, Weighting 60	rket I Berlir	Researce a: Sprin	ch: T nger E	he Prosentin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conci and Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment Midterm Final Assessment Test Total	ise Guide to Ma 5. Third Edition, 1 % Weighting 60 20 40 100	rket I Berlir 4	Researd Sprin	ch: Tl nger F 17 √	he Pro Berlin	ocess, Da
	Education. ISBN: 9781292021904. Sarstedt, M.; Mooi, E. (2019), A Conciand Methods Using IBM SPSS Statistics ode of Evaluation Specific Assessment Methods Continue Assessment Midterm Final Assessment Test Total Practical	ise Guide to Ma 5. Third Edition, 1 % Weighting 60 20 40	rket I Berlir 4	Researd Sprin	ch: Tl nger F 17 √	he Pro Berlin	ocess, Da

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No.54	Date	14-03-2019

Course code	Advanced Selling and Negotiation Skills	L	Τ	P J	C
BMT6138		2	Ω	0 4	1 3
Pre-requisite	Nil	Sylla			
1 re-requisite		Sylla	DU	s vei	51011
OBJECTIVES:					
	Il be able to formulate competitive strategies for the digital m	orkat r	100	95	
	Il be able to identify business problems and formulate alterna				2
action	in be able to identify busiless problems and formulate alterna		uis	5 01	-
	ll be able to articulate (oral and written) ideas to aid decision	makin	σ		
OUTCOME:	in be able to articulate (oral and written) ideas to aid decision	шакш	<u> </u>		
	t provides a definitive and outstanding assessment of the	marke	st c	hare	and
	advantage of competitors in the marketplace	mark	.1 5		and
	does a comprehensive analysis of potential dangers of comp	etitors	act	ivity	
	t provides comprehensive analysis of potential dangers of comp				
implementa		y ioin	iuit		und
1	is comprehensively able to describe the problem in a decision	on mak	ino		
	is able to come up with multiple alternatives to resolve the p		<u> </u>		
	is able to suggest a very comprehensive and implementable			n	
	t is effective in oral communication of a managerial de				also
convincing				- 10	
-	is able to effectively use written communication for express	ing vie	ws		
	is able to convince others on decision making using his or h			d wı	ritten
communica					
Module:1 Conc	epts of Selling, Sales Organization			3 h	ours
Sales Management	: Evolution of sales function - Objectives of sales manageme	ent pos	itio	ns -	
	executives - Relation with other executives Sales Organizati				
relationship :- Purp	ose of sales organization - Types of sales organization struct	ures - S	Sale	S	
department externa	l r elations - Distributive network relations.				
Module:2 Theorem	ries of personal selling and Selling			3 h	ours
strate	8				
	nal selling - Types of Sales executives - Qualities of				ves -
	proach and post-approach- Organizing display, showroom &	exhib	itio	n	
-Sales Presentation					
	iation strategies and Stages	<u>a</u> .			ours
	ies – Distributive Negotiations- Integrative Negotiations - C			l Dis	spute
	s for negotiations breakdowns - Legal aspects in Sales & Neg				
NT	- The Preparation Stage - Preparing a range of objective	es - Co	onst	ants	and
variables - Researc	e 1 i	1	•		
variables - Researc The Discussion Sta	ge - Rapport building - Opening the negotiation -Questioning	0	-	ues ·	.•
variables - Researc The Discussion Sta	e 1 i	0	-	ues ·	.•
variables - Researc The Discussion Sta Listening skills - (Module:4 Negot	ge - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic itating Intelligence, Bargaining &	0	-		
variables - Researc The Discussion Sta Listening skills - (Module:4 Nego Closi	ge - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining &	es in sa	les	4 h	ours
variables - Researce The Discussion Stat Listening skills - C Module:4 Negotiating Negotiating Intellig	ge - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining & ng gence - Influencing and assertiveness skills- Spotting the sign	es in sa	les	4 h	ours
variables - Researce The Discussion Stat Listening skills - O Module:4 Negotiating Negotiating Intellia communication and	age - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining & ng gence - Influencing and assertiveness skills- Spotting the sign d voice clues	es in sa	les n-vo	4 h erbal	ours
variables - Researce The Discussion Stat Listening skills - C Module:4 Negotiating Negotiating Intellig communication and The Proposing Stat	age - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining & ag gence - Influencing and assertiveness skills- Spotting the sign tooice clues ge - Stating your opening position- Responding to offers – A	es in sa	les n-vo	4 h erbal	ours
variables - Researce The Discussion Stat Listening skills - C Module:4 Negotiating Negotiating Intellig communication and The Proposing Stat Administering Cor	age - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic stating Intelligence, Bargaining & gence - Influencing and assertiveness skills- Spotting the sign 4 voice clues ge - Stating your opening position- Responding to offers – A tracts and Role of Negotiations	es in sa ns - nor .djourn	n-vo me	4 h erbal	ours
variables - Researce The Discussion Stat Listening skills - O Module:4 Negotiating Negotiating Intellia communication and The Proposing Stat Administering Corr The Bargaining and	age - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining & ag gence - Influencing and assertiveness skills- Spotting the signed voice clues ge - Stating your opening position- Responding to offers – A tracts and Role of Negotiations d Closing Stage -• Making concessions - the techniques - C	es in sa ns - nor .djourn	n-vo me	4 h erbal	ours
variables - Researce The Discussion Stat Listening skills - C Module:4 Negotiating Negotiating Intellig communication and The Proposing Stat Administering Cor The Bargaining and Confirming agreen	age - Rapport building - Opening the negotiation -Questionin Controlling emotions- Art of persuasion and emotions – ethic iating Intelligence, Bargaining & ag gence - Influencing and assertiveness skills- Spotting the signed voice clues ge - Stating your opening position- Responding to offers – A tracts and Role of Negotiations d Closing Stage -• Making concessions - the techniques - C	es in sa ns - nor .djourn	n-vo me	4 h erbal nts - nniq	ours

Sales Force	e Management Reci	ruitme	nt and Sele	ection	Sale	es Tra	ining	Sales Compensation -			
	Contemporary Issue							2 hours			
Guest lectu	re by industry experts	on Ro	ole of inform	matio	n techi	nolog	y in Sale	es Management			
	· · ·		Fotal Lectu					20 hours			
	Project: Team of m	naximu	ım 6 stude	ents v	vould	20 [Non-Contact hrs]					
	undertake the project	ct. The	e faculty c	oordi	nator						
	would provide the top	pic bas	sed on the r	nodu	les.						
# Mode: Fl	ipped Class Room, Ca	ase Dis	scussion an	d Lec	tures						
Text Book(s)										
1. Cha	arles Futrell (2004), Sa	ales Ma	anagement,	, 6th I	Edition	ı, Tho	mson Sc	outh Western			
	ling: Building Partners n F Tanner. McGraw 1			. Bart	on A V	Weitz,	Stepher	n B Castleberry, and			
Reference I	Books										
	gotiation and Dispute 1, 2013.	Resol	ution, Bev	erly I	DeMar	r and	Suzann	e De Janasz. Prentice			
2 Ess	entials of Negotiation	-	Edition, I	Roy J	Lew	icki,	Bruce	Barry, and David M			
	nders, McGraw Hill, 2 stering the ISDA Mast		noomonta.	A Dro	tical (Tuida	for Nog	atiation 2/a			
	l Harding, Pearson/FT			A Flav	lical	Juide	tor neg	ottation, 5/e			
Mode of Ev		11055	, 2010.								
	ssessment Methods	% V	Veighting	Inte	ended	subie	ct learn	ing outcomes to be			
								appropriate)			
				2	17	20	14				
Continue.	Assessment	60									
Midterr	n	20									
Final Asse	essment Test	40									
		100									
Total		100									
Total Project		100									
Total Project Review 1		20									
Total Project Review 1 Review 2		20 30		$\sqrt{1}$	$\sqrt{1}$		√ √				
Total Project Review 1		20									
TotalProjectReview 1Review 2Review 3Total		20 30 50 100		$\sqrt{1}$							
TotalProjectReview 1Review 2Review 3TotalRecommender	led by Board of Studie y Academic Council	20 30 50 100	11-03-201	$\sqrt{1}$							

Course code	Advertising & Promotions Management	L T P J C
BMT6139		3003
Pre-requisite	Nil	Syllabus version
OBJECTIVES		
	be able to identify business problems and formulate alternative	
	be able to articulate (oral and written) ideas to aid decision ma	•
	be able to involve stakeholders and team members in executin	g decisions
OUTCOME:		1-:
	ent is comprehensively able to describe the problem in a decision on t is able to come up with multiple alternatives to resolve the p	
	ent is able to come up with multiple alternatives to resolve the p ent is able to suggest a very comprehensive and implementable	
	ent is effective in oral communication of a managerial de	
convinci	-	
	ent is able to effectively use written communication for expression	ing views
	ent is able to convince others on decision making using his or h	
	cation skills	
	ent is able to establish a favorable team climate and ensure en	thusiastic decision
making		
	ent is able to elicit constructive feedback in conflicting situation	
	lent is able to facilitate enthusiastic stakeholder/team	participation and
	on in decision making	
Students will be	ng Outcomes (SLO):	
	ar understanding of the subject related concepts and of contemp	orary issues
	r understanding of professional and ethical responsibility	ordry issues
	bility to design and conduct case analysis, simulation / survey /	experiments, as
	e and interpret data	•
	bility to use techniques, skills and modern managerial tools & te	echniques
necessary for bu	1	
[18]Having criti	al thinking and innovative skills	
Module:1 Ad	vertising and the marketing process	6 hours
	ting Communications Functions, Advertising Planning Process	- Brand
communication	process and its integration, Consumer brand decision making, R	oles of
Segmentation, T	argeting, and Positioning in Advertising and Promotions planni	ng
	vertising models and budgets	5 hours
	and Advertising models-Advertising objectives based on Bran	d outcomes-
	ng and promotions budgets	
	ative and Media Strategy	6 hours
	- Creative Concept and Messages, Message Execution, Appeal	
Broadcast, and C	out-of-Home Media, Internet, Interactivity, and e-Commerce Me	edia
Media planning	and strategy, media budgeting, planning for different media, me	edia scheduling
	evelop an ad plan	e
	es Promotions	6 hours
	s Promotion, Channel Marketing: Trade Sales Promotions a	
	g, Public Relations and Brand Publicity, Direct Marketing and	Customer Service,
Froduct Placen	ents, Events, Sponsorship	
Module:5 Me	asurements and Ethics	5 hours
1104410.3 1410		5 11001 5

Different metrics for evaluation of different communication channels, Evaluation criteria for different communication channels, Measurement of effectiveness

Social, Legal, and Ethical Issues in Advertising & Promotions, Advertising in Global markets

	dule:6	Guest Lecture								2	hours
La	test tren	ds in advertising and p	romotions manag	gemen	t in tra	adition	nal an	d new	age r	nedia	
			Total Lectu	ire ho	urs:					30	hours
Tex	xt Book(s)									
1. 2.	other as Belch,	n Chitty, Nigel Barke spects of Integrated Ma Belch, Kerr, Powell, (2 unication Perspective,	arketing Commu 2012), Advertisin	nicatio g and	ons,9tl Prom	heditic	on, Ce	ngage	Lear	ning.	
Dof	ference l	1 /		аw-п	111.						
1.	Ke M	enneth Clow, Donald arketing Communicati	on, 7th	Editio	n, Pre	entice	Hall				
2.		uncan T, Ouwersloot cGraw-Hill.	H, (2008), Integ	grated	Marl	keting	Com	munic	ation	s. Eur	opean,
3.	W	ells, Burnett, Morairty lucation.	r, (2006), Adverti	sing P	rincip	oles &	Pract	ices, 7	thedi	tion, P	earson
M	de of Fr	aluation									
IVIO	ut of E	aluation									
r		ssessment Methods	% Weighting					rning as api			to be
1			% Weighting					rning as apj 19			to be
Sp	oecific A		% Weighting	asse	ssed (Please	e tick	as ap			to be
Sp	oecific A	ssessment Methods Assessment		asse	ssed (Please	e tick	as ap			to be
Sp	ontinue	ssessment Methods Assessment	60	asser 2	ssed (9	Please 14	e tick 17	as ap 19			to be
Sp	ontinue	ssessment Methods Assessment	60	asser 2	ssed (9	Please 14	e tick 17	as ap 19			to be
	ontinue Midtern	ssessment Methods Assessment	60	asser 2	ssed (9	Please 14	e tick 17	as ap 19			to be
Sp Co Fi	ontinue Midtern	ssessment Methods Assessment m	60 20	asse: 2 √	ssed (9 √	Please 14 √	e tick 17 √	as apj 19 √			to be
Sp Co Fi To	ontinue Midtern	ssessment Methods Assessment m	60 20	asse: 2 √	ssed (9 √	Please 14 √	e tick 17 √	as apj 19 √			to be
Sp Co Fi To Pr	ontinue Midtern nal Asse	ssessment Methods Assessment m	60 20 0 100	asse: 2 √	ssed (9 √	Please 14 √	e tick 17 √	as apj 19 √			to be
Sp Co Fi To Pr	ontinue Midtern nal Asse otal	ssessment Methods Assessment m	60 20 0 100 100	asse: 2 √ √	ssed (9 √ √	Please 14 √ 14	e tick 17 √ √	as apj 19 √ √			to be
Sp Co Fi To Pr Ro Ro	ontinue Midtern Midtern nal Asse otal oject eview 1	ssessment Methods Assessment m	60 20 0 100 100 20	asse: 2 √ √	ssed (9 √ √ √	Please 14 √ √ √	e tick 17 √ √ √	as apj 19 √ √			to be
Sp Co Fi To Pr Ro Ro Ro	nal Asse otal coject eview 1 eview 2 eview 3	ssessment Methods Assessment m	60 20 □0 100 20 30 50	$\frac{asses}{2}$ $\frac{1}{\sqrt{2}}$ $\frac{1}{\sqrt{2}}$ $\frac{1}{\sqrt{2}}$ $\frac{1}{\sqrt{2}}$ $\frac{1}{\sqrt{2}}$	ssed (9 √ √ √	Please 14 √ √ √ √ √	e tick 17 √ √ √ √ √	as apj 19 √ √ √ √			to be

Course code	Brand Management		L	Т	Р	J C
BMT6140			3	0	0	0 3
Pre-requisite						yllabus
						version
OBJECTIVES:						
	ll be able to co-create unique ideas, products					
	ll be able to comprehend global trends influer	ncing the busi	ines	s env	iron	ment
OUTCOME:						
1. Student	produces original ideas with minimal guid	dance. Imple	emer	tatio	n so	olutions
have str	ong evidential support					
2. Student	uses multiple idea creation techniques.					
3. Student	creates new ideas and combines multipl	le perspectiv	es t	o de	evelo	p new
solution	S					
4. The stu	dent is able to analyse decisions using m	ultiple interr	natio	nal	infoi	matior
sources						
5. The stu	dent is able to appreciate cultural difference	es with the a	vaila	ble	infoi	matior
while m	aking decisions					
6. The stu	dent is sensitive to consequences of intercult	ural commun	icati	on a	nd p	roposes
	e ways of communicating in the given contex				•	1
	s of Brand Management				5	5 hours
Brands vs Products	- Branded offerings –Branding goods –servi	ices-People- 1	locat	ion-	idea	s –
	rategic Brand management process	1				
Module:2 Build					4	5 hours
Customer based Bi	rand equity – Brand Knowledge –Building b	orands –Kelle	er's	nvra		
Aaker's and Kapfe			01 5	PJIU	inita	model
Module:3 Creat					5	5 hours
	Core brand associations- Brand Essence and	Brand Mantr	a- P	rand		
Role of Semiotics -		Diana mana	u L	iund	erer	nemes
Module:4 Mark					(5 hours
	unication				•	mours
	ns to build brand equity-Product –Pricing a	nd channel s	trate	ov-	Digi	tal and
conventional brand		ind channel s	man	gy-	Digi	tai anc
	l equity and Branding strategies				(5 hours
Measuring Brand	equity – Brand Value chain - Brand tra	cking studie		Juan		
	ch for brand valuation. Brand strategy – Bi					
Brand extensions	and new brands – Co-branding –Reinforcing	. revitalizing	and	adiu	stin	g brand
portfolio- Challen		,,8		j-		5
Module:6 Conte					3	6 hours
	m industry experts on branding in the digital	l era				
	Total Lecture hours:				30	hours
Text Book(s)						
	er, M.G, Parameswaran MG and Jacob Is	(2015)	Str	atagi	c R	rand
	edition, Pearson education.	saac, (2013),	51	ategi	сD	lanu
Reference Books	cution, i carson cutcation.					
	A alter on Pronding: 20 Principles That Driv	La Success S	ACI	2		
), Aaker on Branding: 20 Principles That Driv 013) Brand Management Text and Cases Ex		AUI	<u>ن</u>		
	013), Brand Management Text and Cases, Ex		0.~~	Indi	D	+ T + A
-	; (2013), The New Strategic Brand Managem	-	-			
	14), Lean Branding-Creating Dynamic Brand	is to Generate	; C0	nver	sion,	SULUT
Publishers and Dist		din a Marro D	.11	2	D	
	lla (ed.) (2014), The Definitive Book of Bran stava and Gregory Metz Thomas (ed.) (2014					
		ni Tha kutu				

Delhi, Sage Publications India Pvt	. Ltd	•										
Mode of Evaluation												
Specific Assessment Methods	%	Weighting	Intended subject learning outcomes to bases assessed (Please tick as appropriate)									
			1	2	3	4	5	6	7	8	9	
Continuous Assessment	60											
Midterm	20											
Assignments	40											
Final Assessment Test	40											
Total	100)										
Recommended by Board of Studies 11-03-2019												
Approved by Academic Council		No.54		Date		14-03	3-201	9				

Course code	Business to Business Marketing	L	Т	P J	C
BMT6141		3	0	0 0	3
Pre-requisite	Nil	Sylla	÷.		_
		~ j			
OBJECTIVES:					
students will be al	ble to formulate competitive strategies for the digital market pl	laces			
students will be al	ble to involve stakeholders and team members in executing dea	cisions			
OUTCOME:					
	nt provides a definitive and outstanding assessment of the	marke	et s	hare	and
	e advantage of competitors in the marketplace				
2. The studer	t does a comprehensive analysis of potential dangers of comp	etitors	act	ivity	
	nt provides comprehensive industry assessment and strateg	y form	nula	ition	anc
1	ation details It is able to establish a favourable team climate and ensure en	thusio	atio	daai	-i
4. The studen making	it is able to establish a favourable team climate and ensure en	musia	stic	ueel	5101
U	t is able to elicit constructive feedback in conflicting situation	IS			
	ent is able to facilitate enthusiastic stakeholder/team	partic	ipa	tion	and
	on in decision making	1	1		
	nizational Buying			6 h	ours
	ing versus Consumer Marketing, Customer Value Pro	opositi	on,	Tre	nds
ExOBJECTIVES	ing Business to Business Environment, Customers,	Örgani	izat	ion	and
Marketing.					
Forn Market Research,	ssing Marketing Opportunities and nulating Product Strategy Segmenting, Targeting and Positioning, Developing Product, dustrial Product Life-cycle, New Product Development Proce				
		ess. inr	IOV	alion	
Competitiveness,	Business to Business Branding.	ess, inr	10 V	ation	
· · · ·		ess, inr		5 h	anc
Module:3 Chan Channel Design a	Business to Business Branding.	-		5 h	and
Module:3 Char	Business to Business Branding. nnel Relationships and Communication	-		5 h	and
Module:3 Chan Channel Design a and Conflicts.	Business to Business Branding. nel Relationships and Communication nd Management, Channel Opportunities and Relationships, C	Channel	I M	5 h otiva	and ourse
Module:3ChanChannel Design aand Conflicts.Elements of the	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Management, Channel Opportunities and Relationships, C	Channel	I M	5 h otiva	and ourse
Module:3ChanChannel Design aand Conflicts.Elements of theStrategy, Internet	Business to Business Branding. nel Relationships and Communication nd Management, Channel Opportunities and Relationships, C	Channel	I M	5 h otiva d M	and ours ation
Module:3ChanChannel Design aand Conflicts.Elements of theStrategy, InternetModule:4Distr	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, MacCommunication with the Market, Trade Shows Strategy. 'ibution	Channe	l M an	5 h otiva d M 6 h	and ours ation
Module:3CharChannel Design a and Conflicts.Elements of the Strategy, InternetModule:4Distribution : Distribution : Distributica : Distribution : Distr	Business to Business Branding. Inel Relationships and Communication Ind Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Macommunication with the Market, Trade Shows Strategy.	Channe essage	l M an	5 h otiva d M 6 h	and ours ation
Module:3ChanChannel Design aand Conflicts.Elements of theStrategy, InternetModule:4Distribution : Distribution : Distribution : Distribution : Distribution and Neg	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Mc Communication with the Market, Trade Shows Strategy. ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management gotiation : Pricing Basics and Objectives, Price Models a	Channe essage ng Char t	I M an	5 ho otiva d M <u>6 ho</u> l	and ours ation
Module:3ChanChannel Design aand Conflicts.Elements of theStrategy, InternetModule:4DistributionDistribution : Distribution : Distribution frictionMembers, Direct ofPricing and Negtactics, Negotiated	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Mc Communication with the Market, Trade Shows Strategy. ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management gotiation : Pricing Basics and Objectives, Price Models a	Channe essage ng Char t	I M an	5 ho otiva d M 6 ho l	and ours tior edia
Module:3ChanChannel Design a and Conflicts.Elements of the Strategy, InternetModule:4Distribution : Distribution : Distr	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Mc Communication with the Market, Trade Shows Strategy. ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management otiation : Pricing	Channe essage ag Char t and Sk	I M an nne	<u>5 h</u> otiva d M <u>6 h</u> l , Pri <u>6 h</u>	and ours ours fedia ours cing
Module:3ChanChannel Design a and Conflicts.Elements of the Strategy, InternetModule:4Distribution : Distribution : Distr	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, Mc Communication with the Market, Trade Shows Strategy. ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management gotiation : Pricing Basics and Objectives, Price Models a	Channe essage ag Char t and Sk	I M an nne	<u>5 h</u> otiva d M <u>6 h</u> l , Pri <u>6 h</u>	and ours ntion cedia ours
Module:3ChanChannel Design a and Conflicts.Elements of the Strategy, InternetModule:4Distribution : Distribution : Dis	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, McCommunication with the Market, Trade Shows Strategy. 'ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management gotiation : Pricing Basics and Objectives, Price Models a I Pricing rsonal Selling Function: Personal Selling, Industrial Sales Formation	Channel essage ng Chan t and Sk orce Ma	I M an nne iills ana	$\frac{5 h}{0}$	and ours tition cedia ours ours ent, s fo
Module:3ChanChannel Design a and Conflicts.Elements of the Strategy, InternetModule:4DistriDistribution : Distribution : Distributio	Business to Business Branding. anel Relationships and Communication nd Management, Channel Opportunities and Relationships, C Promotion Mix, Managing B2B Advertising – Budget, McCommunication with the Market, Trade Shows Strategy. 'ibution stinctive Nature, Channel Design, Managing and Administerin & Indirect Channels, Supply Chain and Logistics Management gotiation : Pricing Basics and Objectives, Price Models a I Pricing rsonal Selling Function: Personal Selling, Industrial Sales Focion, Training, Control and Evaluation tion and Ethics: Delivering Value and avoiding commoditization, Managing the Product Offering, Key Account Management	Channel essage ng Chan t and Sk orce Ma	I M an nne iills ana	$\frac{5 h}{0}$	and our ttion cedia our cing our ent, s fo orate

Gı	uest lectu	re by industry experts	on B	2B Marketin	ng in l	ndia					
				Total Lectu	re ho	urs:					30 hours
# N	Mode: Fl	ipped Class Room, Ca	se D	iscussion and	d Lect	ures					
Tex	kt Book(s)									
1.	Mie	chael D. Hutt, Dheera	j Sha	arma, Thom	as W.	Speh	, (20)14), B2	B Mar	keting	g-A South
	Asi	an Perspective, 11thed	ition	, Cengage Le	earnin	g.					
2.	Kri	shna K. Havaldar, (201	10), I	Business Mar	rketin	g- Tex	t and	l Cases,	McGrav	w Hill	l
Ref	ference l	Books									
1.	Rol	oert Vitale, Joseph G	iglie	r, Waldema	r, Pfo	pertsch	ı,	(2011),	Busine	ess to	Business
	Ma	rketing – Analysis and	Pract	tice, Person l	Educa	tion.					
2.		nes C Anderson, Ja									
		nagement – Understa	andin	g, Creating	, and	Deli	verii	ng Valu	e, 3rd	editio	n, Person
	Edı	acation.									
Mo	de of Ev	aluation									
Sp	oecific A	ssessment Methods	%	Weighting							nes to be
					asse	ssed (I	Pleas	<u>se tick a</u>	s appr	opria	te)
C		Assessment	60								
	Midter	n	20								
								+		_	
		essment Test	40				L				
	otal		100	Ĩ							
		led by Board of Studie	S	11-03-2019)						
Ap	proved b	y Academic Council		No.54		Date		14-03-2	2019		

Course code	Channel Management Strategi	es	L	T	P J	_
BMT6142			2	0	0 4	-
Pre-requisite					Sylla vers	
OBJECTIVES:					vers	51011
	be able to identify business problems and for	mulate alterr	native	course	esof	
action	be usie to identify submess problems and for			course	5 01	
	be able to articulate (oral and written) ideas t	o aid decisio	n mak	ing		
	be able to involve stakeholders and team mer				ons	
OUTCOME:			8		0110	
	t is comprehensively able to describe the pr	oblem in a de	ecisior	maki	ng	
	it is able to come up with multiple alternative				0	
	it is able to suggest a very comprehensive an		-		lan	
	nt is effective in oral communication of a					also
convincing		U				
5. The studer	it is able to effectively use written communic	ation for exp	ressin	g viev	VS	
	nt is able to convince others on decision 1					and
written con	nmunication skills					
7. The studer	nt is able to establish a favorable team climation	te and ensure	enthu	siasti	e decis	sion
making						
	t is able to elicit constructive feedback in co	-				
	ent is able to facilitate enthusiastic stak	eholder/tean	n pa	rticipa	ation	and
	on in decision making	1				
Module:1 Intro	oduction to Marketing Channels				2 ho	ours
	– contribution of channel partners to market	ers and cons	umers			
Module:2 Cons	sumers and channels				4 ho	ours
Types of channels	based on segmentation and service outputs -	- value propo	sition	5		
Module:3 Char	nnel management strategies				4 ho	ours
Flows- power – co	onflict- alignment- adaptation – gaps in chan	nel				
Module:4 Omr	i and Hybrid Channels				4 ho	ours
Channel proliferat backward channel	ion – online, offline, business to business, l integration	ousiness to co	onsum	er , ve	ertical	and
Module:5 Char	nnel performance assessment				4 ho	ours
Efficiency – com	pensation – performance metrics					
Module:6 Cont	emporary Issues				2 ho	ours
Role of disinterm	nediation in disrupting marketing channel stra	ntegies				
	Total Lecture hours:				20 ho	urs
Proj	ect: Team of maximum 6 students would	20 [Non-Co	ontact			

would provide the	topic based on the	modul	les.							
Text Book(s)										
Palmatier, R., Stern, L., & El-A	Ansary, A. (2016).	Marke	ting C	hanne	el Stra	tegy	Rout	ledge	e.	
Reference Books										
Furey, T., & Friedman, L. (2012	2). Channel Advan	tage, T	he. Ro	outled	ge.					
Fotiadis, T., & Folinas, D. (2	017). Marketing a	and Su	upply	Chair	n Mar	agen	nent:	A S	System	ŋ
Approach. Routledge.										
Mode of Evaluation										
										-
Specific Assessment Methods	s % Weighting		ended				0			ł
Specific Assessment Methods	s % Weighting	asse	essed (Pleas	e tick		0			ł
-							0			ł
Specific Assessment Methods Continuous Assessment	s % Weighting 60	asse	essed (Pleas	e tick		0			}
-		asse 9	essed (Pleas	e tick 19		0			
Continuous Assessment	60	asse 9	essed (Pleas	e tick 19		0			
Continuous Assessment Midterm	60	asse 9	essed (Pleas	e tick 19		0			
Continuous Assessment Midterm Project	60	asse 9	essed (Pleas	e tick 19		0			
Continuous Assessment Midterm Project Review 1	60	asse 9	essed (Pleas	e tick 19		0			

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No.54	Date	14-03-2019

Course code	Consumer Behaviour	•	L T P J C
BMT6143			
Pre-requisite			Syllabus version
OBJECTIVES:			v. 01.00
	Il be able to formulate competitive strategies	for the digital r	narket places
	Il be able to practice ethical values in achiev	•	1
OUTCOME:	in de doie to practice cuincar variaes in actiev	ing stakenoider.	s wenare
 The student competitive The student The student implementa The student The student The student 	t provides a definitive and outstanding asses e advantage of competitors in the marketplace t does a comprehensive analysis of potential t provides comprehensive industry assessmention tion details t is able to recognise ethical issues that affect t is able to apply multiple ethical concepts in aking t is able to evaluate the most appropriate per	e dangers of com nt and strategy f t multiple stake analysing cons	petitors activity Formulation and holders equences of
welfare	is doie to evaluate the most appropriate per	speetive in denie	e ving stakenorder
Module:1 Intro	duction		2 hours
	ance, Dimensions of Consumer Behavior, Ro	elevance of Mar	
Consumer Behavio			
	Consumer Decision Making Process		4 hours
	d Roles, Consumer Decision Making Proce del, Howard Sheth model of Buying Behav		
<u>``</u>	ological Influences on Consumer		5 hours
	ion Making -I		
	& Motivation, Personality and Consumer onsumer Perception, Risk and Imagery	behaviour, Bra	nd Personality, Self
Module:4 Psych	ological Influences on Consumer ion Making –II		5 hours
	g, memory, Consumer Attitude: Belief, At	ffect-Mood and	Emotions, Attitude
	ude Formation and Attitude Change, Consu		
Module:5 Socio	logical Influences on Consumer Decision		2 hours
Maki	0		
_	ences on Consumer Decision Making: C		
-	l standing-Culture's influence on consumer		
behaviour. Other	Influences and Trends in Consumer Beh	aviour: Diffus	ion and adoption of
	eting ethics and social responsibility, Dark s	ide of consumer	behavior
	emporary Issues		2 hours
	ndustry experts on contemporary tools used	to capture factor	rs influencing the
consumer decision			• • -
	Total Lecture hours:		20 hours
under	ct: Team of maximum 6 students would take the project. The faculty coordinator I provide the topic based on the modules.	20 [Non-Conta	ict hrs]
# Mode: Flipped	l Class Room, Case Discussion, Lectures and Project		

Tex	xt Book(s)											
1.	Schiffman L G, Kanuk LL, I	Rame	esh Kumar S	5, (201	15), C	onsur	ner B	ehaviour, 11 th edition,				
	Pearson Education, Inc. Dheeraj Sharma, Jagdish Sheth, Banwari Mittal, (2015), Consumer Behaviour – A											
2.	Managerial Perspective, Cengage Learning.											
	Managerial Perspective, Cengage Learning.											
Ref	ference Books											
1.	Hawkins et al, (2010), Consumer Behaviour-Building Marketing Strategy, Tata McGraw Hill.											
2.	Hoyer, Mcinnis, Pieters, (2013), Consumer Behavior, 6thedition, Cengage Learning.											
3.	Majumdar, Ramanuj, (2010),	Cons	sumer Behav	viour I	nsigh	ts from	m Ind	ian Market, PHI.				
4.	Michael R. Solomon, (2016)	, Cor	nsumer Beha	aviou	-Buyi	ing H	laving	and Being, 12thedition,				
	Pearson Education.											
5.	Underhill et.al, (2008), Why w	ve bu	y: The Scien	nce of	Shop	ping,	Simo	n & Shuster.				
Mo	de of Evaluation											
Sp	pecific Assessment Methods	%	Weighting					arning outcomes to be				
				asse	ssed (Pleas	e tick	as appropriate)				
				1	2	3	4					
C	ontinue Assessment	60										
	Midterm	20										
	DA-1											
	DA-2											
	Pre midterm Quiz											
	Post Midterm Quiz											
Fi	nal Assessment Test	40										
T	otal	100										
	roject											
R	eview 1	20										
R	eview 2	30										
R	eview 3	50										
Τ	otal	100										
	commended by Board of Studie	S	11-03-2019)								
Ap	proved by Academic Council		No.54		Date	;	14-03	3-2019				

Course code	Customer Engagement Marketin							
BMT6144		3 0 0 0 3						
Pre-requisite	Nil	Syllabus version						
		v. 01.00						
OBJECTIVES:								
	be able to co-create unique ideas, products and so							
	e able to articulate (oral and written) ideas to aid	e						
	e able to involve stakeholders and team members	s in executing decisions						
OUTCOME:								
strong evid 2. Student use	oduces original ideas with minimal guidance. I ential support as multiple idea creation techniques	-						
	ates new ideas and combines multiple perspectiv at is effective in oral communication of a ma							
6. The studen communica		sing his or her oral and written						
7. The student is able to establish a favorable team climate and ensure enthusiastic decision making8. The student is able to elicit constructive feedback in conflicting situations								
	nt is able to facilitate enthusiastic stakeho	Ider/team participation and						
	n in decision making							
	Outcomes (SLO): 1,2,17							
	bility to apply business problem solving techni	ques in customer engagement						
business applications								
[2]Having a clear understanding of the customer engagement marketing related concepts and of								
contemporary issues [17] Having an ability to use techniques, skills and modern managerial tools & techniques necessary for business practice								
	epts and Meaning of Customer Engagement	7 hours						
	onship Management, Customer Experience	Management and Customer						
00	Customer Engagement Behaviour: Behavior Theoretical Foundations – The Process of Custo ers	1 1						
Module:2 Custo	mer Engagement Brand Relationships	6 hours						
Customer Engage	s with Customers - Assessing Customer Engage ment in virtual brand community – Faceboo her Engagement in offline brand community							
Module:3 Conce Engag	eptualizing and Measuring Customer gement Value	6 hours						
Value	Value, Customer Lifetime Value, Customer Refe							
Techr	gement, Interactivity, Social Media and hology	5 hours						
Value Framework	e Value, Customer Knowledge Value - Manag - Organizational Challenges							
	ging Customer Engagement	4 hours						
	outcomes of Customer Engagement - Develop Engagement - Negative Customer Brand Engage							
Module:6 Cont		2 hours						
	m industry experts on Customer Engagement wit	h AI and VR						

			Tota	l Lecture hou	rs:					30 hours			
# Mode: Flipped Class Room, Case Discussion, Lectures and Project													
Tex	t Bool	x(s)											
1.		Kumar V (2014), Profitable Customer Engagement Concept, Metrics and Strategies, Sage Publications Pvt. Limited, New Delhi, India											
Ref	ference	Books											
1.	Mark	almatier, Robert W., Kumar, V., Harmeling, Colleen M. (2018), Customer Engagement Iarketing, Palgrav Macmillan, India											
2.		nda Pophal (2014), The Everything Guide To Customer Engagement: Connect with stomers to Build Trust, Foster Loyalty, and Grow a Successful Business, Adams Media,											
3.	Massachusetts, USA. Roderick J. Brodie, Linda D. Hollebeek and Jodie Conduit (2016), Customer Engagemen												
	Conte	mporary Issues and Challen			Jondun	(201)	<i>)</i> , eu	istonik		Sugement,			
Mo	de of l	Evaluation		% Weightin									
		Specific Assessment Metho	pecific Assessment Methods						-	1			
	-			(0)	1	2	3	4	5				
	-	Continue Assessment Midterm		60 20	√								
	-												
	Final Assessment Test			40									
		Total	· · ·	100									
		nded by Board of Studies		03-2019	D	1.1	00.00	10					
App	proved	by Academic Council	54	Date	te 14-03-2019								

Course code	Digital Marketing and analytics	L T P J C
BMT6145		2 0 0 4 3
Pre-requisite	Nil	Syllabus version
_		v
OBJECTIVES:	· · · · ·	
students will b	e able to comprehend global trends influencing the business	environment
students will b	e able to formulate competitive strategies for the digital mark	ket places
students will b	e able to systematically apply qualitative and quantitative tec	hniques to solve
business proble	ems	
OUTCOME:		
1. The student is	able to analyse decisions using multiple international inform	ation sources
2. The student is	able to appreciate cultural differences with the available info	ormation while
making decision		
3. The student is	sensitive to consequences of intercultural communication an	d proposes
sensitive ways	of communicating in the given context	
4. The student pr	ovides a definitive and outstanding assessment of the market	share and
competitive ad	lvantage of competitors in the marketplace	
	bes a comprehensive analysis of potential dangers of competi	
6. The student pr	ovides comprehensive industry assessment and strategy form	ulation and
implementation	n details	
7. The student is	able to perform a comprehensive quantitative data analysis	
	able to interpret qualitative information in detail	
9. The student is	able to represent the analyses as a complete solution to the b	usiness problem
	Il Marketing Strategy	3 hours
	onal marketing- Significance - Online marketing mix - E-prod	duct, STP, E-price,
E-Promotion. Affil		
	ntent Marketing – market influence analytics in Digital Eco	
	media Marketing and Search analytics	5 hours
	nnels, Social Media Strategy, Web PR and Online repu	
	keting - Search Engine Optimization and Adwords - PPC A	Advertising - Video
SEO- Conversion (francel non-ante hast
0	analysis, dashboards, segmentation - Navigation analysis (rimentation A/B and multivariate testing - Search analytics	1 ·
	nalytics & Web 2.0, multi-channel marketing manageme	
predictive analytic	harvies & web 2.0, mate channel marketing manageme	in, web infining a
*	Analytics	4 hours
	key fabric of the Web - Sources of data: clickstream da	
Ũ	- Clickstream data collection techniques compared: web s	•
•	p metrics and Key Performance Indicators (KPIs): simple vi	u
	engagement, conversions, etc. Framework for mapping bus	
_	'eb Analytics at e-Business scale - Data collection architect	
-	-	
	xOBJECTIVESration and reporting - Introduction to Splunk	
•	and Visual Analytics	3 hours
00	Processing (NLP)- Supervised Machine Learning (ML) A	lgorithms-API and
1 0	using simple R / Python	
•	Drill down and hierarchies-Sorting-Grouping- Additional	• •
_	alysis with Cubes and MDX- Filtering for Top and Top N	-
Shelf- The Formatt	ing Pane Trend Lines- Forecasting- Formatting- Parameters	6
Module:5 Goog	le Analytics analytics- how Google analytics work	3 hours

Google analytics -getting up and running with Google analytics -navigating Google analytics using Google analytics reports -Google metrics - using visitor data to drive website improvementfocusing on key performance indicators- integrating Google analytics with third-party applications

	using on k	• •							
		Contemporary Issue							2 hours
Gı	iest lectur	e by industry experts	on c	ontemporary	/ digit	tal med	lia too	ols, W	eb Analytics like
Μ	obile Ana	lytic- Game Analytic	s, Vi	deo Analyti	cs, Ty	witter/l	Faceb	ook/L	inkedIn Analytics and
Vi	ral Analy	tics							
				Total Lect	ure h	ours:			20 hours
		Project: Team of m	naxin	num 6 stud	ents	would			20 [Non-Contact hrs]
		undertake the projec	t. T	he faculty	coord	inator			
		would provide the top	oic ba	used on the r	nodu	les.			
	# Madai	Eliment Class Deam	Car	Diagonation					
	# Mode:	Flipped Class Room,	Cas						
					anu r	roject			
	t Book(s)		•	m 1 r		a • 1	- D'	•. • •	r 1 .1
1.		Stokes, (2014), eMar	ketin	g: The Esser	ntıal (Juide	to Dig	ital M	larketing, 5thedition,
r	~	k Education.	Cl.	duri al Di-1	and N	lour	Varia	Laha	aton (2012) Internet
2.		e Chaffey, Fiona Ellis							ston, (2012), Internet
Dat	Cerence B	ceting: Strategy, Impl	emer	itation and F	ractio	ce, Pre	nuce	Hall.	
		<u>ooks</u> a Evans, (2010), Soci	-1 M	adia Martrat		trata	as for	Enco	aina in Eachaalt
1.		ter & Other Social M			0	strategi	les for	Enga	ging in Facebook,
2.		lana Ahuja, (2015), D		~	<u> </u>	dition	Ovfo	rd Un	iversity Press
2. 3.									line Accountability and
5.		nce of Customer Cent			5 2.0	. 1110	Ant		ine Accountability and
Mo	de of Eva		11010	,					
1		sessment Methods	%	Weighting	Inte	ended	subie	ct lea	rning outcomes to be
							•		as appropriate)
					2	17	20	14	
C	ontinue A	ssessment	60						
	Midterm	l	20						
Fi	nal Asses	sment Test	40						
	otal		100						
	oject				,		,	_	
_	eview 1		20						
R	eview 2		30						4
	eview 3		50						
T	otal		100						
To Rec	otal commende	ed by Board of Studie Academic Council		11-03-2019 No. 54	9	Date			-2019

Course code	Marketing Analytics		L T P J C
BMT6146			2 0 2 0 3
Pre-requisite	Nil		Syllabus version
OBJECTIVES: students wi	Il be able to systematically apply qualitative	and quantitative	techniques to
	ess problems		Ĩ
 The studen The studen Student Learning 	t is able to perform a comprehensive quantity t is able to interpret qualitative information is t is able to represent the analyses as a compl g Outcomes (SLO): 1,2,9,14,17	n detail	
Students will be ab [1]Having an ability applications	ble to ty to apply mathematics / business problem s	olving technique	es in business
[2]Having a clear u	understanding of the subject related concepts	and of contemp	orary issues
[9]Having problem	n solving ability – solving social issues and b	ousiness problem	IS
[14] Having an abi well as to analyze	lity to design and conduct case analysis, sim and interpret data	ulation / survey	/ experiments, as
[17] Having an abi necessary for busin	lity to use techniques, skills and modern maness practice	nagerial tools &	techniques
Module:1 Mark	ceting Analytics Framework		3 hours
treatment of outlin Market segment i	larketing Analytics and Models. Market ers, Market sizing, PESTLE Market analysis dentification, targeting, and positioning - and Perceptual Mapping Techniques	s, Porter Five For	rce Analysis
	ess Strategy and Operations		3 hours
Strategic Scenario Forecasting, Predic	rategy selection with strategic models os, Strategic Decision Models, Strategic ctive Analytics, Data Mining, Balanced Scor		uccess Factors
Module:3 Prod	uct and Price Analytics		4 hours
Resource Alloc	rvice Analytics : Conjoint Analysis model eation, Product/ service Metrics, Pricing Techniques, Pricing Assessment, Pro crimination	Attribute Pr	reference testing
	ibution and Promotions Analytics		4 hours
	ytics: Distribution Channel Characteristics, ection, Multi-channel Distribution, Distribution		
•	tics: Promotion Budget estimation, Promo , Promotion Metrics for traditional Media, P	-	

	Sales Analytics and	Analytics in Ac	tion							41	hour
E comme	erce sales model, sales m	netrics, profitabil	lity me	trics a	nd su	pport i	netric	S			
Rapid dec	cision models, excel exc	ellence, data dri	ven pro	esenta	tions						
Module:6										21	hour
Guest lec	ture by industry experts	on contemporar	y issue	es and	oppo	rtuniti	es in a	ppli	icatio	on of	2
marketing	g analytics in different s										
		Total Lect	ure ho	ours:						20 h	ours
Practical	:				20 h	ours			1,2,3	3,4,5	
# Mod	e: Flipped Class Room,	Lectures, Case I	Discuss	sions							
		and lal	b exerc	eises.							
Text Bool											
	tephen Sorger, (2013),		ANAI	LYTIC	CS, \overline{S}	trategi	c Mo	dels	and	1 Me	etrics
	rst Edition, Admiral Pre										
	ary L. Lilien and Arv							erir	ng: (Comj	puter
	ssisted Marketing Analy	vsis and Planning	g, Trafi	ford P	ublish	ing U	K				
		 				— 1		• •			0
1. Way	me L. Winston (2014), N	Marketing Analy	tics: D	ata-Dı	riven	Techn	iques	with	n Mie	crose	oft
1. Way Exce	rne L. Winston (2014), N el, Wiley, Indianapolis.						-				
1. Way Exce 2. Paul	rne L. Winston (2014), M el, Wiley, Indianapolis. W. Farris, Neil T. Bend	lle, Phillip E. Pfe					-				
1. Way Exce 2. Paul Metr	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso	lle, Phillip E. Pfe					-				
2. Paul Metr	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation	lle, Phillip E. Pfe n USA.	eifer, D	David J	. Rei	bstein	(2010)), M	larke	eting	
1. Way Exce 2. Paul Metr Mode of H	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso	lle, Phillip E. Pfe	eifer, D	David J	. Rei	bstein	(2010) rning), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation	lle, Phillip E. Pfo n USA.	eifer, D Inte asse	David J nded ssed (. Rei subje Pleas	bstein ect lea e tick	(2010) rning as app), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods	lle, Phillip E. Pfon n USA. % Weighting	eifer, D	David J	. Rei	bstein	(2010) rning), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfo n USA.	eifer, D Inte asse	David J nded ssed (. Rei subje Pleas	bstein ect lea e tick	(2010) rning as app), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfon n USA. % Weighting 60	Inte asse	David J Inded ssed (2	subje subje Pleas	ect lea e tick	(2010) rning as apj 17), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfon n USA. % Weighting 60	Inte asse	David J Inded ssed (2	subje subje Pleas	ect lea e tick	(2010) rning as apj 17), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfon n USA. % Weighting 60	Inte asse	David J Inded ssed (2	subje subje Pleas	ect lea e tick	(2010) rning as apj 17), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfon n USA. % Weighting 60	Inte asse	David J Inded ssed (2	subje subje Pleas	ect lea e tick	(2010) rning as apj 17), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment	lle, Phillip E. Pfon n USA. % Weighting 60	Inte asse	David J Inded ssed (2	subje subje Pleas	ect lea e tick	(2010) rning as apj 17), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of H Specific	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment erm	lle, Phillip E. Pfo n USA. % Weighting 60 20	eifer, D Inte asse 1 √	David J nded ssed (2 √	I. Reil	ect lea e tick 14 √	(2010) rning as ap] 17 √), M out	larke tcom	eting nes to	
1. Way Exce 2. Paul Metr Mode of F Specific . Continue Midte Final Ass Total Practical	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment erm sessment Test	lle, Phillip E. Pfe n USA. % Weighting 60 20 40 100 100	eifer, D Inte asse 1 √	David J nded ssed (2 √	I. Reil	ect lea e tick 14 √	(2010) rning as ap] 17 √), M out	larke tcom	eting nes to	
 Way Exce Paul Metr Mode of F Specific Continue Midte Final Ass Total Practical	rne L. Winston (2014), N el, Wiley, Indianapolis. W. Farris, Neil T. Bend rics, 2nd Edition, Pearso Evaluation Assessment Methods e Assessment erm	lle, Phillip E. Pfe n USA. % Weighting 60 20 40 100 100	linte asse 1 √	David J nded ssed (2 √	I. Reil	ect lea e tick 14 √	(2010) rning as ap] 17 √), M out	larke tcom	eting nes to	

Course code	Marketing at the Bottom of the	Pyramid	L	T	P J	C
BMT6147			3	0	0 0	3
Pre-requisite			Sylla	bus	s ver	sion
OBJECTIVES:						
	le to comprehend global trends influencing the					
	le to involve stakeholders and team members	in executing de	ecisions			
OUTCOME:	able to enalize desisions using multiple inte					
	able to analyse decisions using multiple inte s able to appreciate cultural differences wi					rhild
making decisi		ui uic available	miom	atr	JII W	mic
	is sensitive to consequences of intercultu	ral communica	tion ar	nd	prop	oses
	s of communicating in the given context				PP	
~	s able to establish a favourable team climat	e and ensure en	nthusias	stic	deci	sion
making						
	able to elicit constructive feedback in conflic					
	able to facilitate enthusiastic stakeholder/te	eam participation	on and	con	tribu	tion
in decision ma	0					
	duction to BoP market and Marketing		D - D		3 ho	ours
Characteristics of I	BoP markets, rural vs Urban BoP, Introductio	on to the 4As of	BOP			
Module:2 Produ	uct and service innovations for BoP				6 ha	hire
	ervices for BoP, marketing research for inno	vative ideas			0 110	Juis
fiew product and s	er vices for Dor, markening researen for mild	valive facus				
Module:3 Chan	nel and distribution issues in BoP				6 ho	ours
Characteristics of i	nfrastructure in BoP, issues with channel me	mber availabilit	y and q	ual	ificat	ion
X X X X X X X X X X						
	ng and promotion challenges in BoP and effective demand, pricing methods	madia darla	2000 07	4	6 ho	
communication	and effective demand, pricing methods	s, meula darki	less al	u	enec	
communication						
Module:5 Socia	l Marketing in BoP market				6 ha	ours
	n social marketing, social marketing and av	vareness of ess	ential p	rod		
services						
Module:6 Conto	amnavawi Issuas				3 ho	
	emporary Issues m industry experts on current issues and deve	elonments in Bo	P mark	ets	5 110	Juis
Guest Lecture no	in modely experts on current issues and dev	ciopinents in De	1 mark	015		
	Total Lecture hours:			3	0 ho	urs
Text Book(s)	· · · · ·					
	Kumar, P. (Eds.). (2018). Social Entreprener	urship and Susta	ainable	Bu	sines	S
Models: The Case	e of India. Springer.					
Reference Books						
Leite mee Books						
Caneque, F. C., &	Hart, S. L. (Eds.). (2017). Base of the pyr	amid 3.0: sustai	inable d	leve	elopr	nent
through innovation	and entrepreneurship. Routledge.				-	
	. The base of the pyramid promise: Building	g businesses wit	h impa	ct a	nd so	cale
Stanford Universit	y Press.					

Heeks, R., Foster, C., & Nugroho, Y. (Eds.). (2017). New Models of Inclusive Innovation for Development. Routledge.

Waibel, P. (2017). Putting the poor first: how base-of-the-pyramid ventures can learn from development approaches. Routledge.

Mode of Evaluation

Specific Assessment Methods	%	Weighting						ng outcomes to be appropriate)					
			1	2	3	4	5	6	7	8	9		
Continue Assessment	60												
Midterm	20												
Assignments		40											
Final Assessment Test	40												
Total	100												
Recommended by Board of Studie	11-03-2019)											
Approved by Academic Council		No.54		Date	;	14-03	3-201	9					

)	Marketing Metrics		L T P J C
BMT614	8			30003
Pre-requisit	e	Nil		Syllabus version
OBJECTIV				
		e to identify business problems and formulat		
		ble to systematically apply qualitative and	d quantitative t	echniques to solve
business prol				
OUTCOME				
		is comprehensively able to describe the pro		
		is able to come up with multiple alternative		
		is able to suggest a very comprehensive and		
		is able to perform a comprehensive quantita		IS
		is able to interpret qualitative information in		1 · 11
		is able to represent the analyses as a comple	ete solution to th	-
		et Share and Customer Profitability , of Mind, Share of Heart		5 hours
		Revenue, Relative Share-Competitive analy	veis Market Co	acentration Market
Penetration-H			ysis, market Col	
r energiation r				
Customer Pro	ofitabil	ity: The value of individual customers and I	Relationships Cu	stomers, Recency,
		spect Value -Average acquisition cost-Average		
		ct & Portfolio Management,		6 hours
		ration, and Volume Projections - Growth: P	ercentage and C	
		nibalization Rates and Fair Share Draw-Brar		
		ctions-Segment utilities- Conjoint utilities a		
		ns & Profits, Pricing Metrics		6 hours
Unit Margin	- Mar	gin %- Channel Margins-Average Price	per unit-Price p	per statistical unit-
		costs-Marketing spending- Contribution		
Break even s	ales-Ta	arget volume-Target revenues		
		l optimization, with an eye toward setting pr		
		tion Price - Percent Good Value- Price elasti	icity of demand-	optimal price-
residual elast			Γ	
		otions and Advertising Metrics		6 hours
		omotions -Baseline Sales, Incremental Sales		
Redemption		for Coupons / Rebates The central measure	es of advertising	coverage and
1	-Mode	l for consumer response to advertising-		
1				
effectiveness	T	Construction Delinter of 10 meters it		
effectiveness Advertising:	-	ssions, Gross Rating Points, and Opportuniti		-
effectiveness Advertising:	-	ssions, Gross Rating Points, and Opportuniti Rates - Reach/Net Reach and Frequency - S		-
effectiveness Advertising: Impressions	(CPM)	Rates - Reach/Net Reach and Frequency - S		mpressions
effectiveness Advertising: Impressions Module:5	(CPM) Sales f	Rates - Reach/Net Reach and Frequency - S Force and Channel Management,		-
effectiveness Advertising: Impressions Module:5	(CPM) Sales f Linkir	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial		mpressions
effectiveness Advertising: Impressions Module:5	(CPM) Sales f Linkir perfor	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial mance	Share of Voice I	mpressions 5 hours
effectiveness Advertising: Impressions Module:5 Workload-S	(CPM) Sales f Linkir perfor Sales p	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial	Share of Voice I	force organization
effectiveness Advertising: Impressions Module:5 Workload-S performance Sales Force	(CPM) Sales f Linkir perfor Sales p e, and Goals	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial mance otential forecast-Sales total-sales force effe compensation-Distribution coverage and 1 - Sales Force Results - Sales Force Compen	Share of Voice Is ectiveness-Sales logistics - Sales asation - Facings	force organization Force Coverage
effectiveness Advertising: Impressions Module:5 Workload-S performance Sales Force	(CPM) Sales f Linkir perfor Sales p e, and Goals	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial mance otential forecast-Sales total-sales force effe compensation-Distribution coverage and 1	Share of Voice Is ectiveness-Sales logistics - Sales asation - Facings	force organization Force Coverage
effectiveness Advertising: Impressions Module:5 Workload-S performance Sales Force - Out-of-Sto	(CPM) Sales f Linkin perfor Sales pe e, and Goals ock and	Rates - Reach/Net Reach and Frequency - S Force and Channel Management, ag marketing metrics to financial mance otential forecast-Sales total-sales force effe compensation-Distribution coverage and 1 - Sales Force Results - Sales Force Compen	Share of Voice I ectiveness-Sales logistics - Sales isation - Facings -GMROII	force organization Force Coverage and Share of Shel

Mo	dule:6	Application of mark	eting	g metrics in								2 h	ours
		organizations											
		re by industry experts		ontemporary	issu i	es and	oppoi	tuniti	es in	creat	ting		
da	shboards	using marketing metr	ics										
				Total Lectu	ire ho	ours:						30 h	ours
Tex	kt Book(s)											
1.	Paul W	. Farris, Neil T. Bendle	e, Ph	illip E. Pfeif	er, D	avid J.	Reibs	stein (2010), Ma	arket	ing	
	Metrics	, 2nd Edition, Pearson	USA	A									
Ref	ference l	Books											
1.	Stephe	en Sorger, (2013), MA	ARK	ETING ANA	ALY7	FICS,	Strate	gic M	odels	s and	l Me	trics,	First
	Editio	n, Admiral Press.											
2.	Gary I	L. Lilien and Arvind R	anga	swamy (201	4), M	[arketi	ng En	gineer	ring:	Com	puter	r-Ass	isted
	Marke	ting Analysis and Plar	ning	, Trafford P	ublisł	ning U	ĸ	-	-		-		
3.	Wayn	e L. Winston (2014), N	/lark@	eting Analyt	ics: D	ata-D	riven '	Гесhn	iques	s witl	h Mi	croso	ft
	Excel,	Wiley, Indianapolis											
Mo	de of Ev	aluation											
Sp	oecific A	ssessment Methods	%	Weighting		ended) be
						essed (1	as a	ppro	pria	te)	
					1	6	17	18					
C		Assessment	60										
	Midter	n	20										
Fi	nal Asse	ssment Test	40										
T	otal		100										
				-									
Rec	commend	led by Board of Studie	s	11-03-2019	9								
Ap	proved b	y Academic Council		No. 54		Date	•	14-03	-201	9			

Cou	irse code		New Product Strategy		L T P J C
-	BMT6149	9			3 0 0 0 3
Pre	-requisite	ę	Nil	Sy	llabus version
OB	JECTIVE	ES:			
	student	s will	be able to co-create unique ideas, products and solutions		
	student	s will	be able to make decisions under constraints		
OU	TCOME:				
1.	Student p	produc	es original ideas with minimal guidance. Implementation	solutio	ons have strong
	evidentia				
2.			ultiple idea creation techniques		
3.			new ideas and combines multiple perspectives to develop	new s	olutions
4.			to relate all contextual factors in decision making		
5.			to analyse many costs and consequences of decision		
6.	The actic	on plar	n considers many of the constraints in the given context		
Mo	dule:1 l	Basics	of New Product Strategy		6 hours
			gy-decisions- consumer behavior adoption and diffusion o	f inno	vations;
			oose, risk in new products; PLC		
Mo	dule:2 1	Idea (Generation and Development		6 hours
Gen	eration of	f new j	product ideas and identifying new market opportunities, N	ew Pr	oduct Planning
			system and its application	-	
			roduct offer		6 hours
			opportunity and Designing new market offers-Conce	ept G	eneration and
Eva			ping and Testing Physical offers		
			roduct Brand Development and Pricing Strategies		6 hours
Imp	ortance of	f Bran	d decisions and Brand identity development; Pricing of a 1	new p	roduct, Pre-test
Mar	keting				
			Product Launch		4 hours
			launch and Post launch preparations;		
			mporary Issues		2 hours
Gu	est lecture	e by in	dustry experts on New product development practices in i	ndustr	у.
			Total Lecture hours:		30 hours
		# Moo	le: Flipped Class Room, Case Discussion and Lectures		
Tex	t Book(s)				
1.	(/		ppinger, Steven, (2012), Product Design and Development	5the	dition
	McGraw		ppinger, steven, (2012), 110auer Design and Development	., 0 0110	
2.			le, Di Benedetto, Anthony, (2014), New Products Manage	ment.	11thedition.
	McGraw	-	, <u>21 20100000, 120000</u> , <u>201 0</u> , 100 100000 100000	,	
Ref	erence Bo				
1.			er, (2011), Winning at New Products, Creating Value thro	ugh Ir	novation.
		-	ic Book, Perseus Books Group.	- <u>-</u>	······································
2.			ance, (2010), Service Innovation: How to Go from Custome	er Nee	ds to
			Services, McGraw-Hill.		
		0			

Mode of Evaluation Specific Assessment Methods	%	Weighting	Intended subject learning outcomes to b assessed (Please tick as appropriate)							
			2	4	5	6				
Continue Assessment	60									
Midterm	20									
DA-1										
DA-2										
Final Assessment Test	40									
Total	100)								
Recommended by Board of Studies 11-03-2019										
Approved by Academic Council		No.54		Date	9	14-0	3-2019			

Course code	Pricing and Revenue Management	L T P J C
BMT6150		2 0 0 4 3
Pre-requisite	BMT5111	Syllabus version
OBJECTIVES:		
	be able to make decisions under constraints	
	be able to formulate competitive strategies for the digital ma	
	be able to systematically apply qualitative and quantitative to	echniques to solve
business pro	blems	
OUTCOME:	1 . 1 . 11 10 1	
	ble to relate all contextual factors in decision making	
	ble to analyse many costs and consequences of decision	
	plan considers many of the constraints in the given context provides a definitive and outstanding assessment of the market	at chara and
	advantage of competitors in the marketplace	et share and
	does a comprehensive analysis of potential dangers of compe	titors activity
	provides comprehensive analysis of potential dangers of compe	
implementa		induction and
1	is able to perform a comprehensive quantitative data analysis	
	is able to interpret qualitative information in detail	
	is able to represent the analyses as a complete solution to the	business problem
	oduction	2 hours
Introduction to pr	icing and revenue management process	
	and Functions and Price optimisation	
Demand Forecas	ting -microeconomic and marketing theories on consumer be	havior and pricing -
Demand Forecas Product design, b	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and	havior and pricing -
Demand Forecas Product design, b Price-response fu	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and nction; Competition	havior and pricing - price optimization:
Demand Forecas Product design, b Price-response fur Module:3 Price	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and nction; Competition ing Policies	havior and pricing - price optimization: 5 hours
Demand ForecasProduct design, bPrice-response futModule:3PriceMarkdown policit	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and nction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo	havior and pricing - price optimization: 5 hours
Demand ForecasProduct design, bPrice-response futModule:3PriceMarkdown policit	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and nction; Competition ing Policies	havior and pricing - price optimization: 5 hours
Demand ForecasProduct design, bPrice-response futModule:3PriceMarkdown policiprices vs. customi	ting -microeconomic and marketing theories on consumer be- bundling and demand segmentation- Demand functions and nction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo ized prices; Responses to competitor bids - e-commerce	havior and pricing - price optimization: 5 hours omized Pricing: List
Demand ForecasProduct design, bPrice-response futModule:3PriceMarkdown policiprices vs. customiModule:4Ope	ting -microeconomic and marketing theories on consumer be bundling and demand segmentation- Demand functions and nction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo	havior and pricing - price optimization: 5 hours omized Pricing: List
Demand ForecasProduct design, bPrice-response futModule:3PriceMarkdown policiprices vs. customiModule:4OpeMan	ting -microeconomic and marketing theories on consumer be- bundling and demand segmentation- Demand functions and nction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo ized prices; Responses to competitor bids - e-commerce rational model of Price and Revenue	havior and pricing - price optimization: 5 hours omized Pricing: List 5 hours
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Demand Forecast Product design, b Price-response fur Module:3 Price Markdown policit prices vs. customi Module:4 Ope Man Stochastic Invent Management, exp Module:5 Com	ting -microeconomic and marketing theories on consumer be- bundling and demand segmentation- Demand functions and inction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo ized prices; Responses to competitor bids - e-commerce rational model of Price and Revenue agement tory Management and the Newsvendor Model - Single pected marginal value to control sales - Overbooking upetitive factors and Industry applications	havior and pricing - price optimization: 5 hours omized Pricing: List 5 hours resource Revenue 3 hours odels - Customer
Demand ForecasProduct design, bPrice-response furModule:3PriceMarkdown policitprices vs. customicModule:4OpeModule:4OpeManagement, expModule:5ComCompetitiveFacmanagement and	ting -microeconomic and marketing theories on consumer be- bundling and demand segmentation- Demand functions and inction; Competition ing Policies es and liquidations - Pricing with supply constraints - Custo ized prices; Responses to competitor bids - e-commerce rational model of Price and Revenue agement tory Management and the Newsvendor Model - Single beected marginal value to control sales - Overbooking petitive factors and Industry applications tors-Imperfect segmentation model: Discrete choice m strategic purchasing behavior - RM Process management in c	havior and pricing - price optimization: 5 hours omized Pricing: List 5 hours resource Revenue <u>3 hours</u> odels - Customer ompetitive situation
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1.	Robert L. Phillips, Pricing	g and	Revenue O	ptimi	zation	by. S	Stanfor	d Business Book,2005
2.	Vohra and Krishnamurthi,							
	1107010659		-	-		-		
Ref	ference Books							
1.	Kalyan T. Talluri Garr			-			y and	l Practice of Revenue
	Management, Springer, 20							
2.	G. Bitran and R. Caldente	ey. A	n Overview	of F	Pricing	Mod	els for	r Revenue Management.
	MSOM, vol.5, 2003.							
3.	A. Boyd and I. Bilegan. R	even	ue Managen	nent a	and E-	comn	nerce.	MS, vol.49, 2003
Mo	de of Evaluation							
Sp	ecific Assessment Methods	%	Weighting	Inte	ended	subj	ect lea	rning outcomes to be
				asse	essed (Pleas	e tick	as appropriate)
				1	2	6	17	
Co	ontinue Assessment	60						
	Midterm	20						
Fi	nal Assessment Test	40						
Τα	otal	100]
Rec	commended by Board of Studie	S	11-03-2019)				
An	proved by Academic Council		No. 54		Date		14-03	3-2019

Course cod		
BMT61: Pre-requisi		2 0 2 0 3 Syllabus version
<u>110-1040151</u>		v. 01.00
OBJECTIV	YES:	
students wi	ll be able to identify business problems and formul	ate alternative courses of action
	ll be able to systematically apply qualitative and qu	antitative techniques to solve
business pr		
OUTCOM		
	student is comprehensively able to describe the pro-	e
	student is able to come up with multiple alternative	1
	student is able to suggest a very comprehensive and student is able to perform a comprehensive quantit	
	student is able to interpret qualitative information i	
	student is able to represent the analyses as a c	
prob		complete solution to the ousiness
1	Overview of modern retailing	2 hours
	f Analytics in Retail sector – Retail Analytics Fr	
	e and understanding technological aspects - Over	
	alysis using R.	
Module:2	Market Basket Analysis and Lift and Retail	4 hours
	Pricing Analytics	
	Lift for Two Products - Computing Three-Way Li	
	ompetitor Threat Analytics – Willingness to pay a	nd Regular Price versus Promoted
price		
Module:3	Measuring Promotion response and retail	5 hours
wiodule.5	location analytics	5 11001 \$
	iocation analytics	
•	sis and Optimizing Direct Mail Campaigns: RFM	
	ng the Evolutionary Solver to Optimize a Direct M	
-	s - Nonparametric models. Retailers' site location	-
	on Modeling – Spatial analysis: descriptive and Sp	atial Regression - Omni-channel in
_	h Difference-in-differences (DID) models	4 h a
Module:4	Using the SCAN*PRO Model and Its Variants	4 hours
e	the SCAN*PRO Model - Modeling and forecasting	
- Modifying	the Model to Improve Forecast Accuracy - Invent	ory Management – Vendor
Managemen	t	
Module:5	Store Operations	3 hours
	Retail Space and Sales Resources: Identifyin	g the Sales to Marketing Effort
Allocating		
Relationship	 Modeling the Marketing Response to Sales Fo 	
Relationship of Sales Ef	fort - Using the Gompertz Curve to Allocate S	
Relationship of Sales Ef Detection &	fort - Using the Gompertz Curve to Allocate S Loss Prevention	Supermarket Shelf Space - Fraud
Relationship of Sales Ef Detection & Module:6	fort - Using the Gompertz Curve to Allocate S Loss Prevention Contemporary Issues	Supermarket Shelf Space - Fraud 2 hours
Relationship of Sales Ef Detection & Module:6	fort - Using the Gompertz Curve to Allocate S Loss Prevention Contemporary Issues re from industry experts on Emerging topics in reta	Supermarket Shelf Space - Fraud 2 hours il analytics
Relationship of Sales Ef Detection & Module:6	fort - Using the Gompertz Curve to Allocate S Loss Prevention Contemporary Issues	Supermarket Shelf Space - Fraud 2 hours

Mode: Flipped Class Room, Case Discussion, Lectures and Project

Text Book(s)

1. Wayne L. Winston (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley India, ISBN: 978-1-118-37343-9

Reference Books

1. Emmet Cox (2011), Retail Analytics: The Secret Weapon, Wiley India, ISBN: 978-1-118-09984-1

2.

Sachs, Anna-Lena (2015), Retail Analytics: Integrated Forecasting and Inventory Management for Perishable Products in Retailing, Springer, ISBN 978-3-319-13305-8

3.

Jennifer LeClaire, Danielle Dahlstrom, and Vivian Braun (2014), Business Analytics in Retail for Dummies, John Wiley & Sons, Inc. ISBN: 978-1-118-81689-9

Mode of Evaluation

Mode of	Evaluation								
	Specific Assessment Method	S	% Weightin	g					
	-		_	1	2	3	4	5	
	Continue Assessment		60						
	Midterm		20						
	Fina 🗆 Assessment Test		40						
	□otal		100						
	Practical		1000						
Recomme	ended by Board of Studies	11-	03-2019						
Approved	l by Academic Council	No.	54	Date	14-	-03-20)19		

Course code	Retailing	L	Τ	P J	C
BMT6152		3	0	0 0	3
Pre-requisite	Nil	Sylla			-
		~j11u		,	51011
OBJECTIVES:					
	Il be able to co-create unique ideas, products and solutions				
	Ill be able to comprehend global trends influencing the business	s envi	ron	men	t
	Ill be able to involve stakeholders and team members in executi				
OUTCOME:		U			
1. Student	t produces original ideas with minimal guidance. Implementation	on so	luti	ons l	nave
	evidential support				
Ŭ	t uses multiple idea creation techniques				
	t creates new ideas and combines multiple perspectives to devel	lop ne	ew	solut	ions
	udent is able to analyse decisions using multiple internati				
sources	• • •				
5. The stu	ident is able to appreciate cultural differences with the available	lable	inf	orma	tion
	naking decisions				
	ident is sensitive to consequences of intercultural communicat	tion a	nd	prop	oses
	ve ways of communicating in the given context				
	ident is able to establish a favourable team climate and en	sure	ent	husia	astic
	n making				
	dent is able to elicit constructive feedback in conflicting situati				
	-	partic	ipa	tion	and
	ution in decision making				
	• • • • • • • • • • • • • • • • • • • •				
	verview of retailing and retail economics				ours
Retailing in India,	role, relevance and trends, significance of retail industry, new			etaile	ers,
Retailing in India, channels of retailir	role, relevance and trends, significance of retail industry, new ng, role of franchising in retail, retail environment, FDI in retail			etaile	ers,
Retailing in India, channels of retailir India's Policy imp	role, relevance and trends, significance of retail industry, new ng, role of franchising in retail, retail environment, FDI in retail lications on Retail.			etaile men	ers, t of
Retailing in India, channels of retailir India's Policy imp Module:2 Retai	role, relevance and trends, significance of retail industry, new ng, role of franchising in retail, retail environment, FDI in retail lications on Retail.	l, Gov	/ern	etaile imen 6 ho	ers, t of ours
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Retailing in India, channels of retailing India's Policy impModule:2Retail Retail situational strategic mix, retail	role, relevance and trends, significance of retail industry, new ng, role of franchising in retail, retail environment, FDI in retail lications on Retail. I research analysis, strategy and understanding the retail consumers(il customer , store locations and location strategy- its important	l, Gov (retai	/ern	etaile imen 6 ho sear	ers, t of ours ch):
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2.	Patrick M Dunne, Rober	t F	Lusch, Jan	nes R	Carver	, (2014)	, Retail	ing,	8thedi	tion,
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1.	Piyush Kumar Sinha, I	Dwa	rika Prasac	l Uni	yal, ((2012),	Manag	ging	Retai	ling,
	2ndedition,Oxford Univers	ity F	ress.							
2.	Chetan Bajaj, RajnishT			Sriv	astava,	(2010),	Retail	Ma	nagen	nent,
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3.	Gibson G.Vedamani, (2013	3), R	etail Manag	ement	, 4thedit	ion,Jaico	Books			
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Pre-requisite Syllabus version OBJECTIVES:	Course code	Rural Marketing		LT	P J	С
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and Project		i otar Dectare nours.		5	5 110	~1 J
and Project	# Mode: Flippe	d Class Room, Case Discussions. Lectures				
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1.	Rural Marketing, Pradeep Ka	shyap	o, 3 rd Edition	n, Pers	son Edu	cation,	2016					
Ref	ference Books											
1.	Rural Marketing, Sawalia B Scientific Publishers,(India), 2			Idhusi	udan Na	arayan,	Potok	cuchi	Thryambaka	am,		
Mo	de of Evaluation					_	_			_		
Sp	pecific Assessment Methods	%	Weighting		nded S ase tick			0	Outcomes	to	be	asses
				4	6	14	18	,				
Ca	ontinue Assessment	60										
	Midterm	20		\checkmark	\checkmark							
	Digital Assignment – 1		10	\checkmark								
	$Digit \square l Assignment \square \square 2$		10					1				
	Quiz - 1		10		\checkmark	\checkmark						
Fi	nal Assessment Test		0									
Ta	otal		100									
Rec	commended by Board of Studie	s	11-03-2019	9								
Ap	proved by Academic Council		No.54		Date	14	-03-20	19				

Course code	Services Marketing		L	T	P J	С
BMT6154			3	0	0 0	3
Pre-requisite	Nil		Sylla			
•			v			
OBJECTIVES:						
students wi	ill be able to co-create unique ideas, products	and solutions				
	ill be able to comprehend global trends influe	U				
	ill be able to formulate competitive strategies	for the digital m	narket p	lace	S	
OUTCOME:						
1. Student	t produces original ideas with minimal guida	nce. Implementa	ation so	lutic	ons h	ave
	evidential support	1				
	t uses multiple idea creation techniques					
	t creates new ideas and combines multiple pe	rspectives to dev	velop ne	ew s	oluti	ons
	udent is able to analyse decisions using					
sources		-				
	ident is able to appreciate cultural differen	ces with the av	ailable	info	rmat	ion
	naking decisions					
	ident is sensitive to consequences of intercu		cation a	nd p	ropc	oses
	ve ways of communicating in the given conte					
	ident provides a definitive and outstanding a		e mark	et sh	are	and
	itive advantage of competitors in the market					•
	dent does a comprehensive analysis of poten					
	ident provides comprehensive industry asses	sment and strate	gy forn	nula	tion	and
	entation details duction	1			4 ho	
	l Classification of Services – Growth of servi	ices in Asia and	World			
	s in Services Marketing		wonu .		<u>6 ho</u>	
	Quality: GAPs Model - Managing Demand an	d Canacity			0 110	uis
	s on the Customer & Building				6 ho	urs
	ionships				0 110	uis
	tions and Perceptions - Building Customer R	elationships- Sei	rvice R	ecov	erv	
	xeting Mix for Services – Traditional				5 ho	urs
Services offering,	Pricing, Place and Promotion					
	ying Expanded Ps in Services Marketing				4 ho	
	Syee Role in Service Delivery - Physical Evic					
Customer Role i	n Service Delivery: Consumer behaviour -	Customer Exper	rience N	Mana	agem	ient
	ustrations from Various Service Sectors				<u></u>	
	emporary Issues		Carris		2 ho	urs
marketing and Ma	ndustry experts on contemporary issues and	opportunities in	Service	5		
	Total Lecture hours:			3() hoi	Irc
				51	, 110	11.5
	ed Class Room, Case discussions, Lectures					
Text Book(s)	Zoithaml Mary La Pitnar Dyyaying D. Cr	$\frac{1}{2}$	Ionvioco	M-	rlzat	ina
	. Zeithaml, Mary Jo Bitner, Dwayne D. Gr, McGraw-Hill.	ciller, (2013), S	Set vices		IKCU	ng,
	, McGraw-Hill. er Lovelock, Jayanta Chatterjee, Jochen V	Wirtz (2011) C	ervices	Ма	rkat	ina
1	, Pearson Education.	viitz, (2011), S	UI VICES	IVI	INCU	пg,
Reference Books	, i carson Education.					
MULTINE DUUKS						

- 1. James A. Fitz simmons, Monaj Fitz simmons, (2013), Services Management: Operations, Strategy and Information Technology, 8thedition, McGraw Hill.
- 2. Douglas Hoftman, John G. Bateson, (2011), Services Marketing: Concepts, Strategy and Cases; 4thedition, Thomson South western, Singapore.

Specific Assessment Methods	%	Weighting			ect lea se tick	tes to be			
Continue Assessment	60								
Midterm	20								
Final Assessment Tes	40								
Total	100)							
Recommended by Board of Studie	es	11-03-2019)						
Approved by Academic Council		No.54		Date	14-03	-2019)		

Course code	Strategic Marketing		L	Т	P	J	С
BMT6155			3	0	0	0	3
Pre-requisite			Sy	llabu	s ve	ersi	on
•			·				
OBJECTIVES:	•						
students will b	e able to make decisions under constraints						
students will b	e able to formulate competitive strategies for	the digital marl	cet p	laces			
students will b	e able to involve stakeholders and team memb	ers in executing	g dec	cision	S		
OUTCOME:							
1. Student is able	e to relate all contextual factors in decision ma	aking					
2. Student is able	e to analyse many costs and consequences of c	decision					
3. The action pla	in considers many of the constraints in the give	en context					
	provides a definitive and outstanding asses		mar	ket s	hare	e a	nd
competitive a	lvantage of competitors in the marketplace						
5. The student de	bes a comprehensive analysis of potential dang	gers of competi	tors	activi	ity		
6. The student	provides comprehensive industry assessment	nt and strategy	y fo	rmula	itior	n a	nd
implementatio	on details						
7. The student i	s able to establish a favorable team climate	and ensure en	thus	iastic	de	cisi	on
making							
8. The student is	able to elicit constructive feedback in conflic	ting situations					
9. The student is	s able to facilitate enthusiastic stakeholder/tea	am participation	n an	d cor	ıtrił	outi	on
in decision ma							
	duction to Strategic Marketing					hou	irs
	petitive advantage, strategic target and strateg	gic advantage, c	onsu	imer	and		
business markets							
	nal environmental analysis					hou	
	c,socio cultural, technological forces and str		nty	in ma	ırke	ting	g.
-	Scenario analysis and forecasting for market	ing					
	petitive marketing advantage					hou	
	g group analysis, positional advantage and sou	irces of advanta	age i	n mar			
	urce allocation and customer value				6	hou	irs
-	used for product market combination for diffe	rent SBUs					
Module:5 Imple	ementation issues in marketing strategy				61	hou	irs
		gorganization is					
Marketing mix po	plicies, control, implementation and marketing		ssues	,			
Marketing mix por Module:6 Cont	emporary Issues		ssues	,	31	hou	irs
Marketing mix por Module:6 Cont	e mporary Issues digital era on marketing strategy		ssues				
Marketing mix por Module:6 Cont	emporary Issues		ssues		3 30		
Marketing mix por Module:6 Cont	e mporary Issues digital era on marketing strategy		ssues				
Marketing mix po Module:6 Cont Effect of current of Text Book(s)	e mporary Issues digital era on marketing strategy				30 I	hou	irs

Reference Books

West, D. C., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press, USA.

Andaleeb, S. S., & Hasan, K. (Eds.). (2016). Strategic marketing management in Asia: case studies and lessons across industries. Emerald Group Publishing Limited.

Abratt, R., & Bendixen, M. (2018). Strategic Marketing: Concepts and Cases. Routledge.

Morgan, R. E. (2016). Strategic marketing: New horizons in theory and research. J. Rudd, M. Jaakkola, & G. W. Marshall (Eds.). Emerald Group Publishing Limited.

Specific Assessment Methods	%	Weighting	g Intended subject learning outcomes to l assessed (Please tick as appropriate)						o be		
			1	2	3	4	5	6	7	8	9
Continue Assessment	60										
Midterm	20										
Digital assignments		40									
Final Assessment Test	40										
Total	100										
Recommended by Board of Studie	es	11-03-201)		•		•	•	•		-
Approved by Academic Council		No.54		Date		14-03	3-201	9			

Course code	Balanced Score card and HR Sc	core Card	L T P J C
BMT6156			30003
Pre-requisite		S	Syllabus version
OBJECTIVES:			
	e to practice ethical values in achieving stak		
	e to involve stakeholders and team members	in executing decis	ions
OUTCOME:	·	1.1 1 1 1 1	1
	is able to recognise ethical issues that affect is able to apply multiple ethical concepts in		
decision ma		anarysing consequ	clices of
	is able to evaluate the most appropriate pers	spective in achievin	g stakeholder
welfare		1	8
4. The student	is able to establish a favorable team climate	and ensure enthusi	iastic decision
making		a	
	is able to elicit constructive feedback in con	U U	I
	is able to facilitate enthusiastic stakeholder/ in decision making	team participation	and
Module:1 Introc			5 hour
-	cepts, Definitions, Developments Perfor		ent Systems
Fundamental Issues	s An overview, Need for Holistic and Strate	gic Approach	
Factors that lead t	o conceiving idea of BSC.		
	ce Score Card		5 hour
	ts components? BSC Model evolved by K		s Research work
	conclusions, BSC and its Alternative Models	5	7 h a
	opments in BSC Evolution,four perspectives of BSC Com	munication System	7 hour
	Management System	inumeation system	i, Measurennen
•	c ,		
Module:4 Metho		T. 1	6 hour
	ard Actionable Process, Methodology and et Position Identify Initiatives and Action.	Techniques. Ind	ustry Analysis
	ing BSC with startegy		5 hour
	gic Theme, Linking Strategy and Exclusion	Planning, Aligning	
Action Evolving N	Measure, Cause-and-Effect Relationship, Pro-	eparation of HR Sc	ore card.
Module:6 Conte	emporary Issues		2 hour
Guest lecture by in	dustry experts on effective use of BSC		
	Total Lecture hours:		30 hours
# Mode: Flippe	d Class Room, Case Discussions, Lectures		
" in the second se	and Quizzes.		
Text Book(s)			
1 Robert S Ka	plan and David P.Norton(1996)Translating	strategy into action	THE
	SCORE CARD, Harvard Business Press	strategy into action	1, 1111/
References			
	Kaplan R (200) The Strategy-Focused Organ		
$1 N \dots D$			Dania

School Press.

2. Hubert K. Rampersad (2005) Universal System Performance: How to achieve results while maintaining integrity, Wiley Publisher.

Mode of Evaluation					
Specific Assessment Methods	% Weighting			ect learning se tick as app	outcomes to be propriate)
		1	2	3	4
Internal Assessment	40				
Midterm	20	\checkmark			
Final Assessment Test	40				
□Total	100				
Recommended by Board of Studie	s 11-03-201	9			
Approved by Academic Council	No.54		Date	14-03-2019	

Course code	Career Management		L T P J C
BMT6157			30003
Pre-requisite	Nil		Syllabus version
•			v. 00.00
OBJECTIVES:		1	
students will b	e able to make decisions under constraints		
students will b	e able to comprehend global trends influenci	ng the business	environment
students will b	e able to articulate (oral and written) ideas to	aid decision ma	lking
OUTCOME:			
1. Student is able	to relate all contextual factors in decision m	aking	
2. Student is	able to analyse many costs and consequences	s of decision	
	plan considers many of the constraints in the		
	t is able to analyse decisions using multiple		
	t is able to appreciate cultural differences w	vith the available	information while
making de			
	nt is sensitive to consequences of intercult	ural communica	ation and proposes
sensitive w	vays of communicating in the given context		
	nt is effective in oral communication of a	a managerial de	cision and is also
convincing			
	t is able to effectively use written communic	-	-
	t is able to convince others on decision mak	ing using his or l	her oral and written
communic			4.1
Module:1 Intro	duction to Career Management	1 4 4 *	4 hours
	view of career, career planning, career deve		career, and career
management. Obje	ctives and importance of career management		
Module:2 Self-A	Assessment and Career Management		6 hours
	nd Career Management: Understanding the	new career- Cha	nging landscape of
careers, Protean	career, Career and identity, Understanding	ng lifestyle and	l personal vision.
	eer: Skills assessment and peer coaching.		
	emporary issues in Career Management		6 hours
	ies in Career Management: Developing C		-
-	dual career couples. Lifespan career develo	-	
	track careers, Mid Life career blues. Ca	areer challenges	and solutions for
working families.			<u> </u>
	er Management System in Organisation		<u>6 hours</u>
•	nt from Organizational Point of View: Caree	•	•
	planning and career development. Care	er management	
		a a a ma Dala in C	
Management Syste	ems. Careers guidance and counseling. Man	agers Role in Ca	
Management Syste Career Road Maps	ems. Careers guidance and counseling. Man	agers Role in Ca	areer Management.
Management Syste Career Road Maps Module:5 Role	ems. Careers guidance and counseling. Man		areer Management. 6 hours
Management SysteCareer Road MapsModule:5RoleLearningand	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizationa	l growth. Stra	areer Management. 6 hours tegies of getting
Management SysteCareer Road MapsModule:5RoleLearning and Deorganizations into	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizationa learning mode. Expanding your Horizons. L	l growth. Stra	areer Management. 6 hours tegies of getting
Management SysteCareer RoadMapsModule:5RoleLearningandDoDoorganizationsintoLearning Culture,	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems.	l growth. Stra	areer Management. 6 hours tegies of getting
Management SysteCareer Road MapsModule:5RoleLearning and Doorganizations intoLearning Culture, 1Module:6Control	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems.	l growth. Stra earning and Dev	areer Management. 6 hours tegies of getting relopment by 2020. 2 hours
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Management SysteCareer Road MapsModule:5RoleLearning and Doorganizations intoLearning Culture, 1Module:6ConteGuest lecture by in	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems. emporary Issues dustry experts on career management system Total Lecture hours:	I growth. Stra earning and Dev	areer Management. 6 hours tegies of getting telopment by 2020. 2 hours ion. 30 hours
Management Syste Career Road Maps Module:5 Role Learning and Do organizations into Learning Culture, 1 Module:6 Conta Guest lecture by in # Mode: Flipped C	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems. emporary Issues dustry experts on career management system	I growth. Stra earning and Dev	areer Management. 6 hours tegies of getting telopment by 2020. 2 hours ion. 30 hours
Management Syste Career Road Maps Module:5 Role Learning and Do organizations into Learning Culture, 1 Module:6 Conte Guest lecture by in # Mode: Flipped C Text Book(s)	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems. emporary Issues dustry experts on career management system Total Lecture hours: Class Room, Case Discussions, Lectures, Rol	l growth. Stra earning and Dev i in an organizati e play, Exercise.	areer Management. 6 hours tegies of getting relopment by 2020. 2 hours on. 30 hours
Management Syste Career Road Maps Module:5 Role Learning and De organizations into Learning Culture, 1 Module:6 Conte Guest lecture by in # Mode: Flipped C Text Book(s) 1. Harrington, H	ems. Careers guidance and counseling. Man of Learning in Career Growth evelopment for Career & Organizational learning mode. Expanding your Horizons. L Learning Management Systems. emporary Issues dustry experts on career management system Total Lecture hours:	l growth. Stra earning and Dev i in an organizati e play, Exercise. er management	areer Management. 6 hours tegies of getting relopment by 2020. 2 hours ion. 30 hours and work / life

Refe	erence Books										
1.	Greenhaus, J.H., Callanan, C	Ъ. А.,	and Godsha	lk, V	.M. (2	.009).	Caree	er Ma	inage	ment	
	(3rd Edition). The Dryden P	ress,	Harcourt Co	llege	Publis	shers.					
2.	Business Magazines to be fo	llow	ed every mor	nth:							
	The Human Factor : Volume	e 1, Is	ssue 6, May 2	2009							
	Careers 360 – October 2010										
3.	Online site:										
	www.workforce.com										
	www.trainingjournal.com										
	International Journal of Care	er M	anagement -	avai	lable (Online	e - Wa	ılt Sc	hafer	, (2000)).
	le of Evaluation			1							
Spe	ecific Assessment Methods	%	Weighting						0	tcomes	to be
				asse	· · · · ·	`	1		<u> </u>	priate)	
				1	2	3	4	5	6	-	
	ernal Assessment		60							-	
	Midterm		20								
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	al Assessment Test		40			√	√	√	√		
To	tal		100	,	√	√	√	√	√	-	
To Reco		S S		,	√	√	√	•	•		

Course code	Compensation Management			T	P J	C				
BMT6148			3	0	0 0	3				
Pre-requisite	BMT5120		Sylla	bu	s ver	sion				
				v. 02.0						
OBJECTIVES:										
	e able to comprehend global trends influencing the bus									
	e able to systematically apply qualitative and quantitati	ve tech	niques	to	solv	e				
business proble	ems									
OUTCOME:				•						
	ident is able to analyse decisions using multiple	internat	ional	1nt	orma	ation				
sources		41	1.1.1.	:	•					
	ident is able to appreciate cultural differences with t	the avai	ilable	1nT	orma	ation				
	naking decisions dent is sensitive to consequences of intercultural com	munico	tion o	nd	nron	0000				
	e ways of communicating in the given context	innunica	uioii a	nu	prop	0505				
	dent is able to perform a comprehensive quantitative da	ata anal	vsis							
	dent is able to interpret qualitative information in detai		y 515							
	ident is able to represent the analyses as a complete		on to 1	the	busi	ness				
problen		2010010			0 0001					
	duction				5 h	ours				
Compensation Mar	nagement, 3-P Concept in Compensation Management,	, Compo	ensatio	on a	as					
Retention Strategy	, Wage Concept, Wage Policy, Wage theories, Legislat	tion rela	ated to	pa	vmei	nt of				
Wagaa				1	ymei	10 01				
wages.				1	ymei					
Module:2 Defin	ition, Internal Pay Structures			-	6 h	ours				
Module:2DefinBest StructureFit	, Job Analysis, Job Evaluation, Person-based struc			ot c	6 h	ours dary				
Module:2DefinBest StructureFitStructure, SalaryI	, Job Analysis, Job Evaluation, Person-based struc Progression, Methods of Payment, Limitations of Job	b Relate	ed Co	ot c mp	6 ho of Sa	ours ilary tion,				
Module:2DefinBest StructureFitStructure, SalaryICompetencybased	, Job Analysis, Job Evaluation, Person-based struc Progression, Methods of Payment, Limitations of Jol Compensation Strategy at Micro Level, Concept of	b Relate Equity,	ed Co , Job]	ot o mp Eva	6 ho of Sa ensa	ours lary tion, on -				
Module:2DefinBest StructureFitStructure, Salary ICompetency basedMethods of job ev	, Job Analysis, Job Evaluation, Person-based struc Progression, Methods of Payment, Limitations of Jol Compensation Strategy at Micro Level, Concept of valuation and System of job evaluation, Process of J	b Relate Equity,	ed Co , Job]	ot c mp Eva	6 ho of Sa ensa	ours lary tion, on -				
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Module:2DefinBest Structure, Salary IStructure, Salary ICompetency basedMethods of job evInvolved in Job EvModule:3DefinDetermining the c	, Job Analysis, Job Evaluation, Person-based struc Progression, Methods of Payment, Limitations of Job I Compensation Strategy at Micro Level, Concept of valuation and System of job evaluation, Process of J raluation ing Competitiveness omponents of wage and salary, designing pay levels	b Relate Equity, lob Eva	ed Co , Job] iluation	ot o mp Eva n, 1	6 ho of Sa ensa iluati Probl 7 ho ttruct	ours ilary tion, on - lems ours ures				
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			and Qu	izzes.						
Tex	xt Book(s)									
1.	Milkovich George, New	wman	Jerry, Venkata	Ratnam	C.S,	(2014), Co	ompe	nsatio	n, 9th
	edition, Tata McGraw H	ill.								
Ref	ference Books									
1.	Armstrong Michael, M	urlis H	Helen, (2007), I	Hand Boc	ok of	Rew	ard N	Aanag	gemei	nt, 5th
	edition, Crust Publishing	g Hous	e.							
2.	Martocchio Joseph.J, (20	014) \$	Strategic Compe	nsation -	Δ Η11	man l	Recou	rce N	Janac	rement
3.	Approach, 8th edition, P	· · ·	e 1		n IIu	man	1 CSOU		Tanag	gement
	Approach, our cutton, r	TOILICC	-11a11.							
5.										
5.	Lawler III Edward.E,	(2000)		Excellence	e: Pa	y Str	ategie	es fo	or the	New
5.	Lawler III Edward.E, Economy, Wiley.	(2000)		Excellence	e: Pa	y Str	ategie	es fo	or the	e New
		(2000)		Excellence	e: Pa	y Str	ategie	es fo	or the	e New
Mo Sp	Economy, Wiley. de of Evaluation pecific Assessment			Excellence	Inte	ended		urse	outc	omes
Mo Sp	Economy, Wiley. de of Evaluation), Rewarding I	Excellence	Inte to b	ended De ass	Cor essed	urse	outc	omes
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Course code	Emotional Intelligence for Manageria	al Effectiveness	L T P J C
BMT6159			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
•			v. 02.00
OBJECTIVES:			
students will be al	ble to practice ethical values in achieving stal	keholders welfare	e
students will be al	ble to involve stakeholders and team member	s in executing de	ecisions
OUTCOME:			
1. The stu	ident is able to recognise ethical issues that a	ffect multiple sta	ike holders
2. The st	udent is able to apply multiple ethical cond	cepts in analysin	g consequences of
	on making		
	tudent is able to evaluate the most app	ropriate perspec	tive in achieving
	older welfare		
4. The st	udent is able to establish a favourable tea	m climate and e	ensure enthusiastic
	on making		
	ident is able to elicit constructive feedback in	-	
	rudent is able to facilitate enthusiastic st	akeholder/team	participation and
	oution in decision making	ſ	
	ept of Emotion		6 hours
	otions, Sources of Emotions, Types of Emot		
	otions. Theories of emotion: James Lange, S	chachter singer, (Canon-Bard.
**	Moods and emotions.	1	
	ept of Emotional Intelligence		6 hours
Concept of Emotion	onal Intelligence. Training on EI through th	e use of Models	– Daniel Goleman
Model, Salovey an	nd Mayer's model, Reuven Bar-On Model,	Using technique	s for Emotionally
	nication Johari Window, Neuro-Linguistic P	rogramming(NL	
	nsions of Emotional Intelligence	C - 16 D1 - 4	5 hours
	Emotional Intelligence: Self-Awareness,	Self-Regulation	, Self-Motivation,
Social Competence	e, Social Skills.		
Module:4 Appl	ication of E.I in Workplace		5 hours
· · · · · · · · · · · · · · · · · · ·	handling potentially emotional situations	at workplace. H	
0 0	ds, grievance handling, industrial unrest,	- ·	
migration and firin	e		,
-	uring E.I		6 hours
	ons, Emotional Quotient, Emotional Int	elligence. Deve	
e	t is Social Intelligence? Tips to Develop S	•	1 0
-	v inventory. Emotional self-awareness, exp	-	
	in verbal communication.		
emotional patients	in verbar communication.		
Module:6 Cont	emporary Issues		2 hours
Guest Lecture fro	m industry experts on TA Analysis and thera	peutic methods t	o enhance
emotional intellig	ence.		
	Total Lecture hours:		30 hours
# Mode: Flipped (Class Room, Case Discussions, Lectures, Rol	e playing and pr	actices
Text Book(s)		- praying, and pr	
	Daniel. (2011), The Brain and Emotiona	al Intelligence	New Insights 1st
	ore Than Sound LLC.	a mongonoo.	1.1017 morgino, 18t
· · · · · · · · · · · · · · · · · · ·	bleman (2016), Developing Emotional Intel	igence. How to	Improve Your FO
	ve Success, Kindle Edition, Amazon Digital	-	
	re Success, remain Edition, Amazon Digitar		
Reference Books			

1.	Paul Whitman, (2016), E	Emot	ional Intelli	gence	: Dev	elop	Abso	lute (Contr	ol Over Your			
	Emotions and Your Life	for 1	Everlasting	Succe	ess, Ci	reate	space	Inde	pend	ent Publishing			
	Platform.												
2.	Robin Lawson, (2016), E			0						•			
	• •	Why It Is Important, and Learn How to Improve It (Emotional Intelligence, Emotional											
	Intelligence books, Emotional Intelligence at work), Kindle Edition, Amazon Digital												
	Services LLC			× 11									
3.	Adele B. Lynn (2007), Q												
	Team Exercises That Get	Resu	lts in Just 13) Min	utes, l	st ed	ition, .	AMA	CON	1.			
-	de of Evaluation			-									
Sp	ecific Assessment Methods	%	Weighting							tcomes to be			
					`	· · · · · · · · · · · · · · · · · · ·				priate)			
T			(0)	1	2	3	4	5	6				
Int	ternal Assessment		60										
	Midterm		20										
			10	,									
	nal Assessment Test		40		N	V	N	V					
			100										
	fotal												
Rec	ommended by Board of Studie proved by Academic Council	S	11-03-2019 No. 54)	Date		14-03						

	HR Analytics	L T P J C
BMT6160		
Pre-requisite	Nil	Syllabus version
		v. 02.00
OBJECTIVES:		
	ill be able to systematically apply qualitat	we and quantitative techniques to
	ess problems	
OUTCOME:	t is able to perform a comprehensive quantita	tive data analysis
	t is able to interpret qualitative information in	
	t is able to represent the analyses as a complete	
	duction to HR Analytics	3 hours
	e concepts of HR Analytics. Business Intel	ligence, Business analytics and its
	f Data in HR, Assembling Data, Describing	
•	and Managing Uncertainty. HR Analytics	: The Third Wave for HR value
creation.		
Module:2 Huma	an Resource Planning and Forecasting	4 hours
	Qualitative Dimensions of HR Planning. ing. Data Base for Manpower forecasti	
	ing Turnover trends.	ing. Analysis of Eucour Market
	vioral assessment in Personnel selection	4 hours
approaches to beha	vioral assessment - Sorting application.	
Identifying and do	valaning Kay Darformanaa Indiaatara (KDI)	areata Duild and maintain a UD
	veloping Key Performance Indicators (KPI) ication based on performance indicators- ider	
Scorecard - crassin		
	-	
Module:4 Desig	ning a compensation system	4 hours
Module:4DesigLinking Compensation	ning a compensation system tion and performance.	4 hours
Module:4DesigLinking CompensaAnalyzing and Cla	ning a compensation system ation and performance. ssifying training needs, Measuring training	4 hours ; effectiveness, Predicting training
Module:4DesigLinking CompensaAnalyzing and Claeffectiveness with	ning a compensation system tion and performance. ssifying training needs, Measuring training performance and compensation Surveys on	4 hours ; effectiveness, Predicting training
Module:4DesignLinking CompensationAnalyzing and Claeffectiveness withengagement, work	ning a compensation system ation and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc.	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction,
Module:4DesigLinking CompensationAnalyzing and ClaAnalyzing and Claeffectiveness withengagement, workModule:5Current	ning a compensation system attion and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and	4 hours ; effectiveness, Predicting training
Module:4DesignLinking CompensationAnalyzing and Claeffectiveness with engagement, workClaModule:5Current report	ning a compensation system ation and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and rting value from HR contributions.	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours
Module:4DesignLinking CompensationAnalyzing and Claeffectiveness with engagement, workModule:5Module:5Current reportHR Scorecards &	ning a compensation system attion and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours
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Module:4DesigLinking CompensationAnalyzing and Claeffectiveness withengagement, workModule:5CurrereportHR Scorecards &Overarching compIntroduction to T	ning a compensation system tion and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and ting value from HR contributions . & Workforce Scorecards and how they a onents of an effective Analytics framework. Fools that performs HR analytics, Predictiv	4 hours ; effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours re different from HR Analytics. e Analytics: Conditions including
Module:4DesignLinking CompensationAnalyzing and Claeffectiveness with engagement, workClaModule:5Curro reportHR Scorecards & Overarching compIntroduction to T correlation, causa	 ming a compensation system ation and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and ting value from HR contributions. a Workforce Scorecards and how they a onents of an effective Analytics framework. Cools that performs HR analytics, Predictive lity and isolation. Diagnosing and clarification. 	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours re different from HR Analytics. e Analytics: Conditions including
Module:4DesignLinking CompensationAnalyzing and Claeffectiveness with engagement, workClaModule:5Current reportHR Scorecards & Overarching compOverarching compIntroductionto T correlation, causaModule:6Conter	 ming a compensation system ation and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and ting value from HR contributions. a Workforce Scorecards and how they a onents of an effective Analytics framework. Cools that performs HR analytics, Predictive lity and isolation. Diagnosing and clarification. 	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours re different from HR Analytics. e Analytics: Conditions including on of symptoms of HR problem 2 hours
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Module:4DesigLinking CompensationAnalyzing and Claeffectiveness withengagement, workModule:5CurrentModule:5CurrentHR Scorecards &Overarching compIntroduction to Tcorrelation, causaModule:6ConteGuest lecture by i	ming a compensation system ation and performance. ssifying training needs, Measuring training performance and compensation Surveys on life balance, etc. ent approaches to measuring HR and ting value from HR contributions. & Workforce Scorecards and how they a onents of an effective Analytics framework. Cools that performs HR analytics, Predictive https://docs.org/lisues//lisue	4 hours effectiveness, Predicting training emOBJECTIVESyee satisfaction, 3 hours re different from HR Analytics. e Analytics: Conditions including on of symptoms of HR problem 2 hours cs tools used in the industry 20 hours
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	Fitz-Enz J, (2010), The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments, AMACOM.									
Mode of Evaluation										
Specific Assessment Methods	%	Weighting	ect learning outcomes to b se tick as appr□priate)							
			1	2	3	4	5	6		
Internal Ass Ssment	60									
Midterm	20									
Digital Assignment/ Quiz		40								
Final Assessment Test	40									
Total	100									
Practical	100									
Recommended by Board of Studie	S	11-03-201	9					•	•	<u> </u>
Approved by Academic Council		No. 54		Date		14-03	-201	9		

Course code	Human Capital Planning	
BMT6161		2 0 0 4 3
Pre-requisite	BMT5120	Syllabus
		version
ODUCCTURE		v. 02.00
OBJECTIVES:	be able to make decisions under constraints	
	be able to involve stakeholders and team memb	pers in executing decisions
OUTCOME:		
	is able to establish a favourable team clim	nate and ensure enthusiastic
decision mal	•	
	s able to elicit constructive feedback in conflict	-
	is able to facilitate enthusiastic stakehold	ler/team participation and
	n decision making s able to establish a favorable team climate and	l ensure enthusiastic decision
making		
0	s able to elicit constructive feedback in conflict	ing situations
6. The student	is able to facilitate enthusiastic stakehold	ler/team participation and
	n decision making	Γ
Module:1 Hu	man Resource Planning (HRP)	5 hours
Significance and n	ethods of HRP and methods of Forecasting, De	emand and supply
	ives of HRP, Model of HRP, Job Analysis, Job	
Description, Job e	valuation, linking HRP with strategic business p	
Module: 2 So	urces of Recruitment	4 hours
Recruitment plan	and methods, Recruitment policy, Features of	f a good recruitment policy.
	vee Referral Initiatives, E-Recruitment /Onl	
	ecruitment, Evaluation of a recruitment program	
Module: 3 Se	ection & Induction	5 hours
Selection: Selecti	on Process, Selection Methods, Selection Test	, different types of selection
,	chniques, Different types of interview, Skills A	5
	nces between recruitment, selection and placem	
-	se – Objectives - How to make induction	more effective-Socialization
process Module:4 Pr	omotion	2 hours
	ram, Demotion, Transfer- Purpose and Proceen hissals, suspension, retrenchment, layoffs, resign	
Module:5	issais, suspension, retreneninent, rayons, resign	2 hours
	ecruitment and Selection, Attrition and Retent	
	Recruitment and Selection Process, Enha	
recruitment & Sele	-	C
Module:6 Co	ntemporary Issues	2 hours
	m industry experts on contemporary recruitmen	t techniques used in the
	Total Lecture hours:	20 hours
	i otar Lecture nours.	20 10015
Pr	oject: Team of maximum 6 students would	20 [Non-Contact hrs]
	lertake the project. The faculty coordinator	

	W	ould provide th	e topic b	based on the module	es.						
\$	Mode: Flipp	ed Class Room,	Case D	iscussions, Lecture Pr	es and roject						
Te	xt Book(s)										
1.			e. T.A, F	R.L. Heneman, (201	14), Sta	affin	g Org	ganiza	tions	,	
		-Hill Education									
	ference Book	-									
1.			orecastin	ng and Planning, Cl	nartered	d Ins	stitute	e of Pe	erson	nel an	ıd
	Develop										
2.			mOBJE	CTIVESyee Recru	itment	and	Rete	ntion	Hand	lbook,	,
3.	AMACC										
		-	Jr, (2014), Interviewing: Pr	inciple	s an	d Pra	ctices	,14th	editio	on,
4.	McGraw		r D				11	1 1 1 1		х .т.	
5.		• • • •		esource manageme			-				
				Bey, Ying Hong,					13), 3	Strate	gic
М	de of Evalua	Resource Plannin	ng,	5th edition, Ce	engage	Lea	rning	.			
	лае от глуания				00						
-			0/ Wo	ighting			ondor		UKGO	outo	omos
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S			% We	ighting		Inte to b	e ass	sessed			
S] M	pecific lethods	Assessment	% We	ighting		Inte to b app	e ass ropr	essed iate)	(Ple	ase ti	ck as
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Sj N Ir A N	pecific lethods nternal Assess ssignment/Qu lidterm	Assessment ment liz	40 20	ighting		Inte to b app 1	e ass ropr 2	essed iate) 3	(Ple	ase ti	ck as
Sj N In A F	pecific lethods nternal Assess ssignment/Qu lidterm in□l Assessm	Assessment ment liz	40 20 40	ighting		Intervention \mathbf{I} to be appendix \mathbf{I} app \mathbf{I} $\sqrt{\mathbf{I}}$	be assoropr 2	$\begin{array}{c} \text{sessed} \\ \text{iate} \\ \hline 3 \\ \hline \\ \hline \\ \hline \end{array}$	(Ple 4 √	ase ti 5 √	ck as 6 √
S] N In A N F T	pecific lethods nternal Assess ssignment/Qu lidterm in 🗆 I Assessmo otal	Assessment ment liz	40 20	ighting		Intervention \mathbf{I} to be appendix \mathbf{I} app \mathbf{I} $\sqrt{\mathbf{I}}$	be assorber 2	$\begin{array}{c} \text{sessed} \\ \text{iate} \\ \hline 3 \\ \hline \\ \hline \\ \hline \end{array}$	(Ple 4 √	ase ti 5 √	ck as 6 √
S N In A N F T T	pecific lethods nternal Assess ssignment/Qu lidterm in□l Assessm	Assessment ment liz	40 20 40	ighting		Intervention \mathbf{I} to be appendix \mathbf{I} app \mathbf{I} $\sqrt{\mathbf{I}}$	be assorber 2	$\begin{array}{c} \text{sessed} \\ \text{iate} \\ \hline 3 \\ \hline \\ \hline \\ \hline \end{array}$	(Ple 4 √	ase ti 5 √	ck as 6 √
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S N In A N F T P R R	pecific lethods nternal Assess ssignment/Qu lidterm in 🗆 I Assessmo otal roject eview 1	Assessment ment liz	40 20 40 100 20	ighting		Intervented to be approximate a provide the second	be assoropr $\begin{array}{c} 2 \\ \hline \\ \\ \hline \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$	$ \begin{array}{c} \text{sessed} \\ \text{iate} \\ 3 \\ $	$\begin{array}{c} \textbf{(Ple)} \\ \textbf{4} \\ \textbf{} \\ $	ase ti 5 	ck as 6 √ √
S N In A N F T T P R R R R	pecific lethods iternal Assess ssignment/Qu lidterm in 🗆 I Assessmo otal roject eview 1 eview 2	Assessment ment liz	40 20 40 100 20 30	ighting		Intervention \mathbf{I} is the second se	be assoroprime 2	$ \frac{\mathbf{sessed}}{\mathbf{iate}} $	$\begin{array}{c} \textbf{(Ple)} \\ \textbf{4} \\ \textbf{} \end{array}$	ase ti $ 5 \\ $ $ $ $ $	$\begin{array}{c} \mathbf{ck} \ \mathbf{as} \\ 6 \\ \mathbf{} \end{array}$
S N N F T P R R R R T	pecific Iethods Iternal Assess ssignment/Qu lidterm in - I Assessmo otal roject eview 1 eview 2 eview 3 otal	Assessment ment liz	40 20 40 100 20 30 50 100	ighting 		Intervention \mathbf{I} is the second se	be assoroprime 2	$ \frac{\mathbf{sessed}}{\mathbf{iate}} $	$\begin{array}{c} \textbf{(Ple)} \\ \textbf{4} \\ \textbf{} \end{array}$	ase ti $ 5 \\ $ $ $ $ $	$\begin{array}{c} \mathbf{ck} \ \mathbf{as} \\ 6 \\ \mathbf{} \end{array}$

Course code	Human Resource Information	Systems L T P J C
BMT6162		3003
Pre-requisite	BMT5120	Syllabus version
OBJECTIVES:		
	e able to formulate competitive strategies for	
	e able to systematically apply qualitative and	I quantitative techniques to solve
business proble	ems	
	t provides a definitive and outstanding as	ssessment of the market share and
	e advantage of competitors in the marketplac	
	t does a comprehensive analysis of potential	
3. The studen	t provides comprehensive industry assessment	ment and strategy formulation and
-	ation details	
	t is able to perform a comprehensive quantit	•
	t is able to interpret qualitative information i	
	t is able to represent the analyses as a compl duction to HRIS	5 hours
	n-Objective and Importance- Data and inform	
	tional benefits - Components of Information	e
	and Application- benefits of a fully integrat	
System.		
	-Data management	5 hours
Data Managemen	t for HRIS - Data Formats - Principles	
	of HRIS - Relevance of Decision N	
	HRM Needs Analysis – Concept & Mec	
	nanagement –HRIS modules	7 hours
	nd sub modules and points of integratic ction, Placement - Module on Performance	
	ule - Module on Pay & other Related Dime	
	and attendance, safety management.	insions - mension module on medical
	Implementation and Evaluation	6 hours
Evaluating the res	of HRIS performance monitoring plan - E sults of the training – HRIS Evaluation Strat	tegy model Policies and procedures
for HRIS. Ethical	and legal considerations for HRIS.	legy model. I oncles and procedures
	5 – Software packages	5 hours
	ng Human Resource Information System- E	nterprise Resource planning-
SAP and Oracle H	inancials and Ramco Marshall. Case studies	s on HRIS tools in organizations.
Module:6 Cont	emporary Issues	2 hours
	dustry experts on effective use of HRIS	2 110013
		30 hours
Guest lecture by in	Total Lecture hours:	30 hours
Guest lecture by in	Total Lecture hours: ed Class Room, Case Discussions, Lectures	30 hours
Guest lecture by in # Mode: Flippe	Total Lecture hours:	30 hours
Guest lecture by in # Mode: Flippe Text Book(s)	Total Lecture hours: ed Class Room, Case Discussions, Lectures and Quizzes.	
Guest lecture by in # Mode: Flippe Text Book(s) 1. Michael J	Total Lecture hours: Kavanagh and Dr. Mohan Thite (2017), Hu	man Resource Information
Guest lecture by in # Mode: Flippe Text Book(s) 1. Michael J Systems: H	Total Lecture hours: Ed Class Room, Case Discussions, Lectures and Quizzes. Kavanagh and Dr. Mohan Thite (2017), Hu Basics, Applications, and Future Directions.	man Resource Information Sage Publications
Guest lecture by in # Mode: Flippe Text Book(s) 1. Michael J Systems: H 2. Kelvin Mo	Total Lecture hours: Kavanagh and Dr. Mohan Thite (2017), Hu	<i>man Resource Information</i> Sage Publications ystem. GRIN Publishing, London.

Private Limited, New Delhi.

4. Ferran and Carlos (2008), *Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges.* United States of America, Yurchak Printing Inc.

5. L Christian Krämer, Sven Ringling, Song Yang (2006), *Mastering HR Management with SAP*.Galileo Press.

Specific Assessment Methods	% Weighting	hting Intended subject learning outcomes to assessed (Please tick as appropriate)						
		1	2	3	- í			
Internal Assessment	40			\checkmark				
Midterm	20	\checkmark						
Final Assessment Test	40							
□Total	100							
Recommended by Board of Studie	s 11-03-201	9						
Approved by Academic Council	No.54		Date	14-03-2019				

Course code	Labour Legislations	and Industrial	Relations		T P J C
BMT6163				3	0 0 0 3
Pre-requisite Nil				Syllab	ous version
					v. 02.00
OBJECTIVES:					
	able to identify business p	problems and for	rmulate alter	native cou	irses of
action					
OUTCOME:					
	mprehensively able to de	-			•
	le to come up with multi			-	
	le to suggest a very com	prehensive and i	mplementabl	le action p	olan
Module:1					5 hours
	Relations (IR), Perspectiv		•	stake hold	lers of IR,
	f IR in India, Impact of g	lobalization on 1	R, ILO		
Module:2					5 hours
	Disputes, Standing O				
	(standing orders) Act,	1946, Collec	tive Bargain	nıng, The	Industrial
Disputes Act, 1947		I			<i>2</i> 1
Module:3	0 01			1 1 P	5 hours
	8, Object and Scope of			ken by Fa	actories for
Health, Safety and Welf	are of Workers, Complia	inces Under The	Act		
Module:4					6 hours
of Bonus Act, 1965, Pay	948, Payment of Wages ment of Gratuity Act, 19	72			-
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976	72 nOBJECTIVES	yees' Provi	dent Fu	7, Payment nd, 1952,
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976	72 nOBJECTIVES	yees' Provi	dent Fu	7, Payment nd, 1952,
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S Workers Social Security Module:5 Concepts, Functions, O	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976 Act 2008 Objectives, Structure, Kin	72 nOBJECTIVES , The Maternity nds of Trade U	yees' Provi Benefit Act	dent Fu , 1961, U	7, Payment nd, 1952, norganized 5 hours
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S Workers Social Security Module:5 Concepts, Functions, C Trade union movement	ement of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976 Act 2008	72 nOBJECTIVES , The Maternity nds of Trade U	yees' Provi Benefit Act	dent Fu , 1961, U	7, Payment nd, 1952, norganized 5 hours
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Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S Workers Social Security Module:5 Concepts, Functions, C Trade union movement Module:6 Contempo	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976 Act 2008 Objectives, Structure, Kin in India, Trade Union A rary Issues ustry experts on importan	72 nOBJECTIVES , The Maternity nds of Trade Un act, 1926	yees' Provi Benefit Act nions, Proble	dent Fu , 1961, U ems of Tr	7, Payment nd, 1952, norganized 5 hours ade Union, 4 hours
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S Workers Social Security Module:5 Concepts, Functions, C Trade union movement Module:6 Contempo Guest Lecture from incompo	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976 Act 2008 Dbjectives, Structure, Kin in India, Trade Union A rary Issues ustry experts on importan Manufacturing sector	72 nOBJECTIVES , The Maternity nds of Trade Un act, 1926	yees' Provi Benefit Act nions, Proble	dent Fu , 1961, U ems of Tr	7, Payment nd, 1952, norganized 5 hours ade Union, 4 hours
Minimum Wages Act, 1 of Bonus Act, 1965, Pay Workmen's Compens EmOBJECTIVESyees S Workers Social Security Module:5 Concepts, Functions, C Trade union movement Module:6 Contempo Guest Lecture from inc Labour laws in IT and	rment of Gratuity Act, 19 ation Act, 1923, En State Insurance Act,1976 Act 2008 Dijectives, Structure, Kin in India, Trade Union A rary Issues ustry experts on importan Manufacturing sector Total Lec ss Room, Case Discussion	72 nOBJECTIVES , The Maternity nds of Trade Un act, 1926 nce of IRLL in H eture hours:	yees' Provi Benefit Act nions, Proble	dent Fu , 1961, U ems of Tr	7, Payment nd, 1952, norganized 5 hours ade Union, 4 hours s of
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Internal Assessment				1	2	3	4	5	6
Assignment/Quiz	40						\checkmark		
Midterm	20								
Final Assessment	40								
Recommended by Board of Stud	ies	11-03-2019							
Approved by Academic Council		No. 54	Date	14	1-03-2	2019			

Course code	Leadership Effectiven	
BMT6164		
Pre-requisite	Nil	Syllabus version
OBJECTIVES:		
students will be ab	le to identify business problems and formula	te alternative courses of action
students will be ab	le to articulate (oral and written) ideas to aid	decision making
	le to involve stakeholders and team members	
OUTCOME:		
1. The student	t is comprehensively able to describe the pro-	blem in a decision making
	t is able to come up with multiple alternative	
	t is able to suggest a very comprehensive and	1
	it is effective in oral communication of a	
convincing		5
U	t is able to effectively use written communication	ation for expressing views
	t is able to convince others on decision make	
communica		
7. The studen	t is able to establish a favorable team clima	ate and ensure enthusiastic decision
making		
	t is able to elicit constructive feedback in cor	flicting situations
	t is able to facilitate enthusiastic stakeholder/	
in decision		······ F.·····F.····· ···· ·····
	rations on Leadership	3 hours
	for leadership, Leadership concept, connotat	
styles and	for readership, Deadership concept, contour	tions, traits, Different Deadership
•	ating leaders from managers, Handling Influe	ence Self-leadershin
	ing through organization growth	3 hours
	ferent phases of organizational growth; stage	
	ading for non-profit endeavors	is of economic cycles and business
	ading for non-profit endeavors	
Module:3 Coac	hing for Leadership Pitfalls	4 hours
Impoverished, Tyr	annical, Machiavellian, Unethical, Myopic a	
	nsultative, failing to delegate and develop tea	
<u> </u>	urch studies on Leadership	4 hours
	ity, Michigan studies, Blake and Mouton's s	
	Adopting views of leadership experts: Larry	5 5 5
• •	, Victor Vroom, Stephen R Covey and Field	
	Building by Leaders	4 hours
	mposition, size, structure and role-relation	
-	nding and engineering group dynamics, C	
	e and Productive Team, Understanding So	
Coaching/Feedbac	-	char identity, i forfalling Generative
U	enges - Leading the Millennial generation;	Leading equals Leading a gamius
workforce	enges - Leading the wintennal generation,	Leauning equals, Leauning a gennus
	t Lecture	2 hours
	m industry experts on succession planning	
	Total Lecture hours:	20 Hours
	Total Lecture nours.	20 11001 \$
n ·	at Team of merilian () 1 () 11	20 [Nam Contraction]
•	ct: Team of maximum 6 students would	20 [Non-Contact hrs]
under	take the project. The faculty coordinator	20 [Non-Contact hrs]
under		20 [Non-Contact hrs]

Text Book(s)

1.	Peter G. Northouse, (2016), Leadership: Theory and Practice, 7th edition, SAGE Publications.
2	Robert N. Lussier, Christopher F. Achua, (2016), Leadership: Theory, Application, & Skill
	Development,
	6th edition, Cengage Learning.
Ref	ference Books

- 1. Ram Charan, Stephen Drotter, James Noel (2011), THE LEADERSHIP PIPELINE: How to Build the Leadership-Powered Company, 2nd edition, Wiley.
- 2 Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, (2013), Organizational Behavior, 15th edition, Pearson Education.

Mode of Evaluation :

Theory : Midterm, quizzes/ Challenging Assignments/Term paper and FAT J Component :Research paper for team

Specific Assessment Methods	% Wei	ghting	Intended subject learning outcomes to be assessed						
			1	2	3	4	5		
Internal Assessment	60								
(i) Midterm	20								
(ii) Quiz	10								
(iii) Digital Assignment	30								
Final Assessment Test	40								
Total	100								
Recommended by Board of Stud	ies	11-03-20	19						
Approved by Academic Council		No. 54		Da	ite	14-0	3-2019		

Course code	Learning and Developme	nt	L T P J C
BMT6165			30003
Pre-requisite	Nil		Syllabus version
•			v. 02.00
OBJECTIVES:			
students will be abl	e to identify business problems and formulat	e alternative cour	ses of action
	e to articulate (oral and written) ideas to aid		ses of action
OUTCOME:		8	
 The student The student The student The studen convincing 	is comprehensively able to describe the pro is able to come up with multiple alternatives is able to suggest a very comprehensive and t is effective in oral communication of a	s to resolve the pro implementable ac managerial deci	oblem ction plan ision and is also
	is able to effectively use written communication	-	-
	is able to convince others on decision maki	ng using his or he	r oral and written
communica			
	luction to Learning	D1.4.	7 hours
Influence of motiva	cteristics of Learning, Laws of learning, Lea ation on learning. Theories of learning – Tr ag theory, Reinforcement Theory, Social I	ial and Error the	eory, Insight
-	ing in an organization		4 hours
	nization: Objectives of Training, Importanc	e and Needs for t	raining, Different
types of training pr	ogrammes-On the job and Off the job training	g.	
	ing Need Assessment		3 hours
	nent of training needs. Skill-Gap analyses.		_
	ing Design & Training Development		6 hours
	Training Objectives. Training Deliveral		tional Strategies.
	nd Schedules plan. Procedures of training pr	-	
	ment: Drafting Training Materials. Develo	oping tests / asse	ssments. Quality
Control Issues.			
Module:5 Train Evalu	ing Implementation & Training ation		8 hours
	entation: Train the Trainer Programmes. Cl		
	y techniques. Computer-based training (Cl	<i>//</i>	training (MMT),
	g (WBT). Management Development Progra		1 т '
	ion: The role of Evaluation in Training. E sfer of training. Evaluating the results of the		ns and Learning.
	emporary Issues	uannig.	2 hours
	n industry experts on contemporary training	nrogrammes desig	
corporates.	in measury expense on contemporary training	programmes desig	Shea by the
	Total Lecture hours:		30 hours
# Mades Elimad C		nlav Dragontatio	
Text Book(s)	lass Room, Case Discussions, Lectures, Role	. piay, riesemano	·11 .
1.NoeRaymon2.McGraw Hill.	d, (2016), EmOBJECTIVESyee Training Robert R. Haccoun, (2015), Managing Perf	-	
	6th edition, Cengage Learning	8	6
Reference Books			
	chael, (2014), A Handbook of Human Re	source Manageme	ent, 13th edition,

- 2. Lynton Rolf, Pareek Udai, (2011), Training for Development, 3rd edition, Sage Publications, New Delhi
- 3. Morgan King, Weisz Schopler, (2015), Introduction to Psychology, Tata McGraw Hill.

Mode of Evaluation									
Specific Assessment Methods	% Weighting		comes to priate)	be					
		1 2 3 4 5							
Internal Assessment	60								
Midterm	20								
								-	
								-	
								-	
			,			,	,	-	
Final Assessment Test	40							-	
□Total	100								
Recommended by Board of Studie	s 11-03-2019	9							
Approved by Academic Council	No. 54		Date	e	14-03	3-201	9		

Course code	Managing work Stress	L T P J C
BMT6166		
Pre-requisite	Nil	Syllabus version
•		v. 02.00
OBJECTIVES:		1
students wi	ll be able to practice ethical values in achievin	ng stakeholders welfare
students wi	ll be able to articulate (oral and written) ideas	to aid decision making
	ll be able to involve stakeholders and team m	embers in executing decisions
OUTCOME:		
	is able to recognise ethical issues that affect	
	t is able to apply multiple ethical concep	ts in analysing consequences of
decision m	•	
	t is able to evaluate the most appropriate pe	rspective in achieving stakeholder
welfare	t is offective in and communication of a	managerial desigion and is also
convincing	t is effective in oral communication of a	managerial decision and is also
	t is able to effectively use written communica	tion for expressing views
	t is able to convince others on decision makir	
communica		
7. The studen	t is able to establish a favorable team climat	e and ensure enthusiastic decision
making		
8. The studen	t is able to elicit constructive feedback in cont	licting situations
	nt is able to facilitate enthusiastic stak	eholder/team participation and
	n in decision making	
	rstand Stress	4 hours
_	ons and types of stress. Basic condition tress. Causes of stress. Impact of stress in hun	
	s and Illness	3 hours
Symptoms of stres	s. Possible sign of stress in young people. Ass	ociated illnesses related to stress.
	pational Stress or Job Stress	4 hours
•	ncept of work stress. Sources of job stress	· Organizational Individual and
		e
	ect of stress on job performance and job satis	faction.
Module:4 Stres	s Management Techniques	faction. 4 hours
Module:4StressAims of stressm	Management Techniques anagement. Coping strategies of stress in	faction. 4 hours the organization: Individual, and
Module:4StressAims of stress morganizationalstressstress	s Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog	faction. 4 hours the organization: Individual, and
Module:4StressAims of stress morganizational strachange thought, Pr	Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking.	faction. 4 hours the organization: Individual, and nitive behavioural techniques to
Module:4StressAims of stress morganizational strachange thought, PrModule:5There	Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. apies and Remedial action to control stress	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therap	Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. apies and Remedial action to control stress ies, Relaxation training, Visualization, Expl	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling Methera	Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise.	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetherModule:6Conta	Management Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. emporary Issues	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetherModule:6Conta	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Exp ods, Meditation, Yoga and exercise. Approximate the stress of the stress	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MethorModule:6ContaGuest lecture by it	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Exp ods, Meditation, Yoga and exercise. Approximate the stress of the stress	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetheraModule:6Coust lecture by imultigenerational	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Approach of the stress industry experts on counseling techniques and workforce Total Lecture hours:	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours therapies to handle 20 hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetheraModule:6ContaGuest lecture by imultigenerationalPractical: Stress	Anagement Techniques anagement. Coping strategies of stress in attegies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Apporary Issues Industry experts on counseling techniques and workforce Total Lecture hours: Coping strategies and techniques: Team	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours therapies to handle 20 hours of students would 20 Hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetheraModule:6ContaGuest lecture by imultigenerationalPractical: Stress	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Appropriate Issues Industry experts on counseling techniques and workforce Total Lecture hours: coping strategies and techniques: Team of tical exercise. The faculty coordinator would	faction. 4 hours the organization: Individual, and nitive behavioural techniques to 3 hours ressive therapies, Storytelling and 2 hours therapies to handle 20 hours of students would 20 Hours
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MethoModule:6ContentGuest lecture by inmultigenerationalPractical:Stressundertake the practbased on the modu	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Approach of the stress industry experts on counseling techniques and workforce Total Lecture hours: coping strategies and techniques: Team of tical exercise. The faculty coordinator would les.	faction. 4 hours the organization: Individual, and nitive behavioural techniques to
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MetheralModule:6ConterationalGuest lecture by inmultigenerationalPractical:Stressundertake the practicalbased on the modu# Mode:Flipped C	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Appropriate Issues Industry experts on counseling techniques and workforce Total Lecture hours: coping strategies and techniques: Team of tical exercise. The faculty coordinator would	faction. 4 hours the organization: Individual, and nitive behavioural techniques to
Module:4StressAims of stress morganizational strachange thought, PrModule:5TheraBehaviour therapCounseling MethorModule:6ContorGuest lecture by inmultigenerationalPractical:Stressundertake the practical on the modu# Mode: Flipped CText Book(s)	Anagement Techniques anagement. Coping strategies of stress in ategies. Techniques to combat stress: Cog oblem solving approach, Positive thinking. Apies and Remedial action to control stress ies, Relaxation training, Visualization, Expr ods, Meditation, Yoga and exercise. Approach of the stress industry experts on counseling techniques and workforce Total Lecture hours: coping strategies and techniques: Team of tical exercise. The faculty coordinator would les.	faction.

	Higher Education.									
	erence Books									
1.	Walt Schafer, (2000), Stress		•		-	<u> </u>	•		•	
2.	Richard Regis, (2004), Stress	s Mai	nagement, N	IHRD) Netw	vork,	Coimb	oatore	e Cha	apter.
3.	Rita Agarwal (2001), Stress	val (2001), Stress in Life and work, Response Books, 284pp, Journal of Human								
	Values.									
4.	D. M. Pestonjee, (2008), Stre	ess ar	nd Coping: t	he Ind	dian E	xperi	ence, 2	2nd E	ditio	on, Sage
	Publications.									
Mo	de of Evaluation									
Sp	ecific Assessment Methods	%	Weighting	Intended subject learning outcomes to be						
				asse	essed (Pleas	se tick	as a	ppro	opriate)
				1	2	3	4	5	6	
Int	ternal Assessment		60							
	Midterm		20							
Fi	nal Assessment Test		40		\checkmark	\checkmark				1
To	tal		100							1
Rec	ommended by Board of Studie	S	11-03-2019	9						
App	proved by Academic Council		No. 54		Date	;	14-03	3-201	9	

Course code		Organizational C	hange and Dev	velopment	LT	PJC
BMT6167					3 0	0 0 3
Pre-requisite	Nil					s version
					, , , ,	
OBJECTIVES	:					
		entify business probl	ems and formu	alate alternative	courses of	action
		ticulate (oral and wri				
OUTCOME:		× *	,		- U	
 The stuc The stuc The stuc The stuc The stuc The stuc 	lent is able to lent is able to lent is effect ing lent is able to	rehensively able to d o come up with mult o suggest a very com ive in oral communi- o effectively use wri o convince others on	iple alternative prehensive and cation of a mar tten communic	es to resolve the p d implementable nagerial decision eation for express	problem action pla and is als sing views	in O
	ication skill					
	ganization					6 hours
organizational c change. Introdu business history	hange. Force action to survey about const ing between	and Importance of es for and Resistance stainability and org tancy of Change, En maintenance of Star extinction.	es to change. N anizational ch nvironmental f	Methods of overce nange, Learning factors that shape	oming res from exa e organiza	istance to imples in tion-wide
Module:2						6 hours
periods of Chan Management	ge. Personal of Change:	f Change, J.P. Kotte Change versus Lead Diagnosing the org luating the Action, I	ling change; Pr ganization, De	roactive and read	ctive chang	ges.
Effective ways Continuous ver Evolutionary C workers and F Engineering, Re of changes from Module:3 Or	of managin sus disconti change: Soc lexible worl estructuring, a Futurists an ganization	ng Change: Evolut nuous changes, Uni iotechnical Systems (team. Developme Innovation. Merger ad trend analysts; ma al Development nportance of OD. Fo	ionary and Rev -directional an s Theory, Tot nts of Revolu s and Acquisiti pping external	volutionary char d cyclic change tal Quality Mar tionary change: ions Early detect changes to inter	es Develop nagement, Reengine tion of the mal adapta	Flexible Flexible bering, E- direction tions. 4 hours
1		1		00	1	
1 1		ge. OD techniques t ng change, evaluation		•	ge. OD Int	ervention
) Interventi					6 hours
		is I: Interpersonal an	d group proces	consultation		6 hours
Human process Human process Techno- structu	intervention intervention ral intervent	is II: Conflict Resolution provide an interpretation provide a series of the series of	tion, rocess consulta al design and re	ation, estructuring		
WIGUUIE.S III	R Managem	ent Interventions	<u> </u>			6 hours

	y peace-making,	Structural
Intervention, Comprehensive OD Interventions, Consultant-Client re-	ationships.	

Modu		Contemporary Issu								2	hours
		ure from industry exp	perts o	on contemporary C	D interv	ventio	n stra	tegies	used	in th	e
curren	nt sce	nario.									
				Total Lecture ho	ours:					30	hours
# N	Aode:	Flipped Class Room	, Case	e Discussions, Lec	tures						
				and Qui							
Text B	Book(S)		`	•						
1.	Palı	ner. I, Dunford. R,	Akin	. G,(2016), Mana	iging or	ganiza	ation	al cha	nge:	A m	ultiple
	pers	pectives approach, 3	3rd ed	ition, McGraw-Hi	ll Irwin	-			-		-
2.	Cur	nmings Worley, (201	5), Oı	rganization Develo	opment,	10th H	Editic	n, Ce	ngage	e Lean	ning.
3.	R.	G. Priyadharshini,	(2015	5), Organizationa	l Chang	ge an	nd D	evelo	pmen	t, Co	engage
	Lea	rning.									
Refere	ence I	Books									
1.	Joh	n P. Kotter, (2012), I	Leadin	g Change, 1st edit	ion, Har	vard I	Busin	ess So	chool	Press	
2.	Kot	ter J. P, Rathgeber.	Н, (2	2006), Our Iceber	g is Me	elting:	Cha	nging	and	Succ	eeding
	und	er any Conditions. N	ew Yo	ork, St. Martin's Pi	ess.						
3.		ndell L. French, Ce									
		nce Interventions fo	r Org	anisational Improv	vement,	, 6th	editi	on, Po	earso	n Edı	cation
		ate Ltd.									
		aluation	r								
Speci		Assessment	% W	Veighting							omes
Meth	iods								(Plea	ase ti	ck as
							ropr		-	-	
		ssessment				1	2	3	4	5	6
		nt/Quiz	40								
Midt			20								,
Final	l Asse	ssment	40								
Recom	nmend	led by Board of Stud	ies	11-03-2019							
		y Academic Council					1-03-2				

Course code	Performance Manageme	nt	L T P J C
BMT6168			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
			v. 00.00
OBJECTIVES:			
	e able to formulate competitive strategies for		
	e able to practice ethical values in achieving		
	e able to systematically apply qualitative a	nd quantitative te	chniques to solve
business proble	ems		
OUTCOME:		0.1	
-	provides a definitive and outstanding asso	essment of the n	narket share and
1	vantage of competitors in the marketplace	C	,· ·,
	bes a comprehensive analysis of potential dar	e 1	•
	provides comprehensive industry assessme	ent and strategy	formulation and
implementatio	able to recognise ethical issues that affect m	ultiple stake holde	are a
	able to apply multiple ethical concepts in a		
making	able to apply maniple ethear concepts in c	inarysing consequ	chees of decision
U	s able to evaluate the most appropriate pe	rspective in achie	eving stakeholder
welfare	acte to evaluate the most appropriate pe		
7. The student is	able to perform a comprehensive quantitativ	e data analysis	
	able to interpret qualitative information in de	-	
	able to represent the analyses as a complete		siness problem
	luction to Performance Management		hours
	formance, performance appraisal, perfo		
6	Background, Foundations, Conceptual Fran	· •	s of performance
	and Importance of performance management		
	rmance Management System		hours
	formance Management: PMS, Managing Pe		
-	. Performance Management Processes: Gence Reviews, Analyzing and Assessing Perf	-	-
	rmance Management Model	· · · · · · · · · · · · · · · · · · ·	hours
	agement in Action: Performance Ma		ys, Performance
	els, The Impact of Performance management	• •	, ,
	cations of Performance Management	*	hours
	f Performance Management: Managing Orga		
	e, Performance management and Learning		
	mcy Mapping and assessment techniques,	<i>U</i> ,	0
-	ince diagnosis and self-development initiativ		, 6
11 /			
	oping Performance Management		hours
	aintaining Performance Management: Deve Management Role of Line Managers, Eva		
	Wanagement Role of Line Wanagers. Eva		
The Performance		ies with performs	
The Performance Performance devel	opment strategy. Mapping Business Strateg	ies with performa	
The Performance Performance devel Strategies. Challen	opment strategy. Mapping Business Strateg ges of managing performance.		
The PerformancePerformance develStrategies. ChallenModule:6Contend	opment strategy. Mapping Business Strateg ges of managing performance.	21	ince management
The PerformancePerformance develStrategies. ChallenModule:6Contend	opment strategy. Mapping Business Strateg ges of managing performance. mporary Issues	2 Ince management.	ince management
The PerformancePerformance develorStrategies.ChallengModule:6ConteGuest Lecture from	opment strategy. Mapping Business Strateg ges of managing performance. mporary Issues industry experts on contemporary performa Total Lecture hours:	2 I nce management. 30	hours
The PerformancePerformance develorStrategies.ChallengModule:6ConteGuest Lecture from	opment strategy. Mapping Business Strateg ges of managing performance. mporary Issues industry experts on contemporary performa	2 I nce management. 30	hours

	•											
	Kogan Page.											
Ref	ference Books											
1.	Bacal Robert (1999), Perform	ance	Managemen	nt, Mo	cGraw	-Hill						
2.	Harvard Business Essentials	: Pe	rfomance M	lanag	ement	(200)6), H	arvar	d Bu	usiness School		
	Press.											
Mo	de of Evaluation											
Sr	Specific Assessment Methods % Weighting Intended subject course outcomes to be											
-			0 0	asse	essed (Pleas	se tick	as a	ppro	priate)		
				1	2	3	4	5	6			
In	ternal Assessment		60									
	Midterm		20									
Fi	nal Assessment Test		40									
	Total		100]		
Rec	commended by Board of Studie	S	11-03-2019	9								
Ap	proved by Academic Council		No. 54		Date)	14-03	3-201	9			

Course code	Strategic Human Resource Mana	agement L T	P J C
BMT6169		3 0	0 0 3
Pre-requisite	BMT5120		s version
•		v	
OBJECTIVES:			
	e able to formulate competitive strategies for t		
	e able to practice ethical values in achieving s		
	e able to involve stakeholders and team memb	ers in executing decision	IS
OUTCOME:			1 1
	provides a definitive and outstanding asses	sment of the market s	hare and
	vantage of competitors in the marketplace	and of compatitons pativi	t
	es a comprehensive analysis of potential dang provides comprehensive industry assessmer		
implementatio		n and strategy formula	uion anu
1	able to recognise ethical issues that affect mul	ltiple stake holders	
	able to apply multiple ethical concepts in an	1	decision
making		, , , ,	
6. The student is	s able to evaluate the most appropriate pers	pective in achieving sta	akeholder
welfare			
	able to establish a favorable team climate	and ensure enthusiastic	decision
making		• • •	
	able to elicit constructive feedback in conflict	6	
9. The student is in decision ma	able to facilitate enthusiastic stakeholder/tea	m participation and col	liribution
	in Resource Development	6 hours	
	c framework for HRM and HRD – Vision, Mi		rtance –
	nisations – HRD Functions - Roles of HRD P		
	practices - Measures of HRD performance -		
	RD Program Implementation and Evaluation		
Capability, Bench	Marking and HRD Audit.		
Module:2 E-HR		6 hours	
	Syee profile- e- selection and recruitment - V	e	tation –
Ū.	elopment – e- Performance management and	1 0	
_	mplementation of HRIS – Designing HR port		
	ee privacy – EmOBJECTIVESyee surveys on SS CULTURAL HRM		
	ational HRM - Cultural Dynamics - Culture A	4 hours	rol
	ning Programs – Leadership and Strategic HR		141
	rent challenges in Outsourcing, Cross border N		C
	aral Organisations - International Compensation		
v	I SHRM	6 hours	
Managing Global	Human Resources-HR and the international	alization of business, In	mproving
international Ass	ignments through selections, Training	and maintaining inte	ernational
EmOBJECTIVES	ees, Developing international Staff and Multi	national Teams	
	sing Environment of HPM	6 hours	
Module:5 Chan			
Module:5ChanInternal and External	al factors. Internal factors – Human Resource	of Country, changing de	
Module:5ChanInternal and Externof emOBJECTIVE	al factors. Internal factors – Human Resource Syers , emOBJECTIVESyees organization . E	of Country , changing de External factors – Change	in
Module:5ChanInternal and Externof emOBJECTIVETechnology, Legal	al factors. Internal factors – Human Resource Syers , emOBJECTIVESyees organization . E and Government, Customer Social factors, Ec	of Country , changing do External factors – Change conomic and Political fac	in
Module:5ChanInternal and Externof emOBJECTIVETechnology, LegalModule:6Conternal	al factors. Internal factors – Human Resource Syers, emOBJECTIVESyees organization. E and Government, Customer Social factors, Ec mporary Issues	of Country , changing do External factors – Change conomic and Political fac 2 hours	in tors.
Module:5ChanInternal and External of emOBJEExternal of emOBJETechnologyLegalModule:6Control	al factors. Internal factors – Human Resource Syers , emOBJECTIVESyees organization . E and Government, Customer Social factors, Ec	of Country , changing do External factors – Change conomic and Political fac 2 hours	in tors.

			Total Lecture hou	rs:			30	hour	'S		
	# Mode: Flipped Class Roo	n, Case	e Discussions, Lectu and Quizz								
Tex	xt Book(s)										
1.	Randy L. Desimone, Jon	M. We	erner – David M. N	Aathis, I	Huma	n Re	esour	e De	evelo	oment,	
	Cengage Learning, 2007.										
2.											
3.	2007.		-					-			
Ref	ference Books										
1.	Bernadin, Human F	lesourc	e Management,	Tata	Ν	lcGr	aw	Hil	1,	2006.	
2.	Robert L. Mathis and Joh	n H. Ja	ckson, Human Res	ource M	anag	emer	nt, Ce	ngag	e Lea	arning,	
3.	2007.				0			00		Ċ.	
4.	Rosemary Harrison, EmO	BJECT	IVESyee Developm	ent – U	nivers	sity]	Press.	Indi	a Ltc	l, New	
5	Delhi,									2007.	
	Tony Edwards and Chris I	Rees, In	ternational Human	Resourc	e Ma	nage	ment	, Pea	arson,	2007.	
	Chris Brewstes, Paul Spa	row, G	uy Vernon, Interna	tional H	[umar	1 Re	sourc	e Ma	inage	ment,	
	University Press 1st Editio	n 2008.									
Mo	ode of Evaluation										
Sp	pecific Assessmen	6 % W	Veighting		Inten	ded	Cou	irse	outc	omes	
	lethods				to be assessed (Please tick as						
Μ					to be	asse	essea	(Plea	ase u		
M					appr			(Plea	ase u		
In	iternal Assessment				appr 1	opri 2		4	5	ck as	
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In As M	nternal Assessment ssignment/Quiz	-			appr 1 √	opri 2 √	ate) 3 √	4	5	ck as	
In As M Fi	iternal Assessment ssignment/Quiz lidterm	20 40	11-03-2019		appr 1 √ √	opri 2 √ √	ate) 3 √ √	4 √	5 √	ck as 6	

Course code	Talent Management	L T P J C
BMT6170		3 0 0 0 3
Pre-requisite	Nil	Syllabus version
•		v. 02.0
OBJECTIVES:		
	able to co-create unique ideas, products and s	
	able to practice ethical values in achieving sta	
students will be a	able to involve stakeholders and team membe	ers in executing decisions
OUTCOME:		
-	ces original ideas with minimal guidance. Im	plementation solutions have strong
evidential sup	-	
	nultiple idea creation techniques	
	s new ideas and combines multiple perspecti	-
	able to recognise ethical issues that affect m	-
	able to apply multiple ethical concepts in an	alysing consequences of decision
making		
	able to evaluate the most appropriate perspec	ctive in achieving stakeholder
welfare		
	able to establish a favorable team climate an	nd ensure enthusiastic decision
making		
	able to elicit constructive feedback in conflic	6
	able to facilitate enthusiastic stakeholder/tea	am participation and contribution
in decision ma	ıking	
Student Learning	Outcomes (SLOs): 2,14,15,17,19	
	cognitive load management [discriminate and	filter the available datal skills
	ity to design and conduct case analysis, simul	—
well as to analyze		J 1 J
•	ity to use the social media effectively for pro-	ductive use
-	n solving ability – solving social issues and b	
• •	cognitive load management [discriminate an	-
00		-
Module:1 Intro	duction to Talent Management	6 hours
	t Management, Overview, Concept, Scope	of Talent Management, Need and
Importance of Ta	lent Management in organization. Object	tives of talent management. Key
	t Management. Consequences of Failure in	
	em, Building Blocks of Effective Talent Man	
Module:2 Taler		5 hours
	nt Planning, Steps in Strategic Talent Plann	
	planning, Current Industry Practices for St	6
Behaviour.	verview, Shaping Talent Planning and Devo	cloping values, Fromoting Lunca
	t Acquisition and Engagement	6 hours
	, Recruiting Process, Strategic Trends in Tal	
_	ations. Talent Acquisition Process. So	
<u> </u>	yer Branding, Knowledge edge in organizati	e
EmOBJECTIVES		
EmOBJECTIVES Management in va	rious Sectors.	
Management in va Talent Engagemen	t: Developing a Talent engagement Strategy.	·
Management in va Talent Engagemen		5 hours

Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model, Strategic Compensation plan for Talent Engagement, Finding the Path for Success.

Module:5Talent Development6 hoursTalent development strategy. Competency Mapping and assessment techniques- Recruitment appraisal, Potential appraisal, Training Need appraisal, Performance diagnosis and self- development initiatives. Mapping Business Strategies and Talent Management Strategies. Challenges of Talent Management.6 hoursModule:6Contemporary Issues2 hoursGuest Lecture from industry experts on contemporary talent management using cloud appraisal2 hours												
appraisal, Potential appraisal, Training Need appraisal, Performance diagnosis and self- development initiatives. Mapping Business Strategies and Talent Management Strategies. Challenges of Talent Management.Module:6Contemporary Issues2 hoursGuest Lecture from industry experts on contemporary talent management using cloud												
development initiatives. Mapping Business Strategies and Talent Management Strategies. Module:6 Contemporary Issues 2 hours Guest Lecture from industry experts on contemporary talent management using cloud Image: Strategies Image: Strategies Image: Strategies												
Challenges of Talent Management.Module:6Contemporary IssuesGuest Lecture from industry experts on contemporary talent management using cloud												
Module:6Contemporary Issues2 hoursGuest Lecture from industry experts on contemporary talent management using cloud												
Guest Lecture from industry experts on contemporary talent management using cloud												
computing.												
Total Lecture hours:30 hours												
# Mode: Flipped Class Room, Case Discussions, Lectures, Presentations, Role play.												
Text Book(s)												
1. Lance A. Berger, Dorothy R. Berger, (2011), The Talent Management Handbook, 2nd												
Edition Tata McGraw-Hill												
Reference Books												
1. Rob Silzer, Ben E. Dowel, (2010). Strategy-Driven Talent Management: A leadership												
Imperative, Wiley.												
2. Harrington Brad, Hall, Douglas T, (2008), Career Management and Work-Life												
Integration: Using Self-Assessment to Navigate Contemporary Careers. Sage Pub.												
3. Paul Sparrow, Hugh Scullion, Ibraiz Tarique, (2014), Strategic Talent Management,												
Contemporary Issues in International Context Cambridge University Press.												
Mode of Evaluation												
Specific Assessment Methods % Weighting Intended subject course outcomes to be assessed (Please tick as appropriate)												
Specific Assessment Methods % Weighting Intended subject course outcomes to be												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456Internal Assessment60 </td												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456Internal Assessment60 </td												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456Internal Assessment60 </td												
Specific Assessment Methods% WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456Internal Assessment60 </td												
Specific Assessment Methods % Weighting Intended subject course outcomes to be assessed (Please tick as appropriate) 1 2 3 4 5 6 Internal Assessment 60 - - - Midterm 20 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -												
Specific Assessment Methods % Weighting Intended subject course outcomes to be assessed (Please tick as appropriate) 1 2 3 4 5 6 Internal Assessment 60 - - - Midterm 20 - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -												
Specific Assessment Methods% Weighting % WeightingIntended subject course outcomes to be assessed (Please tick as appropriate)123456Internal Assessment60Midterm20Image: Specific Assessment Test40VVV												

Course code	Workplace Counselling	5	L T P J C
BMT6171			3003
Pre-requisite	Nil		Syllabus version
			v. 0.00
OBJECTIVES:			10
	will be able to practice ethical values in achievi		
OUTCOME:	will be able to articulate (oral and written) idea	s to and decision	making
	udent is able to recognise ethical issues that af	fect multiple sta	ke holders
	tudent is able to apply multiple ethical con	-	
	on making	ı J	
3. The swelfa	tudent is able to evaluate the most appropriate	perspective in a	achieving stakeholder
	tudent is effective in oral communication of	f a managerial	decision and is also
convi		i a managenar	decision and is also
	udent is able to effectively use written commu	nication for exp	ressing views
6. The s	tudent is able to convince others on decisio		
	n communication skills roduction to Counseling	6	hours
	Counseling: Definition, objectives and importa		
	c principles of counseling. Understanding co		
-	ess. Building the Counseling Relationship: Th		_
	TIVES ration: Advanced empathy, Confronta		-
Ethical Issues in	1 1	, I	56
			-
	rkplace Counselling y, why workplace counseling, Basics of we		hours
workplace coun	seling. Preparation for counseling, assessing workplace. Model of workplace counseling.		
Module:3 Rol	e of Workplace Counsellors	5	hours
Characteristics	of effective counsellors, Multiple roles of c	counselors. Trai	ining for counselors.
	counseling, Self-Development of Managers a		
	d Interpersonal Skills for Counsellors, Counsel	lling Relationsh	ip Use of Counselling
skills in a HR en	vironment.		
Module:4 Ap	plications Workplace Counseling	6	hours
	hniques and Methods		nours
	l diagnosis in workplace counseling, Stru	cturing, Leadi	ng and Questioning
techniques, Over	view of Major Theories of Counseling: Perso	n Centered cour	nseling, Transactional
	panalytical counselling and Behavioural Counse		
1	ace: Career, Absence and Sickness, Grievance	1	
and Retention, R	edundancy, Home: Bereavement, Family Issue	es-financial, rela	tionship.
Module:5 Pra	ctical: Counselling Interventions in	6	hours
1110uult.5 11a	0		
Org	ganizations		
Counselling Int	erventions in Organizations: Empathy, Lis	-	
Counselling Int Feedback, Perfo	erventions in Organizations: Empathy, Lis rmance Counselling, Counselling in Problem	-	
Counselling Int Feedback, Perfo	erventions in Organizations: Empathy, Lis	-	
Counselling Int Feedback, Perfo Midlife Blues, Ir	erventions in Organizations: Empathy, Lis rmance Counselling, Counselling in Problem	n Situations, In	

Guest lecture by industry experts on counseling techniques and therapies to handle workforce issues.

		r	Fotal Lect	ıre ho	urs:			3() hours	
# M	ode: Flipped Class Room, Cas	se Dis	cussions, L	ecture	s, Ro	le pla	ying a	ind P	ractical exercise.	
	ctical: Students would undert selling techniques and method			-	-	roble	ems an	nd ex	ercise, practice, apply	
Text	t Book(s)									
1.	Lewis E Patterson & El	izabet	h Reynold	s Wel	fel, (2	2005)),The	Cour	seling Process, Sixth	
	Edition, Cengage Learnin	g Pvt	Ltd.							
Refe	rence Books									
1.	Kavita Singh, (2010), Couns	seling	Skills for N	lanag	ers, P	renti	ce-Hal	ll of I	ndia.	
2.	Walt Schafer, (2000), Stress	Mana	agement for	Well	ness, (Cenga	age Le	arnir	ıg.	
Moc	le of Evaluation									
Spe	ecific Assessment Methods	% V	Veighting	Intended subject course outcomes to be						
				assessed (Please tick as appropriate)						
				1	2	3	4	5	6	
Int	ernal Digital Assessment		60							
	Midterm		20							
F :	al Assessment Test		40							
ГП			<u>40</u> 100	V	V	V	V	V	N	
_										
	ommended by Board of Studie	28	11-03-2019 No. 54	Date 14-03-2019				0		
Арр	roved by Academic Council		110. 34		Date	,	14-03	5-201	7	

	de	Analysis and Design of Information	System	IS			J	
BMT61'	72				3 0	0	0	
Pre-requisi	te	Nil		S	yllabı	is ve	rsio	n
						v.	02.0	0
OBJECTIV	'ES:							
stude	ents wil	l be able to formulate competitive strategies	for the	digital	marke	t pla	ces	
OUTCOMI	E:							
		provides a definitive and outstanding asses advantage of competitors in the marketplac		f the m	narket	shar	e an	d
2. The	student	does a comprehensive analysis of potential	dangers	of com	petito	rs ac	tivit	y
		provides comprehensive industry assessmention details	nt and st	rategy	formu	latio	n an	d
Module:1	Requi	rements Gathering				7 h	our	5
	•	Requirement elicitation – Requirement mar equirement analysis (functional and non-func-	-	t and c	ommu	inica	tion	
Module:2	Inform	nation Systems design methods				4 h	our	5
Information and Design		ns Development - Project Management – I s	Introduct	tion to	syster	n ana	alysi	is
Module:3	Syster	n Analysis				7 h	our	5
-	ts with	Methods - Systems Analysis Tech Use Cases - Data Modeling - Process ling	-		odelin _i Objec			
Module:4	Syste	m Design				6 k	our	'S
5	U	Database Design - Output Design and Input Dbject-Oriented Design	Design a	and Pro	ototyp	ing -	Use	r
Module:5	System	n Construction and Implementation				4 h	our	s
	ction a	tion Phase – Context of System Construction nd implementation phases – System Accept						
Module:6	Conte	mporary Issues				2 h	our	S
Guest lectu	re by ir	ndustry experts on latest trends in system des	sign					
		Total Lecture hours:				30 h	our	S
# Mode: F	ipped	Class Room, Case Discussions, Lectures						

1.	1. Hossein Bidgoli, Nila Learning.	anjan	Chattopadhy	yay, (2014),	MIS	4, 4th	editi	on, C	Cenga	age
Re	ference Books										
1.	Jeffrey L Whitten, Lonnie Design,1st edition, McGraw		Bentley, (20	08),	Introd	uction	n to	Syste	m A	naly	sis &
2.	Arthur M. Langer, (2008), Springer-Verlag London.	Analy	ysis and De	sign	of Info	ormat	ion S	ysten	ns, 3	rd ea	lition,
Alan Dennis, Barbara Haley Wixom, (2015), System Analysis & Design Methods, 6th edition, Wiley.											s, 6th
5.	Donald Yeates, Tony Wakefield, (2004), System Analysis & Design, 2nd edition, Prentice Hall.										
Mo	ode of Evaluation										
_	ode of Evaluation pecific Assessment Methods	%	Weighting		ended essed (0		nes to t te)
_		%	Weighting						0		
S		% 60	Weighting	asse	essed (Pleas	se tick	as a	ppro	opria	
S	pecific Assessment Methods		Weighting	asse	essed (Pleas	se tick	as a	ppro	opria	
S _I	pecific Assessment Methods ontinue Assessment	60	Weighting	asso 1	essed (Pleas	se tick	as a	ppro	pria 7	
	ontinue Assessment Midterm	60 20		asso 1 √	2 √	Pleas	se tick 4 √	x as a 5 √	ppro 6 √	ppria 7 √	
	ontinue Assessment Methods ontinue Assessment Midterm inal ssessment Test	60 20 40 100		asso 1 √	2 √	Pleas	se tick 4 √	x as a 5 √	ppro 6 √	ppria 7 √	

Course code	A	Applied Opera	tions Resea	arch	L T P J C
BMT6173					
Pre-requisite	Nil				Syllabus version
ODIECTIVES					v. 02.00
OBJECTIVES:	11 1 1 1 1 1	1 • • • 1			
	ll be able to make				
	•	stematically app	ply qualitat	tive and quantit	tative techniques to
	ess problems				
OUTCOME:	1 1 4 1 4 11		• 1 • •	1.	
	ble to relate all co			•	
	ble to analyse ma	•	1		
-	plan considers ma	•		-	
	is able to perform				518
	is able to interpre	-			
				ete solution to th	ne business problem
	nced Linear Prg				5 hours
Linear Programmir					nables, Big M-
method and Two pl				ming problem.	
Module:2 Trans	portation and A	ssignment Pro	blem		5 hours
					hwest corner rule –
					ortation problem –
					oblems - Hungarian
method of solving		em - unbalancec	i assignmei	it problems	0.1
	ct Scheduling	1 1 1' '.1	, .	··· ·	8 hours
	orks - project sc	cheduling with	uncertain	activity times	- the critical path
calculation.				I	- 1
Module:4 Job S	equencing				5 hours
		ind '2' machines	- 'n' jobs a	nd '3', M machin	nes –Processing two
jobs through M ma				1	
Module:5 Appli	cation using soft	ware	1 17		5 hours
Solving operation		is using Excel-S	olver and	IORA Software	
Module:6 Conte			· ·		2 hours
Guest lecture by in	• 1	n contemporary	operationa	l analytics tools	used by
corporates in decis	sion making		-		
		Total Lectu	re hours:		30 hours
# Mode: Flipped	l Class Room, Ca	ase Discussion,	Lectures		
Text Book(s)				I.	
	Winston and S. C	hristian Albrig	ht (2008).	Practical Manag	gement Science, 3rd
	Western College P			c	
	a, (2003), Operati		7 th edition	. Prentice Hall	India
		-			
Reference Books					
	P.K. Gupta & Ma	an mohan. (200	5), Operati	ons Research. Si	ultan Chand & Sons
	Kedar Nath, (200				
		· •			ultan Chand & Son
Mode of Evaluation					
Specific Assessm		%			ig outcomes to be
Premie 14550551	···· ·································	Weighting		Please tick as a	0
		,, ugnung	$\frac{1}{2}$	3 4 5	
			1 4	J J J	

Continue Assessment	6	0								
Midterm		20								
Final Assessment Test	4	0								
Total	1	00								
Recommended by Board of Studies	es 11-03-2019									
Approved by Academic Council		No. 54		Date		14-03	-201	9		

Course code	Big Data Analytics		L T P J C
BMT6174			2 0 2 0 3
Pre-requisite	Nil		Syllabus version
OBJECTIVES:	e able to co-create unique ideas, products and	laciutiona	
students will be	e able to formulate competitive strategies for	the digital mark	et places
students will be business proble	e able to systematically apply qualitative and	quantitative tecl	nniques to solve
OUTCOME:	2013		
	duces original ideas with minimal guidance.	Implementation	solutions have
	ential support	Implementation	solutions have
•	es multiple idea creation techniques		
	ates new ideas and combines multiple perspe	ectives to develo	n new solutions
	t provides a definitive and outstanding assess		
	e advantage of competitors in the marketplac		
-	t does a comprehensive analysis of potential		etitors activity
	t provides comprehensive industry assessmen		•
	ation details	05	
1	t is able to perform a comprehensive quantita	tive data analysi	S
	t is able to interpret qualitative information in		
	t is able to represent the analyses as a comple		e business problem
	duction to Data Analytics		3 hours
Big Data Overview	v – Characteristics of Big Data –Business Int	elligence v/s Dat	a Analytics – Need
of Data Analytics -	- Data Analytics in Industries - Role of the I	Data Scientist – I	Data Analytics Life
Cycle-Main phase	es of the lifecycle		
Module:2 Intro	duction to Hadoop, HDFS and Hadoop		4 hours
	itecture		
	Overview of Hadoop – Hadoop v/s RDBM		
	ures- Hadoop Eco System - The Distributed		
	Concepts – Working with HDFS-Component	1	1
	re – Working principle of Hadoop – MapRed	-	Keduce Phase – Job
-	<pre>bop - MapReduce program for Counting the t < Architecture</pre>	inngs	3 hours
	ctive and iterative - Directed Acyclic Graph	(DAG) - RDD - 7	
	cal Operations - Counting the things using S		
Rspark	ear operations counting the things using of	cala opark, i yop	ark, savaspark and
-	ine Learning With Big Data		4 hours
	with Big Data: Advanced Data Analytics- A	Closer Look at]	
•	Taxonomies- Data Mining Tasks-A Statistic		6
	lel, Naive Bayes Rule, Decision Tree Induc		
	rfitting and Other Concerns, The Spark Mac		-
Spark MLlib Class	e 1	linie Leaning L	iorury (iviEnc),
±	h Analytics for Big Data		4 hours
	Why Graphs?-What are the impact of Big D	ata's V's on Gran	
-	echniques- Path Analytics-Applying Dijkstra	1	•
	Ints- Graph Analytics Applications- Connect	-	
	y Analytics and Local Properties- Global Pro		6
Analytics.			<i>.</i> .
· · · · · · · · · · · · · · · · · · ·	emporary Issues		2 hours
	L V		

Guest lect	ure by industry experts on emerging trends in b	ig data as a Business planning tool						
- Recommendation analytics - Health Care analytics - financial Analytics - Log Data								
Analytics -	Social Media analytics - Fraud and abuse Detection	n						
	Total Lecture hours:	20 hours						
Practical H	adoop, Hadoop Architecture, spark architecture,	20 hours						

machine learning, graph analytics.
Mode: Flipped Class Room, Case Discussion, Lectures

Text Book(s)

- Thomas Davenport et.al, (2010), Analytics at Work: Smarter Decisions, Better Results, 3rd edition, Harvard Business School Press, Boston, Massachusetts.
- 2. Zikopoulos P, Eaton C, (2011), Understanding big data: Analytics for enterprise class Hadoop and streaming data, McGraw-Hill Osborne Media.
- 3. Viktor Mayer-Schönberger, Kenneth Cukier (2014), Big Data: A Revolution That Will Transform How We Live, Work, and Think, Mariner Books

Reference Books

- 1. Pramod J. Sadalage, Martin Fowler, (2012), NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence, Addison-Wesley.
- 2. Sammer E, (2012), Hadoop Operations, 1st edition, O'Reilly Media, Inc.
- 3. Marz N, Warren J, (2015), Big Data: Principles and best practices of scalable real-time data systems, Manning Publications Co.
- 4. Miner D, Shook A, (2012), MapReduce Design Patterns: Building Effective Algorithms and Analytics for Hadoop and Other Systems, O'Reilly Media, Inc.
- 5. Rajaraman A, Ullman J. D, (2014), Mining of massive datasets, Cambridge: Cambridge University Press.
- 6. Lam, C. (2014). Hadoop in action. 2nd edition, Manning Publications Co.
- 7. Franks, B, (2012), Taming the big data tidal wave: Finding opportunities in huge data streams with advanced analytics, John Wiley & Sons.
- 8. Provost F, Fawcett T, (2013), Data Science for Business: What you need to know about data mining and data-analytic thinking, O'Reilly Media, Inc..
- 9. Thomas Davenport et. Al, (2007), Competing on Analytics: The New Science of Winning. Harvard Business School Press. Boston, Massachusetts.
- 10.Zikopoulos P, Parasuraman K, Deutsch T, Giles J, Corrigan D, (2012), Harness the power of
big data The IBM big data platform, McGraw Hill Professional.Image: Market Constraints of the power of the power

Mode of Evaluation: Midterm, Q	Mode of Evaluation: Midterm, Quizzes, Assignments, Term paper, Mini Projects and FAT										
Specific Assessment Methods	%	Weighting						0		es to be	
			asse	essed (Pleas	se tick	as a	ppro	pria	te)	
			1	2	3	4	5	6			
Continue Assessment	60										
Midterm	20										
Final Assessment Test	40										
Lab	100										
Total	100										
Recommended by Board of Studie	es	11-03-219	9								
Approved by Academic Council		No.54		Date	•	14-03	-201	9			

Course code	Data S	cience for Manag	ers	L T P J C
BMT6175				2 0 0 4 3
Pre-requisite	Nil			Syllabus version
				v. 02.00
OBJECTIVES:				
	vill be able to make decisio			
	vill be able to formulate con	1 0	•	1
	vill be able to systematicall	y apply qualitative	and quantitativ	e techniques to
	ness problems			
OUTCOME:				
	able to relate all contextua			
	able to analyse many costs an			
	plan considers many of the c	-		1 / 1 1
	nt provides a definitive and	-		rket share and
-	ve advantage of competitor	-		,•, ,• •,
	nt does a comprehensive ar			
	nt provides comprehensive	industry assessme	nt and strategy	formulation and
-	tation details	1	· 1 · 1	
	nt is able to perform a com			S1S
	nt is able to interpret qualit			h a 1aaain aan muchtana
	nt is able to represent the an	haryses as a compr		
Module:1 Univ	variate Analysis I			3 hour
Maan Madian an	d Mada Individual Diago	note and Continuou	Somiag April	instign with mast
	d Mode – Individual, Disci		is Series – Appl	ication with real
ŭ	oftware and Data Interpreta	lions	1	3 hour
Module:2 Uni	variate Analysis II			5 nour
Standard Deviati	on, Variance and Coefficie	nt of Variation A	nnlication with	real time data using
software and Dat			Application with	Teal time data using
	scriptive and Predictive A	nalvsis		4 hours
	gression: Correlation analy		ion - Regressio	
	e Analysis - Application		-	-
Interpretations	Analysis - Application	i with real time	data using	software and Data
1	ariate Analysis			4 hours
Test of Hypothes	e e e e e e e e e e e e e e e e e e e			+ 11041 5
• 1	ANOVA: One way and Two	o way classification	n	
Non Parametric 7	•	o way classification		
	um test, Run test, Kruskal	wallis test Mann	Whitney II tes	t - Application with
•	ng software and Data Inter			a reprivation with
	tivariate Analysis			4 hours
	Conjoint Analysis and Dis	criminant Analysis	s - Application	
	nd Data Interpretations - A			
Interpretations	1	11		0
Module:6 Con	temporary Issues			2 hours
	- *			
Guest lecture by	industry experts on Statist	ical application in	decision making	<u>,</u>
		l Lecture hours:	20 hours	-
			-	
Project • # 11a	e of SPSS/SAS software for	or Advanced Data	20 Non-	
1 oject o # 03		nd Interpretations	contact	
	Analytics a		hours	
			110413	

п	Mode: Flipped Class Room,	Case	Discussion	, Lect	tures						
Tex	xt Book(s)					l					
1.	Levin, Rubin, (2013), Statist	ics fo	or Managem	ent, 1	3th ed	lition,	Pears	on Ec	lucat	tion.	
2.	Anderson D.R, Sweeney	D.J,	Williams	T.A,	(2013	3), S1	tatistic	es fo	r B	usine	ess and
	Economics, 11th edition, Cer	ngag	e Learning.								
3.	Gerald Keller, (2014), Statis	stics	for Manager	nent	and E	conor	nics,	10th (editio	on, C	Cengage
	Learning.										
4.	Rajendra Nargunkar (2016),	Marl	keting Resea	rch, 7	Tata M	lcGra	w Hill	l			
Ref	ference Books										
1.	Srivastava T, Rego S, (2012),										
2.	Murray R. Spigel, (2010), T	heory	y and Proble	ems o	of Stat	istics	- Scł	naums	s out	line	Series 4th
	edition, McGraw Hill.										
3.	S.P. Gupta, (2014), Statistical	l Met	hods, 13th e	ditior	, Sulta	an Ch	and P	ublica	ation	s.	
Mo	de of Evaluation: Midterm:	Unit	1, 2&3, Qui	zzes,	Assig	gnmer	nts, Te	erm p	aper	, Mi	ni Projects
and	l FAT										
S	pecific Assessment Methods	%	Weighting						0		
Sp	pecific Assessment Methods	%	Weighting	asse	ssed (Pleas	e tick	as aj	0		
		%	Weighting						0		
	ontinue Assessment	% 60	Weighting	asse	ssed (Pleas	e tick	as aj	0		
			Weighting	asse	ssed (Pleas	e tick	as aj	0		
	ontinue Assessment	60	Weighting	asse 1	essed (Pleas	e tick	as aj	0		
	ontinue Assessment	60	Weighting	asse 1	essed (Pleas	e tick	as aj	0		
	ontinue Assessment	60	Weighting	asse 1	essed (Pleas	e tick	as aj	0		
	ontinue Assessment	60	Weighting	asse 1	essed (Pleas	e tick	as aj	0		
	ontinue Assessment	60	Weighting	asse 1	essed (Pleas	e tick	as aj	0		
Fi	ontinue Assessment Midterm	60 20		asse 1 √	ssed (2 √	Pleas 3 √	e tick	as aj 5	0		
Co Fi Pi	ontinue Assessment Midterm nal Assessment Test	60 20)	asse 1 √	ssed (2 √ √	Pleas 3 √ √	e tick 4	as aj 5 	0		
Fi Pr	ontinue Assessment Midterm nal Assessment Test roject	60 20)	asse 1 √ √	ssed (2 √ √	Pleas 3 √ √	e tick 4	as aj 5 	0		

Page 170

Cour	se Code	K-Commerce –		P	J	С	
	T6176		20 ersion:	0	4	3	
	CTIVES:	re-requisite. ML					
		to to former late a new stition starts size for the disited menter to					
student	is will be a	ble to formulate competitive strategies for the digital market pla	ces				
OUTC	COME:						
ad 2. Th 3. Th	vantage of le student c	provides a definitive and outstanding assessment of the market competitors in the marketplace loes a comprehensive analysis of potential dangers of competito provides comprehensive industry assessment and strat on details	rs activ	ity			
1	Fueling H	tion to E-Commerce: Introduction to E-Commerce - Forces E-Commerce- E-commerce Frame work - Challenges In E- e - Model for E-Commerce - Types Of E-Commerce.			2 1	Hours	
2	Technica Implement	A Aspects of E-Commerce: Security on the Net - nation and Management Issues of E-commerce - Electronic rechange - Electronic Payment Systems.					
3	E-Commo	erce Applications : Commercial Aspects of E-commerce - erce And Banking - E-Commerce And Retailing - Electronic e And Online Publishing - E-Business Issues & Internet			5 I	Hours	
4	E-Comm Elements	erce Strategies: E-Commerce Strategies for Development Of National E-Commerce Strategies Legal Aspects of E- e - Planning Successful E-Commerce – Case Studies.			4 I	Hours	
5	ERP, SC	erce and other Integration: Integrating E-Commerce with M and other Business applications Systems, Future of E- e and Collaborative Commerce.			3	Hours	
6	Guest lec	ture by industry experts on latest trends in E-Commerce				Hours	
	D • ·	Total Lecture Hours	A (20	Hours	
		Team of maximum 5 students would undertake the project. ty coordinator would provide the topic based on the modules.	20 No. c	ont	act	hours	
	e: Flipped	Class Room, Case Discussions, Lectures and Project					
Text B		Turban et. al, (2010), Electronic Commerce–A Managerial Per ion.	spective	e, P	ears	on	
Refere							
		okota, Andrew V. Winston, (2005), Electronic Commerce - n Education.	- A M	ana	ger'	s guide,	

Mode of Evaluation										
Specific Assessment Methods	% Weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								
		1	2	3	4	5				
Continue Assessment	60									
Midterm	20	\checkmark		1	\checkmark	V				
	40		\checkmark		\checkmark					
Internal Assessment Test										
Total	100									
Recommended by Board of 11 Studies	1-03-2019									
Approved by Academic N Council N	o. 54	Date		14-03-2019						

Course code	Info	rmation System	ns Aud	it and	d Con	trol			LΊ	PJC
BMT6177									3 0	0 0 3
Pre-requisite	Nil							Sy	llabı	is version
										v. 01.00
OBJECTIVES:										
students will be abl	e to formulate c	competitive strat	egies f	or the	digita	ıl mar	ket p	laces	5	
OUTCOME:										
1. The student pr	ovides a definit	ive and outstand	ing ass	essmo	ent of	the m	arket	t shai	re and	d
		petitors in the m								
2. The student do										
_	-	ensive industry	assessi	nent a	and str	ategy	form	nulat	ion a	nd
implementation					r					
	ss of Auditing									4 hours
Management of IS		•			Contro	ls - P	erfor	ming	g an I	S Audit –
Control Self-assess					1					
		nagement of IT								7 hours
Corporate Governa										
Procedures – Risk									stru	cture and
responsibilities – B				g Bus	iness	Contr	nuity			7 h a mar
Module:3IS OpIS Operations- IS				oftwa	ro	IC N	otruc	n], T.	freed	7 hours
			and S	onwa	re –	15 IN	etwo	IK II	iirasi	ructure –
Auditing Infrastruc		lons	DD							5 hours
Auditing Application				lonm	ont A	oquisi	tion	and	Main	
Disaster Recovery		Auditing System	s Deve	lopin	cm A	cquisi	uon	anu	Iviaiii	
	ction of Inform	ation Assots								5 hours
Importance of Inf			nt_I	onica	$1 \Delta cc$	ecc _	Net	work	Infr	
Security- Auditing	g Information Secu	Security Manage	ement	Frame	ework	- E1	nviro	nmei	ntal 1	Exposures
and Control – Phy										
Module:6 Conte										2 hours
Guest lecture by in	ndustry experts	on importance o	f Infor	matio	n syst	ems a	udit a	and c	contro	ol
		Total Lect								30 hours
# Mode: Flipped	Class Room, C	ase Discussions	, Lecti	ures						
Text Book(s)										
1. Sandra Senft	, Frederick Ga	illegos, Aleksan	dra D	avis,(2012)	, Info	ormat	ion	Tech	nology
Control and A	Audit, 4th edition	n, Auerbach Pub	olicatio	ns.						
Reference Books										
	Manual – ISAC				_					
-	. ,	diting Informati								
Mode of Evaluation		-			<u> </u>		<u> </u>			
Specific Assessme	ent Methods	% Weighting								es to be
				· · · ·	Please	1	-		priat	te)
		<i>(</i>)	1	2	3	4	5	6		
Continue Assessr	nent	<u>60</u>						.1		
Midterm		20	N	N	N	N	N	V		
		40			1					
Final Assessme	nt 1 est	40 100	N		N	N	N	V		
Total										
Recommended by I	Board of Studie	s 11-03-201	9							

BMT6178	IT Enabled Services		L T P J C
Pre-requisite	Nil		Syllabus version
			v. 02.00
OBJECTIVES:			
	le to co-create unique ideas, products and sol		
	le to formulate competitive strategies for the	digital market p	olaces
OUTCOME:			
-	oduces original ideas with minimal guidane	ce. Implementa	tion solutions have
2. Student use	s multiple idea creation techniques		
	ates new ideas and combines multiple perspe	ectives to develo	op new solutions
	t provides a definitive and outstanding as		
	advantage of competitors in the marketplace		e market share and
1			
	does a comprehensive analysis of potential		
	t provides comprehensive industry assessm	nent and strates	gy formulation and
implementa	tion details		
	tion of ITES	7 hours	CO: 1
Introduction, Evolu	tion of ITES, Key Drivers of ITES, Key ber	efits of IT-enab	oled outsourcing.
	oled outsourcing market: Existing size, Mark		
Market size, Marke	et Processes, Value Proposition and Future of	f Indian contact	center market.
	Market size, Setup of Medical Transcription,		
Service Desks, ben	efits and demerits of each type, suitability of	a particular typ	be to a specific
business context			
Module:2 ITES		6 hours	CO: 2,3
Introduction to Re	levant Internet & Web, Applications for I	TES, Voice ove	er IP, IP telephony,
	SOAP, BizTalk servers. Back Office Opera		
	es, On line Training: Business Process O	utsourcing, GIS	S Services, Content
	nimation, Engineering & Design Services	5 h a una	CO. 2. 4
Module:3 SLAs	we are the second and	5 hours	CO: 3, 4
0	ements: What are the components- how to c	10	1
process metrics – h	vel Management: Process metric show to	design – now	to capture data on
1		5 hours	CO. 2.4
	ess Models Driving IT Enabled Service centers, Building Success strategies for in-l		CO: 3,4
Third Party Service		iouse iiesæ s	fit party providers,
Module:5 Chall	1 1	5 hours	CO: 2,4
	OBJECTIVESyee Value Proposition, Bal		
	Focus, Benchmarking quality & Performan		
	for India. Importance & General Strategies		
Business Impact of	of a Disaster.		-
Module:6 Conte	emporary Issues	2 hours	CO: 1,2,3,4
Guest lecture by i	ndustry experts on latest trends in ITES in In	dia	
	Total Lecture hours:	30 hours	
# Mode: Flipped	Class Room, Case Discussions, Lectures		
Text Book(s)			
	, (2013), IT Enabled Services, Springer.		
1. Shiro Ocsugi			
MBA			Page 174

Reference Books

- 1. Stuart Morstead, Greg Blount, (2004), OFFSHORE READY Strategies to plan and profit from offshore IT enabled services, 2ndedition, American Productivity & Quality Center.
- 2. Charles Weaver, (2007), The Art of Managed Services, 1st edition, MSP Alliance Press.
- 3. Nikhil Treebhoohun, (2011), Promoting IT Enabled Services, Series Title: Lessons from the Commonwealth.

Mode of Evaluation										
Specific Assessment Methods	%	Weighting		ibject learning outcomes to be lease tick as appropriate)						
			1	2	3	4				
Continuous Assessment						\checkmark				
Midterm		20								
□Final Assessment Test	40					\checkmark				
Total	100									
Recommended by Board of Studie	S	11-03-2019)							
Approved by Academic Council		No. 54		Date	;	14-03	-2019	9		

Course code	Lean Manufacturing	
BMT6179	X T ⁴ 1	
Pre-requisite	Nil	Syllabus version
OBJECTIVES:		
	able to co-create unique ideas, products an	d solutions
	able to systematically apply qualitative and	
business proble		
OUTCOME:		
1. Student pro	duces original ideas with minimal guidar	nce. Implementation solutions have
strong evide	ential support	-
2. Student use	s multiple idea creation techniques	
	ates new ideas and combines multiple persp	
	is able to perform a comprehensive quantit	
5. The student	is able to interpret qualitative information	in detail
6. The student	is able to represent the analyses as a compl	ete solution to the business problem
	luction to Lean Management	3 hours
-	Toyota Production System, Production Ma	-
	on to the JIT Production System, Relationsh	ip with Profit, Approach to
Production as a wh		
Module:2 Waste		6 hours
The Total Elimina	ation of Waste, Types of Wastes, Disco	overing and Removing Waste, 5S
	gs & Signboards, Visual Controls, Order	
	vithin and between Factories; Multi-proc	
	rtical Multi-process Operations, Precaution	s and Procedures for Multi-Process
Operations		
	ar Cost Reduction	6 hours
Labour Cost Reduc	ction Steps, Points for achieving Labour C	ost Reduction; Kanban: Differences
Labour Cost Reduce between the Kant	ction Steps, Points for achieving Labour C ban System and Conventional Systems,	ost Reduction; Kanban: Differences Functions and Rules of Kanban,
Labour Cost Reduce between the Kant Determination of V	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban
Labour Cost Reduce between the Kant Determination of V Module:4 Visua	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra I Control	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours
Labour Cost Reduce between the Kant Determination of V Module:4 Visua Introduction to Vi	ction Steps, Points for achieving Labour C oan System and Conventional Systems, Yariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production
Labour Cost Reduct between the Kant Determination of V Module:4 Visua Introduction to Vi Management Boar	ction Steps, Points for achieving Labour C ban System and Conventional Systems, Yariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction
Labour Cost Reduce between the Kank Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production	ction Steps, Points for achieving Labour C ban System and Conventional Systems, Variety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction
Labour Cost Reduce between the Kant Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production Production, Levelli	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level
Labour Cost Reduce between the Kant Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production Production, Levelli Module:5 Chang	ction Steps, Points for achieving Labour C oan System and Conventional Systems, <i>ariety and Quantity of Kanban, Administra</i> I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours
Labour Cost Reduct between the Kant Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevellitModule:5Change Changeover : Changeover Changeover : Changeover	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover;
Labour Cost Reduct between the Kant Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production Production, Levelli Module:5 Chang Changeover : Chang Quality Assurance,	ction Steps, Points for achieving Labour C oan System and Conventional Systems, <i>ariety and Quantity of Kanban, Administra</i> I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover;
Labour Cost Reduct between the Kant Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevellitModule:5Change Changeover : Changeover Changeover : Changeover	ction Steps, Points for achieving Labour C oan System and Conventional Systems, <i>ariety and Quantity of Kanban, Administra</i> I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover;
Labour Cost Reduct between the Kank Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevelliModule:5Change OreaChangeover : Change Quality Assurance, Yoke and Zero Definition	ction Steps, Points for achieving Labour C ban System and Conventional Systems, Variety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Sects Check Lists	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover; ke-Yoke System, how to use Poke-
Labour Cost Reduct between the Kank Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevelliModule:5Change Changeover : Changeover : Changeover : Changeover : Changeover Changeover : Changeover	ction Steps, Points for achieving Labour C ban System and Conventional Systems, <u>ariety and Quantity of Kanban, Administra</u> <u>I Control</u> sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC <u>geover & Standard Operations</u> ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Cects Check Lists tions: Establishing Standard Operations,	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours To Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours In Rules for Improving Changeover; ke-Yoke System, how to use Poke- Combination Charts and Standard
Labour Cost Reduct between the Kank Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevellitModule:5Change Changeover : Changeover : Changeover : Changeover : Changeover : Changeover : Def Standard Operations Charts	ction Steps, Points for achieving Labour C ban System and Conventional Systems, Variety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Sects Check Lists	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours To Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours m Rules for Improving Changeover; ke-Yoke System, how to use Poke- Combination Charts and Standard provements; Jidoka: Steps towards
Labour Cost Reduce between the Kank Determination of V Module:4 Visua Introduction to Vi Management Board to Level Production Production, Levelli Module:5 Chang Changeover : Chang Quality Assurance, Yoke and Zero Def Standard Opera Operations Charts Jidoka, Difference Defects, Extension	ction Steps, Points for achieving Labour C ban System and Conventional Systems, Variety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Sects Check Lists tions: Establishing Standard Operations, s, Standard Operations and Operations Im e between Automation and Jidoka, Sepa n of Jidoka to the Assembly Line, Mai	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover; ke-Yoke System, how to use Poke- Combination Charts and Standard provements; Jidoka: Steps towards arating workers, Ways to Prevent ntenance and Safety, CCO: Three
Labour Cost Reduce between the Kank Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production Production, Levelli Module:5 Chan Changeover : Chan Quality Assurance, Yoke and Zero Def Standard Opera Operations Charts Jidoka, Differenc Defects, Extensio Lessons in Mair	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Sects Check Lists tions: Establishing Standard Operations, s, Standard Operations and Operations Im e between Automation and Jidoka, Sepa	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban 7 hours ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover; ke-Yoke System, how to use Poke- Combination Charts and Standard provements; Jidoka: Steps towards arating workers, Ways to Prevent ntenance and Safety, CCO: Three
Labour Cost Reduce between the Kank Determination of V Module:4 Visua Introduction to Vi Management Boar to Level Production Production, Levelli Module:5 Chang Changeover : Chang Quality Assurance, Yoke and Zero Defe Standard Opera Operations Charts Jidoka, Differenc Defects, Extensio Lessons in Mair Accidents.	ction Steps, Points for achieving Labour C ban System and Conventional Systems, <i>a</i> riety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Pects Check Lists tions: Establishing Standard Operations, s, Standard Operations and Operations Im e between Automation and Jidoka, Sepa n of Jidoka to the Assembly Line, Mai itenance, Preventing Breakdowns, Strate	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban Ing Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level Inference between Batch an
Labour Cost Reduct between the Kank Determination of VModule:4VisuaIntroduction to Vit Management Board to Level Production Production, LevelliModule:5Change Changeover : Change Quality Assurance, Yoke and Zero Defects Jidoka, Difference Defects, Extension Lessons in Mair Accidents.Module:6Conter	ction Steps, Points for achieving Labour C ban System and Conventional Systems, fariety and Quantity of Kanban, Administra I Control sual Control, Visual Orderliness, Standin ds, Relationship between Visual Control on, Methods of Production Scheduling, D ng Techniques, VSM, ROC, TOC geover & Standard Operations ngeover Improvement, Procedure and Seve Plan for Achieving Zero Defects, The Po Sects Check Lists tions: Establishing Standard Operations, s, Standard Operations and Operations Im e between Automation and Jidoka, Sepa n of Jidoka to the Assembly Line, Mai atenance, Preventing Breakdowns, Strate	ost Reduction; Kanban: Differences Functions and Rules of Kanban, tion of Kanban ng Signboards, Andon, Production and Kaizen; Leveling: Introduction ifference between Batch and Level 6 hours on Rules for Improving Changeover; ke-Yoke System, how to use Poke- Combination Charts and Standard provements; Jidoka: Steps towards arating workers, Ways to Prevent ntenance and Safety, CCO: Three gies for Zero Injuries, and Zero 2 hours
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Text Book(s)

- 1. Steve Borris, (2012), Strategic Lean Mapping, McGraw Hill.
- 2. Yasuhiro Monden, (2011) "Toyota Production System: An Integrated Approach to Justin-Time", 4th edition, CRC Press.

Reference Books

- 1. Pascal Dennis, (2007) "Lean Production Simplified: A plain Language Guide to the World's Most Powerful Production System", Second Edition, Productivity Press.
- 2. Wilson, (2009), How to Implement Lean Manufacturing, McGraw-Hill Professional.
- 3. Stephen A Ruffa, (2010), The Going Lean Field book, AMACOM, USA.
- 4. Hiroyuki Hirano, (2009), JIT Implementation Manuel (Vol I to Vol VI), 2nd edition, CRC Press.
- 5. John Shook, Alexis Schroeder, (2008), Lean Lexicon, Lean Enterprise Institute, MA, USA.
- 6. Jeffrey K. Liker, David Meier, (2006), The Toyota Way Field Book, McGraw Hill.

Mode of Evaluation

Specific Assessment Methods	%	Weighting		ject learning outcomes to be se tick as appropriate)						
			1	2	3	4	5	6		
Continue Assessment	60									
Midterm	20									
Final Assessment Test	40									
Total	100									
Recommended by Board of Studie	es	11-03-201	9							
Approved by Academic Council		No. 54		Date	e	14-03	3-201	9		

Course Code	Logistics and Supply Chain Management	L 3	Т 0	P 0	J 0	C 3				
BMT6180	Pre-requisite:	-	sion	-	U	5				
OBJECTIV		, 61	51011	•						
	will be able to co-create unique ideas, products and solutions									
	will be able to systematically apply qualitative and quantitative t	echni	aues	to se	olve					
business 1		comm	ques	10 5	0170					
OUTCOME										
	nt produces original ideas with minimal guidance. Implemer	tatio	n so	lutio	ne h	ave				
	g evidential support	itatio	11 50	iuno	115 11	ave				
	nt uses multiple idea creation techniques									
	nt creates new ideas and combines multiple perspectives to deve	lop n	ew s	oluti	ons					
	tudent is able to perform a comprehensive quantitative data anal									
	tudent is able to interpret qualitative information in detail									
	tudent is able to represent the analyses as a complete solution to	the b	usin	ess p	roble	em				
Module: 1					5hou					
	Definition and Scope of Logistics and SC – Functions & O	bject	ives							
	Value Chain – Service Phases and attributes – Value added logi									
	Role of logistics and SC in Competitive strategy - Understandi				Chai	in				
	Performance measures - Achieving Strategic Fit and Scope-Sup	ply (Chair	Dri	vers					
	and Metrics-Overview of Supply Chain Challenges in India									
Module: 2	Designing the Supply Chain Network				5hou					
	Designing Distribution Networks and Applications to Busines		etwo	rk D	esig	n in				
	the Supply Chain, Network Design in an Uncertain Environme									
	Warehousing Functions – Types – Warehousing decisions and									
	Risk pooling – Decision Model – Layout Design –. Material H	andli	ng E	quip	ment	-				
	and Systems-Cross Docking.									
Module: 3	Planning Demand and Supply in a Supply Chain	0	1		<u>5hou</u>	urs				
	Demand Forecasting in a Supply Chain, Aggregate Planning in									
	Sales and Operations Planning: Planning Supply and Demand	n a S	uppl	y Ch	lain-					
	Coordination in a Supply Chain									
Module: 4	Planning and Managing Inventories and Transport in a SC				Shou					
	Managing Economies of Scale in a Supply Chain: Cycle			-	-					
	Uncertainty in a Supply Chain: Safety Inventory-Determining	the	Optii	nal l	Leve	l of				
	Product Availability									
	Role of Transportation in a SC - Transportation System – Evol									
	and Networks, Freight Management – Route Planning –Contai									
	Characteristics, Inter-Modal Operators and Transport Economi	cs. Pa	ackag	ging-	- Des	sign				
Maded 7	considerations.				<u>(</u>					
Module: 5	Managing cross-functional drivers in a supply chain		[area		<u>Shou</u>					
	Sourcing Decisions in a Supply Chain-Pricing and Revenue Management in a Supply Chain-Information Technology in a Supply Chain-Sustainability and the									
	Supply Chain-Information Technology in a Supply Chain-Sustainability and the Supply Chain									
	Logistics Outsourcing; Logistics Service provider – 3PL, 4PL and 5PL; Logistics									
	Information Systems – Need, Characteristics and Design. E-Lo									
	and Operation. Logistics Resource Management. Automatic Id	-			uit					
	Technologies. Reverse Logistics – Scope, Design and as a Con									
Module: 6	Contemporary Issues	pen	1.00		2ho	ire				
mount. 0	Guest lecture by industry experts on Key Issues, Best Practices	and	Eme							
	in supply chain and logistics management	, and		n gill	5 110	1143				
	In suppry chain and rogistics management									

		Т	otal I	Lecture Hou	ırs							30hours
#	Mode: F	lipped Class Room,	Case	Discussion	, Lect	tures						
Tex	t Book(s											
1.		Chopra, Peter Meindl						ain M	[anag	gemei	nt- S	trategy,
		ng and Operations, 6th		· ·								
2.		Wisner, G. Keong Le					2), S	upply	Chai	in Ma	anago	ement –
		nced Approach, 3rd e	ditio	n, Cengage l	Learni	ing.						
-	erence B											
1.		R. H, (2011), Busine	ss Lo	ogistics/Sup	ply Cl	hain N	/lanag	gement	t, 5th	edit	ion,	Pearson
	Educat				,		0			1 ~		
2.		Jacobs, Ravi Shanl			ase (2014)	, Op	eratior	ns ar	nd S	uppl	y chain
		ement, 14th edition, N			• •			0 1	1	Ŧ	1 1	1 /1 0
3.		M. H, (2011), Essent	ials o	of Supply Ch	nain N	lanage	ement	, 3rd (editic	on, Jo	ohn V	Viley &
4	Sons.	nhan M (2011) I a	-intin	a and armal	v obo			m ant.	-	time		a addad
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Course code	Materials Management]	[]	Г	P J	С
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Pre-requisite	Nil		Syll				
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OBJECTIVES:							
students will be	e able to co-create unique ideas, products and solution	ons					
students will be	e able to systematically apply qualitative and quantit	tative tec	hnique	es to	0 5	solve	•
business proble	ems						
OUTCOME:							
strong evid	oduces original ideas with minimal guidance. Imp ential support as multiple idea creation techniques	plementa	tion so	olut	tio	ns ł	ave
	ates new ideas and combines multiple perspectives	to develo	on new	so	lut	ions	
	t is able to perform a comprehensive quantitative da						
	t is able to interpret qualitative information in detail						
	t is able to represent the analyses as a complete solu		ne busi	nes	S 1	orob	lem
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	terials management, Production Planning: Demand cheduling, BOM, MRP, Capacity Planning, Product				ega	ate	
Module:2 Inven	tory Management			7	′ h	our	5
Stores and Wareh	ousing, Stock assessment, Cost of Inventory, S	elective	Inven	tory	V	Con	trol,
MUSIC 3D, JIT In	ventory management				,	0011	
MUSIC 3D, JIT In	irement & Vendor Management			8		ours	5
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MUSIC 3D, JIT InModule:3ProcuFoundations of StrProcurement: OrderProcurement: Orderevaluation processVendor DevelopmSupplier PerformantModule:4MaterMaterial HandlingCostModule:5QualityQuality ManagemQuality Control ofModule:6ControlGuest lecture by i# Mode: Flipped OText Book(s)1.J.R. Tony Materials I2.Morekan J Cengage IReference Books1.Hiroyuki I Press.2.Joseph L. McGraw H	urement & Vendor Management ategic Sourcing and Supply Management, P2P Procering Quantity, Procurement Types, Steps of Procering, Negotiation & Ordering, Importing, Procurement ent, Vendor Rating, and Selection and Analytics active Management Cranes, Conveyors, Feeders, Pipelines, ity Management Important Management; Inspect Supply Base Integration. emporary Issues Important Integration. ndustry experts on E-sourcing for competitive advant Total Lecture hours: Important Lecture hours: Class Room, Case Discussion and Lectures Important Lecture hours: Y Arnold, Stephen N. Chapman, Lloyd M. Clive Management, 7th edition, Pearson. Important Lecture hours: Important et al. (2016), Purchasing and Supply Challering. Implementation Manual (Series) Hirano, (2009), JIT Implementation Manual (Series) Implementation Manual (Series)	curement Cost; Vo s Hierarc Processin ction, Ac ntage ve, (201 ve, (201 ve, (201 ve, (201 ve, 201 asing Har	i, Tender endor I hy Pro- ng of 1 icceptan 1), In gemen l edition	Devleri Ma boce mat ce troc t, 6	$\begin{array}{c} \mathbf{h} \\ \mathbf{h} \\ \mathbf{rel} \\ \mathbf{rel} \\ \mathbf{ng} \\ \mathbf{sss} \\ \mathbf{k} \\ $	ours opm g & gem (AI hou ials hou hou ctior edit	ent; Bid ent: IP), rs and Irs ing, rs rs ion, ion, CRC ion,

4. Robert Handfield, (2006)	, Sup	ply Market l	Intelli	gence	, Aue	rbach	Publi	catio	ns (T	aylor and
Francis).										
Mode of Evaluation										
Specific Assessment Methods	%	Weighting				ect lea se tick				tes to be
			1	2	3	4	5	6		
Continue Assessment	40									
Midterm	20		\checkmark		\checkmark					
Final Assess□ent Test	40									
Total	100									
Recommended by Board of Studi	es	11-03-201	9							
Approved by Academic Council		No. 54		Date	•	14-03	3-201	9		

Course code	Operations Analytics		L T P J C
BMT6182			3 0 0 0 3
Pre-requisite	BMT5118		Syllabus version
			v. 01.00
OBJECTIVES:			
students will be	able to identify business problems and form	nulate alternativ	e courses of action
	able to systematically apply qualitative and		
business proble	ms	-	-
OUTCOME:			
uses multip 2. The student	is comprehensively able to describe the pro- le idea creation techniques is able to come up with multiple alternative is able to suggest a very comprehensive and	s to resolve the	problem
4. The student	is able to interpret qualitative information in	n detail	
	is able to represent the analyses as a comple		
6. The student	is able to perform a comprehensive quantita	tive data analys	sis
	riptive Analytics - Optimization		5 hours
- Method of domin	p person zero-sum game with saddle point – ance – Graphic method for 2Xn or mX2 gan linear programming		
Module:2 Predi			5 hours
items whose maint	ems: Replacement models that deteriorate enance costs increase with time and value o ems that fail suddenly		Replacement of changes with time
Module:3 Inven	tory Models		8 hours
Materials Manager	nent and Procurement: Inventory Problem	s: Deterministi	c model – Costs –
	-Economic order Quantity with and witho		
	ntory model – Inventory systems – Safety		intaneous and non-
	pt of goods – Re-order level – ABC Analysi	S	
	on Making Models		5 hours
	nder uncertainty - Decision making under c	ertainty and Ris	k– Decision Tree
Module:5 Queu	ing Models		5 hours
Introduction to $(\infty/FCFS)$, (M/M/	Queuing Theory – $(M/M/1)$: $(\infty/FCFS)$, C): $(N/FCFS)$	(M/M/1): (N/	FCFS), (M/M/C):
Module:6 Conte	emporary Issues		2 hours
-	ndustry experts on contemporary operational	analytics tools	used by
corporates in deci	sion making		
corporates in deci	Total Lecture hours:		30 hours
			30 hours
# Mode: Flipped	Total Lecture hours:		30 hours
# Mode: Flipped Text Book(s) 1. Andersen, S	Total Lecture hours: Class Room, Case Discussions, Lectures weeney etal, (2016), Quantitative Method	ds for Busines	
 # Mode: Flipped Text Book(s) 1. Andersen, S Cengage Lea 2. Wayne L. W edition, Ceng 	Total Lecture hours: Total Lecture hours: Class Room, Case Discussions, Lectures weeney etal, (2016), Quantitative Methorning. rning. 'inston, S. Christian Albright, (2016), Pracage Learning.	ctical Managem	ss, 13th edition, ent Science, 5th
 # Mode: Flipped Text Book(s) 1. Andersen, S Cengage Lea 2. Wayne L. W edition, Ceng 3. Arun Kumar, 	Total Lecture hours: Total Lecture hours: Class Room, Case Discussions, Lectures weeney etal, (2016), Quantitative Methorning. rinston, S. Christian Albright, (2016), Prace	ctical Managem	ss, 13th edition, ent Science, 5th
 # Mode: Flipped Text Book(s) 1. Andersen, S Cengage Lea 2. Wayne L. W edition, Ceng 3. Arun Kumar, Reference Books 	Total Lecture hours: Total Lecture hours: Class Room, Case Discussions, Lectures weeney etal, (2016), Quantitative Methorning. (inston, S. Christian Albright, (2016), Pracage Learning. N. Meenakshi, (2014) Operations Managem	etical Managem nent, Cengage L	ss, 13th edition, ent Science, 5th earning.
 # Mode: Flipped Text Book(s) 1. Andersen, S Cengage Lea 2. Wayne L. W edition, Ceng 3. Arun Kumar, Reference Books 1. Hamdy Taha, 	Total Lecture hours:Total Lecture hours:Class Room, Case Discussions, Lecturesweeney etal, (2016), Quantitative Methorming.winston, S. Christian Albright, (2016), Pracage Learning.N. Meenakshi, (2014) Operations Managem(2016), Operations Research, 10th edition, P	ctical Managem nent, Cengage L Prentice Hall Ind	ss, 13th edition, ent Science, 5th earning.
 # Mode: Flipped Text Book(s) 1. Andersen, S Cengage Lea 2. Wayne L. W edition, Ceng 3. Arun Kumar, Reference Books 1. Hamdy Taha, 2. S.D.Sharma, B 	Total Lecture hours: Total Lecture hours: Class Room, Case Discussions, Lectures weeney etal, (2016), Quantitative Methorning. (inston, S. Christian Albright, (2016), Pracage Learning. N. Meenakshi, (2014) Operations Managem	etical Managem nent, Cengage L Prentice Hall Ind m Nath & Co.	ss, 13th edition, ent Science, 5th earning.

Chand & Sons. Mode of Evaluation: Mid-term E	xami	nation: 1,2&	z3, Q	uiz, As	ssign	ments	and C	ase	Anal	ysis
Specific Assessment Methods	%	Weighting				ect lea se tick				tes to be
			1	2	3	4	5			
Continue Assessment	60									
Midterm	20									
	-									
Final Assessment Test	40									
Total	100									
Recommended by Board of Studie	es	11-03-2019)	·						
Approved by Academic Council		No. 54		Date	e	14-03	3-2019)		

Course code	Programming for Analy	tics	
BMT6183	X14		
Pre-requisite	Nil		Syllabus version
OBJECTIVES:			
	e able to make decisions under constraints		
	e able to systematically apply qualitative and	auantitative tec	hniques to solve
business proble		qualititative tee	siniques to solve
-	e able to involve stakeholders and team mem	bers in executin	g decisions
OUTCOME:			
	ble to relate all contextual factors in decisio	n making	
	ble to analyse many costs and consequences		
	plan considers many of the constraints in the		
	is able to perform a comprehensive quantit		is
	is able to interpret qualitative information i		
	is able to represent the analyses as a compl		ne business problem
7. The studen	t is able to establish a favorable team clima	ate and ensure e	nthusiastic decision
making			
	is able to elicit constructive feedback in con		ns
	nt is able to facilitate enthusiastic sta	keholder/team	participation and
	n in decision making	1	
Module:1 Intro	duction to R		4 hours
	ory of R- R Console Input and output Evalu		
	rs - R Objects and Attributes- Vectors and L		
	es-Names – Reading data in and out of R – S	Subsetting R obj	ects – Date and
time		1	21
Module:2 Cont		avet hereals	2 hours
	 Nested for loops – while loop – repeat – neither neither in the second se	ext- break	3 hours
	Argument Matching – lazy Evaluation –	Scoping rules	
	Loop functions – Strings – Packages in R	scoping fulles -	- iexical scoping –
	gging and Simulation		2 hours
	R – using traceback() – debug() – recover) Generating	
	number seed $-$ simulating a linear model -1		
U	a Interfaces, Charts & Graphs, R		5 7 hours
statis			/ nours
	el files – Binary files – XML files – D	atabase. Pie cl	nart – Bar chart –
	ts – Histograms – Line graphs – Scatter OB.		
	mode – Linear & Multiple regression – 1		
	on regression – Time series analysis – Non-	linear least squa	re – Decision tree –
	lustering -Chi square test – Text mining		1 h a
	emporary Issues	stigg have a D	2 hours
Guest lecture by 1	ndustry experts on Emerging trends in Anal Total Lecture hours:	20 hours	
	i otal Lecture nours:	20 nours	
		20.1	
	Practical in programming	20 hours	

Text Book(s)										
1. Roger D. Peng (2015), R Pro	0	0			Lean	Publi	catio	ns		
2. Paul Teetor (2011), R Cook	book,	O'Reilly Pu	ublicat	ions.						
Reference Books										
1. Garrett Grolemund (2014), H	Hands	s-On Program	mmin	g witl	1 R: V	Write	your	own	fun	ctions and
simulations, O'Reilly Publica	ntions									
2. Richard Cotton (2013), Learn	ning I	R: A step-by	-step 1	functi	on gu	ide to	Data	ı Ana	lysis	, O'Reilly
Publications.										
3. Sandip Rakshit (2017), R pro	gram	ming for Be	ginner	rs, Mo	Graw	Hill I	publi	catio	ns.	
4. Winston Chang (2018), R Gr	aphic	s Cookbook	, Seco	nd Ec	lition,	O'Re	illy I	Publi	catio	ns
Mode of Evaluation: Midterm, Q	uizze	es, Assignme	ents, P	ractic	al and	I FAT				
Specific Assessment Methods	%	Weighting	Inte	nded	subje	ect lea	rnin	g ou	tcom	nes to be
		0 0				e tick				
			1	2	3	4	5	6	Î	
Continue Assessment	60									
Midterm		20								
Final Assessment Test	40									
Total	100)								
Lab	100)								
Recommended by Board of Studie	es	11-03-2019	9							
Approved by Academic Council		No. 54		Date	;	14-03	3-201	9		

Course code	Project Management		L T P J C
BMT6184			2 0 0 4 3
Pre-requisite	Nil		Syllabus version
OBJECTIVES:			
	le to formulate competitive strategies for the	digital market play	205
	able to systematically apply qualitative and		
business problems	tore to systematically apply quantative and	a quantitative teel	iniques to solve
OUTCOME:			
	dent provides a definitive and outstanding a	ussessment of the i	market share and
	itive advantage of competitors in the market		indiket share and
	dent does a comprehensive analysis of poten		petitors activity
	dent provides comprehensive industry assess	ē	1 .
	entation details	0,	
1	dent is able to perform a comprehensive quar	ntitative data analy	sis
5. The stu	dent is able to interpret qualitative information	on in detail	
	ident is able to represent the analyses as a		n to the business
problen	1		
	ct Appraisal and Selection		5 hours
	nt overview : Definition and examples of pro		
cycle of projects, 7	Sypical project problems, Human issues in Pr	ojects, Role of Cor	mputers in
	dentification and screening: (Brainstorming,		
	ntal opportunities and threats, Identification	and screening) – H	Project Appraisal
and Selection			
Module:2 Scope	e, Time and Cost Management		3 hours
	on Structure, Culture – Scope Managemen		
	Time Management – Network Diagram – F PERT and CPM - AOA and AON method		
	ques - Cost Management – Earned Value Me		oject Network –
	ity, Resource, Stakeholder and		4 hours
	irement Management		• • •
	and quality control, project audit and qua	lity audit Metho	ds of enhancing
	nt types of testing, inspections, reviews, star		
testing - Human R	esource Management - Scheduling Resource	es – Resource Allo	ocation methods -
Reducing Project	duration : Project Crashing and resource lev	veling methods - I	Leadership styles
	em solving skills - Project Manager roles	-	
-	entify Stakeholders - Plan Stakeholder Ma	-	age Stakeholder
	trol Stakeholder Engagement – Procurement	Management	
Module:4 Risk	Management and Communication		3 hours
	ngement	4	
	n: types of risk, risk checklists-Risk prior		-
-	idance, risk transfer, risk reduction, risk mi	tigation and contin	igency planning-
ŭ	mmunication Management		2 h a
	rmance Management n - Progress and Performance measurement a	nd evaluation Dr	3 hours
	m, developing a status report and other control		
	roject closure, team, team member and project		
International Proj	ects – environmental factors, cross cultural c	onsiderations, sele	ction and
	ational projects - Future likely trends in Proj	ect management –	certain
	and project management career issues		21
Module:6 Cont			2 hours
Guest lecture by 1	ndustry experts on recent trends in project m	anagement	

		Total Lectu	ire ho	urs:					20	hours
Project: Team of maximum 6 stud project. The faculty coordinator w based on the modules.				the	20 Non- conta hour	act				
# Mode: Flipped Class Room,	Case		s, Lect nd Pro			-				
Text Book(s)				5						
1. James P Lewis, (2012), Fund	lame	ntals of Proj	ect Ma	anage	ment,	4th eo	dition	n, AM	IACO	DM.
Reference Books		y								
 Thomas Mochal, Jeff Mochal Project Management Institute 5th edition, Project Managem Mode of Evaluation	e, (20	13), A Guid								
Specific Assessment Methods	%	Weighting			subje Please	e tick	as a			es to be e)
			1	2	3	4	5	6		
Continuous Assessment	40					, ,		_		
Midterm	20		V	V	√	V	V			
Final Assessment Test	40		\checkmark							
Total	100									
Project Review 1	20									
	3			$\sqrt{1}$	$\sqrt{1}$	$\sqrt{\frac{1}{\sqrt{2}}}$	$\sqrt{\frac{1}{\sqrt{2}}}$			
			N	N	N	N	N	v √		
Review 2 Review 3	50		N	N	V	N N	N	V		
Review 3	50 100	•	N	N	N	N	N	N		
	100	11-03-2019	 }	N	V	V	V	N		

Course code	Quality Management		L	Т	P J	C
BMT6185	X		3	0	0 0	_
Pre-requisite	Nil		Sylla	bus		
					v. 0	2.00
OBJECTIVES:	11 1 1. 1		4 1 !		- 4 -	
	Il be able to systematically apply qualitative	and quantitative	techni	que	s to	
OUTCOME:	ess problems					
	tia abla ta nanfama a aamanahanaiya ayantit	ativa data analyzi	<i>a</i>			
	t is able to perform a comprehensive quantitate to interpret qualitative information is able to interpret qualitative information is the second s	•	8			
	t is able to represent the analyses as a complete the second		hugin	000	nroh	lom
			- Dusin		hou	
	iple of Quality Management	 materiation of On	ality I			
Service and Produc	ty: Deming, Miller - Crosby Theories – Char ct quality – Customer Orientation. Evaluation					
<u></u>	ty Control – TQM System.	1				
	ty Planning & Control				hou	
	SMART Goal setting – Designing for Qua					
	or Quality variations – Process control – Pr					
	ientific Approach to TQM – Data based app	proach – Quantifi	cation	- 2	statis	tica
	ntrol Tools – New 7 tools.			0		
Module:3 TQM					hou	
	M implementation – Benchmarking – Quali					
	Function DeOBJECTIVESyment – Correctiv					
	– Root Cause Analysis – Quality Circle					
	Continuous Improvement Techniques – PC DCA Cycle – Quality Assurance – ISO 9000		Бгаш	510	rmm	g -
Module:4 Relia					5 hou	110
	Failure rate – Failure Density – Hazard rate	Maan tima ta t	Foilura			
	- Reliability – System reliability – Series &					
Improvement by R		i aranci configu	ration	- 1	Chau	mity
	tainability and Availability			1	hou	re
	e – Mean time to repair – Mean time bet	l tween maintenan	ce –		rever	
	vntime – Maintainability trade off.			1		111 /
	emporary Issues			2	hou	rs
	ndustry experts on Issues & Challenges of ir	nplementing, ma	intaini			
•	ality System in Industries.			-0 -		
	Total Lecture hours:			3() hou	irs
# Madas Elimad						
11	Class Room, Case Discussion and Lectures					
Text Book(s)	Desteries 1. However Hudbrevershe Marry D	antanfiald Casua	Canal	D.	-+f	.1.1
	Besterfield, Hemant Urdhwareshe, Mary B	,				
	Lashmi Urdhwareshe, Glen H. Besterfield, (d edition, Pearson India.	2014), Total Qu	anty N	nan	agen	ient
	th, (2011), Reliability Engineering, Affiliated	d Fast Wast Drass	Now	Do	lhi	
	Evens, (2014), Managing for Quality and Po		-			tion
Cengage I			nence,	70		uoII
Reference Books	жанш <u></u> .					
	Ho, (2004), TQM – An Integrated Approach	Crest Dublishin	a Hou	se.		
	110, (2007), 1 QW = An integrated Approach		g 110u	3 U.		
2 Iosenh M		5th edition Mai	Graw.			
± :	Juran Ed, (2000), Juran's Quality Handbook			Hill		nce
3. Peter Will				Hill		nce

4. John Gilbert, (1993), Tota	l Qu	ality Manage	ement	, Affil	iated	East V	West]	Press		
Mode of Evaluation: Mid-term ex	kami	nation: Unit	1,28	2 3, Q	uiz &	Digit	al ass	ignm	ents	
Specific Assessment Methods	%	Weighting				ect lea se tick	•			
			1	2	3	4	5			
Continue Assessment	60									
Midterm	20									
Final Assessment Test	40									
Total	100									
Recommended by Board of Studie	s	11-03-2019)							
Approved by Academic Council		No. 54		Date	;	14-03	-2019	9		

Course code	S	Service Operation	ons Ma	anage	ement				L	Т	P J	C
BMT6186									3	0	0 0	3
Pre-requisite	Nil							Sv	-		vers	-
11c-requisite								Sy.	1140	Jus	VCI	51011
OBJECTIVES:												
	ll be able to syst	tematically apply	qualit	ative	and q	uantit	ative	tech	niq	ues	s to	
	ess problems	5 11 5	1		1				1			
OUTCOME:	•											
1. The student	is able to perfo	rm a comprehens	sive qu	antita	tive d	lata ar	nalysi	is				
		oret qualitative in										
		sent the analyses	as a c	omple	ete sol	ution	to th	e bus	sine	SS	prob	lem
	luction to Serv										hou	rs
Introduction to Ser			trategy	/-Form	nulati	ng Sti	rateg	y-Ne	w S	er	vice	
Development and N		ce			r							
	e Design	~ ~ 1 ·	.1 *			<u> </u>					hour	
Designing the Serv	ice Delivery Sy	stem - Selecting	the Lo	cation	tor a	Servi	1 ce O	perat	tion	-N	lanag	gıng
the Service Experie			valuat	lon-O	utsoui	rcing	and	JIISN	orir			
Module:3WaitingWaiting Time Mat	ng Time manag		C Off.	o Int	arfaaa	Taar	n 14	antim	α/W		hour	
Using Technology					criace	-rean	11 1716	eeting	g/ w	or	к 11	me-
		d Yield Manage	mont							6	hou	rc
Revenue Managem				VOU		lanaa	ing S	Servi	re F			
Six Sigma for servi												
	ing Models	io vennenit, ivitalitag	sing et	ipaen		Denk	and i	I ICIU	1010		houi	
Queuing Models a		anning-Tools for	Mana	ging S	Servic	e				-	noui	
	mporary Issue									2	houi	rs
Guest lecture by in			in serv	ice op	beratio	ons m	anag	emen	nt.			
		Total Lectu	ire ho	urs:					3	0 1	hour	'S
# Mode: Flipped C	Class Room, Ca	se Discussion and	d Lect	ures								
Text Book(s)												
	Metters, (201	2), Successful S	Service	Ope	ration	s Ma	nage	ment	. 2	nd	edit	tion.
Cengage L		,,		1			υ		,			,
	•	(2016), Operatio	ons ma	nager	nent–	A So	outh	India	n P	er	spect	tive,
3rd edition	, Cengage Lear	ning.									_	
Reference Books												
		Russell S. R,Mur	dick F	R. G,	(200	7), Se	ervice	e Ma	inag	gen	nent	and
-	, 2nd edition, P											
		ona J. Fitzsimmo					nage	ment	: Oj	pei	ation	ns,
		nnology, 8th edit	10n, M	cGrav	w Hill	•						
Mode of Evaluation		0/ 33/ • • •	.				•					
Specific Assessme	ent Methods	% Weighting			subje			0				be
				· · · ·	Please	1			pria	110)	
		40	1	2	3	4	5	6		+		
Continue Assoss	nent	40	1	L	L ,		1					
Continue Assess	nent	<u>40</u> 20										1
Continue Assessr Midterm	nent	20 20			V							
Midterm		20					1					
Midterm Final Asse smen		20 40						\checkmark				
Midterm	nt Test	20 40 100				V						

tudents will OUTCOME 1. The s advar 2. The s 3. The s imple 4. The s 5. The s 6. The s	be able to formulate competitive strategies for the digital market places be able to identify business problems and formulate alternative courses of action	npetitiv
OBJECTIV students will outcome 1. The s advar 2. The s 3. The s imple 4. The s 5. The s 6. The s	ES: be able to formulate competitive strategies for the digital market places be able to identify business problems and formulate alternative courses of action E: student provides a definitive and outstanding assessment of the market share and com- ntage of competitors in the marketplace student does a comprehensive analysis of potential dangers of competitors activity student provides comprehensive industry assessment and strategy formulation and ementation details student is comprehensively able to describe the problem in a decision making student is able to come up with multiple alternatives to resolve the problem	npetitiv
otudents will students will OUTCOME 1. The s advar 2. The s 3. The s imple 4. The s 5. The s 6. The s	be able to formulate competitive strategies for the digital market places be able to identify business problems and formulate alternative courses of action E: student provides a definitive and outstanding assessment of the market share and com- ntage of competitors in the marketplace student does a comprehensive analysis of potential dangers of competitors activity student provides comprehensive industry assessment and strategy formulation and ementation details student is comprehensively able to describe the problem in a decision making student is able to come up with multiple alternatives to resolve the problem	npetitiv
 The s advar The s The s imple The s The s The s The s 	student provides a definitive and outstanding assessment of the market share and com ntage of competitors in the marketplace student does a comprehensive analysis of potential dangers of competitors activity student provides comprehensive industry assessment and strategy formulation and ementation details student is comprehensively able to describe the problem in a decision making student is able to come up with multiple alternatives to resolve the problem	npetitiv
advar 2. The s 3. The s imple 4. The s 5. The s 6. The s	ntage of competitors in the marketplace student does a comprehensive analysis of potential dangers of competitors activity student provides comprehensive industry assessment and strategy formulation and ementation details student is comprehensively able to describe the problem in a decision making student is able to come up with multiple alternatives to resolve the problem	ipetitiv
Modules	Topics	Hour s
Module: 1	Introduction to ERP	3
	ERP Concepts – Evolution of ERP – Benefits – Emerging Trends in ERP adoption – ERP Architecture - Limitations – case studies	
Module: B	Business Process Reengineering	6
]	Business Process Reengineering Concepts – Reengineering and Process Improvement – BPR Steps – AS-IS and TO – BE Analysis – Modeling Business Process –Organizational Readiness – Implementation Approaches – case studies	
	ERP Implementation	6
	ERP Implementation life Cycle – Various methodologies – costs involved in ERP Implementation – ERP Project Management – case studies	
	ERP Modules	7
]	ERP Modules in commercial packages - Finance, Sales , Human Resources , Plant Maintenance, Materials , Quality – ERP Industries verticals – Major ERP Vendors – Selection of Vendors and consultants and their roles – case studies	
Module: 5	ERP Post – Implementation & Integration with other tools	6
]	ERP Post Implementation phases - Extended ERP – Nest wave of ERP – Integrating ERP with Supply Chain Management (SCM) & Customer Relationship Management (CRM) – case studies	
	Contemporary Issues	2
	Guest lecture by industry experts on Key Issues, Best Practices, and Emerging trends in Enterprise Solutions	• •
Fort Dools(a	Total Lecture Hours	30
	b) od Kumar Garg and NK Venkita Krishnan. (2011), <i>Text Book of Enterprise Resource</i> aning – Concepts and Practice, PHI., New Delhi.	

- Marianee Bradford (2015), Modern ERP Select, Implement and Use Today's Advanced Systems, North Carolina State University, USA
 K. Canach and Saniau Mahametra, etc. (2014). Text Back of Extermulae Bacaunae Blanning.
- 2. K Ganesh and Sanjay Mohapatra, etl. (2014), *Text Book of Enterprise Resource Planning Fundamentals of Design and Implementation*, Springer., London
- 3. Luvai Motiwala and Jeffrey Thomson, (2012), *Enterprise Systems for Management*, Pearson Education, NJ.
- 4. Thomas F. Wallance and Michael H Kremzar (2001), ERP: Make it Happen- The Implementer's Guide to Success with Enterprise Resource Planning, John Wiley & Sons, Inc., NJ

Specific Assessment Methods	% W	eighting			subje Pleas)					tes to be
			1	2	3	4	5	6		
Continue Assessment	40									
Midterm	20									
Final Asse sment Test	40		\checkmark							
Total	100									
Recommended by Board of Studie	es 1	11-03-201	9							
Approved by Academic Council	1	No. 54			Date			14-03	3-201	9

Course Code	Т	Р	J	С	
BMT6188	2	0	0	4	3
Prerequisite:		sion			
OBJECTIVE					
	be able to make decisions under constraints				
	be able to systematically apply qualitative and quantitative tech	niqu	es to	o so	lve
business prob					
OUTCOME:					
	ident is able to relate all contextual factors in decision making				
	ident is able to analyse many costs and consequences of decision				
	e action plan considers many of the constraints in the given conte				
	e student is able to perform a comprehensive quantitative data and	alysi	S		
	e student is able to interpret qualitative information in detail	.1	1		
	e student is able to represent the analyses as a complete solution t	o the	bus	sine	SS
	oblem				
Modules Modules 1	Topics) TT		
	Introduction to supply chain analytics	•	8 Ho	ours	\$
	Inderstanding functional activities or data set relevance to ogistics and supply chain management- Strategies for data				
	ollection and aggregation-Approaches to analysis of functional				
	ata-Integrating results of functional analysis to better				
	nderstand logistics and supply chain performance-Developing				
	nprovement strategies based on results of data analyses				
	upply planning analytics	4	Ho	nrs	
	Procurement and Strategic Sourcing - Inventory Modeling-				,
	aggregate planning and resource allocation decisions-				
	Procurement Analytics- Production modeling- Prescriptive				
	Analytics: Making the Best Decisions in Settings with Low				
	Uncertainty- Decision Trees, Making the Best Decisions in				
	Settings with High Uncertainty- Warehouse location and the				
	GRG Multistart and Evolutionary Solver engines-case studies				
Module: 3	Demand Fulfillment analytics	4	Ho	urs	5
	Demand Fulfillment- Price optimizing-optimizing inventory				
	levels in distribution network -Transportation modeling-				
	delayed differentiation, mass customization- Risk pooling in				
	SC- Predictive Analytics: Risk and Evaluation of Alternatives -				
	Using Solver to solve transportation or distribution problems-				
	Demand Uncertainty, Forecasting, and the Newsvendor				
	Problem-case studies) TT		
	Supply Chain Network Design analytics		8 Ho	urs	5
	Value of Supply Chain Network Modeling- Intuition Building with Center of Gravity Models- Locating Facilities Using a				
	Distance-Based Approach- Alternative Service Levels and				
	Sensitivity Analysis- Adding Capacity to the Model- Adding				
	Outbound Transportation to the Model-Introducing Facility				
	Fixed and Variable Costs- Baseline and Optimal Baselines-				
	Three Echelon Supply Chain Modeling- Adding Multiple				
	Products and Multi-Site Production Sourcing- Multi-Objective				
	Optimization- The Art of Modeling- Data Aggregation in				
	Network Design				
	Integrated supply chain analytics:	4	Ho	urs	5

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		Advanced and bus									
		DDSN, Make/Buy									
		transfer prices -									
		product changes			с- К	ecom	mena	ation			
		production and pri			to on		- Ma	hing			
		Advance Analytic Learning, Sustai	inability anal					cycle			
		assessment (LC.	•	•		<u> </u>		Data			
		Envelopment Ar									
		making(MCDM)									
		SCM	ruzzy Logie a		inque	-дрр	ncain	/II III			
		Sustainability ana	lytics including	g life cyc	le ass	essme	ent (L	CA),			
		Analytic Hierarc									
		(DEA), Multi crite	eria decisions	making (I	MCD	M) Fu	ızzy I	logic	:		
		and Techniques-A		CM							
Modu	le: 6	Contemporary Is								2 Hou	rs
		Guest lecture by in	ndustry experts	s on Emer	ging	trends	s in st	ipply	r		
		chain analytics									
			Total Lectu							20 Hou	ırs
		Project: Team of								20	
		project. The facult	y coordinator y	would pro	vide t	he top	pic ba	sed	Ν	on-con	
		on the modules.								hour	S
Refere			10) 11 4 1		-			a	1	<u>c1</u> '	1
1.		an A, Fisher M, (20	· ·	ytics Are	Trans	storm	ng the	e Sup	ply	Chain a	and
•	-	oving Performance,		1.D.	•	1 .	0.1			1	
2.		on M, (2014), Supp	•		-	1 .	g Opti	Imiza	ation	and	
2		ytics to the Global S					C 1	C1	•		
3.		D Wisner, G. Keong igement – A Balanc							am		
4.		r S,Ganeshan R, Mi							nlv	Chain	
	-	igement. Kluwer A			1040111	0 10100	1015 10	1 54	-P1	Chum	
5.		ton, Wayne L, S. C			. Prac	tical l	Manas	zeme	nt So	cience.	3rd
		on, Pacific Grove, C) ()	,			5		,	_
6.	Feigi	n G, (2011), Supply	Chain Planni	ng and An	alytic	s: The	e right	pro	luct	to the r	right
	-	at the right time, B		-	•		-	•			C
7.	Fishe	r M, Raman A, (20	10), The New S	Science of	f Reta	iling:	How	Anal	ytics	s are	
		forming the Supply		proving P	erfori	nance	e, Har	vard	Busi	ness Pi	ress,
		on, Massachusetts, U									
8.		field R, (2006), Sup		-		-					-
		ing strategies, Tayl	or and Francis	Group, A	uerba	ch Pu	blicat	ions,	New	v York,	,
	USA			•		_					
9.	-	ra S,Meindl P, (201		-	gemer	nt: Str	ategy,	Plar	ning	g and	
10	-	ation, 6th edition, P			.1	1 ~				1	
10.		ert, G. J. (2014), Sup		timization	throu	igh Se	egmen	tatio	n and	a	
S		ytics, 1st edition, Cl		T 1	'	• • • • •					- I-
Specif	IC ASS	essment Methods	% Woighting	Intende		•		<u> </u>			u de
			Weighting	assessed	$\frac{1}{2}$	ase tio	ik as i A	appr 5		ale)	-
Contin	กมณะ	Assessment	40	1	2	3	4	3	6		
	dterm	A395391115111	20	2							$\left \right $
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Final Assessment Test	40			 \mathbf{N}		\mathbf{N}	\mathbf{N}		
Total	100								
Project									
Review 1	20			 					
Review 2	30			 					
Review 3	50			 					
Total	100								
Recommended by Board of Stud	dies	11-0	3-2019						
Approved by Academic Counci	1	No. :	54	Γ	Date	1	4-03-	2019	

Course code	Business Consulting]	LTPJ	J C
BMT6189			2 0 0 4	4 3
Pre-requisite		Syll	abus ver	sion
•				02.00
OBJECTIVES:		I		
students wil	Il be able to formulate competitive strategies for the digita	l market	places	
students wil	ll be able to systematically apply qualitative and quantitat	ive techn	iques to	
	ess problems			
	ll be able to articulate (oral and written) ideas to aid decis	on maki	ng	
OUTCOME:				
	t provides a definitive and outstanding assessment of	the mark	ket share	and
	advantage of competitors in the marketplace	<i></i>	,· ·,	
	does a comprehensive analysis of potential dangers of co	-	-	
	t provides comprehensive industry assessment and stra	tegy for	mulation	and
implementa 4. The student	is able to perform a comprehensive quantitative data ana	Train		
	is able to interpret qualitative information in detail	ysis		
	is able to represent the analyses as a complete solution to	the busi	ness proł	olem
	t is effective in oral communication of a managerial			
convincing				
U	is able to effectively use written communication for expr	essing vi	ews	
	is able to convince others on decision making using his	-		itten
communica	tion skills			
Module:1 Busin				ours
	- An overview of the basic relationship of the business en			
	ons of the served constituencies and obligations towards the			
	ent of corporate intent: Vision, Mission, Goals, Outputs a	nd value.		
Module:2 Consu				ours
	t for management consultancy, including issues such as	-	• •	
	entions, and relevant legislative, economic, social and pol			
	cy (e.g. internal, external, public sector) and how their er -Consultancy in various areas of management : st			
Operations, and IT	- Consultancy in various areas of management . st	lategy, I	IIIX, 1 ¹ 116	mee,
Operations, and TT				
Module:3 Consu	Iltancy Process		3 ho	nrs
	onsulting model : Sequential phases traced by a typical c	onsulting		
-	Diagnosis, action planning, Implementation and Terminati	-		
	Ilting Profession		3 ho	
	consultants and the competencies they are expected t			ment
consulting as a prof	fession: Constitution and ethical regulations governing the	services	5.	
	line Desfanissed CL 1		4 7	
	Ilting Professional Challenges	nlzatin -		ours
	enge of profession, The consulting firm strategy, ma fees- Principles of consultation and negotiation in mar			
	nd the client/consultant relationship. Defining client's			
	ons management, Methods of engaging client.			
Process, Expectatio	ine management, methods of engaging enent.			
Module:6 Client	t- Agency relationship – Guest Lecture		4 h	ours
	professionalism, ethics and confidentiality in building a	and main		
	to keep the client's trust & Consultant's reputation.		6 -	
¥	▲▲			

		Total Lect	ure hour	s:					Ĵ	20 h	ours		
Pro	oject: Team of maximum 6 stu	udents would unde	rtake the	2	20 No	n-coi	ntact	hou	rs			1	
· ·	ject. The faculty coordinator v	would provide the	topic base	ed									
on	the modules.												
# N	Iode: Flipped Class Room, C	Case Discussions, I	Lectures a	nd P	roject							1	
				_	-								
	xt Book(s)												
1.	Block, P. (2011). Flawless c Sons.	consulting: A guide	e to gettin	ng yo	our ex	pertis	se us	ed. J	ohn	Wil	ley &		
2.	Block, P., & Markowitz, A. (· /		-	g Field	l bool	k and	l Cor	npar	nion	: A		
3.	guide to understanding your	expertise. John W	iley & Sc	ons.									
	Silberman, M. L. (2001). The how to guides for diagnosing							es, ac	ctivi	ties,	and		
Ref	ference Books			_	_	_					_	1	
1.	Kubr, M. (Ed.). (2		ent const	ulting	g: A	guid	le to	the	e pr	ofes	ssion.	1	
2.	International Labour								2				
	McNamara, C. (2006	, 0		0	0				-				
_	collaborative and sys Consulting.	stems approach to j	pertorma	nce, o	chang	e and	lear	nıng.	Au	then	ticity		
	ode of Evaluation												
Sr													
B	pecific Assessment Methods	% Weighting	Intende					0	utco	ome	s to	be	ass
P	pecific Assessment Methods	% Weighting	(Please	tick	as ap	prop	riate)			1	be	ass
								0	utco	omes 9	s to 10	be	ass
	ontinue Assessment Midterm	% Weighting 60 20	(Please	tick	as ap	prop	riate)			1	be	ass
	ontinue Assessment	60	(Please 1 2	tick 3	as ap	prop 5	riate)			1	be	
	ontinue Assessment Midterm	60	(Please 1 2 √ √	tick 3 √	as ap 4 √	prop 5 √	riate)			1	be	
	ontinue Assessment Midterm Digital Assignment – 1	60	(Please 1 2 √ √	tick 3 √	as ap 4 √	prop 5 √	riate 6	7	8	9	10	be	
	ontinue Assessment Midterm Digital Assignment – 1 Digital Assignment - 2	60	(Please 1 2 √ √ √ √ √ √	tick 3 √ √	as ap 4 	prop 5 √ √	riate 6	7	8	9	10	be	
Fi	ontinue Assessment Midterm Digital Assignment – 1 Digital Assignment - 2 Qu□z - 1	60 20 40	(Please 1 2 √ √ √ √ √ √ √ √	$\frac{\text{tick}}{3}$ $$ $$	as ap 4 $$ $$ $$ $$	prop 5 √ √ √	riate 6 √)) 7 √ √	8 √	9 √	10 √	be	
Co Fi To	ontinue Assessment Midterm Digital Assignment – 1 Digital Assignment - 2 Qu□z - 1	60 20 40 100	(Please12 \checkmark	$\frac{\text{tick}}{3}$ $$ $$	as ap 4 $$ $$ $$ $$	prop 5 √ √ √	riate 6 √)) 7 √ √	8 √	9 √	10 √	be	

Course code	Corporate Social Responsibili	ity (CSR)	L T P J C
BMT6190			2 0 0 4 3
Pre-requisite	Nil		Syllabus version
•			v. 02.00
OBJECTIVES:			
students wi	ll be able to practice ethical values in achiev	ving stakeholders	welfare
OUTCOME:			
1. The student	t is able to recognise ethical issues that affect	t multiple stake	holders
2. The student	t is able to apply multiple ethical concepts ir	n analysing conse	equences of
decision ma	aking		
3. The student	t is able to evaluate the most appropriate per	spective in achie	ving stakeholder
welfare			
Module:1 CSR			3 hours
Origin and Models	of CSR- Identification of stakeholders- st	akeholder issue	mapping and
	y analysis – Impact of stake holders on Sett	ing CSR goals –	Strategic CSR and
sustainable busines	ss models –Porter's framework	-	
	panies Act of 2014		4 hours
• 1	mentation and sustainable management - N	-	
Appointment of Bo	oard of Directors- Other legal frame works o	on implementatio	n of CSR
Comporato Idantit	y and Ethics - CSR and Accountabilit	ty Loodonshi	Capabilities and
	ganizational Challenges and Limitations	ty - Leadership	o Capabilities and
Module:3 Socia	*		2 hours
	society- Environmental issues and their e	ffects and impli	
Branding strategy	society- Environmental issues and then e	neets and miph	cations- CSIX as a
<u> </u>	of Self Help groups		4 hours
	groups and Non-Governmental Organiz	ations in Imple	
	overnment Regulations	ations in imple	mentation of CSR-
	in International Context		5 hours
	Asian Countries- Industries implementing C	SR- UN Framev	
	ce with a company's CSR policy- Guest lec		
	ed with CSR programs of Corporates.		
Module:6 Conte	emporary Issues		2 hours
Guest lecture by	industry experts on CSR practices in the	industry	
	Total Lecture hours:		20 hours
Project : Team of	f maximum 6 students would undertake the	20	
project. The f	aculty coordinator would provide the topic	Non-contact	
	based on the modules.	hours	
# Mode: Flippe	ed Class Room, Case Discussions, Lectures		
	and Project		
Text Book(s)			
	ller, William B Werther, (2013), Strategic	Corporate Socia	l Responsibility:
	in a Global environment,3rd edition, SAGE	-	-
Reference Books			
1. Mark S. Schw	artz, (2011), Corporate Social Responsibilit	y: An Ethical Ap	pproach, Broadview
Press.		_	
	Coombs, Sherry J. Holladay (2011), Managi	ing Corporate So	cial Responsibility:
	ation Approach 1st Edition, Wiley.		
	(2013), Corporate Social Responsibility: 1	Definition, Core	Issues, and Recent
Developments			
Mode of Evaluation	on		

Specific Assessment Methods	% Weighting				ect lea se tick			tes to be
		1	2	3	4	5		
Continue Assessment	60							
Midterm	20							
F al Assessment Test	40			\checkmark		\checkmark		
Total	100							
Project	100							
Review1	20							
Review2	30							
Review3	50							
Recommended by Board of Studies	11-03-2019	9						
Approved by Academic Council	No. 54		Date	;	14-03	3-201	9	

Course Na	L	T	Р	J	С		
Course Co		BMT6191	3	0	0	0	3
Pre-requisi	te	Nil					
Version							
OBJECTIV							
		l be able to comprehend global trends influencing the busin			nme	nt	
		ll be able to articulate (oral and written) ideas to aid decisio	on mak	ıng			
OUTCOM		is able to analyse decisions using multiple international int	Composi	010	101180	00	
		is able to appreciate cultural differences with the available					
	ing dec						
	•	is sensitive to consequences of intercultural communicatio	n and p	orop	oses		
		sys of communicating in the given context	-	_			
		is effective in oral communication of a managerial decision	n and i	s als	50		
	vincing						
		is able to effectively use written communication for expres				•••	
		is able to convince others on decision making using his or tion skills	ner ora	u an	a wr	itter	1
Module	Topic						
Module:1		standing Culture			6	Ho	urs
		ng,- Characteristics - Levels of Culture,					
		aches to Understand Societies Culture: Structurali					
	-	retivists, Cogntivists, Poststructuralists and Synthet	10				
	Appro	ach					
	Under	standing Cultural Differences and Similarities acro	SS				
		: Dimensions of Culture - Florence Kluckhon and Free					
		beck; Halls; Hofstede and Trompennars.					
Module:2		standing Value Synchronization			6	Ho	urs
	Unde	rstanding Value Synchronization:					
	Organ	ization and National Culture: Meaning of Organization	al				
	_	e, Types of Organizational Culture across globe.					
		ation : Understanding cross cultural Implications by using and Content Theories of Mativation	ng				
Module 3		s and Content Theories of Motivation Ethical Dilamma and Ethical Decision Making				Ho	116
wiouule 3		s, Ethical Dilemma and Ethical Decision Making s involved in Shaping business Ethics in global scenari	0.		C	110	u13
		al Systems- Ethical Dilemma and solution through Ethic					
	Theori		41				
	0	iation: Meaning of Negotiation; Understanding negotiation					
		h various Stages and Dimensions of Negotiation from cro	SS				
	cultura	al Perspective					
	Confl	ict and Conflict Management Styles: Meaning of					
		cts; Conflict process and Conflict Management styles acros	s				
	nation						
Module:4		ational Business			(6Ho	urs
	Factor	s and approaches that determines the MNEs.					
	Exnati	iate: Life Cycle ; Understanding organizational and Person	a1				
	-	tation towards Expatriate success: Emotional Intelligen					
	Expec	auton towards Expatriate success: Emotional Intelligen	ce				

Secret to Su Reference I	ccess, 2nd Edition, AMACON	
David Liver	more, Soon Ang, Linn Van Dyne (2015), Leading with Cultural Intellige	ence: The Rea
Recommen	ded Text Book	
	Total Lecture hours:	30 hours
Module:6	Contemporary Issues-Guest Lectures	2Hours
Madular	Qualities of Global Managers : Views on various traits of Global Managers	211
	Family Business and perspectives : Understanding the growth of family businesses across globe with special reference to different cultural Cluster	
	International M & A; Solutions to overcome failures	
	Team; Mergers and Acquisition- Understanding the importance of staffing synergy - Success and Failure Stories of different	
	Introduction to IB from domestic business; Managing Global	
Module:5	Cultural Influence in choice of Entry Strategy and Global Leadership	4Hours
	and Cross Cultural Training Program. Live experience of Expatriates	

DipakKimar Bhattacharya (2010), Cross - Cultural Management: Text and Cases, Prentice Hall. TaranPatel(2013), Cross-Cultural Management: A Transactional Approach, Routledge.

ShobanaMadhavan, (2011), Cross Cultural Management Concepts and cases, Oxford University Press.

David C. Thomas , Mark F. Peterson, (2014), Cross-Cultural Management: Essential Concepts, 3rd edition, Sage Publications.

Mode of Evaluation: : Mode: Flipped Class Room, Case Discussion, Lectures

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	Emerging Business Models in competitiv	e landscape	L T P J C
BMT6192			3003
Pre-requisite			Syllabus version
			v. 02.00
OBJECTIVES:			1. 02.00
students will be	e able to make decisions under constraints		
students will be	e able to comprehend global trends influencing	ng the business e	environment
	e able to formulate competitive strategies for	the digital mark	tet places
OUTCOME:			
	ble to relate all contextual factors in decision		
	ble to analyse many costs and consequences		
	plan considers many of the constraints in the		
	is able to analyse decisions using multiple i		
5. The studen making dec	t is able to appreciate cultural differences w	in the available	e information while
5	t is sensitive to consequences of intercult	ural communic	ation and proposes
	ays of communicating in the given context		ation and proposes
	t provides a definitive and outstanding as	sessment of the	e market share and
	advantage of competitors in the marketplac		
8. The student	does a comprehensive analysis of potential	dangers of comp	
	t provides comprehensive industry assessment	nent and strateg	gy formulation and
implementa		Γ	
	rce management: Setting the Goals of rganization		5 hours
Competitor accour competitive advar	portance of the business environment - Cau ting - The global economic environment - tages - Country analysis and political	The domestic e	conomy - National
information.	•		
	e <mark>gic Aspects of Marketing</mark> s - Product life-cycles - The BCG portfolio 1	Matrix Diract r	5 hours
- The nature of ma	rketing audit - Customer profitability analys		
	NESS MODEL TECHINIQES		5 hours
	Modeling Process – Spreadsheet Techni	iques (MS EX	
Optimization Mod	els (A Two-Variable Model, Sensitivity A	nalysis, A Prod	luct Mix Model) -
Linear Programmi	ng Models (Aggregate Planning Models, Bl	ending Models,	Production Process
Models, Financial	Models) - Network Models - Transportat	ion Models - As	ssignment Models -
Simulation Model	- Regression Models - Forecasting Mod	lels (Time Serie	es Models, Moving
Averages Models,	Exponential Smoothing Models).		
Module:4 Strate	egic Options and their Evaluation:		5 hours
	egic choices - Porter's generic competitive		
	rnative growth strategies - Internationa		
	oning view of strategy - Divestment stra	ategies - Strate	gic options in the
	aluation of strategy.		
	ementing and Controlling Plans I - The functions of performance measure	ment Convert	5 hours
	less performance - Value-based managem		
	render varue bused managem	upprouenes	

corporate centre in control - Manage Multidimensional performance measurem	ement ac nent - S	ccour Stake	ntin holo	g ai der i	nd pe measu	erfor res	manc - A	e n dditi	neas onal	urer cc	nent- ontrol]	
mechanisms-Multinational industries.Module:6Strategic Options and their IL acture	Evaluatio	on -G	lues	st						5 h	ours		
Lecture Three sets of strategic choices - Porter's g		mot	-+	- atra	+2011 r	de	10 E		tot n	- orl	- at	-	
strategies - Alternative growth strategies -		-								llai n	lei		
based <i>versus</i> positioning view of strategy -			-							he			
charity sector - Evaluation of strategy.	Divosti		Suu	10510		uic ₅			,	110			
	tal Lectu	re ho	our	s:					3	30 h	ours	1	
# Mode: Class Room Teaching, Case Di	scussions	Lec	ture	es								-	
,		nd Pr											
Text Book(s)			5									1	
1.Rhonda Abrams, (2016), The Success	ful Busine	ess P	lans	s: Sec	crets a	nd st	rateg	ies,	The	;		1	
Planning Shop, Amazon							_	· .					
2. <u>Alex Genadinik</u> , (2015), Marketing Pla	an Templa	ate &	: Ex	amp	le: Ho	w to	Writ	e a N	Aark	etin	g		
Plan, Amazon												4	
Reference Books	·		<u> </u>		~	~ ·	• .	~	•	~		-	
1. Jerry Jinnett, (2010), Anatomy of a Bu										Sm	art,		
2. Building the Business, - and Securing													
Publication.FC Expert Blogger Lon Sa		0) 18	actic	cs, 10	ools &	: Stra	tegie	s -	Five	e Ste	eps		
to Implementation, Mansueto Ventures Mode of Evaluation	; LLC											-	
		Into	ndo	4 au	hinat	امد	min	~ 01			• t o		2560
Specific Assessment Methods % Weig					ıbject as app				uco	mes	ιυ	be	asses
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Continue Assessment 60		1		5	-	5	U	/	0	,	10	+	I
Midterm 20												\parallel	
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Digital Assignment – 1	-	\checkmark			\checkmark								
Digital Assignment - 2												\parallel	
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Quiz - 1													
Quiz - 1					\checkmark	\checkmark							
Quiz - 1 Final Assessment Test 40		√ √			√ √	√ √	√	√	√		1		
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Final Assessment Test 40 Total 100 Recommended by Board of Studies 11-					√	,		V	√		√		

Course Nat		Expatriate Management	L 2	Т 0	P	<u>J</u> 0	C 3
Course Co		BMT6193	3	U	0	-	3
Pre-requisi OBJECTIV			Nil		ver	sion	
		I ha able to comprehend global trands influencing the busin	000 00	ino	n m at	.+	
		l be able to comprehend global trends influencing the busin ll be able to articulate (oral and written) ideas to aid decisio			miner	IL	
OUTCOM		in be able to articulate (oral and written) ideas to aid decisit		mg			
		is able to analyse decisions using multiple international inf	ormati	on s	ourc	es	
		is able to appreciate cultural differences with the available					
	ing deci	••					
3. The	student	is sensitive to consequences of intercultural communication	n and p	orop	oses	sensi	tive
		nmunicating in the given context					
		is effective in oral communication of a managerial decision				nvinc	ing
		is able to effectively use written communication for expres					
		is able to convince others on decision making using his or	her ora	ıl an	d wr	tten	
		tion skills					
<u>Student Le</u> Module		Outcomes (SLO): 2,9,13					
Module:1	Topics	ational Human resource Management-Introduction			6	Hour	•6
Mount.1		ots- Cross cultural approach to HR strategies, policies ar	hd		0	11001	3
		ches- The influences of cross-cultural issues of					
		sations Selection, evaluation and coaching of internation					
		JECTIVESyees					
Module:2		of MNEs and Role of Human Resource Team			6	Hou	rs
		of international companies and the role of the corporate H					
		l training and appraisal systems for a cross-cultur	al				
M 1 1 2	workfo					TT	
Module 3		riation and Repatriation			6	Hou	rs
		ns for expatriation- Characteristics of effective expatriate ers- Selection of expatriates -The role of family -Dealing					
		alture shock- Reasons for expatriate fail –Repatriation and					
		sful strategies for repatriation					
Module:4		ational compensation Performance management			6	Hou	rs
		ensation and performance management: An international			-		
		ctive -Benchmarking global practices- Motivation and					
		systems- International performance management -Issues					
		lobal compensation; Managing Multi cultural team; Ways					
		ssibilities of improving virtual team Performance					
Module:5		ational Organisations and Industrial Relations			4	Hou	rs
	-	rate culture and challenges in work place- Multi-national nies and their approaches to industrial relations-					
	-	BJECTIVESyment and labour Laws: an international					
		ctive on Equal opportunities; Handling terrorism as one of					
		tor in IHRM					
Module:6		Lecture			2	Hou	rs
		Total Lecture hour	s•			30 ho	<u></u>
			3.			20 110	uis

9780899309491

Reference Books:

P. Evans, V. Pucik, and I. Bjorkman (2011), "The Global Challenge. International Human Resource Management, 2nd edition, McGraw-Hill

Charles M. Vance Charles Vance Yongsun Paik (2011), **Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management, ISBN 9780765629869**

Mode of Evaluation: : Quiz, Midterm Exam, Case Discussion, Final Assessment Test

Recommended by Board of Studies	11-03-2019		•
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	Image Management and Personali	ty Branding	Ι	TP	JC
BMT6194			3	0 0	0 3
Pre-requisite			Sylla	ıbus ve	rsion
OBJECTIVES:					
students will	be able to make decisions under constraints				
students will	be able to comprehend global trends influen	cing the busine	ess envi	ronmer	ıt
students will	be able to articulate (oral and written) ideas	to aid decision	making		
OUTCOME:					
	ble to relate all contextual factors in decision				
	ble to analyse many costs and consequences				
	plan considers many of the constraints in the				
	is able to analyse decisions using multiple in				
	is able to appreciate cultural differences w	ith the availab	le infor	nation	while
making dec					
	t is sensitive to consequences of intercult	ural communic	cation a	nd pro	poses
	ays of communicating in the given context	• • •		1 •	1
	t is effective in oral communication of a	managerial d	ecision	and is	s also
convincing	is ships to effectively use with a second second	tion for annual			
	is able to effectively use written communication able to convince others on decision make				witton
9. The student	is able to convince others on decision making ability	ng using his or	ner ora	i and w	rnten
				5	nours
Module:1 Image	Understanding- Perceptions of Self and other	pra Dagaarah a	nd dosi		
	te image management and Matching	and the search a		gii oli li	nage
Module:2 Image				5	nours
	pment- color-pictures-profession- Link ac	ross platforms	- Netu		
	ation skills- Personal and interpersonal skil				
impressive			000 011	quenes	5 und
•	nality Branding			5	nours
	OC – Identify your Competitors- Substitutes	- Peers; Brand	yoursel	f- Qual	ity of
	ons- Career objectives presentation- Vision a		•	~	•
-	personality Branding				U
1					
	enting one ownself				nours
	yourself- Career changes- Disruptive techr	ologies in Inc	lustry a	nd nee	d for
Reinventing- Exam	▲				
	eting yourself			5	nours
	al footprint- Video and Audio presentations-			51	
Module:6 Conte		main Social M	adia D		nours
Using Social med.	a to create personal branding – Tools- Misha	ips in Social M	leula- K		
	Total Lecture hours:			30 1	ours
# Mode: Flippe	d Class Room, Case Discussions, Lectures				
	and Project				
Text Book(s)					
	015), YOU BRANDING: Personal Branding	Book - It's all a	about Y	OU,K	indle
	on Asia-Pacific Holdings Private Limited				
2.					
-	(2015), Careerkred: 4 Simple Steps to build	your Digital Br	and and	Boost	
credibility in Y	Your Career, Amazon				

Dorie Clark, (2013), Reinventing you: Define your Brand, Imagine your Future, Amazon Reference Books

1.

 Peter Montoya, (2015), The Brand called You, Create A personal Brand that wins attention and grows your Business, Amazon Jurgen Salenbatcher, (2015), Creative Personal Branding: The Strategy to Answer: What's Next?, Amazon

Mode of Evaluation

Specific Assessment Methods	%	Weighting				ubjec as ap				utco	me	s to	be	asse
			1	2	3	4	5	6	7	8	9	10		
Continue Assessment	60													
Midterm	20													
Digital Assignment – 1		10 1												
Digital Assignment - 2		10								\checkmark	\checkmark	\checkmark		
Creation of Digital foot print		10		\checkmark	\checkmark									
Final Assessment Test	40		\checkmark		\checkmark									
Tota	100													
Recommended by Board of Studie	es	11-03-2019	9											
Approved by Academic Council No. 47				Da	ate	14	-03-2	2019					1	

Course code:	8	L	Т	Р	J	С
BMT6195	2	2	0	0	4	3
Version No.						
Course Pre-	None					
requisites						
OBJECTIVES:						
	be able to co-create unique ideas, products and solutions					
	be able to comprehend global trends influencing the business env	viro	nme	nt		
OUTCOME				1		1
	nt produces original ideas with minimal guidance. Implement	tati	on s	oluti	ons	hav
	evidential support					
	nt uses multiple idea creation techniques nt creates new ideas and combines multiple perspectives to devel	lon	now	colui	tions	
	udent is able to analyse decisions using multiple international inf					
	tudent is able to appreciate cultural differences with the available					
	g decisions		mioi	man	ion v	/ 1111
	tudent is sensitive to consequences of intercultural community	icat	ion	and	prop	ose
	we ways of communicating in the given context				PP	
Unit No. 1	Introduction to Innovation Management					
	Innovation – What it is? Why it Matters? - Innovation as a Core	e				3
	Business Process – system thinking for innovation – Framework					,
	for System Thinking - system thinking tools					
Unit No. 2	Sources and Transfer of Innovation					
	Innovation Networks				-	2
Unit No. 3	Decision Making Under Uncertainty					
	Building Innovation Plan				2	2
Unit No. 4	Creating New Products and Services					
	Product and Service Innovation – ExOBJECTIVESiting Open				4	5
	Innovation and Collaboration – The Concept of Design Thinking	g				
	and Its Role within NPD and Innovation – framework for desig					
	thinking					
Unit No. 5	Capturing Innovation Outcome					
	New Venture – Benefits of Innovation, and Learning from				6	5
	Innovation – Building Innovative Organization and Developing					
	Innovation Strategy - Globalization for Innovations, Innovating	g foi	r			
	Emerging Economies and Role of National Governments in					
	Innovation					
Unit No. 6	Guest Lecture from industry experts on contemporary tren in Innovation Management	ds			2	2
			_		-	
	Total Lecture Hours		_		$\frac{2}{20 \text{ N}}$	
	Project: Team of maximum 6 students would undertake the				20 N	
	project. The faculty coordinator would provide the topic based	on			cont	
	the modules.				hou	rs.
Text Books						
	n Bessant (2013), Managing Innovation: Integrating Technologic	al, I	Mark	cet ai	nd	
Organizationa	l Change, 5 th edition, Wiley.					
Reference Book	s:					
	(2013), Strategic management of technological innovation, 4 th e	edit	ion	McC	fraw	н
In John Impin	2015), Shategie management of termological innovation, 4	cuit	1011,	IVICC	JIAW	111

Irwin.

- 2. Allan Afuah (2003), Innovation Management: Strategies, Implementation and Profits, 2nd edition, Oxford University Press.
- 3. Michael G. Luchs, Scott Swan, Abbie Griffin (2015), Design Thinking: New Product Development Essentials from the PDMA, Wiley-Blackwell.
- 4. John Boardman, Brian Sauser (2013), Systemic Thinking: Building Maps for Worlds of Systems, 1st edition, Wiley.
- **5.** Rich Jolly (2015), Systems Thinking for Business: Capitalize on Structures Hidden in Plain Sight, Systems Solutions Press

Mode of Evaluation:	Continuous Asses TEE	ssment (Midter	rm, Quiz, As	signments and mini projects) and			
Recommended by Boa	ard of Studies	11-03-2019					
Approved by Academ	No. 54	Date	14-03-2019				

Course code	Int	ellectual Property Ri	ghts & M	lanagement		L	T	P J	C
BMT6196						3	0	0 0	3
Pre-requisite	Nil				Sy	lla	bus	ver	rsion
OBJECTIVE									
students will b	be able to make de	ecisions under constrai	nts						
students will b	be able to practice	ethical values in achie	eving stak	eholders welfa	are				
OUTCOME:									
1. Studen	it is able to relate	all contextual factors i	n decision	n making					
2. Studen	it is able to analys	e many costs and cons	sequences	of decision					
3. The act	tion plan consider	rs many of the constra	ints in the	given context					
	-	cognise ethical issues		-		ſS			
		ply multiple ethical co		-			of		
	on making		neepts m		sequen		01		
	e	aluata tha maat ammaa	mists man	maativa in aah		+-1	Irah	<u>_1</u> 4,	
		aluate the most approp	priate pers	spective in ach	ieving s	sta	xen	olae	er
welfare	e								
Module:1 In	ntroduction						- (5 ho	urs
		cepts and need for Int	allactual I	Property Date	ants Co	nu			uis
	-	n India and Abroad –					_		~
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				mial Dramanty 1	taahnal	Sori.	0.01		
WTO to WIPC	O –TRIPS, Nature	of Intellectual Proper	ty, Indust		technolo	ogi	cal		
WTO to WIPC Research, Inve	D –TRIPS, Nature entions and Innov		ty, Indust		technolo	ogi			
WTO to WIPC Research, Inve Module:2 P	D –TRIPS, Nature entions and Innov Patents	e of Intellectual Proper ations – Important exa	ty, Indust imples of	IPR.			(5 ho	
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WTO to WIPC Research, Inve Module:2 P Macro-econor -Patent docum extensive is pa of a patent - F regional and ir Module:3 Trademarks – registration – I Copy Rights – Copyright owr	D –TRIPS, Nature entions and Innov Patents mic impact of the nent - How to prot atent protection? - Filing of a patent nternational option Trade Marks & Essentials of a Tr Infringement of R - Introduction - Cl	e of Intellectual Proper ations – Important exa patent system - Paten ect your inventions? - Why protect inventio - The different layers ns) Copy Right ademark – Reasons for egistered Trademarks haracteristics – Items of t - Remedies for Infrir	ty, Indust mples of t and kind Granting ns by pate of the in or illegal p , Assignme covered un	IPR. d of inventions of patent - Rig ents? - Searchi iternational pa protection – Pro-	ghts of a ing a pa tent sys ocedure Marks	ted a p ter ster	(by ater nt - m (: or	<u>5 ho</u> a p nt - Dra natio	atent How fting onal,
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# N	Iode: Flipped Class Room, Case Disc	ussions and Lectur	es							
Tey	xt Book(s)									
1.	Prabuddha Ganguli, (2016), Intelle	ectual Property Ri	ghts - Un	leashing Knowledge						
Economy, Tata McGraw Hill.										
2 Ahuja V K (2016), Law Related to Intellectual Property Rights, Lexis Nexis Butterworths										
	Wadhwa Nagpur									
Ref	ference Books									
1.	Tamali Sen Gupta (2015), Intellec	tual Property Law	^v in India,	Kluwer Law International						
2	V. Scople Vinod, (2015), Managin	g Intellectual Proj	perty, Prei	ntice Hall of India pvt Ltd						
Mo	de of Evaluation : Midterm, Quizz	zes/challenging A	ssignmen	ts/Term Paper and FAT						
Rec	commended by Board of Studies	11-03-2019								
Approved by Academic Council No. 54 Date 14-03-2019										

Course code:	International Business	L	Т	Р	J	(
BMT6197		3	0	0	0	3
Version No.						<u> </u>
Course Pre-	None					
requisites						
OBJECTIVE	S:					
	e able to comprehend global trends influencing the business en					
	e able to identify business problems and formulate alternative	courses	of	actio	n	
OUTCOME:						
	nt is able to analyse decisions using multiple international info					
	nt is able to appreciate cultural differences with the available	e inform	natio	on w	hile	
making de		ation a				
	nt is sensitive to consequences of intercultural communic	ation a	na j	prop	oses	
	vays of communicating in the given context	1.	•			
	it is comprehensively able to describe the problem in a decision of the problem in a decision of the problem is a second to the problem of th					
	It is able to come up with multiple alternatives to resolve the p					
6. The studer Unit No. 1	nt is able to suggest a very comprehensive and implementable Globalization and International Business	action	Jian			
Unit No. 1	Giodalization and International Business					
	Concepts & Factors driving globalization, Threats to Nat	ional		3 H	ours	5
	Sovereignty, Economic Growth and Environmental Stress;					
	Companies engaged in IB, Modes of operations in IB – Invest					
	Types of International Organizations, IB versus Domestic Bu	isiness,				
	The cultural environments facing business					
Unit No. 2	The Political, Legal and Economic Environments facing					
	Political & Legal Environment: Individualism versus colle		,	4 H	ours	3
	Political Ideology, Trends in Political systems, Political risks					
	democracy; Legal Environment: Legal systems, types, trends	s and				
	diffusion of legal systems, Understanding bases of rule and					
	implication for managers, operational and strategic concerns					
	Economic Environment – International Economic Analysis	,				
	Elements of Economic Analysis					
Unit No. 3	International Trade Theories, Global Strategy, Structure	e &				
	Implementation					
	Trade and Investments: Theories, of Trade. Conflicting resul	ts of		8 H	ours	5
	Trade Policies, Economic and noneconomic rationale for	1.				
	governmental interventions, Instruments of Trade control, D	•				
	with governmental trade influences; World Trade Organizati					
	(WTO). Effects of REI, Major trading groups and conglomer					
	Industry, Strategy and Firm Performance, Global integration					
	local responsiveness, Types of strategy; Country evaluation of					
	Selection; Direct Investments and Collaborative Strategies, H	•				
Unit No. 1	Strategies in International Business. Selecting an Entry Strate Managing International Operations	egy				
Unit No. 4						
	Marketing Globally - Marketing orientations, segmenting a			6 H	ours	3
	targeting markets, product line extent and mix, International	-	-			
	promotion and distribution challenges; Global manufa					
	and SCM: Key factors, It and GSCM, Quality Management,	,				
	Supplier Networks, Inventory Management; Multinational					
	Financial Function: Accounting for International Difference	es,				

Unit No. 5	Export and Import Financing, Lack of Trust, Export Documentation,									
Unit No. 6	Gu	est lecture by indus	try experts							
	FDI & FII, SEZ, Governmental initiatives to boost exports, Cross- cultural issues and their managerial implications.									
	Tot	tal Lecture Hours				30 Hours				
McGraw Hill 3. John D. Daniel	s, Le	nternational Business ee H. Radebaugh, Pra hent & Operations, 12	shant Salwan,	Daniel P. Sulliva						
Reference Books	:									
	0), I	International Busines nternational Business				tion,				
Mode of Evaluation:Continuous Assessment (Midterm, Quiz, Assignments and mini projects) and TEE										
Recommended by			11-03-2019							
Approved by Acad	demi	ic Council	No. 54	Date	14-03-2019					

Course code	International NGO Management	L T P J C
BMT6198		3 0 0 0 3
Pre-requisite	ВМТ	Syllabus versior
•		v. 02.00
OBJECTIVES:	•	i
students w	ill be able to comprehend global trends influe	ncing the business environment
	ill be able to practice ethical values in achievi	ing stakeholders welfare
OUTCOM	1E:	
 The studen making det The studen sensitive w The studen The studen 	It is sensitive to consequences of intercultural vays of communicating in the given context at is able to recognise ethical issues that affect at is able to apply multiple ethical concepts in	h the available information while communication and proposes multiple stake holders
decision m	•	
	t is able to evaluate the most appropriate pers	spective in achieving stakeholder
welfare Module:1 The	Logic and Domand for International	5 hours
	Logic and Demand for International tutions	5 nours
	nds in the International NGO Landscape: Not	n-State Actors Focus
•	on Structures, Partnerships, Strategies, Fundir	
and Geographies		
<u> </u>) and OECD principles on NGO	5 hours
-Rules- framewor policies	wars- Evolution of Social work- governme ks for NGOs – WTO programs and fundi	
	state Actors and International Law	5 hours
	ernmental organizations in various countries-	
in developing cou ILO	intries- Channels of funding and Implement	tation of Welfare projects-Role of
	of NGOs in Society and Development	5 hours
	grams mandatory for NGOs and Role of (- Healthcare, service and upliftment of po- ation of need gap	
	s as Implementing Institutions of	5 hours
	lopment Programs	5 nours
	Responsibility and NGOs- International Conte	ext- Indian Scenario and NGOs
	ing and criticism of NGOs	5 hours
Case studies of su	uccessful NGOs and Failure stories- Industria ew challenges and reforms in NGOs- App dev	
	Total Lecture hours:	30 hours
# Mode: Flipp	ed Class Room, Case Discussions, Lectures and Project	
Text Book(s)		
2. publicatio 2. R.Kumar	ve and Mary Conway, (2013), Introduction to ons, Canada & SL Goel (2005), Administration and Mana b.R. Publications, New Delhi	

Abrham Anitha, (2015), Formation and Management of NGOS, Universal Publications, New Delhi

Reference Books

- 1. Sandeep Garg, (2013), Handbook for NGOs and NPOs, Taxamns, Canada
- 2. Leslie R. Crutchfield and Heather McLeod Grant, (2017), Forces for good: The six practices of high Impact Non Profits, New York

Mode of Evaluation

Specific Assessment Methods	%	Weighting				ubjec as ap			0	utco	ome	s to	be	asse
			1	2	3	4	5	6	7	8	9	10		
Continue Assessment	60													
Midterm	20		\checkmark	\checkmark	\checkmark		\checkmark							
Digital Assignment – 1							\checkmark							
Digital Assignment - 2												\checkmark		
Quiz - 1			\checkmark	\checkmark	\checkmark		\checkmark							
													1	
Final Assessment Test	40		\checkmark	\checkmark	\checkmark		\checkmark	\checkmark	\checkmark			\checkmark		
Total	100)												
Recommended by Board of Studie	es	11-03-2019)											
•		No. 54	Date 14-03-2019							1				

Course code	International Shipping: Business Proce	ss and Procedur	
BMT6199			3 0 0 0 3
Pre-requisite	Nil		Syllabus version
OBJECTIVES:			
students will be a	ble to co-create unique ideas, products and so	lutions	
	able to systematically apply qualitative an		chniques to solve
business problem	s	-	-
OUTCOME:			
1. Student pr	oduces original ideas with minimal guidance.	Implementation	solutions have
strong evi	dential support	-	
U U	ses multiple idea creation techniques		
	eates new ideas and combines multiple perspe	ectives to develop	new solutions
	nt is able to perform a comprehensive quantita	1	
	nt is able to interpret qualitative information is	•	
	nt is able to represent the analyses as a complete		e business problem
	rnational Logistics:		5 hours
	gistics in International Business-Modes of Tra	ansport of goods	
	vater– Designing and understanding 3 rd party		
	ry of shipping industry - Merchant Shipping-		
	timodal Transport		5 hours
	sport System Shipping Practices- Shipping Fr	reight and Charte	
	ractices the Freight Market – Ship ownin		
	e and bill of lading – Freight calculations	g conditions and	a market Sules
	rtering Principles and Practices		6 hours
	Charter, Time Charter – Charter Party Clause	<u> </u>	
	Dispatch – Bare Boat Charter – Pre-shipment		
	pping Intermediaries		<u>6 hours</u>
	cargo intermediaries – Shipping agencies – Sl	in brokers Frei	
	organization of containerized cargoes- Containerized cargoes-		
	•		
selection of conta	le of Electronic Data Interchange (EDI)- Elec	tronic logistics-n	NCO Terms-
			0
	Transportation	T (<u>6hours</u>
-	Air Freight Practices and Ari Cargo Rates	-	_
	rade Problems and Prospects – Foreign Trade		
	ventions and National Laws: Sea, Air, Multi	Modal, Road an	nd Rail – Maritime
Trade Fraud.			
	· · · · · ·		
	temporary Issues		2 hours
	industry/Business experts on contemporary In	nternational I ran	sport & Shipping
procedures			
	Total Lecture hours:		30 hours
# Mode: Flipped	Class Room, Case Discussions and		
Lectures			
Text Book(s)			
	& Rajiv Aserkar (2010), Export Impor	t Management	Oxford higher
Education, 1		gennent,	- mgnoi
Reference Books			
INTELLICE DUUKS			

- 1. Thomas E. Johnson, Donna L. Bade (2010), Export/Import Procedures and Documentation, ISBN-10: 0814415504 | ISBN-13: 978-0814415504
- 2. Pierre David (2013), International Logistics: The Management of International Trade Operations, 4th edition, ISBN-10: 0989490602 | ISBN-13: 978-0989490603.
- 3 India's Foreign Trade Statistics published by CMIE (Database) year-wise Graham, Sano & Day (2007) Doing Business with the New Japan: Succeeding in America's

Mode of Evaluation : Continuous Assessment (Midterm, quizzes, challenging assignments and mini projects) and TEE

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	Knowledge Managemen	nt	L T P J C
BMT6200		-	2 0 0 4 3
Pre-requisite	Nil	;	Syllabus version
OBJECTIVES:			
	ll be able to comprehend global trends influe	e	
	ll be able to articulate (oral and written) idea		
	ll be able to involve stakeholders and team n	nembers in executi	ng decisions
OUTCOME:			
1. The	student is able to analyse decisions using m	ultiple internationa	l information
sour			
	student is able to appreciate cultural different	nces with the availa	able information
	e making decisions		
	student is sensitive to consequences of inter		ation and
1 1	oses sensitive ways of communicating in th	0	
	student is effective in oral communication of	of a managerial dec	ision and is also
	vincing		
	student is able to effectively use written cor		
	student is able to convince others on decisio	on making using hi	s or her oral and
	ten communication skills		
	student is able to establish a favorable team	climate and ensure	e enthusiastic
	sion making		
	student is able to elicit constructive feedbac	•	
	student is able to facilitate enthusiastic stake	eholder/team parti	cipation and
	ribution in decision making	1	
	luction		3 hours
	chy, Knowledge Management (KM), KM Ev	olution, Knowledg	ge Worker,
	ge, Key Drivers of KM	1	
	ledge Management Life Cycle		3 hours
	Knowledge Creation, Knowledge Sharing,		
	of Tacit Knowledge, Challenges faced in	Tacit Knowledge	Externalization,
~	er Techniques, Expert Knowledge		
	ing KM in organizations		4 hours
	d KM; Learning, Cognitive skills and KM	•	ovation and KM;
	ture, Change and KM; Leadership and KM;	ICTs and KM	
	ledge Management Tools		4 hours
		nent, information	
	ductivity, Web-centric knowledge manage	ement, Global, joi	nt, simultaneous
	a value network,Content Analysis	1	
	and Ethical Issues		4 hours
	actice, Knowledge Friendly companies, knowledge	-	etween academia
and industry, KM S	System DeOBJECTIVESyment in various se	ectors.	
Madular Canta	mnonom Issues		1 hours
•	emporary Issues	in product deviator	2 hours
•	ndustry experts on Knowledge management	1 1	
	s and customer relationships, Product knowl	euge and innovatio	
	Total Lecture hours:		20 hours
n •	to Team of manimum (at 1 4 11	20	
v	ct: Team of maximum 6 students would	20	
under	take the project. The faculty coordinator	Non-	
		1.011	

		would provide the topic ba	ased on the modul		contact hours	
# N	lode: Fl	pped Class Room, Case Dis	scussions and			
Lec	tures					
Tey	xt Book(s)				
1.		rds. J.S, (2015), The Essen	tials of Knowledg	ge Manag	ement, Pal	grave Macmillan,
2	UK.	$V = C = V_{\text{constant}} (2014)$	VM		V 1	· · · · · · · · · · · · · · · · · · ·
2.		K, G. Kumta, (2014), zational learning, Springer.	U	anagement	: value	creation through
Ref	ference]					
1.	Jennex	M.E, (2007), Knowledg		Concepts	, Method	ologies, Tools and
		ations, 6th revised edition, I	-			
2.		Hislop, (2013), Knowled	lge Management	in Organ	nizations,	3rd edition, Oxford
_		sity Press.		1 D		
3.		K, (2011), Knowledge Mar	-	•		
Mo	de of Ev	valuation: Quiz, Midterm I	Exam, Case Discu	ssion, Fina	al Assessm	ent Test
Rec	commen	led by Board of Studies	11-03-2019			
Ap	proved b	y Academic Council	No. 54	Date	14-03-20	19

Course code	Managi	ng Asian Busin	ess	L T P J C
BMT6201				3 0 0 0 3
Pre-requisite	Nil			Syllabus version
•				
OBJECTIVE	;			
student	s will be able to comprehend gl	obal trends influ	encing the busine	ess environment
student	s will be able to formulate comp	betitive strategie	s for the digital m	arket places
student	s will be able to articulate (oral	and written) ide	as to aid decision	making
OUTCOME:				
1. The stu	dent is able to analyse decisions	s using multiple	international info	rmation sources
2. The stu	dent is able to appreciate cultur	al differences wi	ith the available in	nformation while
making	decisions			
	dent is sensitive to consequence		l communication	and proposes
	e ways of communicating in the			
	dent provides a definitive and o			ket share and
1	tive advantage of competitors i	-		
	dent does a comprehensive ana			
	dent provides comprehensive ir	dustry assessme	ent and strategy for	ormulation and
1	entation details			
	dent is effective in oral commu	nication of a mai	nagerial decision	and 1s also
convine	e	•,, •		
	dent is able to effectively use w			
	dent is able to convince others of	on decision mak	ing using his or h	er oral and written
	nication skills			51
	sian Business	· 1 · 4 C A	· ACEAN 1	5 hours
	nent models, political & econor			
-	uth East Asian crisis; India role sian Culture	III ASEAN Iegi	OII, FTAS and LO	5 hours
	major cultures, business & so	cieties of Asia:	the Chinese: Inc	
	eople's Republic of China and			
economy and r			torini una open ac	of policy market
	hinese Business Management			6 hours
	and their subsequent reforms	– Changing ro	le since China's	
	rity in PRC – PRC's WTO tra			
	NCs experiences- issues of Sour		e	1
-	panese- Korean Business Mo	-		6 hours
	e and society—key factors in J		success—the Japa	
environment-	Japanese management model-	ost bubble Japa	n and the manage	ement model in
transition – Inc	o-Japanese Business ties Rise o	of Chaebols, The	ir role in Korean	economy- Cases
of Major Kore	in Corporations			
	iddle East connection in Asia ndscape	n Business		6 hours
	nic Banking & Finance; Islam	ic Finance's bas	sic tenants – Its r	blace in South East
-	setup Ancient linkages with		-	
	f Taiwan Hong Kong- Maca			
	cca- Its business implications		····· j ···· ö	
Module:6 C	ontemporary Issues			2 hours
Guest lecture	by industry/Business experts or	contemporary b	ousiness practices	,
	Total 1	Lecture hours:		30 hours

# N	Iode: Flipped Class Room, Case Disc	cussions and		
Lec	ctures			
Tex	xt Book(s)			
1.	Ade Asefeso, (2012) CEO Guide	to Doing Busine	ess in Asi	a -Singapore, Malaysia and
	Indonesia, Lulu.com	-		
2.	Harvard Business Review on Doing	g Business in Chi	ina (2010)	, HBS Press
Ref	ference Books			
1.	Fishman, Ted.C.,(2012), China Inc	(The relentless	rise of the	e next great superpower), New
	York (eBook)			
2.	Michaelson & Michaelson (2011)	Sun Tzu: The A	rt of Wa	for Managers, Adams Media
	Publications Company			-
3	Hill, C. (2010) International Busin	ess: Competing	in the Gle	obal Marketplace. (8 th ed Tata
	McGraw-Hill.			
4	Graham, Sano & Day (2007) Doing	g Business with t	the New J	apan: Succeeding in America's
	Richest International Market, Rown	nan & Littlefield	Publishers	s, Inc
5	Fishman, Ted.C.,(2006), China Inc.,	, Scribner Interna	tional , Ne	ew York.
6	Helen Deresky (2011), Internation	al Management:	Managin	g across borders and cultures
	Pearson Education			
7	Harvard Business on Doing Busines	ss in Asia, (2004)	Harvard I	Business School Press, MA.
8	Hodgetts, R.,M.,& Luthans F, (2	2005), Internation	nal Mana	gement, Tata McGraw Hil
	Publications, New Delhi.			
9	Graham, J.L; Sano, Y.(1989), Si	mart Bargaining	; Doing	Business with Japan, Harper
•	Business, NY			
Mo	ode of Evaluation : Quiz, Midterm Ex	xam, Case Discus	ssion, Fina	ll Assessment Test
Rea	commended by Board of Studies	11-03-2019		
Ap	proved by Academic Council	No. 54	Date	14-03-2019

Course Name	Mitigating Business Sustainability Risks and Challenges	L	Т	Р	J	(
Course Code	BMT6202	3	0	0	0	3
Version No.						
Course Pre-	BMT 5212 – Strategic Management					
requisites						
OBJECTIVE	S:					_
	be able to identify business problems and formulate alternative cou- be able to systematically apply qualitative and quantitative t ems				sol	ve
OUTCOME:						
 The studer The studer The studer The studer The studer 	nt is comprehensively able to describe the problem in a decision r nt is able to come up with multiple alternatives to resolve the prob nt is able to suggest a very comprehensive and implementable acti nt is able to perform a comprehensive quantitative data analysis nt is able to interpret qualitative information in detail	lem on pl	an			
	nt is able to represent the analyses as a complete solution to the bu	isines	ss pro			
Unit No. 1	Introduction & Principles of SM:			H	[rs.	
	Definitions, relevance and need for internalization of CSR & sustainability management for corporations - Principles of Susta Management - Triple Bottom Line – TBL/3BL: 'People, Planet, the social, environmental, and financial accountability of busines Social and environmental sustainability challenges - Integration with commercial and economic success - Current practices of sustainability in business - Global issues and major frameworks Scientific foundations and economic principles	Prof sses - of SN	it' : -		6	
Unit No. 2	Strategic Social Responsibility of Corporates:					
	Bottom of The Pyramid: Social Responsibility or Market Opport Corporate Strategy and CSR, What CSR Is and Is Not, A Moral Argument for CSR, A Rational Argument for CSR, An Econom Argument for CSR, Why is CSR Relevant Today, CSR: Do Stakeholders Care?		γ,		6	
Unit No. 3	The Strategic Context of CSR & its Implementation:					
	The Strategic Context of CSR & its Imperimentation: The Strategic Lens: The E.S.C.S. Framework, Positive Brand Bu Crisis Management, CSR Business Plan of Action - Short Term Medium term, Implementation From a Strategic Perspective: Pla Implementation From a Firm Perspective: Action	&	0.		6	
Unit No. 4	Managing Global Corporate Social Responsibility: Issues					
	Organizational Issues, Economic Issues, Societal Issues				4	
Unit No. 5	Triple Bottom Line (TBL/3BL):					
	Definition, The Bottom Lines, Arguments in favor of the concept Arguments against the concept, Legislation temporary Issues	ot,			8	
Guest Lectures	• • •					
	Total Lecture hours:			30	hou	rs
Text Books	ob," Leading Change toward Sustainability, A Change-Manager	nent	Guid	e foi		

4. Doppelt Bob ," Leading Change toward Sustainability, A Change-Management Guide for

Business, Government and Civil Society", Greenleaf Publishing, 2003

5. C. K. Prahalad & Allen Hammond," Serving the World's Poor, Profitably", Harvard Business Review, September 2002

Reference Books:

- 8. William B. Werther Jr.&David Chandler," Strategic Corporate Social responsibility ,Stakeholders in a Global Environment ", SAGE Publications:
- 9. Kotler Philip & Nancy Lee, "Corporate Social Responsibility: Doing the Most Good for your company and your Cause", John Wiley & Sons, Inc.
- 10. Kotler P & Roberto EL," Social marketing. Strategies for changing public behavior. New York, Free Press, 1989
- 11. Andreasen Alan R.," Ethics in Social Marketing "Georgetown university Press, 2001

Mode of Evaluation:	Continuous Assessment (Midterm, Quiz, Assignments and mini projects) and TEE
Decement of the	Provid of Studion 11.02.2010

Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	•]	Public	Sec	ctor	r Mana	igemen	ıt		Ι	T	P J	C
BMT620	3										3	0	0 0	3
Pre-requisit	e									S	ylla	ıbus	s ver	sion
OBJECTIV														
	nts will be a													
		ible to	com	prehen	d gl	loba	al trend	s influe	encing the bus	iness	env	iron	men	t
OUTCOME 1. Stude		malati		ontort	<u>1</u>	fact	tomain	daninin	n malin a					
	ent is able to								s of decision					
								1	e given contex	÷				
									international in		atio	n sc	ource	S
									vith the availa					
	ng decisions		11											
	-		ve to	conse	que	ence	es of i	ntercult	tural commun	icatio	n a	nd	prop	oses
	tive ways of							ontext						
	Public orga												hou	
									how different		re f	rom	Priv	vate
									c Administrat	on				
Module:2	Political sy	<i>'</i> stems	and a	adm1n1	stra	ation	n on pu	blic				5	hou	rs
	sectors	ional	and	Intorr	otic	onal	1 Idaa	laging	Democracy a	nd T		ical	120	lion
									of political ide					
Business orga		u 10101	larenj	y adını	msı	iiaii		mpaor	or pointed lide	ologi	050	11 1	JIICI	6 5 III
<u>v</u>	Contempor	rarv I	Mode	ls-Soci	io E	Econ	nomic						5 ha	ours
	models				-									
Opportunities	s in Public	Secto	ors- R	ecruitr	nen	nt- E	Educati	ion and	l training – D	esign	atio	ns i	n Pı	ıblic
sector and c	omparison	betwe	en Pi	ublic a	and	pri	ivate S	ectors	– Five year j	olans-	Ne	eth	i ayo	og –
Government	schemes to	devel	op Pu	blic se	ctor	rs								
Module:4	Theories	of	Gove	ernanc	e	an	d po	olitical				5	hou	urs
	economies						1							
Theories of	Public Gov	/ernan	ce- S	tructur	re a	and	proces	s of B	Bureaucracies-	Regul	atio	ns-	Poli	tical
institutions -									T					
	Managing												5 ho	urs
									Audit process i	n Put	olic			
	Developme					Publ	lic Sec	tor-					5 ho	urs
	Technology					1:		T., 4., a. 1.	 	1	T	7	- f	
									uction of Tech	nolog	y- 1	lase	10	
process- Dig	gitalization	of Lai	la rec				er gove					20) hou	MG
	F1' 1 C1					-						30	not	11 5
# Mode:	Flipped Cla	iss Ro	om, (Case D	ISCI	ussi								
							and	Project						
Text Book(s)	/							-						
			-						, (2018) <u>Publi</u>	c Mai	nag	eme	nt ir	<u>1</u>
	bal Perspec								5th Edition (T	onda		D	tlad	70)
									5 th Edition (I <u>istration and</u>					
	Westview			Jupar	all	vcſ			<u>1511 alluli allu</u>	1 0110	<u>y</u> (1	JUU	uti,	
Reference B			,											
		(2001)	. Puh	lic Ad	mir	nist	ration	: A Co	omparative Pe	rsneo	tiv	e. 6 ^t	h	
			<u>, i uo</u>							- spec		., 0	_	

2.Edition (New York: Marce Michael J. Sandel, (201 (New York: Farrar, Str	2), <u>What Money</u>		: The Moral Limits of Markets
Mode of Evaluation			
Recommended by Board of Studies	11-03-2019		
Approved by Academic Council	No. 54	Date	14-03-2019

Course code	Strategies for Winning Business Negotiations	
BMT 6204 Pre-requisite	BMT 5212 – Strategic Management	2 0 0 4 3 Syllabus versio
r re-requisite	BMT 5212 – Strategie Management	Synabus versio
students will b OUTCOME: 1. The stude advantage 2. The stude 3. The stude implemen 4. The stude 5. The stude	e able to formulate competitive strategies for the digital market place e able to articulate (oral and written) ideas to aid decision making nt provides a definitive and outstanding assessment of the market sh of competitors in the marketplace nt does a comprehensive analysis of potential dangers of competitors ent provides comprehensive industry assessment and strategy tation details nt is effective in oral communication of a managerial decision and is nt is able to effectively use written communication for expressing vie ent is able to convince others on decision making using his or h	nare and competitives activity y formulation are also convincing
	cation skills	
Module:1 Fur	adamentals of Negotiations	3 hour
Science and art of From data to facts	negotiation – Process, data and cultures – Mapping critical & analyti – suspending disbelief – Critical thinking process – clarity – illustratic ic of individuals, groups and organizations.	ical questions –
Module:2 Neg		
Everything is neg	otiation Processes otiable – Goals, Aims and requirements – Time – Power to take deci	
Everything is neg – Winning at all Techniques – Ma Communication –		isions – Informatic in-Win Negotiatic rust and Building
Everything is neg – Winning at all Techniques – Ma Communication – teams.	otiable – Goals, Aims and requirements – Time – Power to take deci costs. Pre-Negotiation – Negotiation – Post – Negotiation – W king the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple pa	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Cro	otiable – Goals, Aims and requirements – Time – Power to take deci costs. Pre-Negotiation – Negotiation – Post – Negotiation – W king the first move developing a negotiating style – Establishing T	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hou
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Cro Role of Cultures i	Detiable – Goals, Aims and requirements – Time – Power to take decident costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple particles in Negotiations – Negotiations with multiple particles border negotiations – Tacit negotiations and Social dilemmas – Negotiations – Tacit negotiations and Social dilemmas – Negotiations – Negotiations – Tacit negotiations – Negotiations – Negotiations – Negotiations – Tacit negotiations – Nego	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Cro Role of Cultures i Module:4 Tec Negotiating via ir	Detiable – Goals, Aims and requirements – Time – Power to take decision states of the costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple parameters by the first negotiations – Tacit negotiations and Social dilemmas in cross border negotiations – Tacit negotiations and Social dilemmas in the formation Technology – negotiating on the Internet – interplay of formation Technology – negotiating on the Internet – interplay of	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour 3.
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Croc Role of Cultures i Module:4 Tec Negotiating via in Media in negotiation	 bitable – Goals, Aims and requirements – Time – Power to take decident costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple particles border negotiations – Tacit negotiations and Social dilemmas hnology & Negotiations formation Technology – negotiating on the Internet – interplay of ons. 	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour Play of new Soci
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Croc Role of Cultures i Module:4 Tec Negotiating via ir Media in negotiat: Module:5 Neg Comparative negotiative negotiative	Detiable – Goals, Aims and requirements – Time – Power to take decision states of the costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple parameters by the first negotiations – Tacit negotiations and Social dilemmas in cross border negotiations – Tacit negotiations and Social dilemmas in the formation Technology – negotiating on the Internet – interplay of formation Technology – negotiating on the Internet – interplay of	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour a. Play of new Soci 4 hour 4 hour
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Cro Role of Cultures i Module:4 Tec Negotiating via in Media in negotiat Module:5 Neg Comparative negotiation Europe – Latin an	Detiable – Goals, Aims and requirements – Time – Power to take decident costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple parages Cultural Negotiations neross border negotiations – Tacit negotiations and Social dilemmas hnology & Negotiations of formation Technology – negotiating on the Internet – interplay of ons.	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour a. Play of new Soci 4 hour 4 hour
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Croc Role of Cultures i Module:4 Tec Negotiating via in Media in negotiat Module:5 Neg Comparative negotiating and	Detiable – Goals, Aims and requirements – Time – Power to take decident costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple particles border negotiations – Tacit negotiations and Social dilemmas in cross border negotiations – Tacit negotiations and Social dilemmas formation Technology – negotiating on the Internet – interplay of ons. Description of the Internet – interplay of the India and different cultures specific to nations across the ged North America – Negotiation Strategies – Cases.	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour 3. 4 hour Play of new Soci globe Australasia –
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Croc Role of Cultures i Module:4 Tec Negotiating via in Media in negotiat Module:5 Neg Comparative negotiating and	Detiable – Goals, Aims and requirements – Time – Power to take decident costs. Pre-Negotiation – Negotiation – Post – Negotiation – Witking the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple parameters border negotiations – Tacit negotiations and Social dilemmas in cross border negotiations – Tacit negotiations and Social dilemmas formation Technology – negotiating on the Internet – interplay of ons. Description of the Internet – Negotiation Strategies – Cases. Description of the Internet – Negotiation Strategies – Cases.	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour Play of new Soci Play of new Soci globe Australasia – 2 hour
Everything is neg – Winning at all Techniques – Ma Communication – teams. Module:3 Cro Role of Cultures i Module:4 Tec Negotiating via in Media in negotiati Module:5 Neg Comparative nego Europe – Latin an Module:6 Gu Contemporary iss Pro pro	otiable – Goals, Aims and requirements – Time – Power to take deci costs. Pre-Negotiation – Negotiation – Post – Negotiation – Wi king the first move developing a negotiating style – Establishing T Persuasion and Ethics in Negotiation. Negotiations with multiple pa ss Cultural Negotiations n cross border negotiations – Tacit negotiations and Social dilemmas hnology & Negotiations formation Technology – negotiating on the Internet – interplay of ons. otiations Cases tiations in India and different cultures specific to nations across the g d North America – Negotiation Strategies – Cases.	isions – Informatic in-Win Negotiatic rust and Building arties, coalitions ar 3 hour Play of new Soci Play of new Soci globe Australasia – 2 hour

Reference Books				
1.	Fisher and Ury (2012) Getting to Yes: Negotiating An Agreement Without Giving In, Random			
	House Business			
2	Cellich & Jain, (2011), Global Business Negations – A practical Guide, Thomson / South Western			
Mode of Evaluation: Continuous Assessment (Midterm, Quiz, Assignments and mini projects) and TEE				
Recommended by Board of Studies		11-03-2019		
Approved by Academic Council		No. 54	Date	14-03-2019